



ALFRED NOBEL UNIVERSITY



**ENGLISH FOR TOURISM AND HoReCa:  
HANDBOOK ON EXAM PREPARATION**



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**ENGLISH  
FOR TOURISM AND HoReCa:  
HANDBOOK ON EXAM PREPARATION**

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Посібник укладено відповідно до вимог прийнятої в Університеті імені Альфреда Нобеля концепції вивчення іноземних мов з метою цілеспрямованої, якісної підготовки студентів до успішного складання атестаційного екзамену з іноземної мови професійного спрямування (англійської). Структура посібника відповідає завданням екзаменаційного білета. Призначений для студентів спеціальностей «Туризм» і «Готельно-ресторанна справа».

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The handbook has been developed in accordance with the requirements of the foreign language studying concept adopted at Alfred Nobel University and is aimed at purposeful high quality preparation of students for successful completion of the qualifying examination in English. The structure of the handbook corresponds to the tasks of the examination. It is meant for students specialized in Tourism and Hotel and Restaurant Business.

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# SECTION 1

## TOPICS OF SPECIFIC PROFESSIONAL ORIENTATION: READING AND DISCUSSION

### PRACTISE READING AND DISCUSSING THE FOLLOWING TEXTS

#### PART 1. TOURISM

##### TEXT 1

**Lead-in:** What are main functions of tour operators and travel agents? What activities are they involved in?

#### TOUR OPERATORS AND TRAVEL AGENTS



Traveling is one of the most common activities for people, especially during the summer vacations people go around the world to visit different places and enjoy their time with family or friends. Although people can go to these locations on their own, sometimes there is need of some guidance or a person who can make arrangements for you so that no problems are faced in a foreign land. Individuals who are responsible for these activities are usually called travel agents and tour operators. Mostly it is thought that both the terms are similar to each other, and they do the same work, but this is not entirely accurate. They have specific jobs, and few differences between them exist.

Tour operators can be considered the wholesalers of the industry. Their product, which is a service, is the package tour.

Packaged tours offer transportation, hotel accommodations and transfer to and from the airports. The tourist pays a lower price for this package than if he were trying to make all the arrangements on his own. In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car and many other extras.

It is possible to distinguish between two general types of tours. One is the holiday package that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally of the “no frills” variety – in other words, without expensive extras. The major attractions usually include sun, sea and activities such as golf or tennis that are offered by the resort itself.

The second is the guided tour that features sightseeing or some other special attraction. These tours are accompanied by a guide who is in charge of travel

arrangement and activities. The activity offered by the tour is its principal attraction. The tour may combine travel with education.

The person who leads such tours is the tour guide. He is multilingual, he relates well to other people, and he deals with the variety of problems that arise not only in making travel arrangements, but also in carrying them out.

There are many advantages in the packaged tours, the most obvious being the price. When airplane tickets and hotel rooms are reserved in blocks by the tour operators, considerable savings are passed on to the customers. Many people would never travel at all without the price inducements offered by packaged tours.

A second advantage is the opportunity for tourist to make all his travel arrangements in one place at one time.

A third advantage can be summed up in the term accessibility. Tours make it possible for people to visit many remote areas that would otherwise be too difficult for them to try to see on their own. Tour operators have made countless places throughout the world accessible to the general public.

A tour operator is a person responsible for actual planning of the trip. He is the one who reserves the tickets, hotels, transportation, destinations and even meals. Sometimes they might even arrange a tour guide to guide you through your destination. So, we can say that a tour operator offers a complete package. A tour operator is involved in your vacation right from the planning of your trip to the point you return home. He works for you throughout your holiday and he reaps the maximum benefit from your deal.

Some tour operators are specialized in certain areas i.e. specialized in a certain country. Other tour operators offer tours throughout the world. While some tour operators are involved in planning, arranging, advertising, selling and operating tours, some do not actively participate in selling. This is where the role of travel agents comes in.

The term travel agent, might give you a hint about the role played by travel agents. An agent is a person or a business authorized to act on other's behalf. In this case, a travel agent is an intermediary between clients and tour operatives. He is actually involved in selling attractive tour packages to the clients and is good at matching tours and trips according to client's needs and requirements. A travel agent can help you to choose the ideal package, based on your budget and preferred destinations.

A travel agent will be the person who provides all the services related to your tour and manage where you fly from, where you get your connecting flights and hiring of cars in the local area. The retail travel agent sells all kinds of tourist products – transportation, accommodations, sightseeing and the like to the general public. The term “retail” distinguishes him from the tour operator or packager, who can be considered the manufacturer or wholesaler of the tourist industry.

The main difference between a tour operator and a travel agent is that tour operator is the person who is actually responsible for the planning of the trip/ tour package while travel agent is the person who is involved in selling the tour package. Travel agents' job is to help you select a package that suits the clients' needs whereas tour operator plan your trip, arrange accommodation, transportation and look into the minute details of the job. Tour operators have more responsibility about your tour, as their job begins the minute you start preparing for the trip to the moment you return safely from the trip. In addition, nowadays many people prefer to work directly with the tour operators without the intervention of the travel agents.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. arrangement	a) a holiday at a fixed price in which the travel company arranges your travel, hotels, and sometimes meals for you
2. wholesaler	b) an actor thing that is intended to persuade someone or something
3. package tour	c) tour where a tour guide directs the route, times, information, and places toured
4. distinguish	d) an agreement between two people or groups about how something happens or will happen
5. guided tour	e) action taken to intentionally become involved in a difficult situation in order to improve it or prevent it from getting worse
6. multilingual	f) something that you say or do that shows what you think or want, usually in a way that is not direct
7. inducement	g) omeone who buys and sells goods in large amounts to shops and businesses
8. hint	h) to give official permission for something to happen, or to give someone official permission to do something
9. authorized	i) able to use more than two languages for communication, or (of a thing) written or spoken in more than two different languages
10. intervention	j) to notice or understand the difference between two things, or to make one person or thing seem different from another

**TASK 2. Match the words to make collocations and make your own sentences with them.**

make	offer	got	provide (x2)
supply	meet (x2)	complete	arrange

..... ..... arrangements	..... ..... services
..... ..... clients	..... ..... accommodation
..... ..... price	..... ..... needs and requirements

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Tour operators can be considered the wholesalers of the industry.
2. Tour operator's final product is a package tour.
3. A tourist pays a lower price for a package tour than if he were trying to make all the arrangements on his own.

4. Guided tours are accompanied by a guide who is in charge of travel arrangements and activities.
5. Travel agent is a person responsible for actual planning of the trip.

#### **TASK 4. Answer the questions to the text.**

1. Why are tour operators considered wholesalers of the tourism industry?
2. What do packaged tours offer?
4. What types of tours does the text mention?
5. What is the difference between a holiday package and a guided tour?
6. What skills and qualities does a tour guide need? Why?
7. What are the advantages of a packaged tour?
8. What is the main role of a tour operator?
9. What is the main role of a travel agent?
10. What is the main difference between a tour operator and a travel agent?

### **TEXT 2**

**Lead-in:** What does a package tour include and why is it so popular with the travelers?

#### **A PACKAGE (PACKAGED) TOUR**



Package tours are excursions or holidays, which “package” a variety of services together to make a single “combined” trip. Commonly they combine such things as transport, accommodation and meals. They may also include the provision of a tour guide and/or leader. Tours can be long or short in duration and distance. They may be a one-day or overnight package, or they could be a period of a month or more.

**Packaged tours typically include:** All transfers between airports/harbors/stations and hotels; Twin share tourist and first-class accommodation with private facilities, as specified; Cruises; Rental cars; Entrance fees to attractions; Insurance; Tickets for entry to events or attractions; Insurance.

#### **Types of Packages**

The types of packages available in today’s market are vast and varied. This ensures all consumers’ needs and desires are met. Package tours can be further broken down into specific tour types. Tours available range from Special-interest tours, Adventure tours, City or Regional tours, Group tours and Fully Escorted tours.

Special-interest tours are designed around a particular interest area which could include arts, food and wine, sport, culture or agriculture. Specialist tours may include an expert or celebrity guide who relates to the theme of a tour (e.g. a gardening expert accompanying a garden tour, or an art expert accompanying an art tour).

Adventure tours are designed to allow the consumers to participate in their area of interest for the length of the tour and more experience based. They generally

are physical and require a certain level of fitness, however, can sometimes be modified to meet your needs depending on the other travelers. Some examples of this tour type include diving, rock or mountain climbing, horse riding, skiing or cycling.

City/regional tours normally last for one full day or less. They follow a fixed itinerary and will visit areas of interest in a specific place, whether that is historic, religious or cultural. Refreshments or meals are often included.

Group tours also follow a fixed and pre-arranged itinerary. They often only take place depending on the number of travelers i.e. they require a certain number of travelers in order to go ahead or it becomes a financial cost rather than profitable. It is also worth noting that there are a maximum number of travelers on group tours too, as determined by the mode of transport – a 56-seater coach can accommodate no more passengers and therefore the number limit is defined. Group tours are generally always escorted or a tour guide service is provided.

Fully escorted tours are often a good idea for solo travelers and especially women travelling alone. This type of tour offers a sense of security or overcomes language and cultural barriers. Also, these types of tours are often somewhat educational, the escort providing local, historical and cultural knowledge or insight gives the consumer more worthwhile experience and understanding of the country (place) visited.

#### **Advantages and Disadvantages of Packaged Tours**

From both a travel agent's and a consumer's perspective, package tours provide a number of advantages, which often outweigh the disadvantages.

##### **Advantages for the consumer:**

**Cost saving and budgeting** - the price of a trip when organized as a package is generally less as travel agencies bulk buy their package deals and therefore can sell the tours at a lower and more competitive rate. This is an instant cost saving benefit for the consumer, as the discount travel agencies receive is generally passed on to the consumer. Also, as the tour often includes all meals or trips for example, this reduces any uncertainty about the additional costs and allows the consumer to budget properly for costs associated with their travel. For example, if airport pick-ups or taxi transfers are pre-booked and paid for beforehand there is no potentially expensive surprise when travelling to the accommodation on arrival at the destination.

**Responsibility is on the operator** - the lack of responsibility on the traveler is an advantage. If something goes wrong, e.g. a flight is delayed, resulting in the traveler missing a connecting flight, it is not the traveler's responsibility to arrange a new ticket. The responsibility lies with the airline or tour operator. In a certain respect, travelers can relax knowing if something goes wrong, someone else is there to solve the problem.

**Convenience and time-saving** - this is definitely the most convenient way to arranging a vacation or tour. The travel agency deals with all the arrangements relating to airlines, hotels, transfers directly through the tour provider. This saves the consumer the effort and the time of contacting each company/service individually.

**Social** - this is frequently a main reason why people may opt to travel on a package tour. The chances of social interaction are higher, allowing the fostering of short or long-term friendships. People regularly choose a tour, which ensures that they are socializing with people of a similar age. For example, young people

who like to party may opt for an 18-30 party group tour, some adults may choose to stay in accommodation which caters to the needs of children and will opt for a family tour or some people may choose to go on adult only tours to avoid children completely!

**Quality of service** - tour operators (those who provide the travel agency with the tour package) spend a great deal of time assessing the airlines, hotels, sightseeing operators etc, which they use to make up the tour package. By doing so they ensure a high standard of quality and the consumer can have peace of mind. Tour companies are eager to meet their own business needs and so they ensure that the most frequented areas of interest (cultural or geographical) are included in their tour, thus meeting the needs of the consumer.

#### **Advantages for the travel agent**

Agent commission - travel agents normally receive 10% commission on all tours they confirm. Clearly, the financial incentive means travel agencies find it extremely advantageous to sell tour packages and not solely flights and/ or accommodation

**Savings in time and cost** – in order for a travel agent to put together all the components of a package tour, this would take extensive communication with the different service providers, initially to check rates and availability and then to send through deposits and secure bookings. By using a tour provider, the travel agent only needs to make one call, send one email or use an online booking system once to confirm the tour package. Clearly, this saves a great deal of time, freeing up the agent to work for other consumers, thus increasing sales and commission.

**Wide variety of package tours available** - this means the travel agent can always make suggestions on tours, which match the needs of the consumer. The high number of very different packages available allows people with possibly lower budgets to still enjoy tours.

#### **Disadvantages for the consumer:**

**Inflexibility** - when a traveler purchases a tour, they commit to follow the itinerary, flight schedule and accommodation arrangements. Generally, they are unable to change or reschedule their tour and whilst on the tour they cannot change their plans as they wish. For example, they must be at a point of pick-up at a certain time and if they are not there, they delay the rest of the tour (if they are booked onto a group tour that may create problems and possibly complaints from other travelers). Also, if travelers have any special requirements, again for example, dietary requirements, but they are out camping in the bush overnight, the tour provider may not be able to meet their needs but substituting the food provided. It is the responsibility of the travel agent at the time of booking to ensure all possible issues are raised and the traveler's needs are addressed due to the inflexible nature of a tour package

#### **Disadvantages for the travel agent:**

**Control** - travel agents have little or no say over the tour operator's choice of services, restaurants, accommodation or attractions included in a tour package. As a result, they must ensure they carefully choose the correct package which provides a high standard of quality, or is the most appropriate for the particular market. Also the business of tour packages and the number of tour providers is vast. This makes it very difficult for all travel agents to become and remain knowledgeable of all the

available tour ‘products’ and so extensive time must be spent researching choices and selecting the best one for the consumer.

The saving in time and money a travel agent saves a consumer is invaluable. Contacts in the industry regarding reservations and availability then acquiring the best prices to suit an individual cannot be overlooked when considering travelling.

Travel agencies receive 10% commission on most packaged tours; however if the agency has a preferred product arrangement with a certain company this amount could be higher. As a commission is taken out before forwarding the final payment to the tour operator, the agency is able to receive the reward for its effort without delay.

Tour operators and wholesalers often reserve the right to alter their itineraries for various reasons such as weather, strikes or the outbreak of fighting in a particular area. Any price changes that might occur prior to departure are likely to be passed on to the client.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. package tour	a. knowledge or practical wisdom gained from what one has observed, learned or undergone.
2. available	b. deficiency or absence of something needed, desirable or customary
3. wholesaler	c. a detailed plan of travel
4. lack	d. at hand or ready for use
5. experience	e. to secure or guarantee
6. itinerary	f. to schedule for another or later time
7. knowledgeable	g. a planned tour in which one fee is charged for all expenses.
8. to reschedule	h. to make a choice
9. to opt	i. possessing or exhibiting knowledge
10. to ensure	j. a person or a company selling goods in quantity as to retailers for resale.

**TASK 2. Match the words to make collocations and make your own sentences with them.**

provide	make	accommodate	overcome
keep	follow	obtain	pick up
break	pay	book	

..... ..... tours	..... ..... itinerary
..... ..... passengers	..... ..... knowledge
..... ..... language barrier	..... ..... beforehand

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Package tours usually combine transport, accommodation and meals.
2. City tours usually include diving, rock or mountain climbing, horse riding, skiing or cycling.
3. Group tours usually follow a fixed and pre-arranged itinerary.
4. Package tour is comparatively inexpensive and one of the most convenient ways to arrange a vacation or tour.
5. When a traveler purchases a tour, he/she should not follow the itinerary, flight schedule and accommodation arrangements.

**TASK 4. Answer the questions to the text.**

1. What is a package tour?
2. What areas of interest do special-interest tours include?
3. What activities do adventure tours provide?
4. What type of tour offers a sense of security or overcomes language and cultural barriers?
5. What is the main advantage of a packaged tour for a customer?
6. What is the main advantage of a packaged tour for a travel agent?
7. What is the main disadvantage of a packaged tour for a customer?
8. What is the main disadvantage of a packaged tour for a travel agent?
9. Who has the right to alter the itineraries for various reasons such as weather, strikes, etc?
10. Who are group tours generally escorted by?

**TEXT 3**

**Lead-in:** What types of tourism do you know? Which of them do you usually use while spending your holiday?

**DIFFERENT TYPES OF TOURISM**



Traveling is an effective way to see the world, experience new cultures and meet new people at the same time. For many tourists, however, traveling accomplishes many other purposes that don't even have anything to do with the joy of visiting a new place. This is why there are many different types of tourism that explain why tourists choose a particular destination and the things that they expect to do when they are there.

Perhaps the most common type of tourism which most people associate with traveling is **recreation tourism**. This is when people go to a place that is very different from their regular day-to-day life to relax and have fun. Beaches, theme parks and camp grounds are often the most common places frequented by recreational tourists.

If the objective of one's visit to a particular place is to get to know its history and culture then this type of tourism is known as **cultural tourism**. Tourists may visit different landmarks of a particular country or they may simply opt to focus on just one area. They may also attend festivals and ceremonies in order to gain a better understanding of the people, their beliefs and their practices.

For tourists who want to see wildlife or bask in the joy of just being in the midst of nature, **nature tourism** is the answer. Nature trails are all part of this kind of tourism. Bird watching, for example, is one activity that nature tourists are fond of doing. What marks this kind of tourism is that it is environmentally responsible, has low impact and advantageous to the local community.

Many people today are stressed out in the corporate rat race and in need of rejuvenation. Thus, they go on trips that refresh their souls and spirits. This is called **pleasure tourism** and usually includes yoga workshops and detox vacations, among others. Others, however, de-stress by engaging in a particular sport. Called **sports tourism**, travelers here target places which are known for a particular sporting facility. Skiing, for example, is a type of sports tourism. Also included in this category are those who go to a destination to experience a sports spectacle such as the Olympics, FIFA World Cup and others.

**Religious tourism** is another type of tourism where people go to a religious location or locations to follow the footsteps of their founder or to attend a religious ceremony. Catholics, for example, go on pilgrimages in the Holy Land to experience the paths where Jesus walked.

**Medical or health tourism** is a relatively new type of tourist activity where the main focus of the travel is improving one's health, physical appearance or fitness. For instance, certain countries promote the expertise of their doctors and surgeons in the field of cosmetic surgery and invite foreigners to have their liposuction, facelift, nose lift and other forms of cosmetic procedures to be done there. Medical tourism also incorporates aspects of recreation tourism where the patient goes to a relaxing getaway to recover from the procedure.

**Adventure tourism** is another type of tourism that is catered for those who want to do more than just visit regular tourist sites. These kinds of trips involve challenging activities like rock climbing, mountain climbing and wild water rafting.

Ecotourism is comparatively new type of tourism. Everyone has a different definition, but most people agree that ecotourism must: conserve the wildlife and culture of the area, benefit the local people and involve the local community, be sustainable, that is, make a profit without destroying natural resources, **provide an experience** that tourists want to pay for.

So, for example, in a true ecotourism project, a nature reserve allows a small number of tourists to visit its rare animals and uses the money that is generated to continue with important conservation work. The local people have jobs in the nature reserve as guides and wardens, but also have a voice in how the project develops. Tourists stay in local houses with local people, not in specially built hotels. This way they experience the local culture and do not take precious energy and water away from the local population. They travel on foot, by boat, bicycle or elephant so that there is no pollution. And they have a special experience that they will remember for the rest of their lives.

It should be noted that there are no strict delineations when tourists go on their trips. These kinds of tourism often overlap so it's not unusual for travelers to experience more than one type of tourism in one vacation.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. accomplish	a) the act or process of making someone look or feel young and energetic again
2. particular	b) the place where someone is going or where something is being sent or taken
3. nature trail	c) an operation in which fat is sucked out from under the skin
4. rejuvenation	d) of great value because of being rare, expensive, or important
5. destination	e) to become completely well again after an illness or injury
6. surgeon	f) as compared to something else
7. liposuction	g) to finish something successfully or to achieve something
8. comparatively	h) a doctor who is specially trained to perform medical operations
9. recover	i) a path through an area of the countryside that is intended to attract the walker's attention to interesting plants, animals, and other features
10. precious	j) special, or this and not any other

**TASK 2. Match the words to make collocations and make your own sentences with them.**

particular	predict	have (x3)	target
need	accomplish	see	follow
provide	gain		

..... ..... destinations	..... ..... purposes
..... ..... impact	..... ..... places
..... ..... footsteps	..... ..... experience

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. The main objective of recreation tourism is to visit a particular place and to get to know its history and culture.
2. For tourists who want to see wildlife is better to enjoy nature tourism.

3. Religious tourism is a type of tourism used when you need to refresh your souls and spirits.
4. The best way to improve your health, physical appearance or fitness is to use Medical tourism.
5. Ecotourism is aimed at conserving the wildlife and culture of the area.

**TASK 4. Answer the questions to the text.**

1. What is recreation tourism aimed at?
2. Name the benefits of ecotourism.
3. What are the popular sports tourism destinations?
4. What is the main focus of medical and sports tourism?
5. What types of activities does adventure tourism include?
6. What are the most popular medical procedures that can be experienced in medical and health tourism?
7. What is the objective of cultural tourism?
8. Think of world popular destinations in cultural tourism.
9. What places can be perfect for enjoying ecotourism?
10. Describe your favorite type of tourism. What activities does it usually include?

**TEXT 4**

**Lead-in: Have you ever visited fairs or exhibitions? What do you think is the main aim of such organized events?**

**FAIRS AND EXHIBITIONS**



Every year a lot of international, national and specialized exhibitions and fairs are held in different countries of the world. The number of countries and companies which take part in them is growing from year to year and the scope of fairs and exhibitions is becoming larger.

The display during these exhibitions includes a wide range of exhibits which show the latest achievements in different field of industry, science and agriculture of many countries. Usually fairs and exhibitions are crowded with visitors, who show much interest in the exhibits on display.

At international and national exhibitions commercial centers are established where participants can negotiate the sale and the purchase of different goods. Every exhibition helps visitors to see the achievements of different countries. It is also a method to advertise products. Fairs and exhibitions are usually held under various mottoes: people and progress, peace and progress through economic cooperation and so on. International fairs and exhibitions pave the way for the consolidation of friendship among countries and nations.

The first world industrial exhibition was held in London in 1851. It was a great success. It displayed exhibits of 40 participating nations and the number of visitors reached over 6 million. Since then world industrial expositions have had a colorful history. Many such events have been held, some of them on a large scale. They have changed not only in size and scope, but also in character and overall purpose. Such events provided opportunities for exchanging scientific, technological and cultural achievements of people of Europe, America, Australia, Asia and Africa. Beginning with the early 60s, international expositions began to take new forms, trying to emphasize not only technological progress, but also other aspects of life. They became festivals of industry and culture.

**Trade shows** are generally targeted at an industry and people involved or interested in that industry. Exhibiting at a trade show can be a great way to advertise to a target market and create brand awareness. Exhibitions are open to a large and sometimes diverse range of audiences (usually the general public). This provides you with a platform to promote your product or service to a broader group that may have little or no knowledge of your products and services. Depending on your type of business, product and market testing can be carried out at trade shows and exhibitions to gain industry or general opinion about your offering. Being involved in a trade show or exhibition can provide you with opportunities to branch out to business-to-business trading and create a customer database from the visitors to your display booth.

**Exhibition and trade fair** are two words that refer to temporary public events. Although both of these events can inform and entertain the public, there is a difference between exhibition and trade fair. An exhibition is mainly a public showing of works of art or items of interest. It can also provide the visitors with the information about some commercial and trade companies, firm, organizations as well as about their products and achievements. A fair is a gathering of people for various entertainment or commercial activities where you can not only exhibit the items of your production, demonstrate your latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities but also sell them. This is the key difference between exhibition and fair.

Exhibitions often do not have a commercial aspect as fairs whereas trade fairs have booths that sell different items such as food, accessories, and souvenirs. Exhibition does not have another recreational or entertainment element while fairs have carnival rides, games, etc. for recreation.

Trade fair is more business-to-client or customer (not only consumer!) type of event. Companies gather not only to showcase their products and services, but also to sell and market them. Trade fairs (or simply Fairs) are open to anyone interested and can cover a few industries at the same time whereas exhibition has the least of sales element in it; the primary objective is to showcase products and services. Usually exhibitions cover one industry at a time and are geared towards building general image of a company/brand.

While most fairs contain exhibitions, not all exhibitions are fairs. At a fair, something is usually on display or exhibited, such as a product, service, opportunity, competition or other object, as part of the fair. As well, a fair can have buying, selling, trade, amusements, food and other entertainment too. An event that is called 'an exhibition', usually just has something on display for public viewing primarily focusing on showing off the object or ability being exhibited.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. establish	a) to show something publicly
2. motto	b) knowledge that something exists, or understanding of a situation or subject at the presenttime based on information or experience
3. scope	c) a situation in which someone is trying to win something or be more successful than someone else
4. involve	d) shows, films, television, or other performances or activities that entertain people, or a performance of this type:
5. exhibit	e) to make something known generally or in public, especially in order to sell it
6. advertise	f) to start a company or organization that will continue for a longtime
7. awareness	g) not lasting or needed for very long
8. temporary	h) to include someone in something, or to make them take part in or feel part of it
9. entertainment	i) a short sentence or phrase that expresses a belief or purpose
10. competition	j) the range of a subject covered by a book, program, discussion, class, etc

**TASK 2. Match the words to make collocations and make your own sentences with them.**

involve	examine	provide	market
present(x2)	sell	show	take
make	pave	pass	

..... ..... interest	..... ..... market trends
..... ..... opportunities	..... ..... products
..... ..... part	..... ..... way

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Lots of countries and companies are usually interested in taking part in different fairs or exhibitions.
2. An exhibition is a great opportunity for a company to sell its products.
3. An exhibition helps visitors to see the achievements of different countries.

4. The first world industrial exhibition was held in the USA in 1851.
5. Fairs do not usually have a commercial aspect.

**TASK 4. Answer the questions to the text.**

1. What are fairs mainly aimed at?
2. What are exhibitions mainly aimed at?
3. What does the display of the exhibition include?
4. Who are fairs and exhibitions usually crowded with?
5. What are usually established for different goods selling and purchasing?
6. Can we consider fairs and exhibitions a good way of attracting new customers? Why?
7. What type of activity, which is not typical for exhibition, does a fair usually include?
8. Formulate the main difference between a fair and an exhibition.
9. Have you ever been to any fair or exhibition? Describe your tour visit.
10. Think of possible tourism products that can be presented at a fair or an exhibition in our country.

**TEXT 5**

***Lead-in:*** What is your favorite type of transport while travelling? Think over its advantages and disadvantages.

**LOGISTICS IN TOURISM AND TYPES OF TRANSPORTATION IN TOURISM**



Nowadays, the science of logistics appears to be very helpful and applicable, especially in the tourist and recreation sector. Broad knowledge as well as practical experience in this field can bring a lot of support not only in the creation of the supply chain, its realization and monitoring processes but also in the efficiency analysis or even tendering procedures.

It is beyond any question that the process of forming a supply chain in the tourist and recreation sector requires advanced and professional knowledge of both transportation systems: carriage of goods and passengers. There is no need to emphasize the fact that, in the view of a very competitive and modern market of tourism and recreation, high quality of tenders is still a priority. However, there is one more factor that plays an important and decisive role in this very sector. Strange as it may seem, it is the costs rather than the prices that determine our choices when making important decisions. Therefore, in order to gain a strong market position, maintain it and leave the competition behind, it is crucial to pay close attention to the cost analysis in particular links of the supply chain as well as restructuring them.

Tourism industry needs transports in order to take tourists from one place to another because the aim of the tourist is to reach the destination. So, in tourism industry we find different modes of transports which consist of air, rail, road and water. Hence, tourists have a choice to choose which one of the transports is suitable for them. There are many reasons to choose modes of transport; tourists might look at the following -speed, safety, price and convenience. So, basically, these different kinds of transports have positive and negative side effects.

**Air transport.** It is the fastest mode of transport. The best advantage of air transport is its high speed and therefore it is the most suitable mean because time is an important factor. It is also one of the most comfortable and quickest service. Air transport offers a steady, relaxed, well-organized and quick service. It also provides easy for access as air transport can be used to carry goods and people to the areas which are not accessible by other means of transport.

Disadvantages of air transport is that it is still very costly, especially in some countries. It is the highest means of transport: the charges of air transport are so high that it is beyond the reach of the common man. Uncertain and Unreliable: Air transport is uncertain and unreliable as it is controlled based on the level of weather conditions. Unfavorable weather such as fog, snow or heavy rain etc. may cause cancellation of scheduled flights and suspension of air service. It has also small carrying capacity as its carrying volume is very small.

**Water transport.** Transport by water can be an attraction in itself whether you are travelling on a cruise ship in the Mediterranean or on a ferry between Wellington and Picton. Travelling by water has been more popular as tourists seek to avoid the frustrations of air travel with its airport delays, congestion and the lack of comfort in the air (unless travelling first class!). Cruising has undergone a revival and all forms of recreational pursuits on the water including yachting and jet boating have expanded to fulfill this demand. The transport network is quite cheap as we compared it with a rail and road transport. Important for Foreign Trade: Water transport plays important role in foreign trade for example India's foreign trade is mainly dependent on water transport.

There also some disadvantages of water transport. Slow Speed as it is a slow means of transport because in rainy season it will results into fall in the water level of rivers making direction-finding difficult. Water transport is more risky as compared to other means because there is always danger of sinking ships or boats. In conclusion people need transport as far as we know that tourists comes from different places and they can't walk from a long distance to visit because it is time consuming.

**Land transportation** can be used for travelling from home to a host destination, within the destination and between the host destinations. Motorcars. Tourists can use privately owned cars for independent and flexible holidays both domestic and international. They can take day excursions or longer trips. The explosion in private car ownership has changed the tourism industry by establishing a need for motels, bed and breakfasts, home stays, roadside cafes and car ferry services particularly in Europe.

The car rental business is divided into two categories, the large international companies e.g. Hertz, Avis, Budget and the small, locally based companies. The larger companies will have contracts with airports and railways maintaining a desk at the location for easier collection of vehicles, links with airlines and hotels, (some large hotel chains offering desk space in their reception area) and access to their business through a computer reservation system (CRS) and website.

**Rail.** Rail travel has declined in popularity because of the rise in ownership of private vehicles, the advent of jet aircraft and the failure of rail operators around the world to adapt to changing tourists needs. The Orient Express ([www.orient-express-trains.com](http://www.orient-express-trains.com)), the Trans-Siberian Railway and the Trans Alpine railway ([www.trans-scenic.co.nz](http://www.trans-scenic.co.nz)) are all well known for their sightseeing appeal and are attractions in their own right. Rail can provide efficient links between airports and city centers and can carry large numbers of passengers and luggage. E.g. London, Frankfurt, Paris and Rome. Trains often have an advantage over coach travel as they are a lot faster. Inter-city express services operate in Britain, Europe, U.S.A. and Japan. For rail travel within a city, tourists tend to travel by underground trains such as the 'Tube' in London, Le Metro in Paris and the 'Bart' in San Francisco, Hong Kong, Singapore, Rome and Prague also have their own underground rail systems. Tickets offering unlimited travel by train, marketed to inbound tourists and only sold prior to departure, have boosted sales of rail travel. These included Eurail passes in Europe and Britrail pass in Britain.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. applicable	a) something (such as an appliance, device, or service) conducive to comfort or ease
2. advanced	b) the act of deciding that an organized event will not happen or of stopping an order for something
3. competitive	c) the feeling of being annoyed or less confident because you cannot achieve what you want, or something that makes you feel like this
4. maintain	d) to do something as promised or intended, or to satisfy your hopes or expectations
5. convenience	e) to give someone something that they need
6. cancellation	f) affecting or relating to a person or thing
7. frustration	g) a machine, usually with wheels and an engine, used for transporting people or goods on land, especially on roads
8. provide	h) well developed
9. vehicle	i) to keep in existence, or not allow to become less
10. fulfill	j) wanting very much to win or be more successful than other people

**TASK 2. Match the words to make collocations and make your own sentences with them.**

gain	bring	consider	take
make	pay	provide	meet
fulfill	distract	take	bring

..... ..... market position	..... ..... decisions
..... ..... support	..... ..... attention
..... ..... advantage	..... ..... demand

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Transport is one of the key aspects of Tourism industry.
2. Air transport is the fastest and the cheapest mode of transport.
3. Water transport is safer as compared to other means of transport.
4. The car rental industry is divided into two categories: the large international companies and small locally based ones.
5. Rail travel has recently declined in popularity because of the rise in ownership of private vehicles.

**TASK 4. Answer the questions to the text.**

1. What is logistics?
2. Why is logistics so important in tourism?
3. Why is it necessary to consider cost effectiveness of logistics?
4. What are the main criteria that travelers should bear in mind while choosing this or that type of transportation?
5. What are 4 main types of transportation?
6. Name advantages and disadvantages of air transport.
7. What is the main advantage / disadvantage of water transport?
8. Why has rail travel declined in popularity lately?
9. What is your favorite type of transportation? Why?
10. Name some biggest international companies providing car rental services.

## TEXT 6

**Lead-in:** What type of accommodation do you prefer while travelling or spending your summer vacation? Why?

### ACCOMMODATION TYPES AVAILABLE IN TOURISM



There are many different types of accommodation on offer, with each providing various facilities and a different experience. The following text considers the most popular ones.

**Hostels** may provide the cheapest accommodation. They normally offer shared rooms with bunk beds, but some also have private rooms available. Often the amenities are shared and you don't get towels or toiletries included.

Despite this, hostels are fantastic options. They are normally very friendly and great for meeting new people, they are often in great locations and may even provide superior views compared to some of the top hotels in the area.

**Guesthouse** is a kind of lodging. In some parts of the world (such as for example the Caribbean), guest houses are a type of inexpensive hotel-like lodging. In still others, it is a private home which has been converted for the exclusive use of guest accommodation. The owner usually lives in an entirely separate area within the property and the guest house may serve as a form of lodging business. This type of accommodation presents some major benefits such as: personalized attention, healthy and homemade food, quietness, inexpensiveness, modern design.

Guesthouses are fantastic and may be family run. The hosts often take pride in the property, has nice local furnishings, and will make you feel like their home is your home. Guesthouses may come with shared facilities like bathrooms and kitchens.

You may get homemade food and even tours of the destination through guesthouses.

Apartments are especially great for longer stays or if you want to have your own space or cook. Many apartments come with great furnishings and facilities allowing you to settle down for as long as you need.

**Hotels** can offer the most facilities and come in different star levels, often from 1-5 with five being the highest. Star levels of hotels are often determined by the country and not defined by a worldwide authority, so what may be a five star in one country, may only be a four star in another.

Generally, though a one-star hotel will be a basic room with the bare essentials. There is unlikely to be a pool, bar or anything besides the room.

As you go up the star levels the hotel will offer benefits, such as the furnishings will be nicer, you'll have a lot more facilities in your room and also around the hotel. In your room, you'll likely get bigger and better televisions as you go up, better coffee facilities, bigger and more comfortable beds, and in some hotels heated toilet seats (Shangri-La At the Shard in London). Around the hotel, you may get a pool, fitness and spa facilities, bars and multiple restaurants.

Also as you go up the service will also improve, with higher ranked hotels having more staff, butler services, 24-hour concierge and will basically do everything to ensure you have the most amazing stay possible.

**Lodge.** A lodge is an accommodation facility which is located and designed to optimize the feeling of being closely in touch with nature. The building style should feature natural materials and colouring such as wood, stone and thatch. Although the word ‘lodge’ has many different meanings, one of them refers to a small rural house used by people on holiday or occupied seasonally by sports enthusiasts (ski lodge, hunting lodge). An outdoor experience such as guided walks, game drives etc., should be offered at the lodge.

**Campsite.** Although sometimes considered less comfortable, camping remains a great way to get closer to nature at affordable prices. Rated 1 to 4 stars, campsites can offer a varied range of services. They are often strategically placed in convenient locations, such as near a beach, lake or forest. Generally, campsites let out tent pitches or caravan spaces to holidaymakers. However, there are often other types of accommodation available, such as mobile homes or chalets. Depending on their size, the latter may be the perfect option for families. Not all campsites offer entertainment and other activities on site. The most basic establishments offer only a pitch, electricity and water. These are best for mobile holidaymakers who often change destination. If you want to stay for a week or more, it is better to choose a campsite which offers fast food, water sports or entertainment, for example.

**Motel.** Originally designed for motorists, motels are roadside hotels equipped with minimal amenities and ample parking areas for motor vehicles.

**Cottage.** In today’s tourism sector, the term cottage is used to describe a small vacation house, typically in a rural area.

**Chalet.** Chalets are wooden Alpine-style buildings commonly found in and around mountain resorts.

**Tented Safari Camp.** A tented safari camp is a permanent campsite of large accommodation units, usually with canvas walls, solid high-quality furnishings, en-suite bathroom facilities, and private decks for observing wildlife. Situated throughout Africa, they range from comfortable to ultra-luxury and offer a wide range of safari based activities.

**Eco Hotel.** An eco hotel is an environmentally friendly accommodation aiming to promote sustainable tourism and green living through the use of renewable energy sources, recycled materials, and organic locally-sourced produce. Their philosophy is to minimize the impact on the environment.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. accommodation	a) beds one of two beds attached together, one on top of the other
2. amenity	b) the buildings, equipment, and services provided for a particular purpose
3. bunk	c) relating to, or characteristic of the country or country life

4. lodging	d) not expensive
5. facilities	e) a business or other organization, or the place where an organization operates
6. benefits	f) able to be bought or used
7. rural	g) something, such as a swimming pool or shopping centre, that is intended to make life more pleasant or comfortable for the people in a town, hotel, or other place
8. affordable	h) a place to live or stay, especially on holiday or for students at college
9. available	i) a helpful or good effect, or something intended to help
10. establishment	j) a temporary place to stay

**TASK 2. Match the words to make collocations and make your own sentences with them.**

have	reach	present	let
affordable	offer	provide	to be in
change	high	promote	inhibits

..... ..... benefits	..... ..... price
..... ..... destination	..... ..... facilities
..... ..... touch	..... ..... tourism

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Hostels provide the most expensive type of accommodation.
2. Guest houses are type of inexpensive hotel-like lodging.
3. Star levels of hotels are never determined by the country and often determined by a worldwide authority.
4. The more stars the hotel possesses the more facilities it provides.
5. Lodge is generally located and designed for those who like being closely in touch with nature.

**TASK 4. Answer the questions to the text.**

1. What is the cheapest accommodation according to the text?
2. What type of catering can be found in a guest house?
3. What does the availability of facilities depend on in a hotel?
4. What type of accommodation do you usually use while travelling by car?

5. What is the friendliest type of accommodation?
6. What is type/are types of accommodation where you will have to share the amenities?
7. What type / types of accommodation is/are a great way to get closer to nature?
8. What is the most comfortable accommodation? Why?
9. What type of accommodation provides you with a wonderful view of mountains?
10. What is your favorite type of accommodation? Why?

## **TEXT 7**

**Lead-in: What is the catering industry and what does it include? What can you say about the catering industry in Ukraine?**

### **ROLE OF CATERING ESTABLISHMENT IN TOURISM INDUSTRY AND DIFFERENT BOARD TYPES**



Catering dates back in the 4th millennium BC in China. The culture of grand eating and drinking was also present in old Egypt at that time. Most of the services were provided by slaves. Ancient Greeks are credited with making catering a trade by offering free services at their inns and hostels which continued into the Roman Empire, primarily to serve soldiers. In the Middle Ages catering centered on monasteries and the Christian pilgrimages in Europe. The trade spread during the reign of Charlemagne.

The food sector or catering industry is one of the most important elements in the travel and tourism industry. This includes restaurants and take away outlets but it can also include catering providers to hotels and airlines. Catering and food service industry plays an important role in the promotion of local food features and culture of tourism destination through providing catering products and services for tourists. Many countries have designed and developed catering and food brand with own features and style such as the Beer festival of Munich in Germany, Pickled Cabbage, festival in South Korea, series unique meal of cactus and corn in Mexico, Samba Carnival and characteristic barbecue in Brazil and so on.

An important part of service industry, catering and food service industry is the important carrier of the brand and culture for a country or region with the characteristics of wide market, extensive influence as well as more employment opportunities. In recent years, the development of global catering and food service industry maintains a rapid and healthy development. A wide variety of catering products and different styles of food culture has been shaped in the background of different regions and cultures. These food service groups provide a fast catering and food service for the consumers

from more than 55 countries and regions all over the world. It can be seen that the convenience has gradually become the trend of the development of catering market with the rapid development of economy and society. In many countries tourism is regarded as a means of developing wealth and creating employment, especially when traditional activities are on the decline. It is expected to contribute significantly to increasing GDP but identifying skill needs, especially prospectively, causes major problems due to the absence of any consensual definitions in tourism. The core activity in tourism is the hotel and catering industry, which includes business and leisure tourism, as well as the everyday business and leisure activities of local inhabitants. Catering is still perceived as an opportunity available to people of all ages who do not require much capital investment or many qualifications. Anyone can open a restaurant and in the US only some of the states require those working in the trade to take a basic training course in hygiene. However, in both countries, the development of hotel and restaurant chains is gradually increasing the amount of wage/earning jobs available, which may come to reduce the prospects of those setting up their own business.

Different sectors of the tourism industry are performing their particular roles in contributing to the success of a destination. Generally these sectors can be classified into two different groups: 1. Private Sectors; and 2. Public Sectors;

Food and nutrition are inevitable content of everyday human life. In their essence, they constitute a vital part of the tourism offer in tourist destinations, being a mixture of biological, socio-cultural and tourist aspect. Each tourist has a biological need, as every human being, to satisfy its need for food, but the way in which this is done depends not only on the socio-cultural features of the cuisine and hospitality of the tourist destination, but also on the specific ways in which the food is prepared and served to the tourists, which make food and nutrition a distinct tourist phenomenon.

One of the most common dilemmas for holidaymakers is choosing which board basis to pick for the most cost-effective trip.

**All Inclusive (AI).** This means all your meals and locally produced drinks – both soft and alcoholic are included in the holiday price. Usually there is a cut-off time in the evening, which will vary depending on the hotel, but it usually 11pm or midnight.

All Inclusive is fantastic for families as there's no need to worry about all those little extras in-between meal times adding up. Ice creams and snacks are sometimes included too. As pretty much everything is included in the package price, this is the best type of board basis for those who do not plan to venture far from the hotel/resort they are staying in, or who don't want to worry about carrying cash around while on holiday. However, you've always got the opportunity to eat-out away from the resort if you choose to. You may also be entitled to water sports and other activities which you would usually expect to pay for.

**Full Board (FB).** Full Board means that breakfast, lunch and evening meals are included in the price but any drinks or snacks will cost you extra. This package is perfect for those who are happy spending the day lounging by

the pool at the hotel but don't want to be restricted to what the hotel has to offer in the evening – perfect if you prefer to experience the surrounding nightlife after dinner.

**Half Board (HB).** Breakfast and dinner are both included in the price, meaning that any snacks or drinks will cost you extra.

HB suits those who plan on venturing out during the day. Perhaps you want to book lots of daytime excursions to explore the local area or further afield? This means you can fill up on breakfast before you leave, grab lunch when you're out, and come back knowing you won't have to worry about cooking dinner or finding somewhere to eat when you return as the hotel will have it covered.

**Bed and Breakfast (B&B).** For those who like to start the day with a good hearty breakfast but don't want to be fixed to certain prearranged times for the rest of their meals, B&B is a great option. Most hotels offer a buffet breakfast so you can pile your plate high to keep your energy up until lunch time – this is particularly good for couples and groups.

**Self Catering (SC).** Want to eat breakfast at midday? Do the kids eat dinner at 5pm but you prefer to wait until they are in bed? Self catering offers you the flexibility to come and go as you please and to set your own holiday timetable. No meals are included in the cost of a self catering holiday but you will be provided with basic kitchen facilities in your accommodation, such as a cooker, kettle and microwave.

This board basis is also perfect for those who have a pickier appetite or miss their home comforts while away. It also suits those with a small budget as you can buy food at supermarkets cheaply and cook for yourself.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. outlet	a) to continue to have; to keep in existence, or not allow to become less
2. feature	b) something that is certain to happen and cannot be prevented
3. carrier	c) the substances that you take into your body as food and the way that they influence your health
4. maintain	d) a situation in which a difficult choice has to be made between two different things you could do
5. nutrition	e) necessary for the success or continued existence of something; extremely important
6. inevitable	f) to be everywhere around something
7. vital	g) a store that sells goods to the public
8. dilemma	h) arranged at an earlier time
9. surrounding	i) a typical quality or an important part of something
10. prearranged	j) a person or thing that carries something

**TASK 2. Match the words to make collocations and make your own sentences with them.**

create	promote	provided	cause
outdoor	make	develop	cost-effective
require	leisure	solve	business
..... ..... food brand	..... ..... activities		
..... ..... problems	..... ..... employment		
..... ..... trip	..... ..... investment		

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Catering dates back in the 4<sup>th</sup> millennium BC in Japan.
2. In many countries tourism is regarded as a means of developing wealth and creating employment.
3. Food and nutrition are considered to be the least important aspects of everyday human life.
4. AI means all your meals and locally produced drinks (both hard and soft ones) are included in the holiday price.
5. FB means that breakfast and evening meal are included in the holiday price.

**TASK 4. Answer the questions to the text.**

1. Why is catering considered to be one of the most important elements in the travel and tourism industry?
2. Can we call catering and service industry the important carrier of the brand and culture for a country? Why?
3. Where was the culture of grand eating and drinking first present?
4. What opportunities does catering provide to people?
5. Where did catering center in the Middle ages?
6. What is a common dilemma for holidaymakers?
7. What board types have you known from the text?
8. What board type do you usually prefer while travelling? Why?
9. What board type provides best opportunities for travelers?
10. What board type is the most comfortable? Why?

## **TEXT 8**

**Lead-in: Do you usually buy travel insurance while travelling? Is it really worth buying?**

### **TRAVEL INSURANCE AND ITS TYPES**



Travel insurance is a type of insurance that covers the costs and losses associated with traveling. It is a useful protection for those traveling domestically or abroad. It is insurance coverage for risks associated with traveling such as loss of luggage, delays, and death or injury while in a foreign country. It

is intended to cover medical expenses, trip cancellation, lost luggage, flight accident and other losses incurred while traveling.

#### **BREAKING DOWN Travel Insurance**

Many companies selling tickets or travel packages give consumers the option to purchase travel insurance, also known as travelers' insurance. Some travel policies cover damage to personal property, rented equipment, such as rental cars, or even the cost of paying a ransom. Frequently sold as a package, travel insurance may include several types of coverage. The main categories of travel insurance include trip cancellation or interruption coverage, baggage and personal effects coverage, medical expense coverage, and accidental death or flight accident coverage.

Coverage often includes 24/7 emergency services, such as replacing lost passports, cash wire assistance, and re-booking canceled flights. Also, some travel insurance policies may duplicate existing coverage from other providers or give protection for costs that are refundable by other means.

#### **Trip Cancellation or Interruption Coverage**

Trip cancellation insurance, sometimes known as trip interruption insurance or trip delay insurance, reimburses a traveler for prepaid, nonrefundable travel expenses. Providers vary on acceptable cancellation and interruption causes and the amount of reimbursement available. The most common acceptable reasons include illness, a death in the immediate family, sudden business conflicts, and weather-related issues.

Trip cancellation is beneficial when paying more upfront than what you're comfortable losing. For example, if you pay \$2,000 for a package tour and the tour's cancellation policy stipulates that all but \$100 is refundable upon cancellation. The insurance will cover only the nonrefundable \$100. Also there is no need to protect a refundable airline ticket.

#### **Baggage and Personal Effects Coverage**

Baggage and personal effects coverage protects lost, stolen, or damaged belongings during a trip. It may include coverage during travel to and from a destination. Most carriers, such as airlines, reimburse travelers if baggage is lost or destroyed because of their error. However, there may be limitations on the amount of reimbursement. Therefore, baggage and personal effects coverage provides an additional layer of protection.

The possibility of baggage and personal belongings being lost, stolen, or damaged is a frequent travel problem. Many travel insurance policies pay for belongings only after you exhaust all other available claims. Your homeowner's or renter's insurance may extend coverage outside of your domicile, and airlines and cruise lines are responsible for loss and damage to your baggage during transport. Also, credit cards may provide automatic protection for things like delays and baggage or rental car accidents if used for deposits or other trip-related expenses.

### **Short-Term Medical and Major Medical Coverage**

The two primary types of medical travel insurance policies are short-term medical and major medical coverage. Short-term policies cover a traveler from five days to one year, depending on the policy chosen. Major medical coverage is for travelers who are planning to take longer trips ranging from six months to one year or longer.

Medical coverage can help with medical expenses, help to locate doctors and healthcare facilities, and even assist in obtaining foreign-language services. As with other policies, coverage will vary by price and provider. Some may cover airlift travel to a medical facility, extended stays in foreign hospitals, and medical evacuation at home to receive care.

### **Accidental Death and Flight Accident Coverage**

If an accident results in death, disability, or serious injury to the traveler or a family member accompanying the traveler, an accidental death and flight accident policy pays benefits to surviving beneficiaries. Flight accident insurance provides coverage for accidents and deaths occurring during flights on a licensed commercial airliner. General exclusions will apply such as death caused by drug overdose, death resulting from sickness, et al.

Accidental death coverage may not be necessary if you already have a life insurance policy. However, benefits paid by your travel insurance coverage may be in addition to those paid by your life insurance policy, thus leaving more money to your beneficiaries.

### **Purchasing Travel Insurance**

Travel insurance will vary by the provider on cost, exclusions, and coverage. The buyer should be aware of reading all disclosure statements before they purchase the insurance. Coverage is available for single, multiple and yearly travel. Per-trip coverage protects a single trip and is ideal for people who travel occasionally. Multi-trip coverage provides protection for numerous trips occurring in one year, but none of the excursions can exceed 30 days. Annual coverage is for frequent travelers. It provides protection for a full year.

In addition to the duration of travelers' insurance coverage, premiums are based on the type of coverage provided, a traveler's age, the destination, and the cost of your trip. Standard per-trip policies cost between 5% to 7% of the trip's cost. Specialized policy riders focus on the needs of business travelers, athletes, and expatriates.

In addition, when traveling, it is suggested that a traveler registers travel plans with the State Department through its free online service Travel Registration website. The nearest embassy or consulate can contact them if there is a family emergency or a state or national crisis.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. cancellation	a) to make an exact copy of something
2. ransom	b) the place where a person lives
3. coverage	c) to pay back money to someone who has spent it for you or lost it because of you
4. duplicate	d) financial protection so that you get money if something bad happens
5. interruption	e) a person or group who receives money, advantages, etc. as a result of something else
6. refundable	f) put with something else to increase the number or amount or to make it more important
7. reimburse	g) the act of deciding that an organized event will not happen or of stopping an order for something
8. additional	h) able to be returned after you have bought it
9. domicile	i) an occasion when someone or something stops something from happening for a short period
10. beneficiary	j) a large amount of money that is demanded in exchange for someone who has been taken prisoner, or sometimes for an animal

**TASK 2. Match the words to make collocations and make your own sentences with them.**

trip	lost	flight	important
cover	weather-related	reimburse	damaged
extend	provide	medical	seek

..... ..... expenses	..... ..... issues
..... ..... protection	..... ..... cancellation
..... ..... coverage	..... ..... baggage

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

- Travel insurance is a useful protection for those travelling domestically or abroad.
- Frequently sold as a package , travel insurance includes only one type of coverage.

3. Many travel insurance policies pay for belongings only after you exhaust all other available claims.

4. Accidental death coverage is obligatory despite you already have a life insurance coverage.

5. It is the provider that decides on cost, exclusions and coverage of a travel insurance.

#### **TASK 4. Answer the questions to the text.**

1. What is travel insurance?
2. What risks can insurance cover?
3. What types of insurance are mentioned in the text?
4. What are the reasons of trip cancellation or interruption.
5. What does baggage and personal effects coverage protect?
6. What are two main types of medical insurance?
7. What are typical cases of medical coverage?
8. What does flight accident insurance provide?
9. What does a per-trip coverage protect?
10. What is annual coverage? What does it provide?

#### **TEXT 9**

**Lead-in: What usually attracts you most during the trip? What is your favorite entertainment during you vacation?**

#### **TOURIST ATTRACTIONS AND ENTERTAINMENT**



Tourist attraction is anything that may cause a tourist to visit an area. It may be a beach, a mountain, a historical landmark and so forth.

Entertainment includes activities that amuse people, such as going to theatres, night clubs, art exhibitions and so on.

Major tourist attractions include large cities like London, Paris, New York; seashore areas in warm climates like the Caribbean and the Mediterranean; and ski resorts like those in Switzerland. Actually, any place can become a tourist destination as long as it is different from the place where the traveler usually lives. Paris may not be a tourist attraction to a Parisian, but for a New Yorker it may have many charms. People travel for various reasons, and there are numerous attractions that appeal to a wide variety of tastes. In addition to being major business centers, the large cities offer attractions and entertainment for all kinds of people.

Cultural events occur frequently, including theatrical and opera performances, concerts, ballet, art exhibitions, to name a few. There is also a wide selection of restaurants and a great variety of night life in urban centers. Shopping is an attraction for many visitors, whether in the great department stores of New York and Tokyo or in the boutiques of Paris and London.

The big cities also offer a unique atmosphere and history. One of the advantages of the big cities is their ability to absorb large numbers of tourists. These cities have an existing infrastructure that is capable of caring for the needs, of millions of people; and many of the attractions that tourists visit have been developed primarily for the benefit of the inhabitants. Therefore, tourism is an economic plus, for many big cities because it increases income from existing facilities, both public and private. The large cities of course do not have a monopoly on architectural or historical monuments. Smaller towns and rural areas throughout the world have attractions of this kind that tourists visit. One excellent example is Machu Picchi, the lost city of the Incas in Peru, which is a remote and difficult to reach area. The ruins of Machu Picchu, a tourist attraction that has become accessible because of modern means of transportation, are visited by more and more tourists every year.

Natural scenery is also an attraction for tourists. Millions of people have visited wild areas in Africa, Middle East, Nepal and other places where they can see the wonders of nature. Holiday resorts usually attract tourists because of their sunny beaches, their snow-covered ski-slopes, or their golf courses. In addition, they frequently offer other kinds of entertainment to their guests. At the ski resorts, it is often an atmosphere of informality, at a cosmopolitan resort like Miami Beach, it may be night clubs and stage shows. In San Juan, in addition to legal gambling, there are historical sites in the old city or tropical rain forests only a few miles away. Many of the resorts give instruction in scuba diving combined with visits to coral reefs. And of course most of them have a variety of stores and souvenir shops.

Shopping has been made a tourist magnet by government policy in some countries. Handicrafts appeal to touring shoppers in many places, where the souvenir shop that sells this kind of merchandise is as much a feature of most tourist areas as the hotel. Most people who visit these countries take home at least one sample of the local handicraft.

A cruise ship is a floating hotel, one which the passengers cannot leave outside a port. Most cruises therefore try to keep up a party atmosphere throughout the voyage, with games, dancing, costume parties, gambling and whatever other activities can be devised within a rather limited space. Entertainers are often hired for the entire trip, and they are often hit-name performers.

Throughout history, markets have given performers a chance to entertain. Many people have gone to trade fairs as much for amusement as for buying and selling. Dating from the Crystal Palace in London in 1812, many countries exhibit their products at big world's fairs in the midst of a sort of carnival atmosphere. Another modern development is the amusement park, a carnival with a variety of games, thrill rides, magic shows, and other kinds of entertainment.

A recent development is the theme park, an amusement park that is designed around a unifying concept. The three huge Disney enterprises, Disneyland in California and Disney World in Florida and in Paris, are the most successful examples of this kind of created tourist attraction. From a commercial point of view, they have the enormous advantage as they are designed to appeal to entire family groups rather than to any particular age level.

Many tourists don't want to be identified as tourists. These independent travelers try to visit the attractions they want to see on their own rather than a member of a tour group. The majority of tourists, however, travel in groups, with their entertainment and sightseeing included in the package. Many tour groups are formed around some kind of special purpose, such as eating a series of meals at the leading gourmet restaurants in France. The tours that are put together for resort holidays rather than special groups often offer some entertainment or sightseeing in the package.

The sightseeing business is another part of the tourist industry that has grown rapidly in recent years. It includes selecting the sights that would appeal to tourists and then providing transportation, meals, opportunities for shopping.

Some of the tours are part of the total travel service that is offered by such companies as Thomas Cook and American Express. A good deal of the excursion business, however, involves local enterprises whose services are sold through representatives in the tourist hotels or travel agents in the area. A large number of sightseeing trips are part-day or one-day excursions to local points of interest. A guide has a prepared talk during which he gives information about the sights that will be visited, but he must also be able to answer questions and to deal with the human problems that may arise. If the tour occupies a full day, meals are prearranged at a hotel or restaurant.

A few tourists do not want to travel in groups. Instead, they prefer the comfort of a guide to show them around and make arrangements for them. For a price, these services are available in many tourist centers. This might be described as a personalized tour for those who can afford it. As with group excursions or tours, arrangements can ordinarily be made through the visitor's hotel or by a local travel agent.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. amusement	a) a person or animal that lives in a particular place
2. numerous	b) very high quality (of food)
3. performance	c) the activity of betting money, for example in a game or on a horse race
4. infrastructure	d) a long journey, especially by ship
5. inhabitant	e) the action of representing a character in a play
6. gambling	f) bring together, combine
7. government	g) a group of people who officially control the country
8. voyage	h) the basic systems and services, such as transport and power supplies, that a country or organization uses in order to work effectively
9. unify	i) an activity that you can take part in for entertainment
10. gourmet	j) consisting of great numbers of units or individuals

**TASK 2. Match the words to make collocations and make your own sentences with them.**

absorb	meet	architectural	offer
create	tourist	attract	numerous
care for	historical	offer	enjoy

..... ..... tourists	..... ..... monuments
..... ..... atmosphere	..... ..... attractions
..... ..... entertainment	..... ..... needs

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. Tourist attraction is often connected with personal interest.
2. Natural scenery is the least popular tourist attraction.
3. Shopping has been made a tourist magnet by government policy in some countries.
4. First biggest world fair was organized in London in 1912.
5. An amusement park is a recent development popular among the travelers.

**TASK 4. Answer the questions to the text.**

1. What is attraction?
2. What is your favorite attraction in the world? Why?
3. What entertainment does it include?
4. What is entertainment?
5. What entertainment can a resort provide?
6. What entertainment can a big city provide?
7. What entertainment can an amusement park provide?
8. What is an excursion?
9. What are the benefits of a guided excursion?
10. If you worked as a city guide in your city, what places would you include into your city tours?

## TEXT 10

**Lead-in:** Have you ever visited an excursion? What makes an excursion successful?

### EXCURSIONS AND HOW TO ORGANIZE THEM PROPERLY



An excursion is a trip by a group of people, usually made for leisure, education, or physical purposes. It is often an adjunct to a longer journey or visit to a place, sometimes for other (typically work-related) purposes. A visit to some noteworthy place or site, such as a cultural monument, museum, or enterprise; a form and method of acquiring knowledge.

Excursions are generally conducted in groups led by a guide. They may be classified according to purpose as scientific, cultural-educational, and educational excursions; in addition to field trips carried out as part of a vocational guidance program, educational excursions include trips to industrial facilities for learning purposes and trips for the purpose of sharing experience and knowledge with others in one's field of work. Excursions may also be distinguished according to their subject, that is, the nature of the place or sight visited. A third way of classifying excursions is based on whether the object of the excursion is located in its natural setting or is in a museum-like environment. Finally, excursions may be distinguished according to the composition of the excursion group; for example, the members of the group may be of the same age or profession, or they may be tourists or students.

Excursions originated in the late 18th and early 19th centuries as a teaching method for improving students' independent study habits through the development of powers of observation. They were introduced into the educational process by progressive teachers in Western Europe and Russia. In the 19th century excursions gradually became an integral part of the educational process for schoolchildren.

Short excursions for education or for observations of natural phenomena are called field trips. One-day educational field studies are often made by classes as extracurricular exercises, e.g. to visit a natural or geographical feature.

Here are ***some key steps to follow when planning an excursion:***

**1. Build up your knowledge.** Build up your own knowledge and resources relating to the site including: key sites, species, significant features, importance, National parks, agriculture, industry connections and tourism.

**2. Health and Safety Issues.** An excursion is a highly valuable experience. However to ensure the safety and well-being of clients and staff important considerations must be made. You must accept full responsibility for taking clients on excursions and we recommend that you do a site visit and risk assessment for excursion sites.

**3. Visit the site.** It is essential that you visit and investigate your excursion site prior to your excursion. This will enable you to plan your excursion effectively, complete a risk assessment and ensure you have a good knowledge of the site. No sites should be visited unseen.

**4. Timing.** When planning your excursion, consider the timing of your excursion. March to October are key times for excursion with more reliable weather that also avoids extreme heat and cold.

**5. Costs.** Consideration must be given to the cost of excursion.

**6. Arrange transport.** Collect permission forms and excursion money.

**7. Take the equipment,** especially if it is an out-of-town excursion or a field trip: binoculars; digital cameras for records; first aid kits; charged mobile phone; emergency contact list; excursion risk assessment; whistle; hats and sunscreen; rain jacket.

Here are *some tips to improve your storytelling on excursions*.

**Make your travelers curious.** Start the tour with questions and statements that evoke visitors' interest and curiosity, such as "Have you ever wondered what it might be like to live in a beautiful castle on the coast of the sea? Well we are about to go to a building where there was drama, romance, crime and passion." Get your visitors excited about where they are about to go, and let their imaginations run wild along the way.

**Speak to their emotions.** Instead of citing facts and figures about certain buildings, tell them about the people who worked there. Explain the tragedies that happened in your little corner of the world. Allow your guests to feel anxious, excited, happy, sad and nervous — right along with the characters that you are describing in your historical accounts.

**Shock the visitors of your excursion with a story they don't expect.** When you are visiting a famous monument in the city, people expect to hear about the creators, the history behind the construction and the specifications about the building itself. While these are important figures and you might want to incorporate them into your guide, you should also surprise your guests by telling a more personal story about the monument. A funny memory of a previous tour could get people laughing, or you could tell a little-known story about the history of the monument.

**Add your own personality to your tours.** This is the most important aspect of storytelling. Be yourself, and let your own personality shine through. If you're a little quirky, let that weirdness show. If you love to make people laugh, then tell jokes the entire way. Your personality is going to make or break the guided tour, so enjoy yourself while doing your job.

Careful planning will create a more rewarding experience for everyone. Have a great time!

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. excursion	a. the process in which someone or something grows or changes and becomes more advanced
2. noteworthy	b. necessary or needed
3. educational	c. something that someone states or writes officially

4. development	d. the activity of writing, telling or reading stories
5. essential	e. deserving attention because of being important or interesting
6. assessment	f. a substance that you put on your skin to prevent it from being damaged by the sun
7. statement	g. a tour accompanied with a guide
8. storytelling	h. a short journey usually made for pleasure, often by a group of people
9. sunscreen	i. providing education or relating to education
10. guided tour	j. the act of judging or deciding the amount, value, quality or importance of something

**TASK 2. Match the words to make collocations and make your own sentences with them.**

develop	supply	make	accept
classify	acquire	distinguish	break
ensure	improve	use	take

..... ..... study habits	..... ..... excursion
..... ..... guided tour	..... ..... knowledge
..... ..... safety	..... ..... responsibility

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. An excursion is a trip by a group of people always made only for leisure.
2. Excursions are generally conducted in groups led by a guide.
3. Excursions may be distinguished according to their subject.
4. Short excursions for education or for observations of natural phenomena are called leisure trips.
5. When planning your excursion it is not necessary to consider its timing,

**TASK 4. Answer the questions to the text.**

1. How are excursions usually conducted?
2. How can excursions be classified and distinguished?
3. What were first excursion appeared in the late 18th and early 19th centuries aimed at?
4. How are short excursions for education or for observations of natural phenomena called?

5. Name at least three key steps to follow when planning an excursion?
6. What kind of equipment is necessary for out-of-town excursion?
7. What is always necessary to consider when planning your excursion?
8. What is necessary to make your excursions curious?
9. What does “Speak to your guests’ emotions during the excursion” mean?
10. What benefits will a careful planning of an excursion provide?

## **TEXT 11**

**Lead-in: If you are going to connect your future life with tourism what profession will you choose? Why?**

### **TOP 10 CAREERS IN TOURISM AND HOSPITALITY**



If you think back to the last holiday you had, what were the highlights that you remember? The spacious hotel room with a view of the sea? The planned excursions while you were away? Or the mouth-watering food served at the fancy restaurant you went to?

There are many people behind the scenes who make things happen so that you can enjoy your holiday, from the travel agent who booked your flights and accommodation, to the housekeeper at the hotel, and the local travel guide who showed you around.

If you’re looking for exciting career opportunities in this line of work, look no further. Here are the top 10 careers in Tourism & Hospitality.

**1) TRAVEL AGENT.** Travel Agents research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it’s often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities.

**2) HOTEL MANAGER.** Hotel Managers oversee all aspects of running a hotel – from housekeeping and general maintenance to budget management and marketing of the hotel. If you’re considering a career as a Hotel Manager, you will need excellent interpersonal skills, experience in the hospitality industry, and a number of years’ experience in managing employees. They are usually responsible for the daily running of the hotel, including recruiting, training and supervising staff; managing budgets; planning maintenance work; dealing with customers’ complaints; overseeing reservations; promoting and marketing the hotel; and ensuring that the hotel complies with health and safety regulations.

**3) SPA MANAGER.** Spa Managers are responsible for the day-to-day running of health and/or beauty spas. They manage a spa’s finances, employees, and services. Many of the tasks are business-related and can include recordkeeping, getting involved in promotional campaigns, maintaining stock inventories, and payroll management. Spa Managers typically create weekly work schedules, oversee general spa maintenance, train new employees, and arrange staff workshops on new treatments.

**4) TOUR OPERATOR.** A Tour Operator typically combines tour and travel components to create holiday packages. He or she will deal with various service providers, including bus operators, airlines and hoteliers. Tour Operators prepare itineraries for various destinations and will often monitor trends in popular destinations in order to put together attractive holiday packages for clients. Tour Operators mainly deal with Travel Agents, while Travel Agents deal with the public. Tour Operators will often visit destinations to check whether they should include them in their packages.

**5) EVENT & CONFERENCE ORGANISER.** Organizing any event or conference is time consuming, so an Event and Conference Organiser will help with the finer details of planning an event. The role is hands-on and often involves working as part of a bigger team. Event and Conference Organizers co-ordinate every detail of meetings and conferences, from the speakers and meeting locations to the printed materials and audio-visual equipment.

**6) TOUR GUIDE.** Tour Guides work in the travel industry, and give guided tours to groups of visitors/tourists. Tour Guides must have expert knowledge of specific areas, including natural features, historic sites, museums, and other tourist destinations. Guides may give walking tours, bus tours, or even boat tours.

**7) EXECUTIVE CHEF.** If you hear “Executive Chef”, you might think of the local celebrity chef Reuben Riffel, or the renowned UK-based chef Gordon Ramsay. The Executive Chef is in charge of a restaurant’s kitchen, and is responsible for managing the kitchen staff, planning the menu, sourcing the freshest ingredients, and making sure that food hygiene is maintained throughout the restaurant. An Executive Chef must be able to spot problems and resolve them quickly and efficiently.

**8) SOMMELIER.** In short, a Wine Sommelier is an expert in wines. A Wine Sommelier is passionate about wine. He or she is a highly trained and knowledgeable wine professional, specialising in all aspects of wine service. Five-star restaurants will often employ a Sommelier to develop their wine list and to help customers find a wine within their budget that suits their tastes and complements their food.

As a Sommelier, your day might not start until 14:00, when you review your inventory, meet with suppliers, and arrange to taste wines. Before the restaurant opens for dinner, you go over the wine list with your staff. Then you work the floor, seeing to customer’s needs. Your day might not end until 01:00 or 02:00 in the morning.

**9) PR MANAGER.** A PR Manager manages a brand’s reputation, and will plan, develop, and implement specific strategies to build and maintain the overall brand and reputation. Often, the PR Manger will also act as the company’s spokesperson. In the Tourism and Hospitality environment, a PR Manager might work for a hotel chain, a cruise company, or a game reserve.

The job will involve writing and syndicating positive press releases about the brand, arranging events at the hotel (including press conferences, exhibitions, open days, and tours) and connecting with relevant influencers in the industry. PR Managers will also have to deal with potential crisis situations. If you’re interested in becoming a PR Manager, you will have to have excellent communication and problem-solving skills.

**10) LEISURE ACTIVITY COORDINATOR.** Leisure Activity Coordinators usually work for resorts and hotel chains. They're the people on the ground who make sure that any planned activities run smoothly. They're also responsible for every aspect of the day-to-day management of a leisure centre, organizing health and fitness programs, promoting and marketing the business, and interacting with guests. To become a Leisure Activity coordinator, you will need excellent interpersonal skills, as you will spend most of your time interacting with guests.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. highlight	a) to sell television programs, newspaper articles, etc. to companies around the world
2. housekeeper	b) a detailed list of all the things in a place
3. selection	c) to start using a plan or system
4. maintenance	d) to solve or end a problem or difficulty
5. inventory	e) a company, person, etc. that provides things that people want or need, especially over a long period of time
6. itinerary	f) a person, especially a woman, whose job is to organize another person's house and deal with cooking, cleaning, etc
7. resolve	g) the work needed to keep a road, building, machine, etc. in good condition
8. supplier	h) a detailed plan or route of a journey
9. implement	i) the best or most exciting, entertaining, or interesting part of something
10. syndicate	j) the act of choosing someone or something

**TASK 2. Match the words to make collocations and make your own sentences with them.**

transfer	supervise	make	resolve
plan	use	manage (*2)	obtain
recruit	spot	look for	

.....	.....
..... budget	..... opportunities
.....	.....
..... arrangements	..... staff
.....	.....
..... problems	..... reputation

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. It is a travel agent who researches, plans, and books trips for individuals and groups.
2. It is usually much easier and cheaper to plan, arrange and book your trip yourself than to use services provided by a travel agent.
3. Hotel Managers take into consideration all aspects of running a hotel.
4. Spa Managers are responsible for a day-to-day running of a hotel.
5. Wine Sommeliers are highly trained and knowledgeable wine professionals.

**TASK 4. Answer the questions to the text.**

1. What are main responsibilities of a travel agent?
2. What should a hotel manager oversee?
3. What is spa manager responsible for?
4. What do tour operators usually prepare and monitor?
5. Think over some professional qualities of an event and conference organizer.
6. What do tour guides have to know?
7. What is an executive chef in charge of?
8. What are the responsibilities of a sommelier?
9. What skills and qualities should a professional PR manager possess?
10. If you had to choose from the careers mentioned in the text what job would you prefer? Why?

**TEXT 12**

**Lead-in: Why have you chosen tourism as your future occupation? What does tourism mean from your point of view?**

**THE TOURISM INDUSTRY**



Tourism is a complex industry that involves a broad range of businesses, organizations and government agencies. They work together at different levels to deliver a complete tourism product. Each party in the chain contributes to the overall holiday experience of the customer - from initial destination marketing through to the ground level experience.

The travel and tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016. The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.3 trillion U.S. dollars that year. A number of countries, such as France and the United States, are consistently popular tourism destinations, but other, less well-known countries are quickly emerging in order to reap the economic benefits of the industry.

Worldwide, the tourism industry has experienced steady growth almost every year. International tourist arrivals increased from 528 million in 2005 to 1.19 billion in 2015. Figures were forecasted to exceed 1.8 billion by 2030. Each year, Europe receives the most international tourist arrivals. It also produces the most travelers: with approximately 607 million outbound tourists in 2015, the region had more than double that of the second largest tourist origin, the Asia Pacific region.

In 2015, global international tourism revenue reached approximately 1.26 trillion U.S. dollars, having almost doubled since 2005. That year, China had the largest international tourism expenditure, followed by the United States and Germany. The leading city in international visitor spending was Dubai, where tourists spent more than 31.3 billion U.S. dollars in 2016.

Leisure tourism has long been a pursuit of the wealthy, but it is only since the 1980s that the majority of the population has become involved, either as tourists or as workers catering for their needs—a phenomenon that has raised tourism to the position of one of the world's largest industries. Domestic tourism is estimated to be ten times greater in volume than international tourism, and yet relatively little is known about it; closer attention has been paid to international tourism. With developments in world trade, better means of transport and communications, intensive marketing, rises in disposable income, improvements in political ties, technological advances, and increased leisure time, international tourism has grown rapidly, as is reflected in the global trend of inbound tourist arrivals and receipts. The number of international arrivals rose from 25 million in 1950 to 763 million in 2004, and receipts rose from \$2 billion to \$623 billion during the same period (World Tourism Organization 2006).

Globalization has also contributed to the rapid expansion of tourism, via such changes as deregulation of air transport. The growth of charter flights, low-cost airlines, and package-tour holidays provided a major boost to this expansion. International and domestic tourism combined generate up to 10 percent of the world's gross domestic product (GDP) and a considerably higher share in many small nations and developing countries.

**The tourism product** comprises a combination of goods and services supplied by the tourism industry, as well as nonpriced features that motivate tourism, such as natural sites (beaches, mountains, and forests), historic sites, and cultural features. The welcome provided to tourists by industry employees and by the local population is also of fundamental importance. **The tourism industry** includes hospitality (e.g., accommodation, restaurants), transportation (e.g., airlines, car rental), travel facilitation and information (e.g., tour operators, travel agents, tourist information centers), and attractions and entertainment (e.g., heritage sites and theme, national, and wildlife parks). Thus, the scope of tourism supply is wide-ranging and influenced by market conditions that affect the environment in which tourism businesses operate.

Although the tourism industry has great potential for benefiting recipient countries, major criticisms have been leveled at its impact on the environment as well as on social norms and cultures. Construction of resort hotels and theme parks, for instance, has led to significant changes in the environment and some reduction in the biodiversity of native flora and fauna. Damage to coastal areas has been a cause for concern, with construction of marinas and other water-

based activities. Other environmental issues relate to noise and air pollution (for example, from aircraft, vehicles, nightclubs) and to water contamination by discharges from hotels, boats, and cruise ships. These pose serious challenges for destination managers.

Industry problems, ranging from increasing competition between destinations to environmental concerns, have encouraged destinations to introduce structural changes and to think about sustainable tourism. Many destinations have stressed the importance of ecotourism. Tourism is a sensitive industry with respect to changes in economic, social, and political conditions, and tourism activities are hampered by disease, political unrest, and climatic changes. A further challenge for the tourism industry is to consider how to integrate tourism into society such that the economic benefits are equitably shared without significantly damaging the environment.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. contribution	a) the process of removing government controls or rules from a business or other activity
2. impact	b) the act of helping other people to deal with a process or reach an agreement or solution without getting directly involved in the process, discussion, etc.
3. to reap benefits	c) interested in or taking part in an activity or event:
4. approximately	d) the money that you can spend as you want and not the money that you spend on taxes, food, and other basic needs
5. majority	e) to get the advantages of a particular situation
6. involved	f) a person or organization that receives something, such as money, a prize, etc.
7. disposable income	g) a powerful effect that something, especially something new, has on a situation or person
8. deregulation	h) the larger number or part of something
9. facilitation	i) something that you contribute or do to help produce or achieve something together with other people, or to help make something successful
10. recipient	j) close to a particular number or time although not exactly that number or time

**TASK 2. Match the words to make collocations and make your own sentences with them.**

deliver	disposable	provide	reduce
experience	intensive	forecast	receive
give	create	department	air

..... ..... income	..... ..... pollution
..... ..... product	..... ..... growth
..... ..... boost	..... ..... marketing

**TASK 3. Identify whether the following statements are TRUE or FALSE.**

1. The travel and tourism industry is one of the world's largest industries with a great global economic contribution.
2. Worldwide, the tourism industry has experienced steady recession almost every year.
3. International tourist arrivals increased from 528 million in 2005 to 2 billion in 2015.
4. Globalization has greatly contributed to the rapid expansion of tourism.
5. Many destinations have stressed the importance of ecotourism.

**TASK 4. Answer the questions to the text.**

1. What was a global economic contribution of tourism industry in 2016?
2. What was the direct economic impact of the industry in 2016?
3. What was the most popular city among tourists in 2015?
4. What is the influence of globalization on tourism industry?
5. What is the tourism product. What does it comprise?
6. What sectors does tourism industry include?
7. What problems does tourism industry face with nowadays?
8. What is eco tourism? What is its role in modern tourism industry?
9. Think over advantages and disadvantages of a developed tourism industry.
10. How can you describe tourism industry in Ukraine?

## QUESTIONS FOR REVISION

1. What is the difference between tour operators and travel agents (their role, responsibilities and provided services)?
2. What is a package tour (its definition and advantages) and what types of package are available?
3. What are the main types of tourism and what do they include?
4. What are the benefits and risks of trade fairs and exhibitions and what is the difference between these events?
5. What is tourism logistics and what are the main positive and negative sides of different kinds of transport used in tourism?
6. What are the main accommodation types available in tourism and what is the procedure of booking and canceling accommodation?
7. What is the role of catering in tourism and what are different board types?
8. What is travel insurance (its definition and insurance coverage) and what insurance cases does it cover?
9. What is a tourist destination and what types of tourist attractions do you know?
10. What is an excursion and how to plan it properly?
11. What jobs are available in tourism and hospitality and what are your career plans?
12. What is the travel and tourism industry and what is the product of this industry?

## PART 2. HOTEL AND RESTAURANT BUSINESS

### TEXT 1

**Lead-in: What are the current trends in the hospitality industry?**

### THE HOSPITALITY INDUSTRY AND STANDARDS OF CUSTOMER SERVICE



Hospitality is defined as taking care of your guests and the relationship between the guest and the host. The hospitality industry is a broad category of service industry. According to the Cambridge Business English Dictionary the “hospitality industry” consists of hotels and food service only. Other countries define the hospitality industry more broadly, including hotels and other types of lodging, food & beverages, recreation facilities, entertainment (leisure industry), health & sports, travel, tourism, arts & culture.

The Dutch-language term Horeca (also HoReCa, HORECA) is formed by linking the words HOtel, REstaurant and Catering. The modern industry is complex, consisting of five major segments: food, lodging, travel, tourism and recreation. The typical services can include booking the room, check-in, check-out, housekeeping, room service, dinner reservations, dinner ordering, dinner presentation, food delivery. Foodservice Industry of hospitality includes such areas as Food Management, Food Quality, Food Production, Food Transportation and Storage, Food Presentation, Beverage Storage and Presentation, Catering Services, Restaurant Management.

A lot consider tourism synonymous with hospitality. Travel and tourism industry is a vast sector of the hospitality industry moving people from one destination to another. People travel across the globe for businesses, education, entertainment, holidays, and many other things. Entertainment is a significant part of our travel these days. If your travelling experience lacks fun and entertainment then you might not be able to enjoy your time up to the fullest. The most important segment of the hospitality industry is travel and tourism as others depend on it. Without profound levels of travelling and tourism in a region, the hospitality industry of the region won't grow. So, the Travel and Tourism domain makes the backbone of our hospitality industry.

The hospitality industry is comprised of customer service, a concept shared by all segments of the industry. Customer service is an integral part of a company's competitive advantage and operators may struggle to earn repeat clients. Different sectors of the hospitality industry demand customer focus and relationship management. The quality of products or services delivered to guests must meet consumer expectations at an affordable price. Security,

accessibility, hygiene and transparency also factor into the guest experience. If tourist attractions have similar amenities, better service offerings can set them apart.

Customers provide income, and help make the business profitable. When the needs of customers are met through high standards of customer care they return. When their needs are not met and they experience poor service they do not return and this means loss of business and less profit. With a wide variety of outlets to choose from, customers are not prepared to put up with low standards. Providing good customer care involves:

- Putting the customer first
- Making them feel they are important and valued
- Ensuring the environment is comfortable and safe

Good customer care stimulates business development:

- Satisfied customers will be more likely to return, stay longer and spend more
- Growth of the business as a result of verbal recommendations from customers who have had a positive experience
- Customers benefit as they enjoy the experience and this contributes to their sense of well-being
- Customers may give the business positive reviews on social media or review sites

A good reputation and fewer complaints raise staff morale through a positive working environment as they feel customers appreciate the service provided and they are rewarded by tips that boost their salary. Businesses have to work hard at creating a good reputation through the image they create. This is called a positive image.

A positive image is created by high standards in:

- Appearance of staff
- Hygiene
- Attitude
- Standard of facilities
- Corporate image

Customer segmentation is the key to understanding what good customer service is. Surveys of customers' actual experiences, asking them what has frustrated them in the past, customer complaints are an acceptable way to gather information. Customers are then more likely to be satisfied and return. We agree that "uest" is a paying customer, someone paying to stay in a hotel or a restaurant customer. Guests consist of three basic segments: leisure (tourist) guests, conference guests and business guests. At the other end of the hospitality scale are backpackers or budget customers.

The various areas of the hospitality industry have one common focus: the customer. The hospitality industry provides services that people use when they have free time and extra money, thus providing a high level of customer service is very important, since the services provided are not necessities. Consumers' tastes and desires for the hospitality industry are constantly changing. The industry is customer focused and service focused.

The main expectations of customers in relation to hospitality industry are:

- High quality service
- Good quality products reflecting the price paid
- Clean and comfortable premises
- Attention to health and safety regulations
- Meeting specific customer needs
- Well trained staff with good interpersonal skills
- Well presented staff in clean, tidy uniforms.

Different levels of service are provided within the hospitality industry. Standards control the level of service provided and ensure safety or efficiency. They let people know how often to do something, or to what level they should deliver service. For example, how often to set a table, serve a table or top up drinks.

High quality service standards can build up a good reputation, offer personalized comfort through technology and meet certain health, safety, cleanliness, quality, and comfort criteria to achieve that level. To ensure that customers enjoy their hospitality experience, they must feel safe. Employees must also feel protected so they can carry out their job efficiently and there are a number of laws that protect all parties, protect people's health and safety and minimize risks.

The Health and Safety Executives have the authority to visit any premise and impose sanctions if necessary. Quality assurance programs and system optimization are important as they help businesses deliver quality products and services, raise revenue per room and revenue per guest. The more efficiently a business runs, the better the experiences it creates.

The hospitality industry is important to societies, economies, customers and employees. Hospitality generates revenue for local economies directly when tourists spend money in hotels, restaurants, travel agencies and entertainment venues. It also helps economies indirectly because tourists purchase retail goods, pharmacy items and locally made souvenirs and crafts. Tourism and Hospitality can stimulate the building of infrastructure such as roads and public transportation and create jobs for the industry. The future of current trends in the hospitality industry will most likely include both human interaction and more advanced efficient technologies that best serve both consumers and businesses.

*(Retrieved and modified from: <https://study.com/academy/lesson/hospitality-industry-definition-https://smallbusiness.chron.com/three-categories-hospitality-industry-58524.html>; <https://www.bbc.co.uk/bitesize/guides/zfcjbdm/revision/5>; <https://www.kendall.edu/blog/why-is-the-hospitality-industry-important/>; <https://www.bbc.co.uk/bitesize/guides/zbrdvk7/revision/4T>; [https://en.wikipedia.org/wiki/Hospitality\\_industry](https://en.wikipedia.org/wiki/Hospitality_industry); <https://www.changeactory.com.au/industry/hospitality/>. Accessed on 22 September 2020)*

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. guest	a) something that helps you to be better than others
2. Foodservice or Catering industry	b) a business that prepares and serves food and drinks to customers
3. leisure industry	c) is a private retailer or public service that provides travel and tourism-related services to the general public
4. restaurant	d) the segment of business focused on recreation, entertainment, sports, and tourism (REST)-related products and services
5. hotel	e) taking care of your guests and the relationship between the guest and the host
6. lodging	f) an industry that produces services rather than goods, examples include transportation, banking, retail trade, and entertainment
7. hospitality	g) an establishment that provides paid lodging on a short-term basis
8. travel agency	h) businesses, institutions, and companies responsible for any meal prepared outside the home
9. service industry	i) a place rented for sleep, rest, food, safety, storage of luggage with an access to common household functions
10. competitive advantage	j) a paying customer, someone paying to stay in a hotel or a restaurant customer

**TASK 2. Match the words to make collocations and make your own sentences with them.**

to create	health
to minimize	consumers
to impose	reputation
to provide	services
to protect	jobs
to meet	revenue
to generate	consumer expectations
to serve	risks
to build up	sanctions
to make	the backbone of industry

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false ones.**

1. There are different definitions of Hospitality Industry.
2. The Hospitality industry is not customer focused.

3. The quality of products or services delivered to guests must meet consumer expectations at an affordable price.
4. Customer Service is an integral part of Hospitality Industry.
5. Hospitality Industry does not generate revenue for the local economy.

#### **TASK 4. Comprehension check.**

1. What are the main areas of the Hospitality Industry?
2. What is the difference between tourism and hospitality?
3. What are the main expectations of customers in hospitality industry?
4. What are high quality service standards in the Hospitality Industry?
5. Why is the hospitality industry important to societies and economies?

### **TEXT 2**

**Lead-in:** What type of accommodation do you prefer while travelling or spending your summer vacation? Why?

#### **ACCOMMODATION TYPES AVAILABLE IN THE HOSPITALITY INDUSTRY**

There are many different types of accommodation on offer, with each providing various facilities and a different experience. The following text considers the most popular ones.



**Hostels** may provide the cheapest accommodation. They normally offer shared rooms with bunk beds, but some also have private rooms available. Often the

amenities are shared and you don't get towels or toiletries included.

Despite this, hostels are fantastic options. They are normally very friendly and great for meeting new people, they are often in great locations and may even provide superior views compared to some of the top hotels in the area.

**Guesthouse** is a kind of lodging. In some parts of the world (such as for example the Caribbean), guest houses are a type of inexpensive hotel-like lodging. In still others, it is a private home which has been converted for the exclusive use of guest accommodation. The owner usually lives in an entirely separate area within the property and the guest house may serve as a form of lodging business. This type of accommodation presents some major benefits such as: personalized attention, healthy and homemade food, quietness, inexpensiveness, modern design.

Guesthouses are fantastic and may be family run. The hosts often take pride in the property, has nice local furnishings, and will make you feel like their home is your home. Guesthouses may come with shared facilities like bathrooms and kitchens.

You may get homemade food and even tours of the destination through guesthouses.

Apartments are especially great for longer stays or if you want to have your own space or cook. Many apartments come with great furnishings and facilities allowing you to settle down for as long as you need.

**Hotels** can offer the most facilities and come in different star levels, often from 1-5 with five being the highest. Star levels of hotels are often determined by the country and not defined by a worldwide authority, so what may be a five star in one country, may only be a four star in another.

Generally, though a one-star hotel will be a basic room with the bare essentials. There is unlikely to be a pool, bar or anything besides the room.

As you go up the star levels the hotel will offer benefits, such as the furnishings will be nicer, you'll have a lot more facilities in your room and also around the hotel. In your room, you'll likely get bigger and better televisions as you go up, better coffee facilities, bigger and more comfortable beds, and in some hotels heated toilet seats (Shangri-La At the Shard in London). Around the hotel, you may get a pool, fitness and spa facilities, bars and multiple restaurants.

Also as you go up the service will also improve, with higher ranked hotels having more staff, butler services, 24-hour concierge and will basically do everything to ensure you have the most amazing stay possible.

**Lodge.** A lodge is an accommodation facility which is located and designed to optimize the feeling of being closely in touch with nature. The building style should feature natural materials and colouring such as wood, stone and thatch. Although the word 'lodge' has many different meanings, one of them refers to a small rural house used by people on holiday or occupied seasonally by sports enthusiasts (ski lodge, hunting lodge). An outdoor experience such as guided walks, game drives etc., should be offered at the lodge.

**Campsite.** Although sometimes considered less comfortable, camping remains a great way to get closer to nature at affordable prices. Rated 1 to 4 stars, campsites can offer a varied range of services. They are often strategically placed in convenient locations, such as near a beach, lake or forest. Generally, campsites let out tent pitches or caravan spaces to holidaymakers. However, there are often other types of accommodation available, such as mobile homes or chalets. Depending on their size, the latter may be the perfect option for families. Not all campsites offer entertainment and other activities on site. The most basic establishments offer only a pitch, electricity and water. These are best for mobile holidaymakers who often change destination. If you want to stay for a week or more, it is better to choose a campsite which offers fast food, water sports or entertainment, for example.

**Motel.** Originally designed for motorists, motels are roadside hotels equipped with minimal amenities and ample parking areas for motor vehicles.

**Cottage.** In today's tourism sector, the term cottage is used to describe a small vacation house, typically in a rural area.

**Chalet.** Chalets are wooden Alpine-style buildings commonly found in and around mountain resorts.

**Tented Safari Camp.** A tented safari camp is a permanent campsite of large accommodation units, usually with canvas walls, solid high-quality furnishings, en-suite bathroom facilities, and private decks for observing wildlife. Situated

throughout Africa, they range from comfortable to ultra-luxury and offer a wide range of safari based activities.

**Eco Hotel.** An eco hotel is an environmentally friendly accommodation aiming to promote sustainable tourism and green living through the use of renewable energy sources, recycled materials, and organic locally-sourced produce. Their philosophy is to minimize the impact on the environment.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. accommodation	a) beds one of two beds attached together, one on top of the other
2. amenity	b) the buildings, equipment, and services provided for a particular purpose
3. bunk	c) relating to, or characteristic of the country or country life
4. lodging	d) not expensive
5. facilities	e) a business or other organization, or the place where an organization operates
6. benefits	f) able to be bought or used
7. rural	g) something, such as a swimming pool or shopping centre, that is intended to make life more pleasant or comfortable for the people in a town, hotel, or other place
8. affordable	h) a place to live or stay, especially on holiday or for students at college
9. available	i) a helpful or good effect, or something intended to help
10. establishment	j) a temporary place to stay

**TASK 2. Match the words to make collocations and make your own sentences with them.**

have	reach	present	let
affordable	offer	provide	to be in
change	high	promote	inhibits

..... ..... benefits	..... ..... price
..... ..... destination	..... ..... facilities
..... ..... touch	..... ..... tourism

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. Hostels provide the most expensive type of accommodation.
2. Guest houses are type of inexpensive hotel-like lodging.
3. Star levels of hotels are never determined by the country and often determined by a worldwide authority.
4. The more stars the hotel possesses the more facilities it provides.
5. Lodge is generally located and designed for those who like being closely in touch with nature.

**TASK 4. Comprehension check.**

1. What is the cheapest accommodation according to the text?
2. What type of catering can be found in a guest house?
3. What does the availability of facilities depend on in a hotel?
4. What are the advantages and disadvantages of campsites?
5. What type/ types of accommodation is/are a great way to get closer to nature?

**TEXT 3**



Chilling out on the bed in your hotel watching television while wearing your own pajamas, is sometimes the best part of your vacation.

Laura Marano, an American actress.

**Lead-in:** What is the most difficult aspect of running a hotel? Which factors can negatively affect the future success of a hotel? What are the biggest challenges affecting hotel industry?

**TYPES OF HOTELS AND ROOMS**

A hotel is an establishment providing paid accommodation. Nowadays there are hotels to suit every budget and to satisfy the needs of all sorts of clients.

The hotels can be categorized depending on different criteria.

By *size* (the number of rooms to which service is provided) hotels are classified into small (below 200 rooms), medium (200 to 399 rooms), large (400 to 700 rooms), and major/mega (over 700 rooms).

Based on the *location*, hotels may be central (in the city centre), resort (on the beaches, mountains, river banks, often in exotic locations), airport (near airports for air passengers), motels/freeway hotels (on highways for transit guests) and suburb (near urban area for budget guests).

Depending on *prices*, hotels are categorized into luxury (the most expensive), up-scale, mid-sale, budget and economy (the cheapest).

According to the target market they serve, hotels fall into business or commercial hotels (they primarily **cater** for guests who are on business travel), suite hotels (offering a living room and **en suite bedroom**; they are a good choice for professionals who need to interact with their clients without sacrificing privacy), resorts (they target high-income holidaymakers and provide recreational facilities), casino hotels (hotels with gambling **facilities**), bed-and-breakfast/home-stay/hotels (small hotels for guests in transit or on a leisure tour), conference and convention centre hotels (focus on meeting and conferences and provide overnight accommodation for meeting attendees), residential hotels (guests can rent rooms here for long periods of time).

By *ownership and affiliation* hotels are categorized into two major groups: independent (independently owned and run) and chain hotels (owned and run by the same company or owner).

Depending on *the level of service*, hotels are divided into world class service, mid-range service and economy/limited/budget hotels.

The luxury of the hotel, the quality of its comforts and services is often marked by stars according to the star (from 1 to 5 or even 7) classification. Unfortunately, there is no clear distinguishing method to divide hotels into various star rating categories as the criteria differ from one country to another. The general principle is: the more the number of stars, the more luxury provided by the hotel.

Not all countries officially star-grade their hotels. There are several national grading systems, like the crown system in Great Britain, the key system in Sweden or the letter system in Greece.

In the hotel industry, there is no unified classification system for the hotel rooms. Present-day classifications distinguish over 30 types of rooms. The same category of rooms in different hotels may imply different living conditions.

The most common classifications of hotel rooms include:

*Bed-oriented classification:*

- single room (1 bed, 1 occupant);
- double room (1 bed, 2 occupants);
- twin room (2 beds, 2 occupants);
- triple room (1 double and 1 single bed, 3 occupants);
- quad/family room (3 beds – 1 double and 2 single, 4 occupants);
- studio (1 studio bed – a couch that can be converted into a bed).

Single/standard room (otherwise referred to as standard or single-occupancy room) is the basic room type in the hotel business.

*Area-oriented classification*

- single room;
- adjacent rooms (rooms class to each other; perhaps across the hall);
- adjoining rooms (rooms with a common wall, but no connecting door);
- connecting rooms (rooms with individual entrance doors from the outside and a connecting door between);

- suite (at least two relatively independent areas and 1 or more beds). Suites fall into junior (the least expensive), regular, penthouse and president ones (the most expensive room in a hotel).

- villa room (in resorts; separate houses with large space and extra privacy).

*Service-oriented classification:*

- standard/classic room;
- superior/executive room;
- deluxe/luxury room.

*View-oriented classification:*

- ocean-view (OV);
- mountain-view (MV);
- city view (CV);
- garden view (GV);
- pool view (PV);
- beach front view (BF);
- water view (WV);
- inside view (IV).

*Other classifications:*

- non-smoking rooms;
- smoking rooms;
- disabled-friendly rooms.

*(Retrieved and modified from: [sc-s.si>joomla>images>Accommodation; https://www.tutorialspoint.com/hotel-housekeeping/types-hotels](https://www.tutorialspoint.com/hotel-housekeeping/types-hotels); <https://www.xotels.com/en/glossary/room-type/>; English for Hotel Staff: Instructional Material, 2017. Accessed on October 2, 2020)*

**TASK 1. Match the terms from the text with their definitions.**

1. suit (v)	a) the state or relation of being closely associated with a particular group or company
2. target market	b) a place, amenity or piece of equipment provided for a particular purpose
3. resort	c) be convenient for or acceptable to
4. luxury	d) a set of connected rooms in a hotel
5. en suite	e) provide what someone needs or wants
6. affiliation	f) a place that is visited for holidays or recreation
7. suite	g) in the room or connected to it
8. facility	h) a group of consumers at which a product or service is aimed
9. chain hotel	i) a state of great comfort or elegance, especially when involving great expense
10. cater (v)	j) group of hotels operated by the same company or owner

**TASK 2. Match the words to make collocations and make sentences with them.**

paid	guests
target	needs
air	holidaymakers
provide	accommodation
living	classification
recreational	tour
overnight	market
transit	accommodation
provide	facilities
satisfy	categories
budget	service
high-income	facilities
gambling	passengers
leisure	conditions
provide	luxury
star rating	accommodation
unified	facilities
provide	guests

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. There have always been hotels to satisfy the needs of all sorts of guests.
2. Up-scale hotels are the most expensive.
3. Home-stay hotels target transit guests and guests on a leisure tour.
4. Double room and twin room are the same.
5. Villa implies large space and extra privacy.

**TASK 4. Comprehension check.**

1. What are the most common classifications of hotels?
2. What system is often used to grade hotels according to the range of services and quality of comforts?
3. Does the same category of rooms in different hotels always imply the same living conditions?
4. What is the basic room type in the hotel business?
5. How are suites subdivided?

## TEXT 4

**Lead-in:** Which are the typical facilities and amenities that hotels usually offer their customers? What services can customers get in hotels? Why is it important to provide the best hotel customer facilities, amenities and services?

### HOTEL FACILITIES, AMENITIES AND SERVICES



The most up-to-date and upgraded hotel room facilities & amenities that will enhance your guests' experience and increase your hotel's additional sales

The global hospitality industry is constantly influenced by new trends and developments. Nowadays, the "classic" room facilities have turned into a more modern, customer-friendly, personalized, and smart environment.

Facilities and amenities are two words that are often used in the hospitality industry. Although these two terms are commonly used, many people don't know the difference between facilities and amenities. Amenities are things that conduce to comfort, convenience or enjoyment. Hotels offer various amenities to their guests. Some of these may include free Wi-Fi, cable/satellite TV, air conditioning, a refrigerator, soundproofing, a safe box, a kettle, personal items such as hair dryers, shower caps, shampoo, towels & linens, free self-care products & toiletries, slippers etc. Facilities are places or things which are designed to facilitate an action or process. In the hotel industry, facilities can refer to services that are available to the guests within the hotel. Some examples of facilities may include swimming pools, gyms, spa, bars, restaurants, saunas, etc. All these facilities serve some practical purpose. However, facilities may not specifically target the comfort or pleasure of the guests; their main aim is to fulfil guests' needs.

However, which are these comforts and amenities that manage to distinguish the old and classic hotels from modern and up-to-date properties? In addition to the classic hotel room amenities mentioned above, modern hotel rooms need to incorporate a number of amenities that are now necessary for a modern traveler, in order to be competitive and follow the latest trends of the tourism industry.

#### **1. Fast Wireless Connectivity (Wi-Fi)**

It is taken for granted that every hotel should provide free and fast internet access for all of its guests, either they are on a business trip or on holidays. There are several wifi-related issues that can affect customer reviews, such as:

- The Wi-Fi has to be fast and able to work perfectly even at maximum hotel capacity when almost every single customer is connected to the network.
- The signal must be strong in all public areas, as well as in all rooms, whether they are located on the ground floor or on the top floor of the hotel.

The last thing you want is to have disappointed customers who will write bad reviews about your hotel and discourage other potential customers from visiting your hotel, because of something as simple as a bad Wi-Fi connection.

## **2. Smart Rooms & Smart Technology**

The term “Smart Room” refers to all the services that can be controlled and adjusted to each guest’s requirements through a mobile application (app) or a device that controls all of these services. More specifically, the guests can control the intensity and shade of lighting, set the preferred room temperature, schedule what and when will watch on their Smart TV, draw or close the curtains etc. Smart options open a new road that promises fresh & useful amenities for the customer.

For example, the guests can make a reservation at the hotel’s restaurant, arrange a spa appointment, contact the reception 24/7 without having to call, order in-room service, and enjoy several other benefits that aim to satisfy their personal requirements in the most easy and direct way.

## **3. USB charger ports & universal plug in power**

One of the most important amenities that travelers need nowadays is USB ports for charging their various electronic devices. There are sometimes even more gadgets and devices we bring with us on our trips than our clothes (especially when we are on a short trip). This means that a modern hotel room can no longer have just a couple of centrally located power plugs, but, given the increased demands of technology, many sockets and USB ports for instant charging in several places – and most importantly next to the bed. If you want your property to stand out, even more, a good idea would be to equip your rooms with universal sockets (in addition to USB ports) that will satisfy all travelers, regardless of where they come from.

## **4. Smart TV with complimentary movie library or Netflix**

From time to time, we have all stayed in hotels where the only thing we could watch on TV were local channels in local languages – something that automatically canceled even this very simple and classic room service. Nowadays, Netflix and other digital platforms have become a daily habit for a big part of the world. In a few simple steps, the guests can log in their account on their room’s Smart TV and watch the rest of the movie they began watching during their flight or catch the latest episode from their favorite series before going to sleep. This is a trend that is gaining more and more ground in hotels, and it is something that you should immediately start looking at for your property.

## **5. In-room coffee machine**

It does not matter whether your hotel offers breakfast or not. In any case, offering your guests the possibility to quickly and easily enjoy a cup of quality coffee from the comfort of their room and without having to order it via room service is something that greatly enhances their overall experience. **Depending on your hotel category**, you should decide the number of complimentary daily coffee capsules you will provide to your customers. If the customer requests more, then there is an extra charge per capsule.

## **6. Modern desk with a laptop or tablet**

In addition to business trips (where a desk is a requirement), it is a fact that modern travelers need a desk even during their trips for leisure. A desk has multiple uses for the guests, such as placing their personal items or devices, supporting their

laptop or tablet while browsing the web, or even going through the Room Directory for finding out what they can do in the hotel or in the surrounding area.

#### **7. Music player with wireless connection for tablets/smartphones**

A modern music player should not be absent from a contemporary hotel room. Easily connecting to this bluetooth device, the guests can choose and control the music they want to listen to according to their mood, just like they do with their room's lighting and temperature. Make sure to choose high quality and stylish speakers that produce great sound (setting a limit to the maximum volume level, for ensuring your other guests' comfort).

#### **8. Create magic with cove lighting**

Apart from smart lights, the study of your room lighting should definitely include cove lighting in various spots, as well as under-bed lights. This contemporary approach, in addition to the more atmospheric and relaxing mood it creates, it also gives the room a very modern and unique character, regardless of its furniture and design style.

#### **9. Keyless entry system with RFID (Radio Frequency Identification)**

Hotel key cards, after several years of global use, are finally passing to the next level. Today, classic cards are being gradually replaced by mobile phones through RFID. In this way, the guests' entry into their rooms becomes easier and safer, and they no longer need to be stressed about losing or deactivating their cards.

#### **10. Welcome gift & local flavor gifts**

The first impression in a hotel, just like most occurrences in our daily life, is of great importance. When your guests enter their room for the first time, you need to ensure that their first impression will be perfect, giving special attention to improving basic features such as cleanliness, smell, light, and room temperature.

A welcome gift wrapped in a nice package or served in a special way will excite your customers and make them feel special. You do not have to offer something expensive or big – for example, you can offer a cereal bar made of local products or a bottle of wine from a local vineyard. Also, a nice welcome gift, especially when it is made of local products, can bring additional revenue to your hotel, for three reasons:

1. It introduces your customers to the level of your hotel's gastronomy, convincing them to try your restaurant.
2. It makes it more possible for the guests to ask to try again what you offered them on their arrival, or even buy it to bring it back home.
3. A particularly nice welcome gift is very likely to be photographed and uploaded on your guests' social media, enhancing your reputation and attracting new customers.

As to **hotel services**, their number and the number of people engaged in them depends on the size of the hotel as well as on its status. Typically, the basic hotel services include reception of guests, room service, food service, including restaurants in the hotel, and security. Other services offered to guests of the hotel can be considered as bonuses. These are the laundry service, a massage room, fitness gyms, conference rooms, lock boxes for valuable assets and many other things. These services can be included in the price of the room or paid separately. Recently, the hotel industry has had a trend of separating the service sectors between hotels. Many hotels nowadays offer recreation for a particular group of tourists.

Getting to your destination city is only half the trip, especially if your hotel isn't located right next to the airport. Making arrangements for your **hotel transfer** before you arrive saves you time in the airport while alleviating some of the stress of travel. A hotel transfer refers to the method by which you get from the airport or arrival point to your hotel. These transfers do not refer to driving your own rental car, but instead to being transported by a professional driver. The transfer includes transport of your luggage and belongings, with the transport company handling the loading and unloading of the luggage.

A common form of hotel transfer is via a shuttle service, operated privately or through your hotel. The shuttles leave the airport at predetermined times, unless they are booked specifically for your arrival. Shuttles include buses, vans or hired cars. Taxi services are also sometimes used for hotel transfers.

The transfer cost is sometimes included in a hotel or resort package. When this is the case the transfer information will be with your hotel information, including pickup and drop off times and locations. Some airports may provide free or low-cost transfer services to major hotels or resorts in the area, while others may charge a fee depending on the distance traveled. For taxi transport services, standard fares usually apply unless the cabs have an agreement with the hotel.

It is a fact that within a modern and competitive environment, in order to achieve high levels of guest satisfaction, you need to focus on each guest's personal needs and requirements. By offering personalized services and facilities within a modern and user-friendly technological room environment, your customers will feel completely satisfied, while you will manage to win their trust.

*(Retrieved and modified from <https://www.hotelieracademy.org/must-have-amenities-of-a-modern-hotel-room/>; <https://www.city-of-hotels.com/165/hotel-services-business.html>; <https://www.differencebetween.com/difference-between-facilities-and-vs-amenities/>; <https://traveltips.usatoday.com/tips-booking-las-vegas-vacations-54007.html>. Accessed on 20 December 2020.)*

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. facilitate	a) a device that is used to recharge a battery (= fill it with electricity), for example in a mobile phone
2. hospitality industry	b) a software program that runs on a mobile phone
3. convenience	c) the dirty clothes and sheets that need to be, are being, or have been washed; a business that washes clothes, sheets, etc. for customers
4. charger	d) recording or storing information as a series of the numbers 1 and 0, to show that a signal is present or absent
5. lighting	e) the state or quality of being suitable or opportune

6. mobile application	f) to make something possible or easier
7. laundry	g) (a way of) enjoying yourself when you are not working
8. recreation	h) praising or expressing admiration for someone
9. digital	i) businesses such as hotels, bars, and restaurants that offer people food, drink, or a place to sleep
10. complimentary	j) the arrangement of lights used in a room, house, theatre, etc.

**TASK 2. Match the words to make collocations and make your own sentences with them.**

enhance	comfort
attract	satisfied
increase	sales
fulfil	services
feel	revenue
bring	a trend
gain	charge
ensure	ground
give	special attention (to smth)
extra	customers (with smth)
follow	uses
multiple	service
offer	needs
room	customers
provide	reputation

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. Facilities and amenities are synonyms used to describe things which help to create comfort, convenience and enjoyment of customers in the hospitality industry.
2. Facilities and amenities are similar in all the hotels regardless of their type, size or modernity.
3. Modern hotels try to incorporate a number of amenities that are now necessary for a modern traveler to avoid bad reviews and to make customers feel satisfied.
4. Most of the amenities offered by up-to-date hotels that want to be competitive and follow the latest trends of the tourism industry are connected with technologies and electronics.
5. All the hotel services are typical and included in the price.

#### **TASK 4. Comprehension check.**

1. What is the difference between amenities and facilities provided by hotels?
2. Which are the typical amenities and facilities provided by the old and classic hotels?
3. What do amenities offered by modern hotels to their customers include?
4. What hotel services are provided to customers? Are they free of charge or paid?
5. What is a hotel transfer, and how can it be arranged? Is it free of charge or paid?

#### **TEXT 5**

**Lead-in: What is a typical hotel reservation and cancellation policy?**

#### **BOOKING AND CANCELLATION POLICY**



When you book accommodation, you enter into a contract with your chosen provider which includes terms and conditions in relation to deposits, booking fees and cancellations. If there are any disputes about cancellation, it's always best to try and resolve it with the provider first. Late cancellations and no-shows really affect business

and result in losses. The following procedures will secure the hospitality businesses and help them earn income and at the same time benefit the clients.

#### **Reservation procedure**

The guest can make advance reservation via telephone or book online to ensure room availability. Advance in Cash or Deposit Online Payment is mandatory to obtain the confirmed reservation. The cancellation policy should be explained before obtaining the confirmed reservation. The estimated cost for stay includes the confirmed room rate, taxes and fees. All promotion rates are non-refundable and available on first come first served basis. All extra services and amenities will be available at an additional charge only. Room rates may change without notice except for confirmed reservation against the advance payment. Normal occupancy permits maximum two people per room. Additional person (if room size permits) is charged extra. Early check-in and check-out is available by prior arrangement only. In case of early checkout, the guests are liable to pay for the entire confirmed reservation. Frequent Travel Club points, or Hotel Brand Loyalty points allow guests to accumulate points towards a free or discounted stay. The confirmed reservation or voucher can be printed by the client for his convenience and presented to the hotel on arrival.

Reservation procedure varies depending on the size and brand of the hotel and the reservation system employed. The hotel businesses are actively working on the Internet 24 hours a day, seven days a week. The Internet has simplified complex system of reservations. It enables Online Hotel Management Systems (OHMS) to help guests reserve accommodation of their choice fast and conveniently. Central Reservation System (CRS) is a computerized reservation system that reduces paperwork and can handle large amount of reservation data effortlessly.

**There are various sources of reservations:**

- Direct Requests from Guests (single travelers or family travelers).
- Requests from Travel Agents (for group travelers).
- Requests from Corporate Agents (from organizations for their employees, clients, visitors, delegations, workshop groups).
- Requests from Airlines (for their working staff and clients for routine stay as well as in case of flight cancellations).

Reservation of an accommodation is accepted if the desired type of accommodation is available in the hotel for selling. The hotel can deny reservation if all rooms are booked, requested type of accommodation is not available (in such case, the reservation staff suggests an alternate accommodation by stating its amenities and facilities) or the guest is blacklisted due to his history of payments or previous staying. The reservation section prepares the list of the reservations for the day and sends it to the front desk. The rooms are then prepared by housekeeping. In case of plans change, the guests ensure to inform in writing to the Hotel Reservation Department for a refund of the deposit.

**Most hotels follow the General Booking Policy**

Check-In time is 12 noon and Check-Out Time is 10 a.m.

- Child (up to 5 years) can stay free of charge with parents without extra bed. Children between 5 years to 12 years of age will be charged extra. Children above 12 years of age will be treated as young adults.
- The deposit equal to one night's stay that will be charged to the guest's credit card upon booking, the deposit is non-refundable.
- Any reservation for which they do not receive notification of payment within 5 days will be automatically cancelled.
- During peak periods, the deposit will be equal to 50% of the reserved stay.
- More than 30 days' notice – full refund less administration fee.
- 14 days or less notice – loss of deposit.
- In the case that government regulations restrict free circulation or the opportunity to travel and travelers are forced to cancel reservations, 100% of the deposit will be reimbursed ( for example, COVID-19 Risk Free Cancellations).

Hotel chains are also experimenting with nonrefundable booking (also known as an advanced booking/purchase). With these policies, guests can lock-in a special rate when booked plenty in advance. The cost of one night will be assessed if the reservation is canceled at any point after the reservation is made.

Some examples of cancellation policies include:

- 100 per cent refundable;
- Free cancellation, or partial refund, by a certain date;
- Flexible arrangements. for example, changing your booking dates;

- Non-refundable.

Hotels can have cancellations categorized by strict, medium and flexible.

**The general hotel cancellation and refund policy is as follows:**

- Cancellations made 15 or more days before check in date will be free.
- Cancellations made more than 7 days in advance but less than 15 days will incur a cancellation charge of 1 night tariff.
  - No shows and cancellations made 0 to 7 days in advance will incur 100% charge of the booking.
  - In case of a full refund on cancellation, there will be a deduction of approximately 5 % as payment processing charges.
  - The refund processing will take time between two-to-four weeks. The refund depends on numerous factors such as the hotel’s cancellation policy, time of cancellation and processing time of the bank.
  - If guests fail to arrive at the hotel (non-arrival or no-show) on the arrival date the entire reservation will be cancelled automatically and no refund admissible. If they still continue the travel plan to stay at the hotel, the room can be kept for the rest of the nights.
    - Shortened stay is subject to entire period charge.
    - The extension of the stay requires an additional reservation, is subject to availability and may involve rate changes.
    - Amendments will be treated as cancellation. If changes are made up to 7 days before the date of arrival and are a subject to availability, no fee will be charged.
    - The personal details or credit card information is secured and protected by the latest security technology.

The hotels try to put the best possible efforts to minimize the cancellation charges. Additional strategies to avoid cancellation fees is to explain the case to the manager who can reduce the fee if clients have some prevailing circumstances such as canceled flight or illness or negotiate a future stay. The hotel still gets their money and guests don’t pay the late fee. Booking travel insurance can cover cancellations.

**Booking a table**

The same practice is used for the restaurants. Many restaurants offer an online reservation system. The guests can book tables through homepages, followed by a booking confirmation through e-mail or SMS. Some websites exist which provide this service, such as Tock, Bookatable, OpenTable, Tablein. Most restaurants do not charge the clients who fail to honor their reservations, and courts have tended not to impose substantial penalties on restaurants that fail to honor reservations, but it is generally considered polite to call and cancel a reservation once it is known one will not use it.

*(Retrieved and modified from: <https://www.abc.net.au/everyday/guide-cancellation-policies-when-booking-holiday-accommodation/12837696>; [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_reservation.htm](https://www.tutorialspoint.com/front_office_management/front_office_management_reservation.htm); <https://easytablebooking.com>; <https://riversideinnboquete.com/standard-reservation-and-cancellation-policies/> <https://www.travelperk.com>; <http://www.hotelmountview.co.in/hotelmountview/reservation-policy.php>; <https://www.hotelsbyday.com/en/booking-policy>; [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_terminology.htm](https://www.tutorialspoint.com/front_office_management/front_office_management_terminology.htm); <https://en.wikipedia.org>. Accessed on 12 January 2021)*

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. fee	a) computerized reservation system that reduces paperwork and can handle large amount of reservation data
2. refund	b) the decision that you no longer want to do what you have arranged
3. discount	c) an arrangement made in advance to have a table available at a restaurant.
4. Central Reservation System (CRS)	d) payment for advice or services
5. cancellation	e) the sum of money paid as the first part of a large payment
6. to confirm	f) cannot be returned after you have paid for it
7. table reservation	g) price reduction
8. cancellation charges	h) charges borne by the guest on cancellation of a confirmed reservation or for not showing-up on confirmed reservation.
9. deposit	i) paying back the received money
10. non-refundable	j) to check or announce that something will definitely happen

**TASK 2. Match the words to make collocations and make your own sentences with them.**

1. to book	a) fees
2. to accumulate	b) paperwork
3. to impose	c) deposit
4. to reduce	d) accommodation
5. to cancel	e) circulation
6. to restrict	f) reservation
7. to charge	g) guests
8. to reduce	h) points
9. to reimburse (refund)	i) penalties
10. to blacklist	g) extra

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. Reservation procedure varies depending on the size and brand of the hotel and the reservation system employed.
2. The Internet has simplified complex system of reservations.

3. Advance or Deposit Payment is not mandatory to obtain the confirmed reservation

4. Travelers cannot cancel reservations and get a refund.

5. In case of plans change, the guests should not inform in writing to the Hotel Reservation Department.

#### **TASK 4. Comprehension check.**

1. What sources of reservation do you know?

2. What is Hotel General Booking Policy?

3. When can the hotel deny reservation?

4. What deposit is required for confirmed reservation?

5. What examples of hotel cancellation policies can you give?

#### **TEXT 6**



A restaurant is a fantasy - a kind of living fantasy in which diners are the most important members of the cast.

Warner Le Roy

***Lead-in:*** How would you describe the perfect restaurant? How has the restaurant industry changed in the last years in terms of technology and approach to the customer? What qualities do restaurant managers need?

#### **TYPES OF RESTAURANTS AND STYLES OF SERVICE**

There are millions of people who eat away from their homes every day either by necessity or by choice. Because there are so many to feed, the restaurant and catering business is one of the largest and fastest-growing industries in the world.

Restaurants offer their service and product at a fixed location while the catering business is a mobile one providing foodservice either for special occasions or for places where meals are usually not prepared.

These days the average person has a variety of restaurant options to choose from.

At the high end of the market there are **à la carte** restaurants, so-called because of the type of menu which lists and prices all items individually and prepares dishes to order. Service is generally of a very high standard and waiters/waitresses as well as specialist bar staff and wine waiters and the atmosphere is formal. Within this category, gourmet restaurants are the most expensive.

**Table d'hôte** menu restaurants with fixed-priced menus, a set number of **courses** with choices within each course, are a cheaper alternative. Items on the menu are ready at the same time, rather than made to order. This kind of restaurant is often **family-run** with a more informal atmosphere.

The most commonly known type of restaurant is a *fast food restaurant*. This is a restaurant where the food is cheaper and ordered at a counter. These restaurants can either be eat-in or **takeaway** (in this case food is served in a to-go bag). Among fast food restaurants, there are pizzerias, kebab or fish and chips shops.

Examples of *specialist restaurants* are steakhouses, seafood or vegetarian restaurants. There are also *ethnic restaurants* providing food and drink from a particular country. The most widespread of these are Italian, Indian and Chinese restaurants.

Nowadays, many restaurants are part of a **regional, national or international chain**, so menus, service and cost are unified and you know exactly what to expect.

In addition to restaurants, *cafés*, *coffee bars*, and *pubs* also provide catering although the focus may be more on drinking than eating. Cafés and coffee bars serve reasonably priced hot and cold drinks and light meals or snacks. They are usually only open during the day. Bars and pubs are always open at night but increasingly they are serving food and drinks during the day too.

Food is served in various ways. Style of service is the manner and method in which food is served to guests.

Five styles of service are internationally recognized which include French service or gueridon service, American service or plate service, English service, Russian service and **Buffet** service.

The choice of the service style depends on several factors:

- the policy of the establishment;
- its type, size and site;
- the time available;
- the type and number of customers;
- the type and cost of menu.

*French service* differs from others in that all food is served from the gueridon, which is a trolley-like table with a gas-burner. Generally food is **precooked** in kitchen and then the waiter does the final work in direct view of the guests using the gueridon. This type of service is rarely used today.

*American service* is usually called “plate service” because the food is already placed in the plate in the kitchen ready to be served to the guests. It is the most common style in most restaurants today. It is very fast, economical and efficient.

*English service* is known as “family style” service. Serving staff take food prepared in the kitchen directly to the dining room on big serving **platters** and bowls for guests to serve themselves the portion they want. It is a very efficient style of service because the orders are limited, easy to take, and the food is fast to prepare and serve.

In *Russian service*, the food is fully prepared and pre-cut in the kitchen and then neatly arranged on silver platters by the Chef. The dish is then presented to guests served individually. Courses are brought to table in **succession**.

*Buffet service* is also called self-service and is normally used in banquet functions and in some restaurants. Guests can see and choose exactly what they want to eat. Customers either **help themselves** or ask the waiter behind the buffet table to serve them.

During service the right and left hands have distinct functions. The left hand carries while the right hand works.

In a refined service, food is arranged according to particular rules that are followed the world over. For example, meat is always placed at the lower part of the plate, sauces are served separately in a sauce boat, or they are served to the left of the meat or fish. Women are usually served first. The host is always served after his or her guests.

(Retrieved and modified from: Morris Catrin E. Flash on English for Cooking, Catering and Reception, 2016; Morris Catrin E. Well done! Catering: Cooking and Service, 2016; cloud2o.edupage.org/c\_Odborna\_anglictina.pdf?z%3Ao57IFbyOxAyEaUWYy7rdJ6%2F2%2FAGHw2j3xEz2h2osZ4AOi%2B%2BmoX3bR96DLKn1Uxd. Accessed on November 8, 2020)

**TASK 1. Match the terms from the text with their definitions.**

1. course	a) a number of things or people of a similar kind following one after the other
2. table d'hôte	b) serve oneself with food, drink, etc.
3. family-run	c) one of the several parts of a meal, e.g. fish, dessert
4. à la carte	d) owned and operated by a family
5. takeaway	e) large, shallow dish for serving food
6. buffet service	f) food that is offered in a restaurant as a complete meal at a fixed price but with little choice of dishes
7. precooked	g) a system of serving meals in which food is placed in public area where the diners serve themselves
8. platter	h) referring to food that can be ordered as separated items
9. succession	i) prepared and cooked in advance so that it can be heated and eaten at later time
10. help oneself	j) selling cooked food to be eaten elsewhere

**TASK 2. Match the words to make collocations and make sentences with them.**

offer	location
fixed	chain
average	recognized
offer	service
special	product
gourmet	person
(in)formal	chain
national	platter
coffee	waiters
serving	restaurant
regional	chain

international	functions
reasonably	bar
internationally	standard
serving	staff
banquet	occasion
efficient	atmosphere
high	priced

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. People eat out either by necessity or by choice.
2. A la carte restaurants are called so because they type their menu on special cards.
3. Specialist restaurants provide food and drink from a particular country.
4. 15 styles of service are internationally recognized.
5. Another name for a buffet service is self-service.

**TASK 4. Comprehension check.**

1. Why is the restaurant business one of the fastest-growing in the world?
2. In what way are restaurants different from the catering business?
3. What is the difference between à la carte restaurants and table d'hôte restaurants?
4. Why do you know what to expect in international chain restaurants?
5. What factors does the service style depend on?

## TEXT 7

**Lead-in:** What is the catering industry and what does it include? What can you say about the catering industry in Ukraine?

### ROLE OF CATERING IN THE HOSPITALITY INDUSTRY AND DIFFERENT BOARD TYPES



Catering dates back in the 4th millennium BC in China. The culture of grand eating and drinking was also present in old Egypt at that time. Most of the services were provided by slaves. Ancient Greeks are credited with making catering a trade by offering free services at their inns and hostels which continued into the Roman Empire, primarily to serve soldiers. In the Middle Ages catering centered on monasteries and the Christian pilgrimages in Europe. The trade spread during the reign of Charlemagne.

The food sector or catering industry is one of the most important elements in the hospitality industry. This includes restaurants and take away outlets but it can also include catering providers to hotels and airlines. Catering and food service industry plays an important role in the promotion of local food features and culture of tourism destination through providing catering products and services for tourists. Many countries have designed and developed catering and food brand with own features and style such as the Beer festival of Munich in Germany, Pickled Cabbage, festival in South Korea, series unique meal of cactus and corn in Mexico, Samba Carnival and characteristic barbecue in Brazil and so on.

An important part of service industry, the catering and food service industry is the important carrier of the brand and culture for a country or region with the characteristics of wide market, extensive influence as well as more employment opportunities. In recent years, the development of global catering and food service industry maintains a rapid and healthy development. A wide variety of catering products and different styles of food culture has been shaped in the background of different regions and cultures. These food service groups provide a fast catering and food service for the consumers from more than 55 countries and regions all over the world. It can be seen that the convenience has gradually become the trend of the development of catering market with the rapid development of economy and society. Catering is still perceived as an opportunity available to people of all ages who do not require much capital investment or many qualifications. However, the development of hotel and restaurant chains is gradually increasing the number of wage/earning jobs available, which may come to reduce the prospects of those setting up their own business.

Food and nutrition are inevitable content of everyday human life. In their essence, they constitute a vital part of the tourism offer in tourist destinations, being a mixture of biological, socio-cultural and tourist aspect. Each tourist has a biological need, as every human being, to satisfy its need for food, but the way in which this is done depends not only on the socio-cultural features of the cuisine and hospitality of the tourist destination, but also on the specific ways in which the food is prepared and served to the tourists, which make food and nutrition a distinct tourist phenomenon.

One of the most common dilemmas for holidaymakers is choosing which board basis to pick for the most cost-effective trip.

**All Inclusive (AI).** This means all your meals and locally produced drinks – both soft and alcoholic are included in the holiday price. Usually there is a cut-off time in the evening, which will vary depending on the hotel, but it usually 11pm or midnight.

All Inclusive is fantastic for families as there's no need to worry about all those little extras in-between meal times adding up. Ice creams and snacks are sometimes included too. As pretty much everything is included in the package price, this is the best type of board basis for those who do not plan to venture far from the hotel/resort they are staying in, or who don't want to worry about carrying cash around while on holiday. However, you've always got the opportunity to eat-

out away from the resort if you choose to. You may also be entitled to water sports and other activities which you would usually expect to pay for.

**Full Board (FB).** Full Board means that breakfast, lunch and evening meals are included in the price but any drinks or snacks will cost you extra. This package is perfect for those who are happy spending the day lounging by the pool at the hotel but don't want to be restricted to what the hotel has to offer in the evening – perfect if you prefer to experience the surrounding nightlife after dinner.

**Half Board (HB).** Breakfast and dinner are both included in the price, meaning that any snacks or drinks will cost you extra.

HB suits those who plan on venturing out during the day. Perhaps you want to book lots of daytime excursions to explore the local area or further afield? This means you can fill up on breakfast before you leave, grab lunch when you're out, and come back knowing you won't have to worry about cooking dinner or finding somewhere to eat when you return as the hotel will have it covered.

**Bed and Breakfast (B&B).** For those who like to start the day with a good hearty breakfast but don't want to be fixed to certain prearranged times for the rest of their meals, B&B is a great option. Most hotels offer a buffet breakfast so you can pile your plate high to keep your energy up until lunch time – this is particularly good for couples and groups.

**Self Catering (SC).** Want to eat breakfast at midday? Do the kids eat dinner at 5pm but you prefer to wait until they are in bed? Self catering offers you the flexibility to come and go as you please and to set your own holiday timetable. No meals are included in the cost of a self catering holiday but you will be provided with basic kitchen facilities in your accommodation, such as a cooker, kettle and microwave.

This board basis is also perfect for those who have a pickier appetite or miss their home comforts while away. It also suits those with a small budget as you can buy food at supermarkets cheaply and cook for yourself.

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. outlet	a) to continue to have; to keep in existence, or not allow to become less
2. feature	b) something that is certain to happen and cannot be prevented
3. carrier	c) the substances that you take into your body as food and the way that they influence your health
4. maintain	d) a situation in which a difficult choice has to be made between two different things you could do
5. nutrition	e) necessary for the success or continued existence of something; extremely important
6. inevitable	f) to be everywhere around something

7. vital	g) a store that sells goods to the public
8. dilemma	h) arranged at an earlier time
9. surrounding	i) a typical quality or an important part of something
10. prearranged	j) a person or thing that carries something

**TASK 2. Match the words to make collocations and make your own sentences with them.**

create	promote	provided	cause
outdoor	make	develop	cost-effective
require	leisure	solve	business

..... ..... food brand	..... ..... activities
..... ..... problems	..... ..... employment
..... ..... trip	..... ..... investment

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. Catering dates back in the 4<sup>th</sup> millennium BC in Japan.
2. In many countries, the catering and food industry is regarded as a means of developing wealth and creating employment.
3. Food and nutrition are considered to be the least important aspects of everyday human life.
4. AI means all your meals and locally produced drinks (both hard and soft ones) are included in the holiday price.
5. FB means that breakfast and evening meal are included in the holiday price.

**TASK 4. Comprehension check.**

1. Why is catering considered to be one of the most important elements in the hospitality industry?
2. What opportunities does catering provide to people?
3. What is a common dilemma for holidaymakers?
4. What board types have you known from the text?
5. What board type provides the best opportunities for travelers? Why?

## TEXT 8



STARTERS	
<b>GARLIC BREAD (V)</b> Toasted with olive oil	\$5.00
<b>GARLIC BREAD WITH CHEESE AND BACON</b> Our famous garlic bread with melted cheese	\$7.00
<b>BRUSCHETTA (V)</b> Toasted bread with tomato, basil and balsamic vinegar	\$6.50
<b>SALT &amp; PEPPER CALAMARI (GF)</b> Served with aioli & lemon wedges	\$12.00
<b>BBQ PULLED PORK CHEESE</b> Served with potato wedges	\$13.50
<b>ONION RINGS (V) HOUSE MADE</b> Breaded onion rings, deep fried and served with ketchup	\$6.50
<b>WEDGES WITH SOUR CREAM &amp; SWEET CHILLI (V) (GF)</b>	\$6.00
<b>SPRING ROLLS (V)</b> Served with spicy plum sauce	\$6.00
<b>CREAMY GARLIC PRawns (GF)</b> Toasted in a creamy garlic sauce and served with breaded rice	\$12.00
<b>SLOW COOKED PORK RIBS (GF)</b> 10oz per rib, with house made sauce. 8ozs. 10ozs. 12ozs.	\$15.00
<b>TOMATO CHILI PRawns (GF)</b> Served with breaded rice	\$12.00
FROM THE GRILL	
<b>RIB FILLET 200G (GF)</b>	\$28.00
<b>EYE FILLET 200G (GF)</b>	\$28.00
<b>FILLET MIGNON (GF)</b>	\$30.00
ALL MEATS FROM THE GRILL ARE SERVED WITH YOUR CHOICE OF CHIPS AND SALAD OR WEDGES WITH A VEGETABLE AND THE SAUCE	
PUB FAVOURITES	
<b>250G RUMP STEAK (GF)</b> Served with chips and onion rings	\$17.50
<b>BURGERS AND MASH (GF)</b> Top 500 gms burger served with your choice of onion rings	\$14.50
<b>CHICKEN BREAST SCHNITZEL</b> House made schnitzel chicken breast served with your choice of breaded chips and onion rings and a vegetable	\$14.50
<b>BEEF BURGER</b> 100g premium beef patty with melted cheese, beetroot, onion & a tomato slice served with breaded chips	\$14.50
<b>PETTUCCONE CARBONARA</b> (Diet: dairy, gluten, & alcohol is naturally present) (GF or vegan)	\$14.50
<b>RED THAI CHICKEN &amp; VEGETABLE CURRY (GF)</b> Served with breaded rice	\$14.50
MAINS	
<b>GRILLED CHICKEN BREAST</b> Served with chips & house made tomato sauce	\$18.50
<b>MANICATED PORK CUTLET</b> Served with house made potato pie	\$23.50
<b>SLOW COOKED PORK RIBS (GF)</b> 10oz per rib, with house made sauce. 8ozs. 10ozs. 12ozs.	\$27.50
VEGETARIAN/VEGAN	
<b>RED THAI VEGETABLE CURRY (GF, VEGAN)</b> Served with breaded rice	\$14.50
<b>PETTUCCONE ALFREDO (VEGAN)</b> with a carbon based sauce, mushrooms, broccoli & parmesan	\$19.50
<b>PUMPKIN AND SPINACH RISOTTO (GF, VEGETARIAN)</b> Served with breaded rice	\$17.50
<b>CABBAGE LEAF (GF, VEGAN)</b> Dish with a carbon based sauce, mushrooms served with potato, carrot, tomato and a carbon based tomato sauce	\$19.50

If it doesn't taste good, it doesn't go on the menu.

Heston Blumenthal

**Lead-in:** What factors constitute a successful menu? On what situation would you expect the “nutritional content” of a menu to be particularly important? If you were going to run a restaurant, what elements would you include in the menu?

## MENUS

In a restaurant, a menu is the list of dishes to be served or available for a diner to select from. This list of dishes is broken down into various categories, depending on the time of day or the event.

A good restaurant menu provides much more than just a list of food with prices. The menu is often a customer's first introduction to a food outlet and is therefore an important marketing tool for it. A menu can express the style of a restaurant; establish what kind of **clientele** it will attract depending on cost and the type of menu on offer; and make the restaurant stick in the minds of new customers so they want to come back.

The **compilation** of a menu is the most important part of a caterer's work. It is regarded as an art, acquired only through experience and study. Menus should be carefully planned by the executive chef, the food and beverage manager and the food and beverage controller. The graphic designers produce the finished art work and layout of the menu.

Well designed and attractive menus support the employee's sales efforts and are responsible for **revenue** growth. The decisive factor is not how extensive a menu is, but rather the appropriate content, design and presentation. It is essential that service employees are familiar with its contents and are able to describe the dishes and the preparation, and suggest the **beverage** to **complement** them.

Most restaurant menus are organized as a list of **starters**, main dishes, **side orders**, desserts and beverages. They may also have additional menus, such as a children's menu, a lunchtime or evening menu, a takeaway menu, a wine menu, a sharing or group menu, a vegetarian menu or a daily specials menu. In addition they might contain a brief history of the restaurant; its style of **cuisine**; details of special offers; details of time when you can order from different parts of the menu and nutritional information.

Menus often give detail of the presence of specific ingredients which people might avoid.

In a restaurant, there are two different types of menus which are differentiated by the manner in which they are served and priced. A menu may be à la carte or table d'hôte.

An *à la carte menu* is a multiple choice menu, with each dish priced separately. In this type of menu all dishes are cooked to order and the cooking time will vary. A *table d'hôte* is a fixed menu where multi-course meals with limited choices are charged at a fixed price. That is why it is also referred to as a fixed menu.

Menu formats are different.

Formal restaurants often have a *classic hand-held menu* made of paper or card. They are easy to read and can be laminated to protect them from damage.

A *placement menu*, which is often found in cafés and fast-food chains, is cheap and **disposable** and usually only one-page long.

A *board menu* is available in cafés where the dishes change regularly.

Chain restaurants often use a *digital menu*, so they can change the menu in all their restaurants at the same time.

A type of menu particularly popular with takeaway restaurants is a *flyer menu*. This can be left at the serving counter or delivered to people's homes and businesses.

Increasingly, restaurants are adopting an *online menu*, so customers can place orders by phone or on the internet.

A beverage menu is any menu or section of a menu that sells alcoholic and non-alcoholic drinks.

A good beverage menu should be well structured, with its items grouped by category, and include prices and serving amounts.

The typical structure of a beverage menu is made up of:

- water (sparkling and still);
- soft drinks;
- beers;
- wines (red, white and rosé);
- spirits;
- hot drinks.

The wine list/menu is developed only with the extensive selection of wines. It offers a variety of types and selections of wines menu ranging from low to high. A wine menu generally includes the detailed description of wine: the name, country of origin, the year of the vintage, its price and bin number (a bin is a store area in a wine cellar). It can also describe the style, taste, flavor and the names of food that are paired with any particular wine.

A wine list may also disclose a **corkage fee** (the price charged to guests who bring their own bottle of wine to a restaurant).

*(Retrieved and modified from: Cracknell H., Nobis G. Mastering Restaurant Service; Food and Beverage Service, 2008; [comescaricarelibripdfgratis.governo.a2hosted.com/read/?id=8853621478&format=pdf&server=1](https://www.governo.a2hosted.com/read/?id=8853621478&format=pdf&server=1). Accessed on December 15, 2020)*

**TASK 1. Match the terms from the text with their definitions.**

1. clientele	a) income
2. compilation	b) style of method of cooking, especially as characteristic of a particular country or establishment
3. revenue	c) customers of a restaurant, bar, or place of entertainment
4. complement (v)	d) a small amount of food that is ordered in addition to the main meal
5. starter	e) the process of producing something by assembling previously separate items
6. side order	f) price charged to guests who bring their own bottle of wine to a restaurant
7. beverage	g) something that is the beginning of a process or series
8. cuisine	h) intended to be thrown away after use
9. disposable	i) contribute extra features to something in such a way as to emphasize its qualities
10. corkage fee	j) drink of any type

**TASK 2. Match the words to make collocations and make sentences with them.**

various	chef
marketing	menu
executive	categories
board	content
graphic	ingredients
well-designed	price
decisive	structure
extensive	designer
revenue	information
digital	factor
appropriate	offer
daily	growth
nutritional	menu
specific	choices
multi-course	menu
limited	specials
typical	counter
detailed	description

service	meals
fixed	amount
special	tool
serving	selection

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. The type of menu on offer affects the kind of clientele the restaurant will attract.
2. The skills of compiling a menu are acquired through experience and study.
3. The length of menu is more important than its content and design.
4. A la carte menu is often referred to as a fixed menu.
5. There is a wine list in every restaurant.

**TASK 4. Comprehension check.**

1. What are two different types of menu and how are they differentiated?
2. What kinds of additional menus do many restaurants have?
3. What specific information might menus contain?
4. What menu formats are used by restaurants?
5. What is the difference between a beverage menu and a wine menu?

**TEXT 9**

***Lead-in:* Why do restaurant owners and managers have to pay much attention to restaurant design and interior layout? What do you think are the main aspects which attract customers to the particular restaurant?**

**TIPS ON RESTAURANT DESIGN AND INTERIOR LAYOUT**



While good food and great customer service are crucial for return business, the ambiance of a restaurant is also important. You want customers to feel comfortable and enjoy their meals. Restaurant design sets the stage for a customer's dining experience. Once you have found the perfect location for your restaurant, it is time to roll up your sleeves and get down to the work of furnishing and decorating your establishment. When customers are comfortable and feel welcomed to your establishment, you will sell more and make more profits.

Decorating your restaurant space is more than just having good taste and knowledge of architecture. It is also about marketing. That means using the space to promote your restaurant and sell more. Food and beverage experts speak of restaurant concept development.

There are critical factors that can help you save money, increase your revenue and make your guests come back for more. In the food and beverage arena, it has long been known that ambiance, atmosphere, in short, the architecture of your restaurant can make the difference between a highly profitable enterprise and a so-so business that just gets along.

It would be impossible to create a step-by-step guide to designing a restaurant. After all, every restaurant has its own concept and context and added to that, there are many other factors to consider. However, by taking into account the **ten key components below** you can do a great deal to create an inviting ambiance to your establishment.

### **1. Colour**

Psychologists have long known that color had an important impact on our brains. Colour and its relationship with persuasion make an interesting subject. It is also a controversial aspect of marketing. Colours convey a different feeling to our brains. They have an impact on our bodies as well. In short, color has a psychological influence on us. We are usually not even aware of this.

In the field of food and beverage, red is king. It has been scientifically proven that red whets our appetites. Blue, on the other hand, slows our metabolism. Obviously, colour is an important factor to take into consideration when you are choosing a colour scheme for your restaurant. While you may have a great concept, image and have your restaurant target correctly, don't forget about the importance of choosing the right colours for your establishment and the psychological impact it will have on the minds of your guests.

### **2. Décor**

Many do not realize that customers do not come to a restaurant for the furniture. While appearance and good taste are important, customers do not care about the price of your chairs. While you are free to decorate and design your restaurant any way you want, you should remember, the more your style tends to modern glass, steel and cold colours, rigid forms and intense lighting, the less hunger you are likely to instill into customers. In that sort of café, young people gravitate. However, they are usually not big spenders and seldom become regular customers. The moment a new place opens, they forget about your café and head to the new one.

### **3. Lighting**

Lighting is a much more important factor than many realize. In a public place such as a restaurant, it becomes even more important. The right lighting can enhance the furniture, hide flaws and improve the customer's overall dining experience. Added to the above, illumination is the first thing that may attract a customer passing by. Bright attractive lighting can hook passersby with its warm welcoming appearance. Once they cross your threshold, the interior lighting continues to warm their minds and stomachs as well.

Your proper choice of lighting not only influences the style of furniture but also is crucial in the creation of atmosphere. A warm light, as opposed to cold lighting, will bring warmth to your space. Properly positioned lights at each table encourage soft conversation among customers. Cold lights actually raise the voices of customers. Never forget: the creation of a successful restaurant interior design depends greatly on the lighting.

#### **4. Music**

Music has an important and significant effect on restaurant guests. A number of studies have shown that background music not only makes employees happier but also improves the image of the establishment and stimulates customers' appetites. Rock music tends to whet the appetite and makes us chew faster. Classic music tells the stomach to desire calm refined foods. In crowded pizzerias, rock music actually increases orders and help to empty tables more quickly. In higher-end restaurants, soft symphonic music can stimulate the thumbs up for the sophisticated dishes created by a real chef.

Since there is a definite connection between music and food, it is a good idea to create a studied combination of these to stimulate the senses in your establishment.

#### **5. Aroma**

The power of aroma is amazing. Our sense of smell is characterized by the individual's memory. The right aromas recreate fond memories of experiences and can whet anyone's appetite.

Our sense of smell is much stronger than many realize. The average human has about five to six million olfactory receptors. These are able to detect and catalog some 10,000 different smells. Often we are quite unaware of this but something about a place appeals to us... or the opposite can be true. A crucial element in your food and beverage marketing plan is to take the sense of smell into consideration.

#### **6. Restrooms**

Quite often, this is a subject which is completely forgotten by many entrepreneurs. However, the restrooms are extremely important. When customers have to breathe the smell of public toilets, they are highly unlikely to return. Maintaining pleasant, clean restrooms with plenty of paper towels and a full soap dispenser is vital. When a customer finds the soap dispenser or the paper towel dispenser is empty, you are on the road to losing another customer. Having dispensers that keep the restrooms smelling pleasant is a good idea and it is important to make sure all the doors lock properly.

#### **7. Layout**

In general, any store is no longer a passive place, where people buy their goods or services, but a place where they fulfill dreams and needs. It also relates to restaurants. The goal is to exploit all the opportunities offered by the visual merchandising by replacing the passive selling of goods with a proactive one. To do this, you need to plan the layout of the restaurant, creating a visual pathway for the customers, trying to force them to walk through it.

The management of space plays a critical role in influencing purchasing decisions, as it must be able to create a relationship not only physically but also

psychologically. These “virtual” points are those areas of the restaurant which are, on average, more observed by customers. Of course, they depend on how the spaces have been set up, where you put tables, chairs, and all the equipment. It seems obvious that if, instead of using these spaces to place any cutlery or glasses, we use them to expose certain products, like sweets and wine bottles, the probability that these are purchased will be certainly greater than to keep them out of customer’s sights.

### **8. Seating Capacity**

Your restaurant design should incorporate a balance between the creation of a welcoming atmosphere and the number of seats you offer. You want to be able to receive enough comfortably seated diners to make a profit. You want them to feel at ease. The more refined and gourmet oriented your presentation is, the more distance you should have between tables.

### **9. Heating and Ventilation**

If restaurants want to attract customers and keep them coming back, they have to ensure that their customers dine in a comfortable atmosphere. Kitchens release a great deal of smoke and smell. It is important to build up a system in your restaurant that guarantees proper ventilation. Good air conditioning is crucial to any restaurant design. Nothing can turn a customer away more quickly than a dining room that lacks air conditioning, especially during the summer months. Never forget that poor ventilation and air conditioning may well cost you a lot more in lost sales.

### **10. Kitchen Design**

Of course, probably the biggest investment of money in the design of a new restaurant is the kitchen layout. Kitchens call for bulky, expensive equipment that might delay any busy restaurant schedules. The kitchen layout should allow food ready to serve to flow seamlessly from the kitchen to the dining room. Often there are new restaurants in a great location, but they soon realize their small kitchen is far too small to allow them to serve their customers promptly and adequately. If you have a kitchen layout that slows down your operation, you are losing business.

In summations, these are some of the most important considerations when it comes to designing your restaurant layout. Remember, you want to enhance the customer’s experience.

*(Retrieved and modified from <https://www.forketers.com/how-to-design-a-restaurant/>. Accessed on 11 January 2021.)*

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. layout	a) a principle or idea
2. furnishing	b) the activity of making people aware of your products and increasing sales through advertising, special events, etc.

3. ambiance	c) a business or other organization, or the place where an organization operates
4. concept	d) the way that something is arranged
5. establishment	e) a list of planned activities or things to be done showing the times or dates when they are intended to happen or be done
6. decor	f) the total amount that can be contained or produced
7. merchandising	g) putting furniture in something
8. capacity	h) the movement of fresh air around a closed space, or the system that does this
9. ventilation	i) the colour, style, and arrangement of the objects in a room
10. schedule	j) the character of a place or the quality it seems to have

**TASK 2. Match the words to make collocations and make your own sentences with them.**

whet	customers
convey	work
set	an impact/ an influence (on smth)
get down to	sure
take into	operation
have	a feeling
big	revenue
regular	account/ consideration
proper	spenders
make	opportunities
slow down	the stage (for smth)
save	experience
increase	sb's appetite
enhance	money
exploit	choice

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. Restaurant design can contribute to positive customers' experience, which helps to sell more and make a bigger profit.
2. It is quite easy to create a step-by-step guide to designing a restaurant because all the restaurants take into account the similar aspects to become successful.
3. Colour and aroma have an influence on our brains, and we are aware of it.

4. Cold colours, intense lighting and rigid forms bring warmth to your space and whet the customers' appetite.

5. Visual merchandising can be used in the restaurants to expose certain products and increase sales.

#### **TASK 4. Comprehension check.**

1. What does restaurant design mean?
2. What impact do colour and décor have on success of a restaurant?
3. How can lighting, aroma and music influence the ambiance of a restaurant?
4. What are the main requirements for restrooms, seating capacity and ventilation of a restaurant?
5. Why is it important to arrange the layout and kitchen design properly?

#### **TEXT 10**

**Lead-in:** If you are going to connect your future life with the hospitality industry, what profession would you like to choose? Why?

#### **JOBS IN THE HOSPITALITY INDUSTRY**



Whether you're looking to work in a hotel, have always dreamed of working at the biggest events, or think you've got the right skills to take care of guests to the highest level, there's a job out there for you. If you've got great customer service skills and want to start work in an industry with plenty of entry-level opportunities and the chance of rapid progression, a career in hospitality and travel

could be just what you're looking for.

The industry is tremendously varied and employers range in size from international household-name restaurant, hotel and travel groups to small family-run businesses. There's also scope to set up your own business, though would-be entrepreneurs are likely to be best off working in the industry to gain experience and understanding before striking out on their own.

A few of the job opportunities that hospitality management graduates can pursue are outlined below and can be sorted by the following industries:

- **guest relations** which is a customer-service oriented sector for those who like to interact and work with people (e.g. front office manager, directors of housekeeping, sommelier, concierge, receptionist);

- **food and beverage** which is divided into two major segments: production and the distribution of edible goods (e.g. restaurant manager, catering assistant, sous chef, barista, bartender, cook, food and beverage manager, waiter/ waitress);
- **tourism** (e.g. cruise ship director, flight attendant, travel agent, tour guide, marketing and public relations);
- **event planning** (e.g. wedding planner, event and conference organizer);
- **entertainment and leisure** (e.g. theme park manager, leisure activity coordinator).

Here are the top 10 careers in Tourism & Hospitality. To find out more about what each of these positions entails, have a look at the detailed descriptions below.

**1) TRAVEL AGENT.** Travel Agents research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it's often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities.

**2) HOTEL MANAGER.** Hotel Managers oversee all aspects of running a hotel – from housekeeping and general maintenance to budget management and marketing of the hotel. If you're considering a career as a Hotel Manager, you will need excellent interpersonal skills, experience in the hospitality industry, and a number of years' experience in managing employees. They are usually responsible for the daily running of the hotel, including recruiting, training and supervising staff; managing budgets; planning maintenance work; dealing with customers' complaints; overseeing reservations; promoting and marketing the hotel; and ensuring that the hotel complies with health and safety regulations.

**3) SPA MANAGER.** Spa Managers are responsible for the day-to-day running of health and/or beauty spas. They manage a spa's finances, employees, and services. Many of the tasks are business-related and can include recordkeeping, getting involved in promotional campaigns, maintaining stock inventories, and payroll management. Spa Managers typically create weekly work schedules, oversee general spa maintenance, train new employees, and arrange staff workshops on new treatments.

**4) TOUR OPERATOR.** A Tour Operator typically combines tour and travel components to create holiday packages. He or she will deal with various service providers, including bus operators, airlines and hoteliers. Tour Operators prepare itineraries for various destinations and will often monitor trends in popular destinations in order to put together attractive holiday packages for clients. Tour Operators mainly deal with Travel Agents, while Travel Agents deal with the public. Tour Operators will often visit destinations to check whether they should include them in their packages.

**5) EVENT & CONFERENCE ORGANISER.** Organizing any event or conference is time consuming, so an Event and Conference Organiser will help with the finer details of planning an event. The role is hands-on and often involves working as part of a bigger team. Event and Conference Organizers co-ordinate every detail of meetings and conferences, from the speakers and meeting locations to the printed materials and audio-visual equipment.

**6) TOUR GUIDE.** Tour Guides work in the travel industry, and give guided tours to groups of visitors/tourists. Tour Guides must have expert knowledge of specific areas, including natural features, historic sites, museums, and other tourist destinations. Guides may give walking tours, bus tours, or even boat tours.

**7) EXECUTIVE CHEF.** An executive chef manages the kitchen. He or she is responsible for monitoring and maintaining the quality of all dishes that leave the kitchen, creating menus and inventing new dishes, making sure that food hygiene is maintained throughout the restaurant, and supervising the kitchen staff. Except in small establishments, an executive chef will generally spend more time on administrative and managerial tasks than on food preparation. An executive chef must be able to spot problems and resolve them quickly and efficiently.

**8) SOMMELIER.** In short, a Wine Sommelier is an expert in wines. A Wine Sommelier is passionate about wine. He or she is a highly trained and knowledgeable wine professional, specialising in all aspects of wine service. Five-star restaurants will often employ a Sommelier to develop their wine list and to help customers find a wine within their budget that suits their tastes and complements their food.

As a Sommelier, your day might not start until 14:00, when you review your inventory, meet with suppliers, and arrange to taste wines. Before the restaurant opens for dinner, you go over the wine list with your staff. Then you work the floor, seeing to customer's needs. Your day might not end until 01:00 or 02:00 in the morning.

**9) PR MANAGER.** A PR Manager manages a brand's reputation, and will plan, develop, and implement specific strategies to build and maintain the overall brand and reputation. Often, the PR Manager will also act as the company's spokesperson. In the Tourism and Hospitality environment, a PR Manager might work for a hotel chain, a cruise company, or a game reserve.

The job will involve writing and syndicating positive press releases about the brand, arranging events at the hotel (including press conferences, exhibitions, open days, and tours) and connecting with relevant influencers in the industry. PR Managers will also have to deal with potential crisis situations. If you're interested in becoming a PR Manager, you will have to have excellent communication and problem-solving skills.

**10) LEISURE ACTIVITY COORDINATOR.** Leisure Activity Coordinators usually work for resorts and hotel chains. They're the people on the ground who make sure that any planned activities run smoothly. They're also responsible for every aspect of the day-to-day management of a leisure centre, organizing health and fitness programs, promoting and marketing the business, and interacting with guests. To become a Leisure Activity coordinator, you will need excellent interpersonal skills, as you will spend most of your time interacting with guests.

Here are some of the *top tips for finding a job* in the hospitality industry:

- **Get experience** – Many roles in this industry require exceptional people skills. So, if you don't think you excel in this area, immerse yourself in other client-facing roles. These could include sales, customer service and restaurant/bar work.

• **Demonstrate your skills** – Pick out the most relevant requirements from the job description and tailor your CV to emphasise them. If it's local knowledge you need, make sure to get this across whenever you can.

• **Be flexible** – many hospitality roles require you to work outside of the standard office 9-5. With this in mind, ensure you can demonstrate your willingness to work early mornings, evenings and weekends.

• **Build contacts** – With events and the more reputable hotels, often knowing the right people can help you to secure work in the future. The best way to do this? Excel at your job and get noticed for the right reasons.

• **Start learning** – If you need an extra qualification to back up your soft skills, take a course or sign up for an internship to help take you to the next level.

So hospitality jobs are available at various levels, ranging from entry-level jobs to junior management and senior management positions. Broadly speaking, employers in this sector value committed and hard-working employees who provide great customer service. If that is you, regardless of the level of qualifications with which you start work, you should find that there are opportunities for you to progress and develop your skills.

*(Retrieved and modified from: <https://www.oxbridgeacademy.edu.za/courses/tourism-hospitality/types-of-hospitality-jobs/>; <https://targetcareers.co.uk/career-sectors/hospitality-and-travel/100-what-types-of-jobs-and-employers-are-there-in-hospitality-and-travel>; <https://www.kent.edu/ehhs/fla/hm/15-potential-jobs>; <https://www.reed.co.uk/career-advice/jobs-in-the-hospitality-industry/>. Accessed on 27 January 2021)*

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. responsible	a) to sell television programs, newspaper articles, etc. to companies around the world
2. housekeeper	b) a detailed list of all the things in a place
3. selection	c) to start using a plan or system
4. maintenance	d) to solve or end a problem or difficulty
5. inventory	e) a company, person, etc. that provides things that people want or need, especially over a long period of time
6. itinerary	f) a person, especially a woman, whose job is to organize another person's house and deal with cooking, cleaning, etc
7. resolve	g) the work needed to keep a road, building, machine, etc. in good condition
8. supplier	h) a detailed plan or route of a journey
9. implement	i) having the duty of taking care of something
10. syndicate	j) the act of choosing someone or something

**TASK 2. Match the words to make collocations and make your own sentences with them.**

transfer	supervise	make	resolve
plan	use	manage (*2)	obtain
recruit	spot	look for	

..... ..... budget	..... ..... opportunities
..... ..... arrangements	..... ..... staff
..... ..... problems	..... ..... reputation

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. It is a travel agent who researches, plans, and books trips for individuals and groups.
2. It is usually much easier and cheaper to plan, arrange and book your trip yourself than to use services provided by a travel agent.
3. Hotel Managers take into consideration all aspects of running a hotel.
4. Spa Managers are responsible for a day-to-day running of a hotel.
5. Wine Sommeliers are highly trained and knowledgeable wine professionals.

**TASK 4. Answer the questions to the text.**

1. Why are there so many job opportunities in the hospitality industries?
2. How can the jobs in the hospitality industry be sorted?
3. What are the responsibilities of employees at the top 10 careers in Tourism & Hospitality?
4. What tips should you follow to find a job in the hospitality industry? Which of them do you find the most/ least useful?
5. If you had to choose from the careers mentioned in the text what job would you prefer? Why?

## **TEXT 11**

**Lead-in:** What should managers do to make their staff work better? Can everyone be a good manager and a leader? What skills and qualities should good managers and leaders demonstrate? Why do you think staff turnover in the hospitality industry is one of the highest in the world?

### **MANAGEMENT OF STAFF IN THE HOSPITALITY INDUSTRY**



Managing a team of employees is never easy but in the hospitality industry, it is an extremely daunting task. At more than 50%, turnover for hospitality staff is one of the highest in the world. This kind of attrition rate can make it very hard to maintain a consistent level of service, meaning your hotel's reviews and profitability could suffer.

Not only do hotel managers have to hire the right people for the job, they have to devise ways to keep them around and build a positive reputation for the business. Here is some advice on how to hire highly qualified staff and create a long-term team environment.

#### ***Tip #1***

#### ***Know your priorities when assessing staff candidates***

Making the right choice at the hiring stage goes a long way to increasing staff retention so you must be thorough while paying attention to it. Your first priority should be to establish if the candidate is of good character. How they speak, act, and dress may give you an indication, but ultimately you need to perform extensive background and reference checks. Given how much staff to customer interaction there is in your hotel, the last thing you want is to hire someone who will be rude or even hostile to your guests.

Regardless of the role, some key traits you should look out for include:

- A general sense of energy
- Ability to multitask
- A sociable nature
- Positive attitude
- Problem solving abilities
- Accommodating to others
- Tolerance to direction and criticism

It is also important the person you hire shows a genuine passion for the hospitality industry and is motivated to learn and grow in the role.

### ***Tip #2***

#### ***Create a team environment and aim for a common goal***

They key to running any hotel team successfully is to get staff working constructively together. No individual, no matter how talented, can achieve their goals without the support of their teammates.

Here are ***four key things you can do to get your team running smoothly.***

#### **1. Provide overall direction**

Employees are much more productive when they have a clear picture of what is required of them and they all approach the task in the same manner. There is no point in simply telling your employees they need to improve guest service because they will all interpret this in different ways, potentially making the problem worse. Give them a specific idea of what to do and how to do it.

#### **2. Give individual direction**

Even though you want everyone to be on the same page, each individual will have different strengths and different tasks to complete. You need to communicate to your various team members their personal and unique goal within your hotel's or restaurant's overall strategy. This will let them feel they are making a valuable contribution to the success of your business.

#### **3. Measure your success**

Employees want to know all their hard work is worth something. If you are not providing concrete results or an analysis of their efforts, they will be asking themselves if they are actually achieving anything or if there is any point in trying their best. Examples might include better reviews, increased amenity sales, or more members in a loyalty program. Measuring results is also important for creating new goals and striving for more.

#### **4. Be transparent and communicative**

There is always a line between an employee and a manager – as there should be – but if you make that line a bridge it won't feel like you're on the same team. If employees have questions about the business, your work as a manager, or the work of other employees, this is the information that should be shared. It will further cement the idea that everyone is in it together and resolve any potential disputes between employees themselves or employees and managers.

### ***Tip #3***

#### ***Encourage staff members to stay long-term***

One main reason for high staff turnover in hospitality is that workers can get to a stage where they feel stuck. The potential to learn new skills or advance to a higher position and pay rate is limited. This can lead to boredom, frustration, and a downturn in performance. Try your best to keep your staff motivated and enthusiastic about their job. If you cannot offer promotion opportunities, a pay rise or other monetary incentives like cash bonuses, profit-sharing and stock options, you could provide them with non-monetary incentives, e.g. send employees to conferences or workshops to broaden their knowledge or discover new ways to approach their job, praise and empower your staff members, provide job security, job enrichment and recognition.

It is also important to recognise and reward employees who excel in their role. If those who go above and beyond get treated the same as underperforming colleagues, it creates resentment which will most likely lead to staff members resigning.

***Tip #4***

***Understand how to be a great manager***

Every great hotel or restaurant team is usually led by a fantastic captain that inspires the people around them to do their best work. Having a good relationship with employees is vital. Even simple changes in the way you interact can have a huge impact. For example, ‘Clean room three for me’ and ‘Can you please clean room three for me?’ will achieve the same result but the employee will have a different attitude, which will influence the way they perform the task.

Here are *some traits of a great hotel manager*:

- Knowing how to motivate
- Ability to share and educate
- Open communication
- Attentive listening and collaboration
- Being decisive, clear, and concise
- Always striving to improve and leading by example
- The ability to coach and mentor
- Flexibility
- The ability to set clear goals and support staff to achieve them
- Problem solving
- Courage to take risks and encourage creativity
- Promoting teamwork
- The ability to create lasting working relationships

***Tip #5***

***Improve communication and efficiency with technology***

Technology is essential for improving communications, both between staff and with customers. Using the right platforms and software will maximise hotel potential and make a huge difference to the smooth running of your business. Technology also plays a big role in employee experience.

With the right technology, you can ensure staff are all on the same page and can effectively deal with roster changes and guest requests. Seamless employee experience when it comes to communication is just as important as it is for your customers.

To effectively manage your employees, you will need to invest time, effort and patience. If you put the effort in, your business will reap the rewards. Employee engagement is not a buzzword but it is the defining answer to business success.

***(Retrieved and modified from <https://www.siteminder.com/r/trends-advice/hotel-management/build-lead-team-hotel-staff/>; <https://www.hoteliga.com/es/blog/how-to-effectively-manage-your-hotel-staff>.***

***Accessed on 25 November 2020)***

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. hire	a) to discover the exact size or amount of something
2. retention	b) a good characteristic
3. staff turnover	c) something that encourages a person to do something
4. strength	d) an increase in the amount of money you earn for doing your job
5. motivate	e) appreciation for an achievement, service, or ability
6. measure	f) the ability to keep or continue having something
7. pay rise	g) the fact of your job being permanent, so that you will probably not lose it
8. incentive	h) the number or percentage of workers who leave an organization and are replaced by new employees
9. job security	i) to employ someone or pay someone to do a particular job
10. recognition	j) to make someone want to do something well; to cause someone to behave in a particular way

**TASK 2. Match the words to make collocations and make your own sentences with them.**

highly qualified	time
create	employees
make	a task
achieve	information
improve	by example
solve	a goal
share	knowledge
broaden	potential
reward	the rewards
perform	creativity
lead	problems
encourage	service
maximize	environment
invest	a choice
reap	staff

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false sentences to make them true.**

1. If hotel managers hire the right people for the job, it is enough to make their business successful and staff motivated.

2. Besides identifying the type of character of the applicants, managers need to perform extensive background and reference checks.

3. Managers want everyone to be on the same page that is why they should give general ideas and similar tasks to their employees.

4. If a company cannot afford to provide monetary incentives to motivate their staff, they should offer non-monetary ones and differentiate between high-performing and underperforming employees.

5. Technology can improve communication between staff and customers, but it is much more important for customers than employees.

#### **TASK 4. Comprehension check.**

1. How does high staff turnover influence a business, and how to reduce it?

2. What are the key traits which managers in the hospitality industry should look for in the candidates?

3. What are the key things which managers can do to get their team running smoothly, and what do they involve?

4. How can managers motivate staff members to stay long-term?

5. What are the characteristics of a great hotel manager, and why are they so important?

#### **TEXT 12**

**Lead-in: Why is marketing important in the hospitality industry?**

### **MARKETING TRENDS AND STRATEGIES IN THE HOSPITALITY INDUSTRY**



**Tourism and Hospitality Marketing** is a marketing strategy that uses specific marketing plan and techniques to promote touristic products and services due to the specifics of the consumption process. **Hospitality marketing** focuses heavily on creating experiences and

relationships with customers and inspires customer loyalty, helps businesses to raise brand awareness, maximize bookings and revenue.

The hospitality marketing mix, also referred to as the four Ps of traditional marketing mix or the marketing program, consists of: product, price, place, and promotion. A product is a package of goods and services including variety, quality, design, features, amenities, brand name, supporting services, and warranties. The right marketing mix provides the most utility for consumers at a price that is profitable for the firm.

The hospitality industry worldwide spends millions on marketing research to target at the right customer. Research involves face to face interviews, online surveys, social media reviews, questionnaires and comment cards. By understanding consumer behavior they can create quality content and attract future clients. In hospitality sector, the best practices have its own characteristics.

The majority of travel and hospitality businesses are moving from offline sources to online avenues. There are 3 main methods used to market a business: **advertising, promotion and personal selling**. A business has to consider the marketing techniques that will be cost effective and least time consuming. An expensive marketing campaign may cost more than the profit it generates, potentially resulting in the business folding.

### **Advertising**

With the help of advertising you can inform and persuade the clients to choose your product or service. Advertising can reach large numbers of people across all age groups. Younger people are more likely to respond to social media, while older people can still be influenced by TV, radio or magazines. Other advertising opportunities include posters on buses, in train stations, on escalators, at the cinema, direct mail drops within a local area and posting flyers or letters to customers offering special rates.

With the increased use of smart phones, social media has become a massive advertising tool. After posting, information can reach the audience within seconds and can be updated quickly so it is always current. Followers can easily access adverts, special offers and promotions from their phone. Social media has the potential to reach thousands of people and can be free or very cheap to produce.

Online advertising has become a valuable tool as internet access and speeds have improved. Ads can be placed at the side of the screen or alongside information accessed through a search engine. Advertising agencies can be hired to design eye catching adverts but this can be expensive. Businesses can pay for a service called Search Engine Optimisation (SEO) which improves where their information appears in search engine results. Most businesses will have their own website. It is very important to keep the website up to date as outdated information could have a negative effect on the business.

Sponsorship involves hospitality businesses contributing all or part of the cost of an event. All methods of marketing the event will include the name of the sponsor, so the business can access a wide range of potential customers.

### **Promotions**

Promotion is a marketing tool specially planned to attract customers by making them aware of the product, brand or service on offer. They stimulate temporary sales or seasonal offers and can be useful at times of the year when business is slower. Promotions can include gifts, like pens, stationery or diaries printed with details of the business. When a new food or drink product is being launched, tasting or demo sessions may be used to encourage customers to try it. Email is often used to inform past customers of promotions.

### **Examples of promotional activities for restaurants and cafes:**

- Fixed price menu offering 2 courses from a limited number of choices at a lower price than individual dishes
- Early bird menu starting earlier than the traditional dinner time at a reduced rate to encourage business over a longer period
- Specials, usually shown on a board, attached inside the menu or displayed on an electronic screen – to encourage customers to make specific choices
- Two for One offers on quiet days of the week (usually Monday or Tuesday evening) or less busy times during the winter
- Children’s menus at a reduced rate or small portions served in a colorful box or bag which may include a gift or toy
- Online deals offered through consumer discount or voucher sites
- Meal deal – main, side and drink for a special price, free drinks to accompany food

### **Examples of promotional activities for hotels:**

- Room packages offered at quieter times of the year to ensure maximum occupancy, like bed and breakfast with dinner on one evening or two nights mid-week with dinner and a cocktail on arrival
- Senior citizen rates for meals and/or rooms for those over 65 years
- Wedding packages including transport, photographs and evening entertainment, with special room rates available for guests attending
- Loyalty card programs with earning points that can be redeemed for free nights or Gift vouchers for additional benefits

### **Personal selling**

This means the ability of staff to contribute to the promotion of sales and is known as up-selling. It is a subtle sales method to persuade customers to spend more money and is especially important when specific promotions are on offer. Staff in a food and beverage outlet must have detailed product knowledge and well developed interpersonal skills to be able to explain the food and drink on offer in such a way that the product sounds interesting and appealing. The receptionist can give more details about rooms available and encourage guests to upgrade, inform about additional products that can be provided and the options available.

Relying mostly on digital and online marketing techniques, tourism and hospitality marketing has **specific strategies and tools** that work best in this sector:

- **Social Media Marketing and User-generated content** (testimonials, comments, forums, blog posts, and social publications from consumers).
- **Influence Marketing and Crowd Sponsoring** (guest reviews on websites, digital version of the traditional word-of-mouth advertising).
- Personalization Marketing and Remarketing (**retargeted adverts, addressed by name marketing emails to target customers**).
- Video Marketing (**videos on YouTube, Instagram, or Snapchat showcasing hotel facilities, events, a chef cooking specialty dish, activities for kids, bird-eye view of the area**).
- Smartmarketing (**the use of digital resources, automation technology and data collection systems**).

- **HotelFriend mobile app** (interaction with the guest, QR codes of the services, Instagram and Facebook with clickable links, Augmented and Virtual Reality, Smart Rooms, Voice Search, Chatbots).

- **HubSpot** (an all-in-one software that has email, SEO, social media, landing pages, blogging or sites, publications and monitoring of social networks).

The users consume content from websites and, at the same time, they generate content. Users take photos, videos and podcasts and upload them to the network to share them on social networks. They comment and share their experiences, the feelings, impressions, moods, recommend the destination, the services, the hotel in social networks, blogs, forums. Without a doubt, the traveler becomes a promoter.

Marketing that is properly researched and targeted will bring new and returning customers, raise brand awareness, increase market share and identify areas for improvement. At the same time marketing can be expensive and drain profits. The business may require additional staff to assist with advertising and promotion.

*(Retrieved and modified from <https://www.bbc.co.uk/bitesize/guides/zfcjbdm/revision/5>; <https://www.amara-marketing.com/travel-blog/what-is-hospitality-and-tourism-marketing>; <https://hotelfriend.com/blogpost/hotel-marketing-trends>; <https://www.revfine.com/customer-experience-hospitality-industry>; <https://www.revfine.com/hospitality-marketing>; <https://www.instantprint.co.uk/think-big/growing-your-business/how-important-is-marketing-for-the-hospitality-industry>.  
Accessed on 15 December 2020)*

**TASK 1. Match the terms from the text with their corresponding definitions.**

1. market research	a) a sales method based on person-to person contact
2. personal selling	b) systematic gathering of information about a specific market. making a research on consumers' needs and preferences
3. word-of-mouth advertising	c) continuing to buy from the same brand
4. target market	d) the willingness and ability of consumers to purchase goods and services
5. sales promotion	e) marketing strategies; product, price, place, promotion
6. demand	f) the group of potential customers
7. market	g) knowing a particular brand, being familiar with the distinctive qualities or image of a brand
8. brand loyalty	h) when people recommend a good or a service to their friends

9. marketing mix	i) ways to make the product or service popular
10. brand awareness	j) all the people and companies involved in the activity of buying and selling particular goods or services

**TASK 2. Match the words to make collocations and make your own sentences with them.**

consumer	networks
maximum	marketing
seasonal	selling
additional	benefits
customer	content
personal	offers
personalization	occupancy
social	behavior
consumption	process
user-generated	loyalty

**TASK 3. Identify whether the following statements are TRUE or FALSE. Correct the false ones to make them true.**

1. The majority of travel and hospitality businesses are moving from offline sources to online avenues.
2. Digital and online marketing techniques are not popular in tourism and hospitality marketing.
3. Staff cannot contribute to the promotion of sales and influence the consumer choice.
4. Hospitality marketing has specific strategies and tools that work best in this sector.
5. Marketing techniques must be cost effective and least time consuming

**TASK 4. Comprehension check.**

1. What are the aims of the hospitality marketing?
2. What are the parts of hospitality marketing mix?
3. What advertising media can be used in hospitality marketing?
4. What examples of promotional activities for restaurants and hotels can you give?
5. What are the modern trends and specific strategies in hospitality marketing?

## TOPICS FOR REVISION

1. The Hospitality Industry and Standards of Customer Service.
2. Accommodation Types Available in the Hospitality Industry.
3. Types of Hotels and Rooms.
4. Hotel Facilities, Amenities and Services.
5. Booking and Cancellation Policy.
6. Types of Restaurants and Styles of Service.
7. The Role of Catering in the Hospitality Industry and Different Board Types.
8. Menus.
9. Tips on Restaurant Design and Interior Layout.
10. Jobs in the Hospitality Industry.
11. Management of Staff in the Hospitality Industry.
12. Marketing Trends and Strategies in the Hospitality Industry.

# SECTION 2

## WRITING FOR PROFESSIONAL PURPOSES USEFUL TIPS

### ***BUSINESS LETTER WRITING***

There are various types of business letters such as: *letters of complaint, letters asking for/giving information, letters of request, letters asking for/giving advice, letters of invitation, letters accepting/refusing an invitation, letters expressing congratulations/thanks/regret/sympathy, letters giving news, letters of apology, letters of application for a job, etc.*

A good letter should consist of:

- a) **an appropriate greeting** (*Dear Peter, Dear Mr Ford, Dear Sir/ Madam*);
- b) **an introduction** clearly stating the reason you are writing;
- c) **a main body** in which the subject is developed. Begin a new paragraph for each main point;
- d) **a final paragraph** in which you sum up the topic or express your wish for something to be done; and
- e) **an appropriate ending** (*Yours/Best wishes, + first name, Yours sincerely/ Yours faithfully, + full name*).

#### **Style in Letters**

The characteristics of **formal style** in letters are:

- the greeting (*Dear Mrs Lee, Dear Sir*);
- frequent use of the passive;
- formal language (complex sentences, non-colloquial English);
- no abbreviated forms;
- the ending (*Yours sincerely, Yours faithfully, Jason McNeil*). **Yours sincerely, Yours faithfully** and **Yours truly** (*American English*) are endings in formal letters. *These endings are not used in e-mails. (Best) regards is more usual as an ending in e-mails.*

The characteristics of **informal style** in letters are:

- the greeting (*Dear Alex, Dear Dad*);
- informal language and style (idioms, colloquial English);
- abbreviated forms;
- pronouns omitted;
- the ending (*Yours/Love/Best wishes/Regards, Anthony*).

Layout of formal letters

Letters are made up of different parts:

#### **1. The Greeting**

If you know the name of the person you are writing to, begin:

- Dear Mr Jones, (to a man)

- Dear Mrs Jones, (to a married woman)
- Dear Ms Jones, (to a woman)
- Dear Miss Jones (not used much these days)

If you don't know the name of the person you are writing to, begin:

- Dear Sir, (to a man)
- Dear Madam, (to a woman)
- Dear Sir or Madam, (when you don't know which)

## ***2. The opening paragraph***

This paragraph (1 or 2 sentences) contains a clear statement of your reason for writing. Some typical openings are:

- I am writing in/with reference to.....
- I am writing in response to....
- I am writing to complain about...

## ***3. The body of the letter***

The body can contain 1-3 paragraphs, very rarely would it contain 4 or more paragraphs. The body contains all relevant information.

## ***4. Signalling the end***

The final sentence or paragraph often indicates that the letter is going to finish. Some typical sentences are:

- I look forward to receiving your reply.
- Thank you in advance for your time and consideration.
- I look forward to hearing from you.
- Please find enclosed a copy of my CV for your perusal.

## ***5. The closing***

This phrase puts an end to the letter.

If you know the name of the person you are writing to, end with *Yours sincerely*,

if you don't know the name of the person you are writing to, end with *Yours faithfully*.

## ***6. The signature***

In a formal letter, it is common to print your name under your signature.

### **«GOLDEN RULES» for writing letters**

- Give your letter a heading if it makes it easier for the reader to understand your purpose in writing.
- Decide what you are going to say before you start to write or dictate a letter because if you don't do this, the sentences are likely to go on and on and on until you think of a good way to finish. In other words, you should always plan ahead.

– Use short sentences.  
– Put each separate idea in a separate paragraph. Number each of the paragraphs if it helps the reader to understand better.

– Use short words that everyone can understand. Think about your reader.

Your reader:

- must be able to see exactly what you mean:

your letters should be CLEAR;

- must be given all the necessary information:

your letters should be COMPLETE;

- is probably a busy person with no time to waste:

your letters should be CONCISE. Your letters must be written in a sincere,

polite tone:

your letters should be COURTEOUS.

Your reader should not be distracted by mistakes in grammar, punctuation or spelling:

your letters should be CORRECT.

Because writing a letter in English is much harder than writing one in your own language, careful planning is essential. Imagine, for example, you have to write a letter introducing your company to a prospective customer.

Highlight what you think are the most important points in this text and then compare your ideas with a partner.

### **Planning a Letter: 7 Steps**

1. Write down your AIM: what is the purpose of this letter?

2. ASSEMBLE all the relevant information and documents: copies of previous correspondence, reports, figures, etc.

3. ARRANGE the points in order of importance. Decide which points are irrelevant and can be left out. Make rough notes.

- Write an OUTLINE in note form. Check it through considering these questions:

- Have you left any important points out?

- Can the order of presentation be made clearer?

- Have you included anything that is not relevant?

4. Write a FIRST DRAFT, leaving plenty of space for changes and revisions.

5. REVISE your first draft by considering these questions:

- Information. Does it cover all the essential points? Is the information RELEVANT, CORRECT and COMPLETE?

- ENGLISH. Are the grammar, spelling and punctuation correct?

- STYLE. Does it look attractive? Does it sound natural and sincere? Is it CLEAR, CONCISE and COURTEOUS? Will it give the reader the right impression? Is it the kind of letter you would like to receive yourself?

6. Write, type or dictate your FINAL VERSION.

## STANDARD BUSINESS LETTER

*If known, include the name, title, position, organization and address of the person you are writing to, and a reference number or heading where appropriate.*

BLACKEE PLC  
25, High Street,  
The Broadway, London SE16  
Tel: (071) 321 1888  
Email: jblackee@gmail.com  
www.blackeebusiness.com

*Your company's name and address*

27 August 2020

*The date  
This may also be written 27/08/20.  
This is a British English form of date. American English always puts the month first, i.e. August 27 or 08/27/2020.*

*Salutations/  
greetings*

Avril Stapleton  
52, Knighton Drive  
Leicester  
Midlands

**Dear Sirs**

*if you are writing to a company or organization.*

**Dear Sir/ Madam**  
*if you don't know the person's name.*

**Dear [name]**  
*if you know the person's name.*

**Common titles**

**Mr** for men

**Mrs** for married women

**Ms** for women if you don't know, or prefer not to specify, marital status

Dear Ms Stapleton,

I am replying to your letter of August 18. I am pleased to hear of your interest in our new guide and delighted that it has been so well received by your more senior students.

Our company does have representatives in your area and they frequently give presentations of our new publications to colleges and schools. One of our sales staff would certainly be willing to visit you and your students to talk about the guide and answer any questions you may have. If you are interested, could you please call me on (071) 321 1888, ext. 205.

I will then put you in contact with the coordinator of our field visits.

I enclose our most recent brochure since you may wish to have information about some of our other publications. We have, for example, produced an excellent tourism encyclopedia (see page 56) which is now widely used in schools and has been greatly praised by teachers and pupils.

Once again, thank you for the positive comments you made about our guide. We always enjoy receiving letters like yours!

**Signing off**

*If you begin Dear Sir, end Yours faithfully;*

*if you begin Dear Ms Stapleton or Dear Aril, end Yours sincerely.*

*Sign your name, then print your name and position under the signature.*

Yours sincerely,  
Stewart French  
Stewart French  
Administrative Assistant

## TYPES OF LETTERS

According to the purpose of the letter there may be quite a number of different kinds, e.g. a letter of complaint, letters - offers, enquiry letters, letters orders, etc.

### *Letters of complaints and claims*

They usually arise from the delivery of wrong goods, damaged goods or not enough goods. There is also the matter of the goods not being of the kind expected, i.e. not being according to the sample or description. Delay in delivery is another cause for complaints.

### *Replies to enquiries*

It is impolite to leave the letter unanswered even if at the moment you are not ready to give a definite reply. You should send an intermediate answer, thanking for the letter received and stating that as soon as the matter is cleared, a detailed reply will be sent.

### *Letters of apology*

There are occasions when you should apologize for a mistake, error or oversight. Do it promptly with an explanation but without any lame excuse. Express your regrets and assurances that it will not happen again.

### *Letters of application*

A letter of application may be written when we apply for a permanent / temporary job or educational course. It is usually formal; therefore, the appropriate language and expressions should be used.

### *Enquiry letter*

An enquiry usually states the name of the goods and terms and conditions on which the Buyer would like to have the goods, such as quantity and quality of the goods, the model (trade mark), the price, terms of delivery and terms of payment.

### **Letters Requesting Information (Enquiry)**

Letters written to request information must do just that. You write the letter because you want to receive additional detailed information on a certain matter. These letters are always formal. As in all formal letters these should be organised in paragraphs:

- opening paragraph: state why you are writing;
- body (usually not more than 3-4 paragraphs including all relevant information: reasons for making the request and expected results/consequences);
- the last paragraph: signal the end of the letter; this consists in a short sentence;
- closing paragraph: conclude using an appropriate sentence.

## Useful Language for Enquiries

### To begin letters (opening remarks and introducing the first request):

- I am writing to inquire about/ in connection with...
- I am writing to ask if you would be so kind/ generous as to...
- I am writing to request your assistance concerning the matter of...
- I wonder if you could possibly/ if it would be possible for you to help me...
- I would (greatly) appreciate it if you could...
- I would (greatly) appreciate some information about...
- I would be most grateful if you could...
- I am writing to ask/ enquire if/ whether you could possibly tell/ inform/ send me...
- I am writing to ask if/ whether I might (perhaps) be permitted/ allowed to...
- I am writing to request your kind permission for.../ (for me) to...
- I wonder if I might ask you for/ request your valuable advice on/ concerning...
- I would particularly like to know...
- I would be interested in having more details about...
- Could you tell me something about...?
- I would be (most) grateful if....

### To introduce further requests:

- Could you also please send me...
- Another matter I need information on is...
- I would also like some information on...

### To end letters (closing remarks):

- I hope that my request will not inconvenience you too much.
- I must apologize for/ I hope that you will forgive me for troubling you with this matter/ taking up your valuable time.
- I look forward to hearing from you/ receiving your reply as soon as possible.
- I would appreciate it if you could inform me as soon as possible.
- Thank you in anticipation of your/ in advance for your kind cooperation.
- Use formal conjunctions: furthermore/ moreover/ in order to/ therefore/ nevertheless.

## SAMPLE TASK AND MODEL ANSWERS

### *Enquiry Letter Sample Task 1*

*You are interested in an adventurous holiday this summer but need more information before deciding. Read this advertisement and the notes you've made.*

**Explore Alaska's wildlife for an exciting adventure**

An exciting 15-day wildlife guided hiking and rafting expedition for a small group of people who are

- interested in what nature has to offer
- experienced hikers and rafters
- expert swimmers
- willing to rough it outdoors
- fit and in good health

We will be hiking and rafting every day discovering Alaska's splendour and wildlife.

We like our participants to be able to offer a useful skill to the group: know a little about the Inuit language, have first aid knowledge, be acquainted with the wildlife in Alaska, etc.

If there is a place in your mind's eye that can clearly picture the perfect Alaska- and you yearn for it- then come with us to Alaska.

If you think you can be a group member and want more information write to:  
 Alaska's Adventures Ltd.  
 45 Kenwood road  
 Alaska

When? →

Cost? →

How many? →

How Experienced? →

Sleeping in a tent? Eating canned foods? →

### Model Answer

Dear Sir or Madam,

I am writing with reference to the advertisement I saw in "Freedom" recently and would like to receive more detailed information.

I believe I meet all the requirements mentioned in your advertisement. However, I do not have any medical knowledge that goes beyond first aid. I can swim but I am not very confident swimming in rivers. I am very keen on nature and often go on walking and rafting expeditions both in Italy and abroad.

If I am eligible to be a group member, I would appreciate receiving more information about the cost of the wildlife tour and the number of people in a group. Moreover, I would like to know exactly what is meant by "willing to rough it outdoors". Apart from sleeping in tents and eating mostly canned foods, I wonder if something else is intended. Finally, I would like to know the exact dates of the tour.

I look forward to receiving your reply.

Yours faithfully,

Mark Ferguson

### ***Enquiry Letter Sample Task 2***

You and your family are planning to spend a weekend at a seaside hotel. Write a letter to the hotel for making the arrangement. In your letter say,

- when you will be arriving and leaving
- what type of rooms you would like and ask how much the weekend will cost

• inquire about activities and places of interest near the hotel

You should write at least 150 words.

***(Retrieved from <https://www.ielts-mentor.com/writing-sample/gt-writing-task-1/1472-general-training-writing-task-1-sample-64-you-and-your-family-are-planning-to-spend-a-weekend-at-a-seaside-hotel>. Accessed on 20 Dec 2020)***

#### ***Model Answer 1:***

Dear Sir or Madam,

I am writing to you to make the necessary arrangements for our stay at your hotel on 22nd and 23rd November. I will travel with my parents, wife and 7 years old son. I am hoping that you would be able to provide us with suitable accommodation and assist us to enjoy our trip.

We will arrive on 22nd November and check out from your hotel on 24th November before 12.00 pm. We are expecting two double size bedrooms with attached bathrooms, hot water and air cooler facilities. We would prefer rooms with sea view and room service. I would really appreciate if the rooms are on the same floor.

I am also interested to know about recreational activities in the vicinity. Despite my parent's age, they are very lively and would love to go to the theatre, beach and amusement parks, if available. I would also like to know about the market, where we can buy traditional items and souvenirs.

Please notify me of the cost that will incur on our trip at your earliest with the facilities you can offer. I am expecting a comprehensive reply from your side about the details of activities and other information I requested.

I look forward to hearing from you soon.

Yours faithfully,  
Fahad Sultan

#### ***Model Answer 2:***

Dear Sir or Madam,

I am planning to spend a weekend with my family at your hotel and would like to request you to make the necessary arrangements for us. My wife and my daughter will accompany me and I hope you can arrange a large deluxe room for us from 14th July to 16th July. I am hoping that you would inform me of the availability of the room with a few other details at your earliest.

We will be arriving on Thursday, 14th July at around 3:00 pm. We will spend the weekend and will check-out from the hotel on Saturday- 17th July, before 11.30 am. Please make sure that the room has a balcony, attached bathroom and air cooler and offers a sea view. Not to mention, the room should be large and adequately furnished.

Kindly let me know the cost of spending the weekend at your hotel for the mentioned dates. Also, advise if you have any weekend package for the families.

We will be visiting the place for the first time, so I would appreciate if you could inform us about the places worth visiting.

Thank you in advance.

Yours faithfully,  
Mansoor Rahim

*(Retrieved from <https://www.ielts-mentor.com/writing-sample/gt-writing-task-1/1472-general-training-writing-task-1-sample-64-you-and-your-family-are-planning-to-spend-a-weekend-at-a-seaside-hotel>.)*

*Accessed on 20 Dec 2020)*

### Reply to Enquiry

Any letter of enquiry to an organization should be responded to/ replied promptly. A prompt reply is the basic etiquette that an organization should follow. Promptness should be assessed from the view point of sender of the enquiry.

The reply to an enquiry should have the courteous thanking feature, thanking the sender for his/ her interest. The reply to an enquiry should be so prompt and correct that it should change a routine enquiry into a firm order. The reply should provide all the answers to the questions in the enquiry letter. It should even answer implied questions and unasked questions.

The tone should be cheerful and the information complete. Details of dates, price, quality and quantity etc., should be exact and correct. In short, the reply to an enquiry letter should not give scope for the enquirer to ask for more clarifications and further details. The reply should have a clinching effect.

### **Useful Language for Replies to Enquiries**

#### **Opening remarks:**

Thank you for your inquiry regarding our product or service.

Thank you for your letter of... inquiring (asking for information) about...

We would like to thank you for your letter of... inquiring (asking for information) about...

Thank you for your interest in our product or service.

We would like to thank you for your letter inquiring about our product.

We truly appreciate your letter asking for information about our service.

It was a pleasure to receive your inquiry about the product/ service of our company.

#### **Main body:**

##### ***To provide requested items:***

According to your inquiry, we have enclosed \_\_\_\_.

In response to your inquiry, please find attached in this email \_\_\_\_.

To answer your question, here are \_\_\_\_.

To address your request, here are \_\_\_\_.

We are pleased to satisfy your demand with the attached information.

We are pleased to enclose...

Enclosed you will find...

To give additional stuff:

In addition to the information above, we have also attached \_\_\_\_.

Besides the given information, we have also enclosed \_\_\_\_.

In order to fully answer your request, we would like to give you some further details.

There is some other information we believe may be useful to you.

You can find some relevant items below.

***To provide additional information:***

We would also like to inform you...

Regarding your question about...

In answer to your question (inquiry) about...

**Closing remarks:**

***Suggest a call/meeting:***

I hope you are satisfied with the information above.

Hopefully, the information attached is sufficient for you.

We hope that the details mentioned were useful to you.

In case you would like to have more information, we are happy to arrange a call and a meeting for our further discussion on this matter.

If necessary, we always welcome a call or a meeting at a convenient time for you to understand more about our product/service.

We also look forward to welcoming you to our office for a better understanding between us.

Show readiness to assist:

Should there be any further inquiries, please do not hesitate to contact us.

If you require further information, feel free to contact me.

If you have any questions or need more details, we are always ready to help.

It would be my pleasure to know how more can we assist you.

Thank you for your time and consideration.

I look forward to hearing from you soon.

We look forward to doing business with you in the future.

We look forward to... hearing from you / receiving your order / welcoming you as our client (customer).

***Reply to an Enquiry Sample Letter 1***

Dear Mr Parkins,

Thank you for your letter of February 20<sup>th</sup> enquiring about holidays in Madeira.

We have several excellent hotels in Madeira both in our all-inclusive packages and in our independent traveller selection. We are pleased to enclose our brochure with the latest offers. It can provide you with some information we believe may be useful to you.

However, so that I can be sure to recommend the best holiday for you, I would appreciate it if you could give me some more information by answering the following questions and letting us know:

- what sort of holiday and resort you are looking for,
- when you would like to travel and from which airport,
- how long you wish to stay,
- what type and standard of accommodation you are looking for and if you have a preference for being close to the town or sea-front,
- if you require any special facilities such as leisure activities.

If necessary, we always welcome a call or a meeting at a convenient time for you to understand more about our offers. We look forward to receiving your reply so that we can process your request and suggest a suitable resort and hotel.

Yours sincerely,  
Amanda Helper

### Letters of Complaint

When you write a letter of complaint you also express an attitude or emotion on the subject to the person in question. You must never be rude nor offensive when writing these letters, yet you must clearly state your purpose (I am writing to complain about...).

Letters of complaint are normally written in a formal style. Mild or strong language can be used depending on the feelings of the writer or the seriousness of the complaint, but abusive language must never be used.

#### **Mild complaint:**

- o I am writing to complain about a damaged printer I bought at your shop.
- o I hope you will deal with this matter / resolve this matter quickly.

#### **Strong complaint:**

- o I am writing to express my disgust at the appalling treatment I received while staying at your hotel.
- o I insist upon full compensation or I will be forced to take this matter further.

Start a new paragraph for each different aspect of the topic. You should state the reason for the complaint in the first paragraph. Any complaints you make should be supported with a justification.

#### **Complaints and justification can be linked together as follows:**

- o I still haven't received the goods I ordered in spite of / despite the fact that I paid for them three weeks ago.
- o Although / Even though I have only used the automatic tin-opener once, it no longer works.
- o I have written to you twice but you have not taken any action.
- o I have already written to you twice. Nevertheless, / However, you have not taken any action.

## *Useful Language for Letters of Complaint*

### **Opening remarks:**

#### ***Mild:***

- o I am writing to complain about/ regarding/ on account of/ because of/ on the subject of ...
- o I am writing to draw your attention to ...
- o I am writing to you in connection with ...

#### ***Strong:***

- o I was appalled at...
- o I want to express my strong dissatisfaction with...
- o I feel I must protest/complain about...

### **Closing remarks:**

#### ***Mild:***

- o I hope/assume you will replace...
- o I trust the situation will improve.
- o I hope the matter will be resolved.
- o I hope we can sort this matter out amicably.

#### ***Strong:***

- o I insist you replace the item at once.
- o I demand a full refund.
- o I hope that I will not be forced to take further action.

### ***Complaint Letter Sample 1***

48, Vale Str  
Sunnytown, Devon  
DC4 56JK

7<sup>th</sup> February 2021

The Customer Relations Dept  
Exotic Destinations  
Pacific House  
Randolph Way  
London W1Y 8QT

Dear Sir or Madam,

My husband and I have recently returned from one of your Golden Group holidays in Tunisia.

We chose this holiday in preference to many others as we were assured both in the brochure and by your agency staff that this particular package catered for retired couples like ourselves. We understood that our specially organised activities would be run by mature friendly hostesses. However, on arrival at our destination we were met by a very youthful rep who very curtly told us that there were only two other people on the golden group package and that, as a result, we could join in the activities organised for other groups or fend for ourselves. Since our tastes do not include hard rock or late-night pub crawls, we asked to be moved to another hotel.

We were told that if we did this, it would have to be at our expense. As a result, we decided to stay where we were and to organise our own entertainment.

Now that we have returned home, we feel obliged to draw your attention to our deep dissatisfaction with the service we received. Not only were we deceived by the information in your brochure, but we were not properly treated by your staff in the resort.

We hope that this matter will be rectified to our satisfaction in the near future and look forward to hearing from you shortly.

Yours faithfully,  
Katherine Hopper

***Complaint Letter Sample 2***

Your address

The Manager,  
Address of Sports Centre.

Date

Dear Sir/Madam,

I am writing following a recent visit to the Newtown Sports Centre. I would like to express my disappointment with the service I received.

Although the staff were generally polite and helpful, they seemed to lack basic sports knowledge. None of them could offer any advice to me on choosing a tennis racket. I suggest that you send your employees on suitable training courses.

Another cause for complaint was that the swimming pool was closed. I understand that repairs and maintenance need to be carried out. However, when I called for information the day before my visit, the receptionist did not mention that the pool was closed. If I had known, I would have visited the sports centre at another time.

Finally, offering lessons in different sports is a good idea, but in my opinion, they seem to be very expensive. Considering the membership fee, the prices of lessons should be lower, and more sports should be offered. I was disappointed that neither diving nor windsurfing was available.

I hope you will take these points into consideration. I look forward to hearing from you.

Yours faithfully,  
Joe Bloggs.

(Retrieved from <https://www.coursehero.com/file/p51q11s/3-The-English-is-Subject-The-subject-line-must-ALWAYS-be-filled-in-or-it-is/> Accessed on 20 Dec 2020)

**Complaint Letter Sample 3**

Your address

Dear \_\_\_\_\_,

Your dining establishment is clearly very popular, judging by the fact that you advertise the number of people you have served on the billboard at the front of

your restaurant. However, now that I have eaten at your place of business, I must conclude that rather than being an enumeration of satisfied customers is probably rather a list of survivors.

Allow me to clarify. Your advertisements lie so well about the worth of their products that you should probably go into politics. Much like the modeling industry, your products seem to be sold entirely based on the attractiveness of the lighting and the discreet use of plastic and rubber instead of natural ingredients. A word of the wise: a marshmallow Peep is not a chicken dish just because it has been shaped to resemble a baby chick. Your chicken sandwich has about as much chicken meat in it as a Peep does, and resembles the actual bird even less.

I do not expect much from a \$6 meal, but I do expect to recognize the food that I am consuming. While you cannot give me back the twelve hours I spent with food poisoning, I would like my money back.

Yours \_\_\_\_\_,  
Joe Bloggs.

*(Retrieved from [https://www.complaintletter.net/preview/Food\\_Quality\\_Complaint\\_Letter](https://www.complaintletter.net/preview/Food_Quality_Complaint_Letter) Accessed on 20 Dec 2020)*

#### ***Complaint Letter Sample 4***

Dear \_\_\_\_\_,

Upon reviewing my receipt after leaving your establishment last night, I noticed that we were overcharged by \$145.

Our party of four enjoyed a delicious meal that included two orders of chicken piccata, a New York steak, and gnocchi. We also shared the green bean appetizer and a bottle of your house wine.

We did not partake in 16 cocktails or we never would have made it home. Those drinks were clearly for another table, or perhaps an entire round at the bar. I hope they had fun!

I apologize for not noticing this discrepancy immediately, but I trust that between your management and our courteous waiter Giovanni, you will sort it out and credit my card. Please let me know if you need any further information from me to process the refund.

Yours \_\_\_\_\_,  
Joe Bloggs.

*(Retrieved from [https://www.complaintletter.net/preview/Over\\_Charged\\_Complaint\\_Letter](https://www.complaintletter.net/preview/Over_Charged_Complaint_Letter) Accessed on 20 Dec 2020)*

#### ***Complaint Letter Sample 5***

Dear \_\_\_\_\_,

I am writing to you concerning a mistake that was made by your agency on April 2nd, 2012. The agent, Ms. Jane Doe, booked my flight from Seattle to

London, where I was to be teaching a conference for a week. The tickets I arranged for were for a flight that would depart on April 15th at 9:00 A.M. I double-checked this information with Ms. Doe and she assured me that it was correct.

You can imagine my surprise and anger then, on the morning of the 15th, when I found that my booking had not been confirmed with the airline. Not only had my information remained unprocessed, but there were no available seats on the necessary flight. I was forced to wait for a new flight to open up. It did not do so until the next morning. As a result I missed an entire day of classes. I also had to stay in a hotel near the airport instead of the hotel I had arranged for in London.

I am contacting you because the mistake cost me quite a bit of money and also damaged my professional reputation. I would like you to speak with Ms. Doe about the situation and ensure that it does not happen again. I would also like to be compensated for the hotel room charge at the airport (\$79,) as well as the nonrefundable deposit for the hotel in London (\$32.) Also, please return the amount of the plane ticket (\$1560) to my Visa ending in 4672 and provide me with a complimentary plane ticket from Seattle to London, to be used at my own discretion and good for the next year.

I have been a good and loyal customer of your business for the last 12 years and I know that you will rectify this unfortunate situation quickly and professionally. Thank you for your understanding and cooperation.

Sincerely,

First and last name

Position

*(Retrieved from [https://www.complaintletter.net/preview/Travel\\_Agency\\_Complaint\\_Letter](https://www.complaintletter.net/preview/Travel_Agency_Complaint_Letter) Accessed on 20 Dec 2020)*

### **Letters of Apology**

One important tip to keep in mind is that you should begin and end with your apology. The first apology makes it clear what the letter is about, and the last apology reinforces your genuine regret. If this is not elegant in your composition, you can also end with a promise of restitution.

You may also find that using so-called “I” statements is helpful when composing this type of letter, because this helps prevent the recipient from feeling defensive. Instead of saying something as a fact, you can bracket that information in a sentence structure that reflects your relationship to that information.

Avoid sounding stiff unless your apology is for a business, because a stiff letter will sound like a form letter to the recipient. There are also some issues of etiquette you should keep in mind. For example, you need to send your letter as quickly as possible and make sure that you address the recipient appropriately. You also need to keep your apology letter short and to the point, as you don’t want to waste the recipient’s time.

The best tip for writing apology letters is a simple strategy: an apology letter is about the person you are apologizing to, not about you. So, if you keep in mind what they would want out of the letter, you will be able to compose an apology that fulfills this need. This simple guideline will help avoid many of the pitfalls people encounter when writing this type of letter, and will likely aid in repairing any damage to an interpersonal relationship.

1. Apologize

A letter of apology without an apology is really just an excuse. Make sure you say those crucial words at the beginning of your letter.

2. Acknowledge what happened

Be specific about what happened and be clear about what you're sorry for.

3. Solution/What you learned

This will show that you are being sincere. It will also provide reassurance to the offended party that you won't do it again.

4. Conclusion

End the letter on a positive note and express your openness to discuss what happened.

### *Useful Language for Letters of Apology*

**Opening remarks:**

- o I am writing to apologise for...
- o I must apologise for...
- o Please accept my sincerest apologies for...
- o How can I apologise enough for...
- o I must apologise profusely for...

**Closing remarks:**

- o Once again, sincerest apologies for...
- o I hope you will accept my apologies...
- o I hope my apologies will be/are accepted.

### *Apology Letter Sample 1*

Pacific House  
Randolph Way  
London W1Y 8QT

21<sup>st</sup> February 2021  
48, Vale Str  
Sunnytown  
Devon  
DC4 56JK

Dear Mrs Hopper,

Thank you for your letter of 7<sup>th</sup> February.

We are sorry to hear that you and your husband did not enjoy your recent Golden Group holiday in Tunisia and apologise if the tour rep's behaviour was

inappropriate. We assure you this behaviour is not the kind we normally tolerate and we will be looking into the allegation fully and taking any necessary action.

We would, however, like to draw our attention to the fact that all our reps are highly trained, whatever their age, and that we do not specify how old they are in our brochures.

As to the special entertainment package that you requested, we do explain in the brochure that this package is only run when there are a minimum of eight guests requesting it on any one tour. As you yourself mention, in your case there were only four people, yourselves and two others. Therefore, the rep was quite correct to tell you that this would not be possible and that we would be unable to cover the expense of a change of hotel.

As a gesture of goodwill, we enclose four vouchers for day trips to Paris and Brussels so that you can appreciate our normal high standard of service for yourselves.

Yours sincerely,  
Mike Simps  
Customer Relations Clerk

### *Apology Letter Sample 2*

SAFARI EXPERIENCE HOTEL  
Mr. Roy Petersen  
1422 Ocean Drive  
Jacksonville  
Florida USA  
10 October 2003

Dear Mr. Petersen,

We were very sorry to hear that you were unhappy with the Safari Experience Hotel. We always try to make all our guests feel welcome and to provide a quality service at all times. We have spoken to the staff involved and it seems that we were fully booked at the time you stayed. We apologize for any inconvenience, our usual safari guide was unwell, but has now returned to work. In addition, a number of our staffs were not on duty because of the local holiday. We also take note of the fact that we need to improve our facilities.

Please find enclosed our new brochure with the correct prices and times for Safari excursions. We would like to offer you a double room for one night at no charge in compensation.

Once again, we apologize for any inconvenience and hope you will stay at the Safari Experience Hotel in the future.

Yours Sincerely,  
Paula Morgan Manager

### *Apology Letter Sample 3*

Your address

Dear \_\_\_\_\_,

Thank you for writing to us here at the Anytown Grand Hotel. We are sorry to hear that your stay at our establishment did not meet your expectations.

In your letter, you state that your room was not ready when you arrived even though it was after the established check-in time. We are sorry to have inconvenienced you on your visit to Anytown. Your complaint has inspired us to re-train the desk staff. Now, all employees have been reminded that the appropriate procedure in this situation is to hold the guests' bags and offer vouchers to the hotel restaurant.

You also stated that your room was excessively noisy due to the construction next door. You say that you called the front desk but you were not given a new room. We have checked our records, and it seems there was no other room available to give you. Even so, we apologize for the noise and wish we could have done more to make your night more comfortable.

Please accept our most sincere apologies. Given the unfortunate experience you had here at the Anytown Grand Hotel, we would like to extend to you this \$100 voucher for your next stay at our establishment. We hope that your next stay with us will better meet our standard of excellence.

Sincerely,  
First and last name  
Position

*(Retrieved from [https://www.complaintletter.net/preview/Hotel\\_Complaint\\_Letter\\_Response](https://www.complaintletter.net/preview/Hotel_Complaint_Letter_Response). Accessed on 24 Dec 2020)*

### **Letters of Application**

A letter of application is written to accompany a CV when applying for a job or sent on its own to request an application form for a job. As in all formal letters, a letter of application must follow certain rules if you want to give a good impression.

When writing an application letter for a job, follow these steps to make sure you include information about yourself and your professional experience that will appeal to a hiring manager:

1. Review information about the company and position.
2. Use a professional format.
3. Create the heading.
4. Address the letter to the hiring manager.
5. Open the letter by describing your interest.
6. Outline your experience and qualifications.
7. Include aspects of your personality.

8. Express appreciation.
9. Close the letter.

## Useful Language for Application Letters

### 1. Introduction

I am writing in response to...

I am writing with/in reference to...

I am writing in reply to...

e.g. *I am writing with reference to your advertisement in (newspaper) for the position of...*

I would like to apply for the position of...advertised in...

I am interested in the position of...

e.g. *I was interested in your advertisement in The Times of 8<sup>th</sup> October and would like to apply for the position of waiter.*

### 2. Personal details

I am 25 years of age and...

I am a 25-year-old graduate of (subject).

I have been working as a (occupation) for (company / length of time).

I have (x) years experience in .....

In the future I hope to be able to (plans).

### 3. Reason

I would enjoy / appreciate the opportunity to...

I feel that the work would be ...

### 4. Extra points

I have also...

Furthermore / In addition / Moreover...

### 5. Arrangements

I would be able to attend an interview at any time that is convenient for you.

I would be able to attend an interview at any time except...

### 6. Conclusion

Thank you in advance for your consideration.

I look forward to hearing from you.

Please find enclosed a copy of my CV.

Please find enclosed a copy of my CV for your perusal.

Job application tips

When preparing a job application letter, follow these tips to make sure your letter includes the information a hiring manager needs.

**1. Emphasize your skills and abilities.** An application letter is your opportunity to sell yourself as an excellent candidate for the open position. Include specific examples of situations in which you applied your experience, abilities and skills to benefit the organization. It is also helpful to include data that supports your claims.

**2. Stay concise.** Although it may be tempting to include a lot of detailed information about yourself, it is important to be concise. If a hiring manager receives a letter that is multiple pages, they may not take the time to read it. A brief letter is more manageable and appealing.

**3. Proofread the letter.** Since this letter is serving as your first impression, you want to make sure it is as positive as possible. Make sure your letter does not have any grammatical or spelling errors to avoid a potentially negative first impression.

**4. Review the job listing keywords.** Most job postings will include certain skills and abilities that the hiring manager and supervisor want applicants to possess. Including these keywords in your application letter helps to show the person reviewing it you would be a good fit in that specific role.

**5. Send a letter for every position to which you apply.** Unless a job posting specifically states not to send an application letter, it is smart to send one for each job to which you apply. This letter offers the opportunity for a potential employer to learn more about you and gives you the chance to set yourself apart from other applicants.

### *Application Letter Sample 1*

483 Apple Street  
New York, NY 10001  
(212) 555-8965  
m.ferguson@email.com

January 15, 20\_\_

Sarah Jenkins  
Recruiter  
Rogers Consulting  
901 Main Street  
New York, NY 10001

Dear Mr Jones,

I am writing in response to your advertisement in “The Guardian” of 4<sup>th</sup> September for the position of Travel Agent.

I am 24 years of age and have recently graduated from The University of Pavia where I studied languages. Although I have never worked as a travel agent, I have 3 years’ experience as a tour guide and speak English and French fluently. In addition, I have travelled extensively throughout Europe and have lived in the USA for ten months.

I would enjoy the opportunity to work in the tourism industry. I feel that the work would be both rewarding and challenging. Moreover, I feel that my knowledge of geography would be useful in this line of work, and I have strong communication skills, which are vital to success in this field.

I would be able to attend an interview at any time that is convenient for you. Please find enclosed a copy of my CV for your perusal. I appreciate your time in reviewing this letter and hope to hear from you in regard to the next steps in the hiring process. If you have any questions or need any additional information, please do not hesitate to contact me.

Yours sincerely,  
Mark Ferguson

## *Application Letter Sample 2*

Human Resources Manager  
Cathay Pacific Airways Ltd  
2nd Floor Terminal D  
Soekarno-Hata Airport

Dear Sir,

I wish to apply for the position of Ticketing and Reservation Staff that was advertised in Kompas on March 21. With an extensive knowledge in Abacus and Galileo Reservation system and several months of experience in Ticketing Department, I believe I have the potential to fill the post.

My name is Naomi Campbell, and I am 21 years old. I graduated from Sahid Institute of Tourism, majoring Diploma 3 Tour and Travel Program March 2006. I attended a sixth-month practical training at Ticketing Department Abbey Travel from October 2005-March 2006. I am a hardworking and reliable person, so I assure you I can be a good staff at your company.

Enclosed are curriculum vitae, a recent photograph, copies of certificates and documents. Please feel free to contact me at any time which is convenient to you at 021-76789990. I look forward to hearing from you.

Sincerely yours,  
Naomi Campbell

*(Retrieved from RINA KURNIAWATI (2012). Business Correspondence for Tourism & Hospitality, SAHID COLLEGE OF TOURISM JAKARTA, 59p., p.44 <https://www.coursehero.com/file/54791412/Business-correspondencepdf/>. Accessed on 20 Dec 2020)*

### SAMPLE TASK AND MODEL ANSWERS

You have seen an advertisement for a ‘weekend work’ in a hotel in the town where you are staying. You have worked in a hotel before and think that the job would be suitable for you. Now you want to apply for the job.

Write a letter to the hotel manager expressing your interest. In your letter,

- introduce yourself
- explain why you think you would be suitable for the job
- ask what work you would be expected to do

You should write at least 150 words.

*(Retrieved from <https://www.ielts-mentor.com/writing-sample/gt-writing-task-1/1477-general-training-writing-task-1-sample-67-write-a-letter-to-the-hotel-manager-expressing-your-interest-for-the-job> . Accessed on 20 Dec 2020)*

### ***Model Answer 1***

Dear Sir or Madam,

I am writing to apply for the part-time weekend job at your hotel that you advertised in the 'Daily Sunday Times' newspaper on 5th June 2020. I have similar job experiences and I am hoping that you would look at my resume which I am attaching with this letter and consider me for the job.

I am Preeti Ghuraiya, studying general management course at Garden City College, Bangalore and I can fluently speak English and Hindi. This job opportunity looks very interesting and something in-line with my work experience.

I have worked as a receptionist and a front desk executive with Hotel Holiday Inn in Delhi from June 2017 till March 2020. I was responsible for interacting with clients, handling client check-in and checkout and so on. I also have some experience as a waitress. I believe my job experience would help me perform my responsibilities effectively in your hotel.

The job description in the newspaper does not give details of the responsibilities. Would you be able to let me know about the duties that I will be required to do and if you require any specific skills? I can start immediately and can work for the whole day every weekend.

Please let me know if you need further information regarding my job experience and education. I will be able to provide references for my experience.

Looking forward to meeting you to discuss further.

Yours faithfully,  
Preeti Arora

### ***Model Answer 2:***

Dear Sir or Madam,

I am writing this letter to express my interest in a part-time weekend work position at your hotel, which was advertised in one of the local newspapers in our town a couple of days ago.

To introduce myself a little, I am a 21 years old university student, and I am currently studying in the final year at City University. My major is "Hotel and Tourism Management" and I am looking for a part-time job in a hotel to gain some hands-on knowledge. Since I live in the same town, I have had the opportunity to see your hotel. I also know how your hotel business contributes to the local economy of our town.

Anyway, I think that I would be able to offer a great service to your hotel since I have already worked at a hotel in the past as a part-time Front Desk Officer. Besides, I have also worked as a part-time waiter at one of the busiest restaurants in our town. Moreover, I am energetic, and I have good communication skill.

Finally, I am willing to start as soon as you ask me, only if you choose to hire me and tell me exactly what my roles and responsibilities should be at your hotel.

Hope to hear from you soon.

Yours faithfully,

Chuck Moore

*(Retrieved from <https://www.ielts-mentor.com/writing-sample/gt-writing-task-1/1477-general-training-writing-task-1-sample-67-write-a-letter-to-the-hotel-manager-expressing-your-interest-for-the-job>.*

*Accessed on 20 Dec 2020)*

## PRACTICE

### PRACTISE WRITING SOME BUSINESS LETTERS

**TASK 1. Write a business letter to suit the situation suggested.**

#### LETTER 1

You work as a Human Resources Manager for a big international travel company. You have just seen the advertisement of a course in a newspaper and your company is willing to send a group of managers (10-12) to the course to study French and Italian.

Write a *letter of enquiry* to the institute:

- stating the source of information;
- giving brief information about your company and explaining your interest in taking the course;
- expressing your interest in the full details of the course (terms, tuition fees, accommodation, certificates of achievement etc.);
- expressing the desire to have competitive offers and a lasting relationship.

Write 100-120 words

#### **Corporate Language Training Programme at Cosmolingua Dwarka**

*Cosmolingua is the only accredited Foreign Language Institute based in Dwarka, New Delhi to provide Corporate Language Services to Multinationals as well as Professional/ Management Institutes. We help you in the professional development of your staff by reaching their specific language needs.*

*The classes are tailored to your company's linguistic need. Our language experts merge their teaching methodology with powerful management tools. The learners quickly develop speaking, reading, writing, and listening-comprehension skills. The classes can be conducted at your premises or at our institute depending on your convenience and requirements.*

*Our advantages are the following:*

- *All languages offered*
- *Flexible scheduling of classes*
- *Experienced language trainers*
- *Cross-cultural skills & training*
- *Small group sizes*
- *All levels from Beginners to Advanced and Business French available*
- *Competitive prices meeting the industry leading standards*

*More detailed information and registration: [www.cosmolingua.in](http://www.cosmolingua.in) or send a letter to*

*Mr. Ladson*

*Cosmolingua Institute of Foreign Languages*

*16, Park Avenue*

*Dwarka, New Delhi-75*

## **LETTER 2**

You are a representative of a student organisation and you need to write *a letter of enquiry* to a travel agent and ask them to recommend different types of holiday in Italy that would appeal to young people. You also have to specify all the requirements about accommodation you are interested in and meals or types of boarding, as well as enquire about excursions, discounts etc. to get a full picture and make a right choice among the options.

Write 100-120 words.

## **TASK 2. Write a reply to the business letter you've received.**

### **LETTER 1**

You work as a travel consultant for Creative Destinations. You have received an email from a man enquiring about holidays for himself and his wife to the Portuguese island of Madeira. Write *a letter of reply* following the guidelines:

- thank your prospective customer for the interest;
- briefly introduce your company (its position on the market, strong customer base, etc.);
- ask for the information you need before you can recommend a suitable hotel or package holiday;
- mention your special offers;
- express your hope for future cooperation.

Write 100-120 words.

## LETTER 2

Mr John Davidson has booked a long weekend in Britain through the travel agency for which you work. Write a *letter of reply* and provide him with his travel details and information regarding his hotel. Make sure there can be no misunderstandings concerning departure times and dates. Also, give clear information regarding luggage restrictions in light of the new anti-terrorism safety procedures.]

His address: Via Principe Amadeo 36, Torino, Italy  
Your travel agency is GO TRAVEL.  
Write 100-120 words.

## LETTER 2

You are a Venue Specialist in a Bellevue Conference Center; you have received a letter and have to reply your potential customer. Study the information below concerning the Ballroom facilities and the nearest hotel – Hampton Inn & Suites Bellevue to respond the enquiry.

MEYER GmbH  
IMBERGSTER 46, 7000 STUTGART 21  
November 12, 2000

Ref: JL/LS/001  
Bellevue Conference Center  
1862 Sunset Boulevard  
Fort Lauderdale  
Florida FL.42000  
USA

Dear Sirs,

Subject: Annual Conference

We are planning to hold our annual conference in Florida in May next year and of our clients, Matt Jessop, recommended Bellevue to us.

We would be grateful if you could send us a copy of your prospectus, detail of accommodation, and a current price list.

We will require the facilities of the center from 15 May for two weeks and expect approximately 150 delegates to attend.

We look forward to hearing from you.

Yours faithfully,

Jochen Liesel

Personal manager

*(Retrieved from RINA KURNIAWATI (2012). Business Correspondence for Tourism & Hospitality, SAHID COLLEGE OF TOURISM JAKARTA, p.44. Accessed on 20 Dec 2020)*

## EVENT CENTER – BALLROOM INFORMATION

This large open ballroom space seats up to 320 guests and features a built-in stage, 21 foot ceilings, luxurious lobby, sound system, dance floor, and tasteful neutral aesthetics.

The Garden can be reserved, based on availability, with the Ballroom at no extra charge. This beautiful, enclosed, private garden features a charming white pergola, spacious gazebo, and large elegant fountain.

The Bride's suite includes a full length mirror, handsome furnishings, large TV, a dressing table, and private restrooms. The Groom's suite contains couches, a billiard table, large screen TV, video games, and restrooms.

### Ballroom Details

Dimensions: 56' X 86'

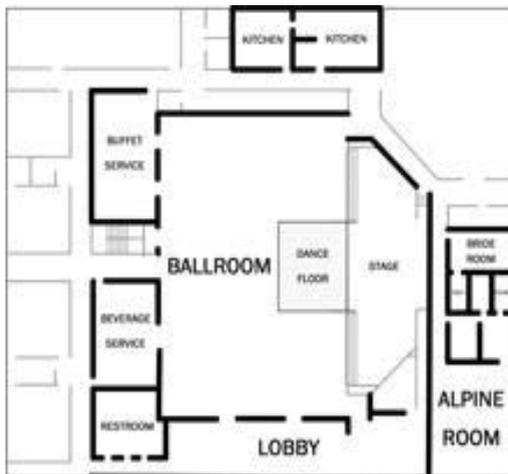
Square Feet: 4,928

Ceiling Height: 21'

Reception Seating: (Round Tables)320

Theatre Seating: 450

### Ballroom Rates



Hourly Rates*	Conference or Event	Wedding Package	Minimum
Peak Time Saturday Rate:	\$250/hour	\$300/hour	10 hours
Prime Time Fri & Sunday Rate:	\$200/hour	\$250/hour	8 hours
Non-Prime Time Mon- Thurs Rate:	\$175/hour	\$200/hour	6 hours
Entire Complex Rates	Wedding Package Conference or Event		Minimum
Sunday- Saturday	\$4,000		12 hours**

**Entire Complex includes everything listed within the Ballroom and Garden Room Packages.**

**Provided by Request with Rental:** Tables, padded chairs, room set- up, (of City equipment), Buffet Service Room, Beverage Service Room, Commercial Kitchen, Sound system, projector and screen.

**Wedding Package also Includes:** Bride Ready Room, Alpine/Groom Room, and Garden (with Chairs).

**Event Insurance Required**

Alcohol is served

Over 250 persons are expected to attend

Click the image below to apply for event insurance.



*Gale Creek Logo*

**Contact a Venue Specialist:** (916) 625-5239, Email, Inquiry Web Form

**\*Down Payment** is due at time of reservation and is not refundable. The down payment will be applied towards your rental fees.

**\*A Maintenance Deposit** of \$500 and full rental fee payment is due 90 days prior to event. The maintenance deposit is refundable, based on compliance of agreement. The maintenance deposit

and remaining rental fees are due 90 days prior to event.

\*\*\$ 300 hourly fee charged beyond 12 hour minimum.

*(Retrieved from <https://www.rocklin.ca.us/post/event-center-ballroom> on 25 Dec 20230)*

**Hampton Inn & Suites Bellevue Downtown/Seattle**

**on <https://www.booking.com/>**

11405 Northeast 2nd Place, Bellevue, WA 98004, United States of America

**King Room - Hearing Accessible**

Price for: Max people: 2, 1 king bed  
FREE cancellation before May 11, 2021  
NO PREPAYMENT NEEDED – pay at the property  
Breakfast included

US\$149  
Price US\$149  
+US\$21 taxes  
and charges

**Queen Room with Two Queen Beds - Non-Smoking**

Price for: Max people: 4, **Each unit has:**2 queen beds  
FREE cancellation before May 11, 2021  
NO PREPAYMENT NEEDED – pay at the property  
Breakfast included

US\$1,043  
Price  
US\$1,043  
+US\$150 taxes  
and charges

**TASK 3. Write a business letter of 100-120 words to suit the situation suggested.**

**LETTER 1**

Last month you went on a language study tour to Canada but you are dissatisfied with your experience. Look at the STF Study Tour brochure with your handwritten notes on it. Then write *a letter of complaint* to the company asking for compensation.

# STF Study Tours

Learn to speak English fluently in  
four weeks with our carefully  
designed study tours.

- **regular flights to Montreal** true
- **transport to and from study location** true
- **accommodation with carefully selected families** stayed with 15 foreign students in cheap guesthouse
- **full day study programme** 10 to 2pm!!!
- **fast learning and effective teaching methodology**
- **multilingual classes** most students were from my country
- **weekend excursions** 3 were cancelled
- **sports programme** football and tennis matches and nothing else!

## LETTER 2

You recently travelled to New York on a business trip and you were completely dissatisfied with the four-star hotel service you stayed at which caused inconveniences to you (tiredness, irritability and inability to conduct effective negotiations with your business partners).

Write a *letter of complaint* to the hotel manager and in your letter:

- introduce yourself;
- mention the problems you had at the hotel during your stay (rude and irresponsible housekeeping staff, inattentive and slow waiters at the hotel restaurant, noise from outside traffic at night);
- say what action you need the hotel manager to take.

Send your letter to:

Ms Alison Webster  
Customer Relations Manager  
Golden Plaza  
84, Apricot Lane  
New York  
USA

#### **TASK 4. Write a reply to the business letter you've received.**

##### **LETTER 1**

Write a *letter of apology* based on the notes below, which you have received from a colleague:

*We've received a complaint from Judy Elson, passenger on flight BR 354 to Mallorca. Ordered a vegetarian meal, but didn't get one. Also expected a hotel room with view of the sea – but didn't get one. Have looked into these: the van with the veggie meals broke down on the way to the airport. As for hotel – they don't have any singles at the front of hotel. Please draft reply, send apologies, etc.*

Write a *letter of apology* to your customer:

- explain your reasons for the inconveniences that have been caused;
- promise to make them up to mutual satisfaction;
- propose a discount for the next trip.

Write 100-120 words.

##### **LETTER 2**

You've received a letter from your dissatisfied customer, and you need to write a *letter of apology* to resolve the issues promptly. Write 100-120 words.

Dear Sir/Madam,

I am writing about a recent visit to the Newtown Sports Centre. I would like to express my disappointment with the service I received.

Although the staff were generally polite and helpful, they seemed to lack basic sports knowledge. None of them could offer any advice to me on choosing a tennis racket. I suggest that you send your employees on suitable training courses.

Another cause for complaint was that the swimming pool was closed. I understand that repairs and maintenance need to be carried out. However, when I called for information the day before my visit, the receptionist did not mention that the pool was closed. If I had known, I would have visited the sports centre at another time.

Finally, offering lessons in different sports is a good idea, but, in my opinion, they seem to be very expensive. Considering the membership fee, the prices of lessons should be lower, and more sports should be offered. I was disappointed that neither diving nor windsurfing was available.

I hope you will take these points into consideration. I look forward to hearing from you.

Yours faithfully,  
Joe Bloggs

Write a *letter of apology* to your customer:

- explain the reasons for the inconveniences that have been caused;
- promise to make them up to mutual satisfaction;
- propose a discount for the next visit.

### LETTER 3

You've received a letter from your dissatisfied customer, and you need to write a letter of apology to resolve the issues promptly. Write 100-120 words.

Dear Sir/Madam,

I am writing to you concerning a mistake that was made by your agency on April 2nd, 2012. The agent, Ms. Jane Doe, booked my flight from Seattle to London, where I was to be teaching a conference for a week. The tickets I arranged for were for a flight that would depart on April 15th at 9:00 A.M. I double-checked this information with Ms. Doe and she assured me that it was correct.

You can imagine my surprise and anger then, on the morning of the 15th, when I found that my booking had not been confirmed with the airline. Not only had my information remained unprocessed, but there were no available seats on the necessary flight. I was forced to wait for a new flight to open up. It did not do so until the next morning. As a result, I missed an entire day of classes. I also had to stay in a hotel near the airport instead of the hotel I had arranged for in London.

I am contacting you because the mistake cost me quite a bit of money and also damaged my professional reputation. I would like you to speak with Ms. Doe about the situation and ensure that it does not happen again. I would also like to be compensated for the hotel room charge at the airport (\$79,) as well as the nonrefundable deposit for the hotel in London (\$32.) Also, please return the amount of the plane ticket (\$1560) to my Visa ending in 4672 and provide me with a complimentary plane ticket from Seattle to London, to be used at my own discretion and good for the next year.

I have been a good and loyal customer of your business for the last 12 years and I know that you will rectify this unfortunate situation quickly and professionally. Thank you for your understanding and cooperation.

Sincerely,

Catarina Spoke

*(Retrieved from [https://www.complaintletter.net/preview/Travel\\_Agency\\_Complaint\\_Letter](https://www.complaintletter.net/preview/Travel_Agency_Complaint_Letter)  
Accessed on 20 Dec 2020)*

**TASK 5. Read the job advertisement and write a formal application for the job.**

**LETTER 1**

Write a formal application for the job (100-120 words) including the following points:

- say who you are and where you saw the job advertised;
- say why you are interested and why you think you would be suitable;
- outline your education and work experience, beginning with what you are doing now;
- state that you have enclosed your CV;
- close with a suitable remark.

*International Sales*

Have you ever dreamt of working abroad? Do you have what it takes to live and work in a foreign country? Would you like to earn serious amounts of money, improve your quality and standard of living and live in a country where the climate is extremely favourable? If so, Melrose Offshore can help you make that dream, a reality.

Melrose Offshore is actively recruiting on behalf of several major Offshore Travel Companies worldwide. You could be part of an elite group, made up of some of the most experienced, able and highly respected professionals working in the offshore travel industry today. If you are hardworking, have the right attitude, are seriously ambitious and open to new challenges, then a career in this tremendously dynamic industry is perfect for you.

Melrose Offshore can provide you with all that you need in the way of sales training, market and product knowledge, but a background in sales and knowledge of the travel industry are most definitely an advantage.

The qualities we are looking for in a candidate are the desire and determination to succeed, honesty and integrity, maturity and above all, outstanding communication skills. Our selection process is thorough, thus allowing us to determine your suitability to a career in the Offshore Travel Services.

If you would like to explore the possibilities please contact Melrose Offshore.

Write to:

Mr. Hugh  
HR Manager  
Melrose Offshore  
505 Granville Street,  
London, England

**LETTER 2**

You want to find a temporary job for the summer, and you have seen this advertisement in a newspaper for personal guides. Write a letter of application in response to the advertisement. The letter should be between 120-180 words.



**Friendly Personal Guides Services**

Are you looking for a summer job right in your own city?

Why not try being a personal guide.

We are looking for young people who:

- are dynamic and have an attractive appearance
- have a good knowledge of the city and of the best places to visit
- can help with transportation, shopping, etc.
- have a good command of the English language

If you feel you have the right qualifications write to Mr Jennings of the Temps Jobs Company (England)

**LETTER 3**

Read the job vacancies and choose one, then write an appropriate Cover Letter / Letter of Application Situations vacant: CatererGlobal Chef Manager - Healthcare - Kansas City, KS London Full Time 11/02/2020 OR any of Job Vacancies on <https://www.indeed.com/> or <https://hoteljobvacancy.com/>



You are looking for the perfect job within the hotel, catering or tourism industry? Then your next career step might be with this company. Below you will find the jobs offered. If you would like to work for this company, then apply online. Use our applicant center: Once you are registered, you can apply in an easy and comfortable way. Are you looking for a job in the Hospitality & Catering industry? This company may be your next career step. Below you will find the list of open positions.

Has one job posting caught your attention? Then apply online in just a few clicks with your applicant centre.

We wish you success on your career!

CatererGlobal

**VACANCY 1. Accommodation Manager**

Location: Ameide Position: Full Time

01/22/202\_



An exciting position has now arisen for an experienced Accommodation Manager for this busy 5\* hotel located in Munster

**Some of the duties of the role will be:**

- You will be responsible for overseeing all Housekeeping operations to deliver an excellent Guest and Member experience
- Operate within departmental budgets through effective stock and cost controls and well managed schedules
- Monitor the appearance, standards and performance of the Housekeeping/Laundry Team
- Rostering in line with budgets
- Staff training and development and evaluate employee performance
- Attend HOD meetings
- Work in conjunction with other departments of the hotel to ensure your department runs smoothly
- Responsibility for purchase, storage, inventory and control of all housekeeping related items.
- Ensure team members have an up-to-date knowledge of all room categories and amenities

**The Ideal Candidate:**

- Previous experience as an Accommodation Manager in a high end, high volume 4/5\* Hotel
- Excellent communication and organisational skills
- An excellent team leader who can lead by example and motivate their staff
- Very standards driven when it comes to cleanliness and hygiene
- Can work in Ireland fulltime with no restrictions
- Excellent command of English both oral and written

**What can we offer?**

- An excellent salary for the right person
- Free parking
- Uniforms
- Meals
- Ongoing training and development to help you settle into the role

**Only candidates who have EU citizenship may apply for this role as there is no option of a work permit.**

For more information on this position and a detailed job spec, please send your CV

CatererGlobal

**VACANCY 2. Assistant to Hotel Manager (m/f)**

Location: London Position: Full Time  
01/22/202\_



**Introduction**

You love nature, you love beaches, you love UNESCO world heritage nature. Busy reception looking for happy and positive helpers that are very ambitious. We make hotel, horse, camping reservations and much more. We

use 3 language, Scandinavian, German and English. But we have patient that you will learn Scandinavian fast. Our government offer you DANish language school. Our hotel software is in English, called Rezlynx.

But you must know English and German as a minimum.

We offer appartement. And maybe also job for your partner.

Privately owned resort with 87 hotelrooms/appartements, 120 icelandic horses, 550 camping spots, 1000 m2 wellness center, pools, amusement family park.

We are in average 30 employers from many countries.

We have a nice place for you to live, free fitness and if you do not know how to ride we can teach you. A great way to enjoy nature and fresh air.

Our Island is connected with a 10 km logn dam.

**WE offer**

- good accommodation and secure area (you can also bring your family) - maybe also a job for your partner
- lots of challenges

**Your profile**

Has experience with selling rooms for the individual and the Group market.

Has a good knowledge of every department of a hotel, especially in the restaurant and the kitchen department.

You will strive for 120 % quality and improve our weak judgement on the internet. Speak as a minimum very good English and basic german and wants to learn danish very fast.

Is dynamic, responsible, service minded, friendly and tidy.

Help to make better revenue and at the same time save money by working smarter.

Good experience with different hotel softwares and knowledge about the system behind.

Responsible for the daily operation.

That all staff members make a professional service.

That hotel and rooms are in good quality.

Daily contact with guests and dealing with customer complaints.

Negotiating with deliveries.

This job was originally posted as [www.catererglobal.com/job/91720460](http://www.catererglobal.com/job/91720460)

### VACANCY 3.

Department: **Travel Office**  
Budget Title: **Staff Assistant**  
Local Title: **Travel Coordinator**  
Posting Date: January 15, 202\_  
Classification: SL-2

**Duties:** SUNY New Paltz is seeking a travel coordinator that will be responsible for the appropriate, reasonable and timely reimbursement of faculty, staff, student and interviewee travel expenses.

The travel coordinator will become proficient in the guidelines, policies and campus practice regarding travel reimbursement and will be expected to convey them to faculty, staff, and students so that they are well versed in the reimbursement process. They will be “the” campus resource for faculty, staff and students travelling on behalf of the SUNY New Paltz campus and will appropriately audit, calculate, and reimburse travelers in a timely fashion.

This person will work almost exclusively in an independent fashion. Attention to detail will be an important characteristic of this position. They will enlist the assistance of their supervisor as necessary.

#### **Specific Job Duties will include:**

Audit all travel backup details required for payment for all travel expense reports in a timely and accurate way. Evaluate the report for deficiencies and correct the calculations or methodology that was used. Convey changes to travelers by email or phone and communicate as necessary to resolve any discrepancies in documentation. Reject and return travel expense reports that are not appropriate and/or have already been reimbursed. If already reimbursed, follow up with faculty, staff and/or management regarding reimbursement to the institution.

Research, interpret and appropriately apply campus, SUNY, and OSC rules and regulations to domestic and international faculty/staff/student/non-employee travel. Understand the nuances associated with travel and use discretion to justify a decision that is not clearly defined in the travel guidelines.

Audit travel card reconciliations to the Citibank travel card to verify charges are proper and paid receipts are submitted for each transaction. Ensure that travel card charges are appropriately identified and that reimbursement isn't made for expenses that were already reimbursed with a P-card and/or other institutional funds.

Process travel reimbursements on the SUNY financial management system in an accurate and timely fashion. Review and monitor system reports to ensure that no payments were rejected due to incomplete information or lack of funding.

Work with campus account managers in charge of program funding exclusive of state accounts (i.e.: creative research awards, various UUP travel awards, SURE funds, etc). Understand the individual programs and disbursement of funds process so that they can ensure compliance with individual program requirements. Provide friendly and courteous customer service on the phone, in an email or with walk-ins regarding transactions, activities, regulations, and procedures; transferring calls to others as required.

Supervise student and/or temporary clerical staff. Provide direction, review their work and evaluate as necessary. Ensure that office processes best serve the campus and that all work is processed or returned in a timely fashion.

**Qualifications: Required:**

Associate's degree or higher in Accounting, Business Administration, Finance or a related field

A minimum of 3-5 years relevant experience

Excellent verbal and written communication skills and the ability to present information in a clear and concise format.

Strong organizational skills and an attention to detail

Strong accounting and information technology skills, including Microsoft Office applications

**Preferred:**

Bachelor's degree in Accounting, Business Administration, Finance or a related field

**Previous auditing experience is highly desirable**

**Contact Information:** Contact Information: Electronic submissions required. Candidates will be required to submit a cover letter, resume and contact information for three professional references. To apply please visit <https://jobs.newpaltz.edu/postings/1286>  
Individuals with disabilities who need assistance with the application process should call (845) 257-3675.

**Deadline:** Applications will be accepted until the position is filled

**Other important information about this vacancy:** This position offers full New York State benefits which are among the most comprehensive in the country. The State University of New York at New Paltz is a highly selective, public college that is recognized regionally for the strength of its academic programs. It is located in the beautiful Hudson River Valley with easy access to New York City and other nearby recreational and cultural amenities.

SUNY New Paltz recognizes the unique skills, perspective, talents and passion that each employee contributes to its learning community. To work here is to accept an invitation to participate in the growth and development of all campus members—students, faculty and staff. The College's commitment to inclusive excellence is an important part of our mission of public education and our culture. New Paltz continues to work on building a community that supports freedom, mutual respect, and civility. We seek others who support these values of diversity and inclusiveness and candidates of all diverse backgrounds who wish to participate in our cultural aspirations are welcome and encouraged to apply.

The State University of New York at New Paltz is an AA/EOE/ADA employer.

Federal law and regulations require notice to all prospective employees regarding crimes that have occurred on campus in the current three year period. Please refer to the University Police Web site for the complete Annual Security Report (Clery Report) at <https://www.newpaltz.edu/firesafety/safetyreport.html>.

State University of New York at New Paltz  
<https://www.indeed.com/q-Travel-Agent-Assistant-jobs.html?vjk=12572a5ed9d3b062>

## VACANCY 4.

### **Travel Coordinator- job post**

Islanders Vacations  
Boston, MA 02101

#### **Job details**

##### **Salary**

\$1,500 - \$10,000 a month

##### **Full Job Description**

Needing Travel Coordinator who loves to have fun booking travel. Our company loves to book vacations for our clients, we love to have fun doing it. Our clients love the trusting relationship that we provide them, so they keep coming back. We like to give our clients that warm family feel vacation that they deserve. Our company is a family feel company, so we have an alsome support system in place. We provide all the tools and training you need to become a certified Agent. We work any hours of the day, but it's up to you when you want to work. Our goal is to keep our clients happy, so they will come back for their future vacations.

Giving the fact that we are a travel agency. We are seeking someone who loves to travel, loves to make money, and someone who likes to work. Seeking someone who lives in one of the twenty-two county's that will allow us to work in their country. Need someone who is kind hearted, to speak to our clients and the vendors.

##### **RESPONSIBILITY:**

Book vacations for clients and get them the better deals

Talk to vendors on behalf of the clients to ensure that there info is correct

Ability to interact, communicate and negotiate effectively

##### **Requirements:**

Must be 18+

Attend webinar training is a must for future travels

Must have computer and wifi

##### **Skills:**

Self-Motivated

Internet savvy- Must know how to use the internet very well

Great people skills- Must be able to talk to clients

##### **Benefits:**

Flexible schedule- Work whenever you like to

Travel discounts- Us your travel discount to go on vacation anytime you like

Support team- we have a support team to help you grow in the company

Islanders Vacations

Posted: 3 days ago

## RESPONDING TO THE REVIEWS

### Why does a business need to respond to reviews?

Many businesses are attentive to the reviews as they can retain customers and even build up their reputation on that. For example, analysing the reviews by key words can help businesses to see what makes a value for a customer and focus on these advantages in the advertising. Similarly, reviews help to reveal some issues that bother customers and can be viewed as a chance for improvement.

Some businesses try to remove negative reviews; however, it seems to be a strategic mistake. When a customer visits the site with only nice reviews, they might think that the business is hiding some problems away from the general public. On the contrary, when negative reviews are answered, proper explanations are provided, and some measures are taken to improve the service, customers feel they are valued and tend to trust this business in the future.

### reviewtrackers

*ReviewTrackers* is a business, offering services of monitoring and analysing reviews to build strong reputation. There are some statistical data collected by *ReviewTrackers* illustrating how influential the reviews are now. Consider this:

- 94% of consumers say that a bad review has convinced them to avoid a business.
- 53.3% of customers expect businesses to respond to negative reviews within a week.
- 63% say that a business has never responded to their review.
- 44.6% of consumers say they're more likely to visit a business that responds to negative reviews.

Justin Wilson 11/6/2019

★★★★★ Google

**Pleasant stay, tiny bathrooms**

Stayed here on a business trip. The front-desk staff were awesome. The room was spacious and comfortable, there were plenty of power outlets, and, contrary to some other reviewers' experiences, plenty of lights in my room. My room was pretty quiet, but I did like the bedside white-noise machine for those who think the L is a bit loud.

On the downside, the separate toilet room within the bathroom was so tiny my tall self couldn't really use it.

KEYWORDS ⓘ

POSITIVE (6)  
front-desk staff room spacious comfortable  
lights white-noise machine

NEGATIVE (4)  
loud separate toilet room tiny

- Restaurateurs responding to a 1- or 2-star review have a 33% higher probability of the customer coming back and potentially upgrading their review by as much as 3 stars.

Therefore, businesses should respond to reviews before they drive customers away. There are some simple rules on how to respond to reviews so that you reach your business aims.

### How to respond to positive reviews?

You might ask, “What is the purpose of responding to a review, if the customer is happy?” If a customer paid you a compliment in person, the most natural response is to say thank you. This rule works for good reviews as well. When you respond to a positive review, you support your marketing efforts, build up customer loyalty and enrich you customers’ experience. In each response, you should incorporate 5 main elements:

- Say ‘Thank you’. Show your appreciation for the customer who spent their time to write a positive feedback.
  - Reinforce the positive. Often, positive reviews cite specific things that the customer liked best about their experience.
    - Identify them – then mention them in your response.
    - Pass along the compliment, if the reviewer mentions someone by name.
- Demonstrate that you will share the best feedback with the team. This will motivate your staff and create special relations with your customer.

- Invite customers to come back.
- Mention Other Products or Services

Here’s an all-purpose template that you can use to respond to positive reviews:

*Dear [NAME OF CUSTOMER], thanks for leaving us such a wonderful review. We are thrilled that you loved your experience; our staff will definitely be happy to read what you wrote. We put customer experience and satisfaction as our priority, and your review reaffirms the hard work we put in every day. So, thanks for your kind words and we look forward to seeing you again.*

*(Retrieved from <https://www.reviewtrackers.com/guides/examples-responding-reviews/#respondpositivereviews>. Accessed on 18 Dec 2020)*

### **TASK 1. Analyse the review on TripAdvisor given below and the response to it.**

a) Find all elements incorporated to a response to a positive review:

- Say ‘Thank you’.
- Reinforce the positive.
- Pass along the compliment.
- Invite customers to come back.
- Mention Other Products or Services

Underline them and read them out.



joelm3548  
4 1

Reviewed April 12, 2017

### Delicious food and great service, compliments to the chef!

Namaskar!!!

"We went to Trendz in Hotel The Lalit for office quarterly meet. The ambiance is superb, I highly recommend this restaurant, the food was amazing and the service was fantastic. **Special thanks to chef Jomal.** We all enjoyed your delicious food (especially the Saffron risotto burrata cheese platter and Braised lamb shank) and the evening was everything we hoped it would be. Thank you so much."

**Date of visit:** February 2017

Value Service  
Food

Ask joelm3548 about Trendz

[Thank joelm3548](#)

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.*

TheLalit\_MumFnB, F&B Manager at Trendz, responded to this review  
 Responded April 21, 2017

Dear Guest,

Namaskar!

Thank you for sharing your feedback with us. I am delighted to learn that you had an amazing experience at Trendz.

It is feedback like yours that make us want to do better every time. We aim to provide unique experiences to all our guests and it is always gratifying to receive such wonderful comments.

Also would like to let you know that **we have recognized Chef Jomal mentioned in your comment and conveyed his and entire team regards to you as well.**

I look forward to welcoming you back at The Lalit, Mumbai soon!!

Warm Regards  
 Ankur Saluja

- b) Pay attention to the reviewer complimenting the chef and the corresponding response, which are highlighted.
- c) Look at the dates when the review and the response were given. Do you think the period between them is appropriate? Why yes? / Why not?
- d) Who is responsible of responding the review? Pay attention to the job title of a person giving the response. What does that abbreviation stand for? How important is this job position for a hospitality business?

## How to respond to negative reviews?

When you receive a negative review, it can be hard to stay calm. However difficult it is to respond negative reviews; you should do it in a professional manner.

Having analysed over 200,000 review responses, and the differences between positive, neutral, and negative reviews responses, *ReviewTrackers* found the best ways to respond to each type of review.

There are some key elements to be included in a response to a negative review:

- Address the reviewer. You can write, “*Dear guest,*” or “*Dear customer.*” However, as most reviews come from social media sites, Facebook or Google, you can easily learn the name of the reviewer, and use it as a way to personalize your response.

- Say ‘Thank you’. There are different ways to thank the reviewer:

*“Thank you for your review. I’m sorry to hear you had such a frustrating experience, but I really appreciate you bringing this issue to my attention.”*

*“Thank you for bringing this to our attention. We’re sorry you had a bad experience. We’ll strive to do better.”*

*“Thank you for letting us know about this. Your feedback helps us get better. We are looking into this issue and hope to resolve it promptly and accurately.”*

- Apologise and Sympathise. When you say sorry, you demonstrate that your business is attentive to the complaint. Also, it is a great opportunity to establish and strengthen trust between the business and the customer. Make your apology short and nice:

*“We apologize that our service did not satisfy your expectations.”*

*“We’re so sorry that your experience did not match your expectations. This is on us.”*

*“We set a high standard for ourselves, and we’re so sorry to hear this was not met in your interaction with our business.”*

- Take responsibility of what has happened. Demonstrate that you your business always meets the standards.

*“I’m so sorry. We’re normally known for our exceptional attention to detail, and we regret that we missed the mark.”*

*“We always aim to deliver a great experience, and we are gutted when we don’t meet expectations. Thanks for taking the time to bring this to our attention. We will use the feedback to make us better and to ensure this doesn’t happen again.”*

*“Thank you for posting a review and we’re sorry to hear that your experience was not up to standards. We would like the opportunity to talk and investigate your feedback further.”*

- Be specific, avoid cookie-cutter responses. Include details about the customer’s experience in your response (when relevant), and communicate any changes or improvements you have made or will make as a result of their feedback.

*“I apologize on behalf of everyone at [Company Name]. Please know that your situation was an exception. As you can see on other reviews, we are known for taking ownership and caring deeply about our customers. We can’t fix the past but you have my personal commitment to improve the way our staff serves every*

customer. Until then, please accept my sincerest apologies on behalf of everyone on the team.”

- Provide direct contact information for customers in your review response, e.g.:

“We would like the opportunity to investigate your feedback further. Please could you contact me at [Email Address] or call our team at [Phone Number]? We’ll work with you to resolve any issues as quickly as possible.”

- Ask for a second chance. Invite reviewers to come back. Some things you can say:

“Thank you for bringing this matter to our attention. I’m very sorry we failed to meet your expectations. I would appreciate another chance to earn your business. Please call me or ask for me next time you’re at [Company Name].”

A typical response to a negative review could be like follows:

*Dear [NAME OF REVIEWER], thanks for sharing your feedback. We’re sorry your experience didn’t match your expectations. It was an uncommon instance and we’ll do better in the future.*

*Please feel free reach out to [INSERT CONTACT INFORMATION] with any further comments, concerns, or suggestions you wish to share. We would love to make things right if you give us another chance.*

*(Retrieved from <https://www.reviewtrackers.com/guides/examples-responding-reviews/#respondpositivereviews>. Accessed on 18 Dec 2020)*

**TASK 2. Analyse the review on given below and the response to it.**

Metropol' - Stolyarova street

It is located near my house, so i decided to go and try some of dishes here. This is a pizzeria, situated on Stolyarova street. I picked several dishes of the menu: coffee and signature dish - pizza metropol' with chicken, tomatoes, sweet Pepper and hot pepper. As for coffee, it was a bit sour, so I wasn't completely satisfied with it. But we talk about pizza, I can say only positive thoughts about it: there were a lot of fillings, all of the ingredients were fresh and tasty. Maybe, the dough were thin, considering the amount of fillings, and at the end, the pizza was a bit wet, because the dough was "unable to deal" with all these ingredients.

The service were satisfied: not terrible but not fantastic. It is located in the centre, so i don't see any troubles in getting in.

Making my brief conclusion, I should say that you should probably pay attention to that pizza, but as for me, it is not worth to come at that place again. Maybe the best decision in this situation is to tak...

- a) Find elements incorporated to a response to a negative review:
- ✓ Address the reviewer.
  - ✓ Say ‘Thank you’.
  - ✓ Apologise and Sympathise.
  - ✓ Take responsibility.
  - ✓ Be specific, avoid cookie-cutter responses.

✓ Provide direct contact information.

✓ Ask for a second chance.

Underline them and read them out. Are they all present?

b) Suggest the way to improve this response. What is missing? Put down some phrases you would add and/or edit this response.

### Responding to Neutral Reviews

Neutral reviews usually combine positive comments with negative feedback. Therefore, use three tips to respond it:

✓ Say 'Thank you'.

✓ Reinforce the positive.

✓ Address the negative.

Good afternoon, Nikita.

Thank you for your feedback, we really appreciate the feedback from our guests.

We regret that our food and drink did not please you.

As an apology, we would like to invite you to dinner at our restaurant "Metropol".

Your dinner bill will be fully paid by the company. We hope you'll give us one

more chance to stop by. We will do our best to make you happy this time :)

Restaurant "Metropol" administration.

*Dear [CUSTOMER NAME], thanks for your review. We would love to hear more about your experience, so that we can use your valuable feedback to deliver an even better experience next time. Please reach out to [CONTACT INFORMATION] with any further comments or suggestions you wish to share. Again, thank you for taking the time to review our business!*

## PRACTICE

### PRACTISE WRITING SOME RESPONSES TO REVIEWS

**Task 1. Analyse another real-world review and a response to it. Does it sound stronger? Why yes? Why not?**



RG

Local Guide · 75 reviews · 34 photos

★★★★★ 3 months ago

No sound absorbing materials, extremely loud. Party groups right next to people trying to dine. Fish the size of a thick cell phone battery. Good flatbread pesto. Excellent cinnamon ice cream. But never again.

👍 Like

**Response from the owner** 3 months ago

While it's great the ice cream and flatbread pesto impressed you, I'm sorry if your experience could've been better. If you had any preferences with the seating, we would've been happy to accommodate if something else had been available. We are a Tavern but we do have an upstairs available for dining that is a little better on the ear. I hope you'll give us another chance so you can get the kind of excellent experience we're known for. -Bonni

**Task 2. You work as a manager at Sandals hotel in Montego Bay, Jamaica. You received the review through TripAdvisor. Respond to the review in an appropriate manner.**



**Sandals Montego Bay** ♡ Save

1 year ago

I have booked a stay with this resort for my wife's 50th next March 2020, our first trip outside of the US. We currently have an Oceanfront Swim-up Butler Suite w/ Tranquility Soaking Tub selected. My wife loved the idea of a swim-up room.

My question is, after looking at some videos and pics of the Almonds Building, it appears that the swim-up rooms that we have booked are always in the shade. Does anyone know if these particular rooms get sun during the day?

Thoughts are that if we have to go to a different section of pool or the beach area to get sun, then we may as well either get a room on a higher floor with a better ocean view or a beachfront suite as opposed to oceanfront.

Also - Do any of the rooms at this resort have ceiling fans in the sleeping area?

Any info is much appreciated, we don't travel a lot and I want this trip to be perfect.

Thanks

**Task 3. You work as a manager at Marguerites, one of the restaurants in Montego Bay, Jamaica. You received the review through TripAdvisor. Respond to the review in an appropriate manner.**



●●●○○ Reviewed 2 January 2020

**Go for Speical Occasions - Extremely pricey**

The concierge at our hotel recommended this for a nice sunset meal. They forgot to mention its very expensive! The food and service was good, with a different person assigned to almost every interaction. One issue was that we had someone with food allergies so as our main server came she asked if anyone had allergies. They discussed what could meet these requirements, however, someone else served that person's meal and thank god we checked as they included things he could not consume so they needed to re-prepare the meal. All the other dishes were good. They claim one of their house specialties is their caesar salad. We tried it but while they have a special house dressing our salad was more soup as they over did the dressing and never asked about how we'd like it.

The other fish dished and lamb were good. We didn't have desert. Yet the meal for four was over \$100 per person+tax and tip.

**Show less**

**Date of vlsit:** December 2019

**Task 4. You work as a manager at Hyatt Zilara Rose Hall, Montago Bay, Jamaica. You received the review through TripAdvisor. Respond to the review in an appropriate manner.**

 **Ozzy** wrote a review Jan 2021  
2 contributions

●●●●○

### Covid-19 trip

"I was nervous to travel during the Covid-19 pandemic, but the resort was very clean and took the utmost precautions. It was very appreciated. Rooms were ver clean and well maintained.

The majority of staff was very friendly. Elvis, our beach server, was absolutely wonderful. He was friendly, accommodating, and personal. Robert, a dinner server, was also excellent. As well as, Natalie at breakfast and lunch. She is a ray of sunshine! Hayden ( I believe that was his name?) at the Zilara lobby bar at nights was also incredible and accommodating. We really enjoyed taking to him. Really excellent staff in general 🍷

However, We were not impressed with the quality food at this resort, especially for dinner, or the quality of wine offered with the all inclusive. While they did offer other wines by the bottle, the markup was astronomical. Breakfast at urban eats was my favorite meal. The jerk chicken is also very good for lunch . I do not remember the man's name that worked there, but he was also great!

We prefer a quieter getaway, but some of the other guests were rowdy and obnoxious at the pool. We did find some quiet moments but something to keep in mind."

[Read less](#) ↩

Date of stay: January 2021

**Task 5. You are a Manager of Impero Vaticano B & B, you received a negative review via TripAdvisor and have to respond to the dissatisfied customer.**

 **Customer complaint**   
2 years ago

 Val P  
Cartagena, Spain

Level 1 Contributor

 1 post  
 4 reviews  
 2 helpful votes

I booked Impero Vaticano B & B Aurelia 36 Rome through Trip Advisor. On arrival there we were told that we did not have a reservation. When I showed them my reservation number they said that we were booked in with a sister company so he ordered us a taxi to take us to a different address.. A €10 taxi fare later we arrived at Catone 29. The room we were shown does not have a fridge. It does not include breakfast or city tax. I had to pay that in cash. I felt so sorry for the poor guy breaking the news to us. PLEASE PLEASE AMEND YOUR WEBSITE ENTRY FOR IMPERO VATICANO and include the correct information. This has ruined the first day of our holiday and I have lost faith in Trip Advisor.

[Report inappropriate content](#)

**Task 6. You work as a manager at Derieng Tour, Taphaul Village, Siem Reap, Cambodia. You received the review through TripAdvisor. Respond to the review in an appropriate manner.**



### Very good tour and travel agency

Review of **Derleng Tours**  
●●●●○ Reviewed January 7, 2013

Dave R  
Philadelphia, PA  
✉ 1099 🏠 1180

Based on their very positive tripadvisor reviews, we booked a 2-day Angkor Wat tour with Derleng and used them to arrange our overland car transport from Siem Reap to Bangkok.

I found the service and response of this travel agency to be excellent. Easily 5-stars. My emails were promptly responded to, and everyone showed up when they were supposed to. The \$110 charged for my sedan ride to Bangkok for my family seemed like very good value.

The only reason I'm not giving this travel agency 5-stars is because our tour of Angkor was very good, but not over-the-top fantastic, so there is room for improvement (or, for travellers, some reason to consider other options). While a nice tour, we found the English of our private guide to only be good, not excellent (I could only understand about 85 to 90% of what he said), and the tour was somewhat "standard." Like we had lunch in your typical, not very good tourist trap restaurant near the ruins. He did take us a little "off the beaten path" at the sites, however, so it was a very enjoyable tour. Both the guide and driver were friendly and courteous, and they constantly plied us with free bottled water (and you're going to need that, even in the "cooler" winter months). The 5 am sunrise at Angkor is a bit ridiculous these days (my favorite shots are of the bugs and hundreds of other tourists snapping photos), but I'd do it again "for the experience."

**Date of experience:** December 2012

# SECTION 3

## MAKING SUCCESSFUL PRESENTATIONS

### USEFUL TIPS

#### PREPARATION

■ **Planning** Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

■ **Objectives** Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

■ **Audience** Whom exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

■ **Content** Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

■ **Approach** A good rule of thumb is to 'tell your audience what you're going to say, say it, then tell the audience what you've said'. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

■ **Organisation** Think about how you will organise your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/ subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarise the main points of your presentation, thank the audience for their attention, and invite questions.

■ **Visual aids** If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear – don't try to put too much information on each one.

■ **Rehearsal** Allow time to practise your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

#### DELIVERY

■ **Nerves!** You will probably be nervous at the beginning of your presentation. Don't worry – most people are nervous in this situation. Try not to speak too fast

during the first couple of minutes – this is the time you establish your rapport with the audience and first impressions are very important. You may find it helpful to memorise your introduction.

■ **Audience rapport** Try to be enthusiastic – your interest in the subject matter will carry your audience along. Look around your audience as you speak – eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can cut your presentation short.

■ **Body language** Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

■ **Voice quality** You must be clearly audible at all times – don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

■ **Visual aids** Use your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

■ **Audience reaction** Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic, but if you should find yourself

'under fire', suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

## LANGUAGE

■ **Simplicity** Use short words and sentences that you are comfortable with. There is no benefit in using difficult language.

■ **Clarity** Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

■ **Signalling** Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking.

## STRUCTURE OF PRESENTATION

### **Introduction (14%)**

1. Greeting
2. Introducing yourself (name, position)
3. Attention-getter
4. Thesis
5. Preview of main points

### **Body (75%)**

- 1.
2. No more than five main points
- 3.

### **Conclusion (11%)**

1. Review
2. Closing statement

### **Question-and-answer period**

## **This is a list of phrases to help you make a professional presentation in English.**

Good presenters always use language (sometimes single words, sometimes phrases) which shows where they are in their presentation. These 'signposts' make it easier for the audience to:

- follow the structure of the presentation;
- understand the speaker more easily;
- get an idea of the length and content of the presentation.

The sentences and phrases below follow the logical progression of a well-balanced presentation.

### **Welcoming**

- *Good morning and welcome to [name of company, name of conference hall, hotel, etc.].*
- *Thank you all very much for coming today.*
- *I hope you all had a pleasant journey here today.*

### **Introducing yourself**

- *My name is ... and I am responsible for ... .*
- *My name is ... from [name of company], where I am responsible for ... .*
- *Let me introduce myself; my name is ... and I am responsible for ... .*

### **Introducing your presentation**

- *The purpose of today's presentation is to ... .*
- *The purpose of my presentation today is to ... .*
- *In today's presentation I'd like to ... show you ... . / explain to you how ... .*
- *In today's presentation I'm hoping to ... give you an update on... / give you an overview of ... .*
- *In today's presentation I'm planning to ... look at ... . / explain ... .*

**You can also outline your presentation to give the audience a clear overview of what they can expect:**

- *In today's presentation I'm hoping to cover three points: firstly, ... , after that we will look at ... , and finally I'll ... .*
- *In today's presentation I'd like to cover three points: firstly, ... , secondly, ..., and finally ... .*

## **Explaining that there will be time for questions at the end**

- *If you have any questions you'd like to ask, please leave them until the end, when I'll be happy to answer them.*
- *If there are any questions you'd like to ask, please leave them until the end, when I'll do my best to answer them.*

## **Starting the presentation**

- *To begin with ... .*
- *To start with ... .*
- *Let's start by looking at ... .*
- *Let's start by looking at ... .*
- *I'd like to start by looking at ... .*
- *Let's start with / start by looking at ... .*

Closing a section of the presentation

- *So, that concludes [title of the section] ... .*
- *So, that's an overview of ... .*
- *I think that just about covers ... .*

## **Beginning a new section of the presentation**

- *Now let's move on to ... .*
- *Now let's take a look at ... .*
- *Now I'd like to move on to ... .*
- *Next I'd like to take a look at ... .*
- *Moving on to the next part, I'd like to ... .*
- *Moving on to the next section, let's take a look at ... .*

## **Concluding and summarising the presentation**

- *Well, that brings us to the end of the final section. Now, I'd like to summarise by ... .*
- *That brings us to the end of the final section. Now, if I can just summarise the main points again.*
- *That concludes my presentation. Now, if I can just summarise the main points.*
- *That's an overview of ... . Now, just to summarise, let's quickly look at the main points again.*

## **Finishing and thanking**

- *Thank you for your attention.*
- *That brings the presentation to an end.*

- *That brings us to the end of my presentation.*
- *Finally, I'd like to finish by thanking you (all) for your attention.*
- *Finally, I'd like to end by thanking you (all) for coming today.*
- *I'd like to thank you (all) for your attention and interest.*

### **Inviting questions**

- *If anyone has any questions, I'll be pleased to answer them.*
- *If anyone has any questions, I'll do my best to answer them.*
- *If anyone has any questions, please feel free to ask them now.*
- *If anyone has any questions, please feel free to ask them and I'll do my best to answer.*

### **Referring to a previous point made**

- *As I mentioned earlier ... .*
- *As we saw earlier ... .*
- *You may recall that we said ... .*
- *You may recall that I explained ... .*

### **Dealing with (difficult) questions**

- *I'll come back to that question later if I may.*
- *I'll / We'll come back to that question later in my presentation.*
- *I'll / We'll look at that point in more detail later on.*
- *Perhaps we can look at that point at the end / a little later.* Other phrases and key presentation language

#### **word, phrase**

*take a look at*

*take a brief look at*

*return to*

*I'll outline*

*here we can see*

*as you can see here*

*(let's) move on to*

*(let's) continue with*

*(let's) continue by looking at*

*to illustrate this point*

#### **meaning, function**

'look at'

'quickly look at'

'go back', 'explain again'

'I will explain'

to draw attention to a specific point on a slide

to draw attention to a specific point on a slide

to start a new subject

to start a new subject

to start a new subject

when giving an example

*(Retrieved and modified from <http://speakspeak.com/resources/general-english-vocabulary/presentation-language-phrases>)*

## USEFUL LANGUAGE

### **Introducing the talk:**

*This morning I'm going to be talking about...*

*In my talk today I will be looking at...*

*I'd like to start by giving you ...*

### **Indicating the structure and sequences of your talk:**

*I have divided my presentation into X sections ...*

*In the first section I will / am going to describe...*

*Then I will / am going to go onto ...*

*After that I will / am going to look at...*

*Finally I will / am going to ...*

### **Moving from one section of your talk to another:**

*I would now like to go on to the next point which is ...*

*If I can now move on to the next section*

*To continue...*

### **Summarising and condensing what you have said:**

*To recap...*

*The main thing/s to remember is / are...*

*The point that I am making here is that...*

### **Highlighting:**

*This is particularly important because...*

*I can't stress enough that ...*

*It should be pointed out that...*

*I would like to draw your attention to...*

### **Giving examples:**

*For instance...*

*For example ... such as...*

*like...*

*A case in point is ...*

### **Inviting questions and feedback from the audience:**

*Are there any questions so far?*

*Feel free to ask if you have any questions.*

*I welcome questions if at any point you don't understand something.*

*If you have any questions about this, please, do ask.*

### **Asking rhetorical questions (questions that the audience are not expected to answer):**

*Some of you may be wondering how can this be done?*

*Am I right in thinking that...?*

*So, just how can this be achieved?*

*You may be wondering how long will this take?*

### **Referring to information on an overhead:**

*If you have a look at this figure here...*

*As you can see from the table ... This particular slide shows ...*

*As can be seen from the chart...*

*Looking now at the figures for the third quarter we can see...*

*Graph, chart, bar chart, pie chart, table, diagram*

*Title, row / column (with headings), horizontal axis, vertical axis*

*Curve, solid line, dotted line, dashed line, segment, shaded area, slope*

**Drawing conclusions:** *This means that... Consequently...*

*As a result... Therefore... Closing your talk:*

*I would just like to finish by saying...*

*To finish I would just like to remind you ...*

*In conclusion, thank you ... Do you have any questions?*

*Verbs of movement*

**Upward:** *go up, increase, rise, raise, put up, climb, pick up, grow, expand, double, show an upward trend*

**Rapid upward:** *jump, rocket, soar* **Downward:** *go down, decrease, fall, drop, slip back, reduce, lower, bring down, cut, shrink, halve, show a downward trend*

**Rapid downward:** *plummet, collapse, crash, slump*

**Highs and lows:** *peak, reach a peak;*

*bottom out, hit a low*

**Volatility:** *fluctuate, be volatile*

**Stability:** *stay the same, be flat, be (relatively) unchanged; level off*

**Good and bad:** *improve, strengthen, recover, bounce back; deteriorate, weaken*

# PRACTICE

## PART 1

Study the exemplary presentation and try to assess it using the peer assessment form given below. Pay attention to the points marked \* that can be assessed only after making a real-life presentation and skip them in your current assessment.

### Peer Assessment Form for an Informative Presentation

Criteria	Your mark (1-5)
<b>INTRODUCTION</b> The opening is engaging and appropriate. The student clearly identifies the thesis and purpose. The student clearly previews structure or content of the presentation.	
<b>CONTENT</b> The presentation stays on topic. The points are clear. The student adequately explains his/her points and supports arguments. The student restates or summarizes his/her points as needed.	
<b>DELIVERY</b> The student <ul style="list-style-type: none"><li>▶ uses clear, appropriate language;</li><li>▶ provides appropriate transitions between points;</li><li>▶ uses his/her voice expressively*;</li><li>▶ makes sufficient eye contact*;</li><li>▶ uses visual aids effectively;</li><li>▶ uses the time frame effectively*;</li><li>▶ uses brief notes or an outline*.</li></ul>	
<b>CONCLUSION</b> The student <ul style="list-style-type: none"><li>▶ summarizes as needed;</li><li>▶ reinforces the purpose and the thesis;</li><li>▶ closes effectively.</li></ul>	

## EXEMPLARY PRESENTATION

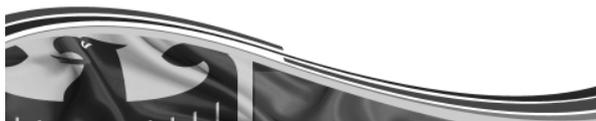
*Good morning, ladies and gentlemen! Let me introduce myself. My name is Anna Kozhenovskaya. The theme of my presentation is a review of Germany as a touristic country. If you have any questions, please feel free to ask them at the end of the presentation.*



*I've divided my presentation into 4 main parts. I will begin with an explanation of economic importance of tourism for Germany. Then I'll present you several places of cultural heritage in Germany, the most impressive UNESCO sites. Following that, we should talk about SWOT analysis of the whole tourism industry. Finally, we are going to discuss the ways for tourism development. So, let's get started!*

## OUTLINE

-  TOURISM AS AN ECONOMIC FACTOR.
-  UNESCO WORLD HERITAGE SITES.
-  SWOT-ANALYSIS OF TOURISM IN GERMANY.
-  WAYS TO IMPROVE TOURISM IN GERMANY.



Firstly, let's proceed to consider how tourism affects the state economy. The tourism sector is an economic driving force and one of the largest employers in Germany. So, let's introduce key figures to evaluate the impact of tourism on the country's income and employment. There are 2.92 million persons directly involved in the production and provision of tourism goods and services. That was equivalent to 12% of total occupation in Germany, which shows that tourism is a highly job-rich industry. Gross value added is approximately €100 billion or 4.4% of the entire German GVA. It's an important measure to assess income effects and the economic performance of a particular industry or an entire economy.

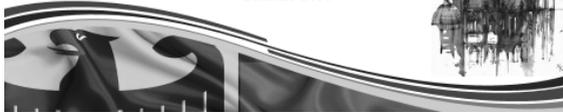
## TOURISM AS AN ECONOMIC FACTOR



The economic importance of the tourism industry is frequently underestimated. In Germany, tourism is a profitable industry that provides numerous

employment opportunities. **2.9 million or 12%** individuals are directly employed in this economic sector.

Also it generates direct gross value added (GVA) of nearly **€100 billion**, the equivalent of **4.4%** of the entire German GVA.



To your attention, the most significant organizations which represent the interests of politics, business and science in tourism: the Federal Ministry for Economic Affairs and Energy (BMWi) and The German National Tourist Board. Their primary aim is to strengthen tourism in Germany and to improve the framework conditions for this purpose.

## ORGANIZATIONS OF TOURISM POLICY AT THE FEDERAL LEVEL



Bundesministerium  
für Wirtschaft  
und Energie

ADVISORY COUNCIL FOR TOURISM MATTERS AT  
THE FEDERAL MINISTRY FOR ECONOMIC  
AFFAIRS AND ENERGY (BMWi)



THE GERMAN  
NATIONAL TOURIST  
BOARD



According to the industry figures, more than 2,500 tour operators, around 4,000 coach companies and just under 10,000 travel agencies are operating in Germany. In addition to this, there are more than 221,000 businesses in the hotel, restaurant and catering industry, including around 44,120 providers of accommodation and 163,400 catering businesses.

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**INSIGHT VACATIONS®**  
*The Art of Traveling in Style®*

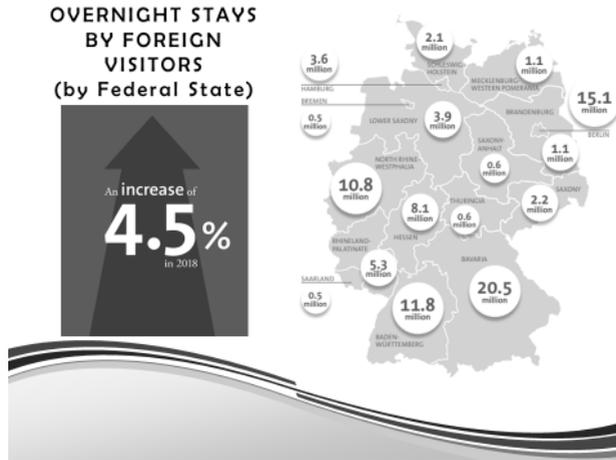
**TRAFALGAR**

In addition to this, there are more than 221,000 businesses in the hotel, restaurant and catering industry, including around 44,120 providers of accommodation and 163,400 catering businesses.

The German National Tourism Board (DZT) totaled 87.7 million overnight stays by international travelers in hotels, guesthouses and campsites in 2018: the eighth record result in a row. By the way, the largest percentage of tourists come from Germany's neighboring country Netherlands (11.2 million), followed by Switzerland (6.7 million) and USA (6.2 million). The DZT expects the annual number of overnight stays by international guests to rise to about 121.5 million by 2030.



Now I propose to review the division of Germany by federal states and their popularity among tourists. The most visited regions are Brandenburg (in the middle of which lies the metropolis of Berlin), Bavaria (with its atmospheric beer halls in Munich, and of course the legendary Oktoberfest which is held there annually) and Baden-Württemberg (that made a name for itself on luxurious spas in Baden-Baden).



From masterpieces of creative genius to beautiful natural landscapes, these sites reveal the most compelling chapters of Earth’s history. A World Heritage Site is a landmark or area, selected by UNESCO for having cultural, historical, scientific or other form of significance, which is legally protected. As of 2019, Germany took the 5<sup>th</sup> place in the world with 46 World Heritage sites.



There are currently **46** UNESCO World Heritage Sites in Germany, which ranks the 5<sup>th</sup> in the world for the number of world heritage sites. This includes 43 cultural sites and 3 natural sites.



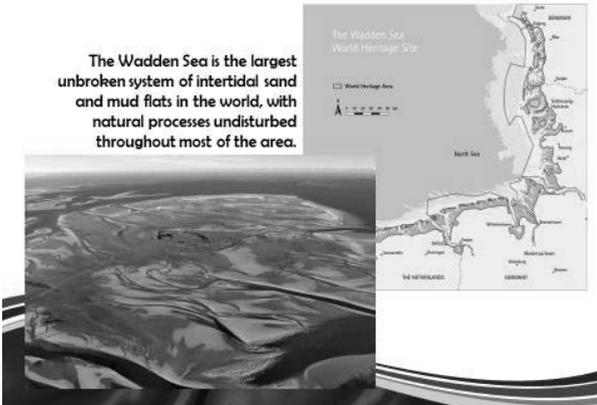
In this picture, you can see the list of UNESCO World Heritage Sites with the attached map of their exact location. Please note that objects of natural heritage are highlighted in green color, other ones are in black.



Now we are coming to the description of some outstanding examples of UNESCO World Heritage sites. The Wadden Sea is a shallow zone, containing tidal flats and wetlands. It extends along the coasts of Denmark, Germany and the Netherlands. For its globally unique geological, biological and ecological values, the Wadden Sea is listed in UNESCO's World Heritage List. Nowhere else in the world is there such a dynamic landscape with a multitude of habitats, shaped by wind and tides. It covers an area of around 11,000 square kilometers and includes the three Wadden Sea National Parks of Schleswig-Holstein, Lower Saxony, Hamburg and Denmark plus the Wadden Sea conservation area in the Netherlands.

**THE WADDEN SEA**

The Wadden Sea is the largest unbroken system of intertidal sand and mud flats in the world, with natural processes undisturbed throughout most of the area.



Maintaining the hydrological and ecological processes of the contiguous tidal flat system of the Wadden Sea is an overarching requirement for the protection and integrity of this property.



Therefore, conservation of marine, coastal and freshwater ecosystems through the effective management of protected areas is essential.

The Middle Rhine was the heart of the medieval Holy Roman Empire. During its heyday, it was one of the most important trading areas in Europe. The region offers a uniquely romantic journey through picturesque towns, castles, palaces, ruins, as well as artistic and cultural treasures abound. The Marksburg Castle, which is the only hilltop castle on the Middle Rhine, overlooks the Rhine valley and has never been destroyed. Furthermore, Marksburg is the headquarters of the German Castle Association and contains the largest library about castles in Europe.

### UPPER MIDDLE RHINE VALLEY



The 65km-stretch of the Middle Rhine Valley, with its castles, historic towns and vineyards, graphically illustrates the long history of human involvement with a dramatic and varied natural landscape.



Hanseatic City of Lübeck was founded in 1143 as 'the first western town on the Baltic coast'. The city provided a shining example for all the Hanseatic towns along the Baltic thanks to its commercial importance and outstanding brick Gothic

architecture. Surrounded by water on all sides, the Old Town with the seven spires of its five principal churches brings to life 1,000 years of history and has been protected as a UNESCO World Heritage site.

## THE HANSEATIC CITY OF LÜBECK



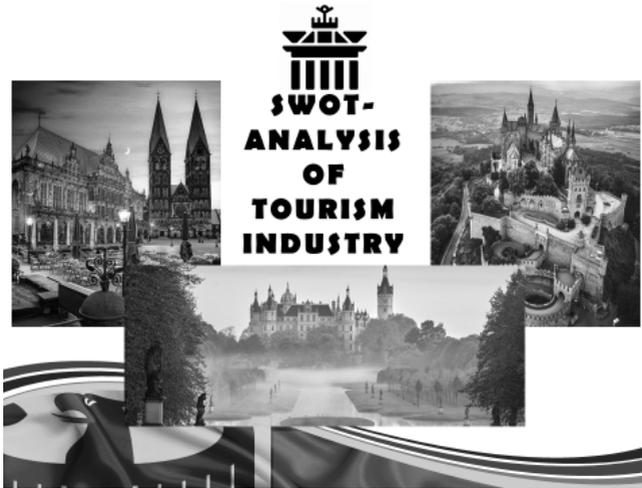
Lübeck, the undisputed Queen of the Hanseatic League, was founded in 1143 as 'the first western town on the Baltic coast' and provided a shining example for all the Hanseatic towns and cities along the Baltic.



The medieval old town is one of the foremost examples of brick Gothic architecture and reflects Lübeck's illustrious past as an early centre of international trade.

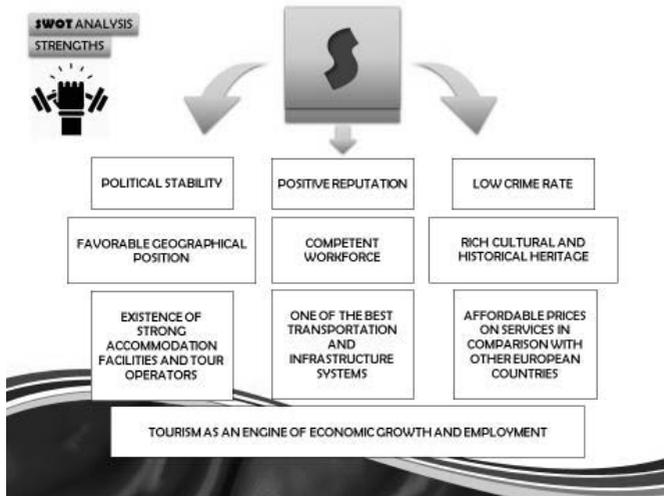


*Moving on to our next point for consideration I'd like to present you SWOT analysis of the tourism industry in Germany where main strengths, weaknesses, opportunities and threats have been evaluated.*



The main strengths of tourism in Germany are the following:

- Political stability
- Positive reputation
- Low crime rate (Germany has been deemed to be one of the safest countries in the world)
- Favorable geographical position (Indeed, Germany's location is incredibly beneficial. Central and southern regions have forested hills and mountainous terrain. In the north, the landscape flattens out to a wide plain. The country shares its coastline with Baltic Sea in the north and the North Sea in the northwest. Besides, Germany has one of the most developed river networks in the world. Danube, Rhine, Elbe, Oder, Moselle and Main are major rivers)
- Competent workforce
- Existence of strong accommodation facilities and tour operators
- The best transportation and infrastructure system
- Affordable prices on services in comparison with other European countries
- Rich cultural and historical heritage
- Tourism as an engine of economic growth and employment



– At the same time, there are a number of weaknesses including:

– Almost everything in Germany is closed on Sundays (Sundays are sacred for the Germans. Shops are closed and the hustle and bustle of town centers ceases to exist, if only for a day. Keep it in mind while planning your shopping)

– Too strict laws and regulations (It's not a secret that Germany has an abundance of laws, rules and regulations controlling almost every aspect of life. Some of them seem a bit weird and useless, but can result in big troubles from small fines to imprisonment. Therefore, to avoid unexpected difficulties tourists should be aware of them in advance. Interestingly, the Germans rarely find a rule they don't want to embrace. There is even a saying in the country: «Everything is forbidden; apart from that, do what you like»)

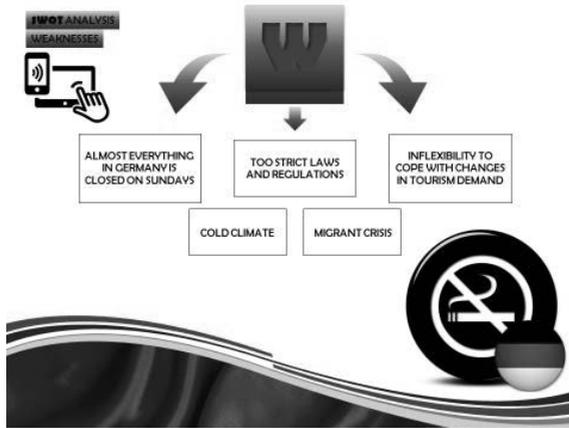
– Inflexibility to cope with changes in tourism demand

– Migrant crisis (Germany has been the most sought-after final destination in the EU migrant and refugee crisis. Nowadays they cause many problems, for instance the spike in the crime rates. Statistically saying, out of all the suspects logged by police in the report, around 34 percent of them were described as non-German)

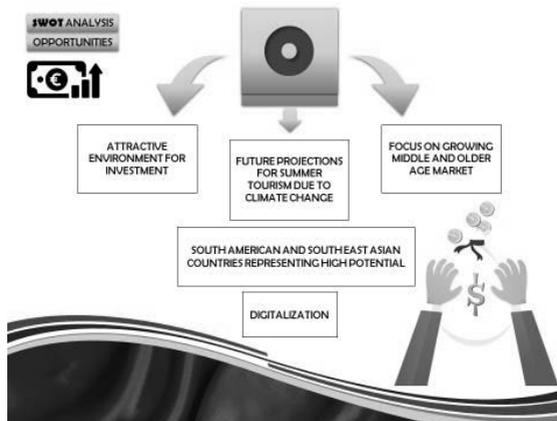
– Cold climate (Germany is well known for its chill, continental climate with affluent rainfall and long overcast season)

– As to opportunities for tourism that are present in Germany, *they are as follows:*

– Attractive environment for investments



- Future projections for summer tourism due to climate change (Rising temperatures, less rainfall in summer increase the attractiveness of German tourist destinations, and can significantly extend the swimming season. By 2100, the summer season could last about 60 days longer. It would amount to 25 to 30 percent more tourists in Germany)
- Focus on growing middle and older age market
- South American and south east Asian countries represent high potential (Experts predict almost four million additional overnight stays in Germany by 2030)
- Digitalization

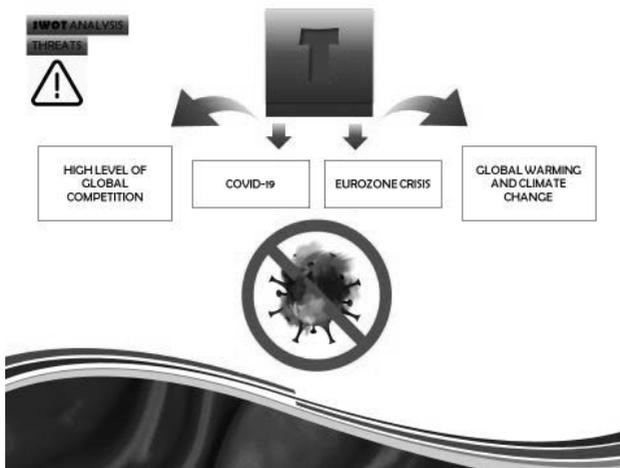


*Speaking about threats which tourism in Germany faces, it's worth noting the following:*

- Eurozone crisis (It's a period of economic uncertainty in the euro zone beginning in 2009 that was caused by high levels of public debt)

- Global warming and climate change (I've already described its benefit. However, it has a lot of downsides. As a result of climate change, the risk of heavy rain, storm surges, floods increases. Such floods can cause damage to tourist facilities and prevent potential visitors from travelling to the affected region. Apart from material damage, the affected tourism regions also suffer from lower income)

- High level of global competition (According to the World Tourism Organization's report, Germany ranks the 8<sup>th</sup> among the most visited countries in 2019)



*Now we come to the final part of explaining two possible ways for tourism improvement and oversimplifying. Firstly, there are some illegal acts I'd suggest to revise either by making an exception for tourists or reducing a fee. Addressing a policeman with the informal «you» implies a fine of up to insane €600. I find it's highly unfair to punish a person for unconscious mistakes in a foreign language. Throwing away bottles in the recycling bins is strictly forbidden in certain hours. Without any doubts, that's a pretty useful rule, but attendees may be not aware of it and then face unpleasant consequences. Showing the Nazi salute, or any other Nazi symbol and singing the first verse of the national anthem is considered an insult and may result in imprisonment. Obviously, everyone should know it, but I prefer to be understanding and forgiving to mistakes and jokes. Last one is getting on public transport without a ticket. Again, a case can be owing to a lack of knowledge.*

## WAYS TO IMPROVE TOURISM

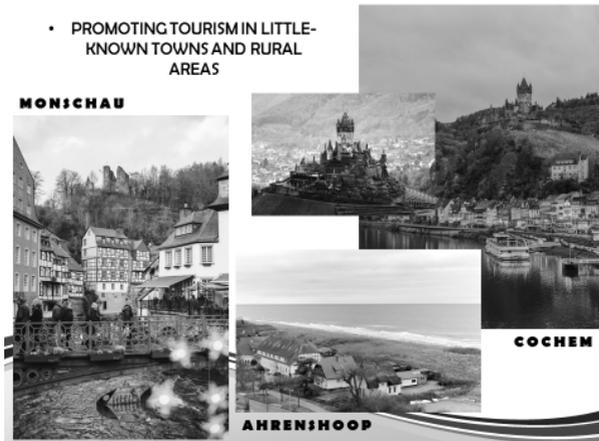
- SIMPLIFYING UNNECESSARY REGULATORY AND ADMINISTRATIVE IMPEDIMENTS TO TRAVEL AND TOURISM MOBILITY



ACT	PUNISHMENT
Addressing a policeman with the informal «you»	A fine of up to €600
Throwing away bottles in the recycling bins which is strictly forbidden in certain hours	
Showing the Nazi salute, or any other Nazi symbol and singing the first verse of the national anthem	Can result in a steep fine or imprisonment of up to 5 years
Getting on public transport without a ticket	A fine of up to €60

Secondly, I propose promoting tourism in little-known towns and rural areas. In the past five years, tourism has seen some huge changes. Large numbers of travelers have lost interest in well-advertised destinations. Instead, they are keen on trying local cuisine, seeing local sights and making a connection to the lifestyles of inhabitants. The suitable places to experience it are small local towns and villages. There, life hasn't yet been adapted to tourist needs and its authenticity seems right. Suchwise, a town is also implementing a business attraction strategy by building a tourism sector. Even despite a probable lack of outstanding tourism resources, the area may become a prosperous tourism destination due to a very personalized marketing method. Here are represented several towns which hide great potential.

- PROMOTING TOURISM IN LITTLE-KNOWN TOWNS AND RURAL AREAS

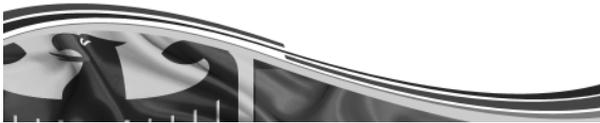


*That's it for today. Thank you so much for your attention. Now I'd like to invite any questions or comments you may have.*

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## PART 2

**TASK 1. Read through these phrases. Write ‘who’ (introducing yourself), ‘why’ (telling your audience the purpose of your presentation), ‘what’ (outlining the main points that you’re going to develop and the order in which you would like to develop these) or ‘how’ (addressing your audience’s needs and giving information about time limit, coffee break, taking notes, etc.) next to each phrase.**

1. On behalf of Mr. Keane, may I welcome you to Jackson Inc. My name’s Jo Black and I’m responsible for ... ..
2. My purpose today is to ... ..
3. I’m going to develop three main points. First, ... Second, ... Third, ... ..
4. Let me introduce myself. I am ... I am a ... ..
5. I’ll pass round copies of my slides so you can make notes as I go through the presentation. ....
6. Before I continue, let me tell you something about myself. ....
7. Today I would like to give you a general overview of ... ..
8. I’ve divided my presentation into three main points. I would like to begin with ... ..
9. So, I’ll be addressing three main points and the first one is going to be ... The second point will be ... And finally the last point is ... ..

10. I'm going to outline three proposals. Firstly, I'll ... Then, I'd like to... and finally...
11. Today, I'm going to bring you up to date with ...
12. The presentation should last about five minutes.
13. We'll take a short coffee break at about 10.30.
14. My objective today is to...
15. Morning everyone. Thanks for coming. My name is Luca and I'm in charge of ...
16. If you have any questions, I'd be grateful if you could leave them until the end.
17. I'm happy to take any questions after that.
18. For those who don't know me, my name is Carlos Lopez and I'm the managing director.
19. We can take two or three questions at the end of each point.
20. You don't need to take notes as we'll be handing out presentation booklets.
21. I would like to start with ... And then ... Lastly ...
22. Today, I'm going to tell you ...
23. What I am going to do today is review ...
24. Please feel free to interrupt me at any time if you have a question.
25. The reason we are here today is to ...
26. Morning everyone. I'm ... I'm a ... at ...

**TASK 2. Write Sig (Signal), Sum (Summary), Conc (Conclusion) or CR (Closing Remarks) next to the phrases below.**

1. So, that brings me to the end of my presentation.
2. Let me summarise what we've looked at.
3. Thank you for your attention.
4. I'll briefly summarise the main issues.
5. I'll now hand out ...
6. I suggest Johannes ... and Michel ...
7. I'd like to summarise.
8. I'd like to conclude by strongly recommending ...
9. So, that completes our presentation.
10. Let me just go over the key [points again].
11. To sum up ...
12. I trust you gained an insight into ...
13. To conclude, I'd like to leave you with the following thought ...
14. Well, that covers everything I want to say.
15. If you have any questions, I'd be happy to answer them.
16. At this stage, I'd like to go over ...
17. In my opinion, the only way forward is to ...
18. Thank you for listening.
19. To summarise, I'll run through my three topics.
20. In conclusion, I'd like to leave you with the following idea.

**TASK 3. Phrases below are examples of signposts. Read them and decide which of them are used as a link in the beginning of a section and which of them are appropriate as a link for the ending.**

1. Moving on now to ... ..
2. I would like to begin by ... ..
3. Let's now turn to ... ..
4. Let's start with my presentation ... ..
5. So, first of all ... ..
6. Now, turning to ... ..
7. Now, what about ...? .....
8. Let me move on to ... ..
9. So, that's the general picture for ... ..
10. I'd like to conclude this point by saying ... ..
11. This leads me to a point ... ..
12. So, we've looked at ... ..
13. That completes my overview of ... ..
14. Let's just recap ... ..
15. So, that's pretty much ... ..
16. And this is ... ..
17. Next we come to ... ..
18. So, that was ... ..
19. My next point is ... ..
20. That's all I want to say about ... ..
21. So, that covers this point. ....
22. And finally ... ..

**TASK 4. Match the signposts with the examples.**

1. change direction and/ or depart from the original plan of your presentation	a. I'd like to expand/ elaborate on that ...
2. refer to an earlier point	b. Let's just recap ...
3. refer to a point that is coming later	c. Let me digress for a moment ...
4. repeat something	d. Let me put that in a nutshell ...
5. give a wider perspective	e. I'd like to go back to a point I mentioned earlier...
6. give a deeper analysis	f. I'll be coming to that later ...
7. give just the basic information	g. Let me give you another example ...

**TASK 5. Read this text. Write the techniques from the box below in gaps (1-7) in the text.**

What's in it for me? (WIIFM)	Question and answer
Expert testimony or historical evidence	Quotations
Meet the people	Enrolment questions
Shocking statements or startling statistic	

## Hot tips to 'jump start' your presentation

(1).....

Make your audience feel welcome as they arrive. Smile, make introductions, say a few words about yourself and ask some questions. Offer some refreshments.

This technique helps to:

- break the ice
- calm your nerves
- build a relationship
- initiate dialogue
- create interaction

GOOD FOR: Presentations to small groups

(2) .....

Address the audience's needs and concerns by telling them what benefits they will gain from listening to your presentation and use the word 'you' when you do this. This technique helps to:

- focus on the needs of your audience
- focus on benefits and not features
- create desire and anticipation
- raise expectations
- build rapport

GOOD FOR: Sales pitches or presentations where you need to persuade or convince

(3) .....

Question the audience directly and get them to respond to you by answering 'yes' or 'no' or by raising hands. This technique helps to

- focus the audience on the subject
- generate an interactive relationship
- create dialogue
- build interest

GOOD FOR: Small to medium-sized audiences

(4) .....

Find something original or exciting in newspapers, magazines, books, in-house literature, press releases or on the Internet. Make it clear that you are using somebody else's words. This technique helps to:

- give another voice
- build credibility
- create interest

GOOD FOR: All types of presentation

(5) .....

Say something which is short and simple but unusual, surprising and / or provocative. Clarify your source. This technique helps to:

- get a high level of attention with a shock effect
- give another voice

GOOD FOR: Most presentations but take care the shock effect does not alienate the audience

(6) .....

Give objective evidence or facts from an authoritative source. This technique helps to:

- give another voice
- be convincing
- build credibility

GOOD FOR: Specialist presentations

(7) .....

Ask something and then go on to answer it yourself. This technique helps to:

- raise expectations
- engage the audience in problem-solving thinking
- make the audience want to see 'what's on the next page'

GOOD FOR: Presenting recommendations / stations

*(Retrieved and modified from Williams E. Presentations in English. – Macmillan, 2008)*

## TASK 2

Select any topic of your professional interest and prepare a presentation. Your fellow students will assess your public speaking skills according to the following criteria:

### CRITERIA USED FOR EVALUATING SPEECHES

**The average speech (grade C) should meet the following criteria:**

1. Conform to the kind of speech assigned (formative, persuasive, etc.).
2. Be ready for presentation on the assigned date.
3. Conform to the time limit.
4. Fulfill any special requirements of the assignment such as preparing an outline, using visual aids, conducting an interview etc.
5. Have a clear specific purpose and central idea.
6. Have an identifiable introduction, body, and conclusion.
7. Show reasonable directness and competence in delivery.
8. Be free of serious errors in grammar, pronunciation, and word usage.

**The above average speech (grade B) should meet the preceding criteria and also:**

1. Deal with a challenging topic.
2. Fulfill all major functions of a speech introduction and conclusion.
3. Display clear organization of the main points and supporting materials.
4. Support the main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency.
5. Exhibit proficient use of connectives – transitions, internal previews, internal summaries and signposts.
6. Be delivered skillfully enough so as not to distract attention from the speaker's message.

**The superior speech (grade A) should meet all the preceding criteria and also:**

1. Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience.
2. Sustain positive interest, feeling, and/ or commitment among the audience.
3. Contain elements of vividness and special interest in the use of language.
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker's message.
5. Reinforce or re-establish the thesis, purpose, or central question.

**The below average speech (grade D or F) is seriously deficient in the criteria required for the C speech.**

# APPENDIX

## A Glossary of Hospitality Acronyms, Abbreviations and Jargon

### Common Hotel Acronyms

New to the hospitality industry? Do you hear new, unfamiliar terms? One of the most remarkable things in working within the hospitality industry is the number of abbreviations and unique terms in use. So often, individuals who are new to the industry have to stop and ask for an explanation or make a note to go look up those acronyms later. You can find a high level list of frequently used acronyms below.

<b>ADR</b>	Average Daily Rate
<b>AGOP</b>	Adjusted Gross Operating Profit
<b>AGR</b>	Agreed. The number of guestrooms or covers contracted to a group
<b>ALOS</b>	Average Length of Stay
<b>ARI</b>	Availability, Rates and Inventory
<b>AV</b>	Audio Visual
<b>BAR</b>	Best Available Rate
<b>BC</b>	Banquet Check. A check that is presented to a meeting planner at the conclusion of the event. It will include all event related charges.
<b>BEO</b>	Banquet Event Order. Includes details such as menus, audio visual equipment, room set up, time, function, room, etc
<b>BKG</b>	Booking
<b>BOH</b>	Back of House. The areas of a hotel that have little or no direct guest contact, such as kitchen areas, engineering and maintenance, and the accounting department.
<b>CMP</b>	Complete Meeting Package – a per person charge, inclusive of guest room, food and beverage, and proportional percentage of all other event charges.
<b>COS</b>	Cost of Sale
<b>COTB</b>	Comparative on the Books
<b>CRM</b>	Customer Relationship Management
<b>CRS</b>	Central Reservation System
<b>CSM</b>	Conference Service Manager or Convention Service Manager
<b>CVB</b>	Convention and Visitors Bureau meetings and conventions.
<b>DDR</b>	Delegate Day Package
<b>DMC</b>	Destination Management Company
<b>DOC</b>	Director of Catering
<b>DOSM</b>	Director of Sales and Marketing
<b>EXP</b>	Expected. The number of guests anticipated
<b>F&amp;B</b>	Food & Beverage

<b>FAM</b>	Familiarization Tour. A complimentary or reduced-rate travel program for travel agents, tour operators, media, etc., designed to acquaint them with a specific destination to stimulate sale of travel.
<b>FIT</b>	Free and Independent Traveller (guests that are not part of a group or package)
<b>FOH</b>	Front of House. All guest-facing staff and areas of a hotel.
<b>FOM</b>	Front Office Manager
<b>FR</b>	Function Room
<b>GBP</b>	Group Booking Pace
<b>GDS</b>	Global Distribution System
<b>GM</b>	Gross Margin
<b>GOP</b>	Gross Operating Profit (Revenue less expenses)
<b>GOPPAR</b>	Gross Operating Profit per Available Room, measures performance across all revenue streams
<b>GOR</b>	Gross Operating Revenue
<b>GRC</b>	Group Rooms Control Log
<b>GSO</b>	Global Sales Office
<b>GTD</b>	Guaranteed. Prior to a function, the figure given by a meeting planner to the property for the number of persons to be served.
<b>IPO</b>	Individual Pays Own
<b>MAR</b>	Minimum Acceptable Rate
<b>MICE</b>	Meetings, Incentives, Conventions and Exhibitions
<b>MLOS</b>	Minimum Length of Stay
<b>MOD</b>	Manager on Duty
<b>MOM</b>	Month on Month
<b>MTD</b>	Month to Date
<b>MUR</b>	Make Up Requested
<b>NRB</b>	Negotiated Rate Business. Sometimes referred to as Corporate Negotiated Rates or Local Negotiated Rates. It is contracted business for a certain period of time (seasonally, annually) for certain rates across multiple properties within a hotel company or brand.
<b>NSO</b>	National Sales Office. Same as a Sales Center.
<b>OOO</b>	Out of Order
<b>PMS</b>	Property Management System
<b>POS</b>	Point of Sale system
<b>PPPN</b>	Per Person, Per Night
<b>PRPN</b>	Per Room, Per Night
<b>REV</b>	Revenue
<b>REVMAX</b>	Revenue Maximum
<b>REVPAR</b>	Revenue per Available Room. A combination of paid occupancy percentage and average daily rate.

<b>RFP</b>	Request for Proposal
<b>RMS</b>	Revenue Management System
<b>RN</b>	Room Night
<b>ROH</b>	Run of House
<b>ROI</b>	Return on Investment
<b>S&amp;C</b>	Sales & Catering. The teams responsible for selling and servicing group business contracted at a hotel.
<b>SMERF</b>	Market Segment, defined as: Social, Military, Educational, Religious, Fraternal
<b>SOP</b>	Standard Operating Procedure
<b>SRP</b>	Standard Rate Plan
<b>STLY</b>	Same Time Last Year
<b>TD</b>	Turn Down

*(Retrieved from <https://www.amadeus-hospitality.com/insight/common-hospitality-acronyms-defined/>)*

### **Hospitality Acronyms, Abbreviations and Jargon**

**ADR:** Average daily rate

**AI:** all inclusive (not artificial intelligence!)

**Aparthotel:** These days, some hotels offer entire apartments, rather than just bedroom and ensuite bathroom. Traditionally, these would be called suites, but these days many urban locations, in particular, market themselves as aparthotels. Features such as fitted kitchens make them popular with professionals and longer stay guests.

**AV:** Audio visual equipment

**BB/ DBB:** Bed and breakfast / Dinner, bed and breakfast included.

**BHA:** British Hospitality Association

**Boutique:** properties driven by design and style considerations, with special or unique features. Tend to be independently owned and run, often with smaller numbers of rooms.

**BRA:** Best rates available.

**Comp:** Short for complimentary or free of charge.

**Conference Hotels:** are those that specialise in larger events, tending to have large numbers of rooms and specialised facilities.

**Contract rooms:** This refers to rooms that are booked by a special contract for an extended period. This type of arrangement tends to be the domain of permanent guests, airline staff and others.

**Day guests:** Hotel visitors who arrive and leave the same day; usually to use facilities such as the spa or restaurant.

**DB/ Direct Booking:** This means when customers book directly with the hotel, whether by phone or the company's own site, as opposed to using outside parties like a GDS or OTA. Some hotels incentivise this practise by offering a discount, as it saves them being charged a commission from the likes of Booking.com, Trivago and others.

**DC/Distribution Channel:** The various ways guests can book with a hotel. Includes GDS, OTA, or by phone or the hotel's own website.

**DND:** Do not disturb

**ETA:** Estimated time of arrival.

**Extended Stay:** Occasionally you might come across a property described as an "extended stay hotel". These businesses specialise in longer stay guests. Their rooms will have features such as kitchens and offer weekly rates for guests.

**FB/Full Board:** An accommodation rate that includes all three main meals, as well as a bed for the night.

**GDS:** Global distribution system. In other words, a reservation management system that lets professionals make a series of reservations or booking types in one process- for example car rental, travel tickets and a hotel room all in the same swoop.

**GM:** General manager

**Golf Hotel:** As it sounds, but to have the name "golf hotel" the property must have its own golf course as part of the same site. It is not sufficient, for example, to simply have a course nearby or offer guests discounts on a separate golf club.

**HB/ Half Board:** A room rate that includes breakfast and one other meal, whether lunch or dinner.

**Hospitality Tray:** The tray of refreshments in a hotel room, such as tea, coffee, biscuits etc. More upmarket hotels will sometimes use this term, usually denoting hand-picked, higher quality items.

**IBE:** Internet booking engine

**IPO/ EPO:** The Individual pays own, or each pays their own share.

**KS/ SKS:** King Size or Super King Size. Refers to rooms or beds most often.

**Late charges:** Costs passed on for things that weren't settled on departure by a hotel guest.

**Late check-out:** A guest departing at a later than usual time. Sometimes hotels will allow later departure with certain dates or deals, or offer this option for an extra fee.

**MOD:** The manager on duty, usually referred to simply as duty manager.

**No show:** A hotel guest that does not check in or cancel after reserving a room.

**Occupancy:** Refers to how full a hotel is booked, usually as a percentage of rooms booked against the total available. So if a hotel is running at an average of 50% occupancy, half its rooms are typically booked.

**OTA:** Online travel agents

**PP:** Per person

**PPPN:** per person, per night

**PRPN:** Per room per night

**Rack rate:** The normal price for a room, prior to any offers or discounts being applied.

**RO:** Room only. I.e. no breakfast or any extras.

**RBO:** Rental by owner. These are accommodation types where individuals rent rooms, beds or entire actual properties to travellers via the likes of Airbnb. The nemesis of B&Bs and smaller hotels, according to some observers!

**RO:** Room only

**Serviced Apartments:** Long stay accommodation. Often includes cleaning and other services, but tends to be a self-catering arrangement, where meals, 24h service etc are not necessarily included.

**Spa hotel:** A hotel with this moniker must have accredited spa facilities and practitioners; it is not enough, for example, just to have beauty or pampering treatments onsite.

**Walk-in:** A guest who comes to stay at a hotel with no booking.

*(Retrieved from <https://www.clock-work.co.uk/blog/post/a-glossary-of-hotel-acronyms-abbreviations-and-jargon>)*

### Common Abbreviations

4WD: 4-wheel drive (we also say *SUV: sport utility vehicle*)

ASAP: as soon as possible (also written *a.s.a.p.*)

ATM: automated teller machine (the trade name *Cashpoint* is often used in the UK, and we also say *cash machine*)

BYO: bring your own (customers are allowed to bring their own alcohol to a restaurant – either offered as a cost-saving incentive for the customer, or used when a restaurant doesn't have a licence to sell alcohol. The fee a restaurant charges the customer for opening the bottle is called *corkage*)

CCTV: closed-circuit television

CRS: computer reservation system (also known as *central reservation system*)

APEX: Advance Purchase Excursion (an APEX fare is an especially cheap air

CSQ: customer survey questionnaire

DST: daylight saving time

E: electronic

EHO: Environmental Health Officer

ESA: environmentally sensitive area (conservation areas defined by the EU)

EST: Eastern Standard Time / PST: Pacific Standard Time / MST: Mountain Standard Time / CST: Central Standard Time / AST: Atlantic Standard Time (there is also an *Alaskan Standard Time*) / PST

ETA: estimated time of arrival

ETD: estimated time of departure

FAA: Federal Aviation Administration

fare which must be booked a certain time before the date of departure – usually 1 - 4 weeks – and allows a stay of a certain length – usually more than one week and less than six)

FET: foreign escorted tour

FFP: frequent flyer programme

GDS: global distribution system (also known as a *global reservation system*).

These can also be used for hotel reservations, car rental, etc)

GMT: Greenwich Mean Time

HAG: have-a-go (an idiomatic expression)

HQ: headquarters

IDD: International Direct Dialling

LRV: light refreshment voucher

OW: one way (also called a *single* in British English)  
PNR: passenger name record  
POS: point of sale  
PRO: Public Relations Officer  
ROI: return on investment (also called *return on capital*)  
RRP: recommended retail price  
RT: round trip (also called a *return* in British English)  
RTW: round the world  
VIP: very important person  
ZIP: Zone Improvement Plan (spoken as one word. A *ZIP code* is called a *postcode* in British English)

*(Retrieved and modified from: Wyatt R. Check your English Vocabulary for Leisure, Travel and Tourism. – A&C Black Publishers Ltd, 2007)*

### **Abbreviations in Holiday Brochures**

1F = first floor  
2F = second floor  
a.m. = before noon (= *ante meridiem*)  
a/c = air conditioning  
ABTA = Association of British Travel Agents (a British bonding scheme designed to protect or compensate travellers if, for example, the tour operator goes into liquidation while the traveller is on holiday)  
Apr = April  
apt = apartments  
ATOL = Air Travel Organiser's Licence (a British licence which has to be held by any company or person offering package holidays or charter flights, and includes a bond to protect travellers if the company goes into liquidation)  
b = bathroom  
bkgs = bookings  
chq = cheque  
dep = depart  
est = estimated  
fts = flights  
FOC = Friends of Conservation (an environmental protection and support group)  
GF = ground floor  
hrs = hours  
IATA = International Air Transport Association (an organization which regulates international air travel)  
IDD = International Direct Dialling  
IIP = Investors in People (a British organization: IIP members continually work to improve the quality of their staff so that they provide a better quality of service)  
incl = including  
Jul = July

k = kitchen  
locn = location  
mbr = member  
min = minimum  
mins = minutes  
n/a = not available *or* not applicable  
nr = near  
nts = nights  
p.m. = after noon (= *post meridiem*)  
PLC = public limited company  
pp = per person  
priv = private  
pw = per week  
Sat = Saturday  
SC = self-catering  
TC = traveller's cheques  
TV = television  
VAT = Value Added Tax (a tax, common in all EU countries, imposed as a percentage of the invoice value of goods and services)  
wc = toilet (= *water closet*, a formal expression)  
Wed = Wednesday  
wkly = weekly

*(Retrieved and modified from: Wyatt R. Check your English Vocabulary for Leisure, Travel and Tourism. – A&C Black Publishers Ltd, 2007)*

### **International organisations**

ACI = Airports Council International  
ASEAN = Association of South-East Asian Nations  
ATA = Africa Travel Association  
BITS = International Bureau of Social Tourism  
CE = Council of Europe  
CIS = Commonwealth of Independent States  
EFTA = European Free Trade Association  
EU = European Union  
FIA = International Automobile Federation  
FICC = International Federation of Camping and Caravanning  
FIYTO = Federation of International Youth Travel Organizations  
IACVB = International Association of Convention and Visitor Bureaux  
IATA = International Air Transport Association  
IATM = International Association of Tour Managers  
IBRD = International Bank for Reconstruction and Development  
ICAO = International Civil Aviation Organization  
ICS = International Chamber of Shipping  
IFTO = International Federation of Tour Operators  
IHRA = International Hotel and Restaurant Association

ILO = International Labour Organisation  
IMF = International Monetary Fund  
ISO = International Organisation for Standardization  
IYHF = International Youth Hostel Federation  
OAS = Organization of American States  
OAU = Organization of African Unity  
OECD = Organisation for Economic Co-operation and Development  
PATA = Pacific Asia Travel Association  
SPTO = South Pacific Tourism Organization  
UFTAA = Universal Federation of Travel Agents Associations  
UNDP = United Nations Development Programme  
UNEP = United Nations Environment Programme  
UNESCO = United Nations Educational, Scientific and Cultural Organization  
WATA = World Association of Travel Agencies  
WHO = World Health Organization  
WICE = World Industry Council on the Environment  
WLRA = World Leisure and Recreation Association  
WTO = World Tourism Organization  
WTTC = World Travel and Tourism Council

*(Retrieved and modified from: Wyatt R. Check your English Vocabulary for  
Leisure, Travel and Tourism. – A&C Black Publishers Ltd, 2007)*

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