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Кафедра гісторыі Беларусі і музеязнаўства

УЗГОДНЕНА

Загадчык кафедры

\_\_\_\_\_ М.А.Бяспалая

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УЗГОДНЕНА

Дэкан факультэта

\_\_\_\_\_ М.А.Яцэвіч

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ВУЧЭБНА–МЕТАДЫЧНЫ КОМПЛЕКС  
ПА ВУЧЭБНАЙ ДЫСЦЫПЛІНЕ

**СПЕЦТЕРМІНАЛОГІЯ НА ЗАМЕЖНАЙ МОВЕ**

для спецыяльнасці 1-23 01 12 Музейная справа і ахова гісторыка-  
культурнай спадчыны (па напрамках)

Складальнік:

дацэнт кафедры гісторыі Беларусі і музеязнаўства, кандыдат

гістарычных навук, дацэнт А.Я.Паўлава

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## ТЛУМАЧАЛЬНАЯ ЗАПІСКА

Вучэбна–метадычны комплекс па курсу “Спецтэрміналогія на замежнай мове” для студэнтаў спецыяльнасці 1-23 01 12 “Музейная справа і ахова гісторыка–культурнай спадчыны” (па напрамках) распрацаваны ў адпаведнасці з Кодэксам Рэспублікі Беларусь аб адукацыі ад 13.01.2011 г.; адукацыйным стандартам вышэйшай адукацыі па спецыяльнасці 1–23 01 12 Музейная справа і ахова гісторыка–культурнай спадчыны 2013 г.; тыповым вучэбным планам і графікам адукацыйнага працэсу. Праграма вучэбнай дысцыпліны узгоднена з праграмамі іншых вучэбных дысцыплін, якія выкладаюцца на кафедры гісторыі Беларусі і музеязнаўства.

Прапануемы ВМК арыентаваны на студэнтаў рознага ўзроўню валодання мовай. Асаблівасць дадзенага курсу ў тым, што ён накіраваны на вывучэнне тэрміналогіі, якая выкарыстоўваецца ў галіне турызму, і мае універсальны характар.

Мэта вывучэння - фарміраванне спецыяльнай камунікатыўнай іншамоўнай кампетэнцыі студэнтаў на ўзроўні, дастатковым для арыентавання ў камунікатыўнай прафесійным асяроддзі.

Задачы дысцыпліны:

- карэкцыя, сістэматызацыя і развіццё спецыяльных прафесійных камунікатыўных навыкаў;
- фарміраванне ведаў лексічнага матэрыялу і камунікатыўнай граматыкі для выкарыстання ў прафесійнай дзейнасці;
- развіццё здольнасці да прафесійных зносін на замежнай мове.

У ВМК ўлічаны патрабаванні адукацыйнага стандарта цыклу агульна-прафесійных і спецыяльных дысцыплін.

Прапанаваная дысцыпліна з'яўляецца лагічным дадаткам да дысцыплін па вывучэнні замежнай мовы і профільных дысцыплін па спецыяльнасці і прызначана для далейшага развіцця моўных навыкаў будучых спецыялістаў у галіне міжнароднага турызма.

Зместам вучэбнай дысцыпліны “Спецтэрміналогія на замежнай мове” прадугледжана фарміраванне наступных кампетэнцый у адпаведнасці з адукацыйным стандартам вышэйшай адукацыі першай ступені.

#### **АКАДЭМІЧНЫЯ КАМПЕТЭНЦЫ:**

- АК-1 Умець выкарыстоўваць базавыя навукова-тэхнічныя веда для вырашэння тэарэтычных і практычных задач.
- АК-2 Валодаць сістэмным і параўнаўчым аналізам.
- АК-3 Валодаць даследчымі навыкамі.
- АК-4 Умець працаваць самастойна.
- АК-5 Быць здольным паражаць новыя ідэі.
- АК-6 Валодаць міждысцыплінарным падыходам да вырашэння праблем.
- АК-7 Мець навыкі, звязаныя з выкарыстаннем тэхнічных сродкаў, кіравання інфармацыяй і кампутарам.
- АК-8 Валодаць навыкамі вуснай і пісьмовай камунікацыі.
- АК-9 Умець вучыцца, павышаць кваліфікацыю на працягу ўсяго жыцця.
- АК-10 Валодаць метадычнымі ведамі і даследчымі ўменнямі, якія забеспечваюць вырашэнне задач інавацыйна-метадычнай і надзейнасці ў галіне інфармацыйнай дзейнасці.

#### **Сацыяльна-асобасныя кампетэнцыі:**

СЛК-6 Умець працаваць у камандзе

СЛК-7 Умець фарміраваць і адстойваць асабістыя меркаванні

У выніку вывучэння дысцыпліны студэнт павінен ведаць:

- спецыфіку прафесійнай сістэмы замежнай мовы ў яе лексічным і граматычным аспектах;

- прафесійныя нормы дзелавых зносін, а таксама правілы моўнага этыкету, якія дазваляюць спецыялістам эфектыўна выкарыстоўваць замежную мову ў прафесійнай дзейнасці;
- спецыфіку сваёй будучай прафесійнай дзейнасці з мэтай вольнага выказвання і апелявання дадзенымі ў галіне міжнароднага і ўнутраняга турызму.

У выніку вывучэння дысцыпліны студэнт павінен умець:

- у галіне камунікацыі (вусная маналагічная і дыялагічная гаворка) студэнты павінны ўмець стварыць і агучыць разгорнутае падрыхтаванае і непадрыхтаванае выказванне па разглядаемых тэмах, рэзюмаваць атрыманую інфармацыю, а таксама ўступаць у гутарку з суразмоўцам, падтрымліваць і завяршаць размову, выкарыстоўваючы актыўныя маўленчыя формы, абменьвацца прафесійнай інфармацыяй і індывідуальнымі ведамі;
- у галіне аўдыравання студэнты павінны ўмець успрымаць на слых іншамоўную гаворку ў натуральным тэмпе (прафесійна накіраваныя аўтэнтычныя тэксты) з рознай паўнатай і дакладнасцю іх зместа, прайграваць пачутае пры дапамозе паўтарэння, перафразавання, пераказвання, аналізу;
- самастойна шукаць і выкарыстоўваць пры падрыхтоўцы да заняткаў прафесійную літаратуру і іншыя неабходныя матэрыялы пры выкарыстанні асноўных навыкаў чытання, перакладу і сістэматызацыі інфармацыі.

У выніку вывучэння дысцыпліны студэнт павінен валодаць:

1. у галіне чытання студэнты павінны валодаць усімі відамі чытання (якое вучэбнае, азнаямленчае, праглядальнае, пошукавае), поўна і дакладна разумець змест аўтэнтычных тэкстаў (перш за ўсё, прафесійна арыентаваных), самастойна аналізаваць тэкст і выказаць уласнае меркаванне па змесце тэксту;

2. у галіне пісьмовай мовы студэнты павінны валодаць навыкамі складання лістоў, дзелавой перапіскі, правільна выкарыстоўваць граматычныя канструкцыі і прафесійную лексіку;
3. у галіне перакладу студэнты павінны валодаць навыкамі перакладу профільнай прафесійнай неадаптаванай літаратуры, а таксама валодаць асновамі перакладу з ліста і сінхроннага перакладу з выкарыстаннем спецыяльнай прафесійнай лексікі.

Дадзеная дысцыпліна патрабуе наяўнасці ведаў па розных напрамках прафесійнай і непрафесійнай дзейнасці. Яна ўключае з сябе тэмы, якія цесна звязаны з ведамі ў галіне іншых гуманітарных дысцыплін: "Гісторыя і арганізацыя турызму», «Турыстычны патэнцыял Беларусі", "Тэорыя турызму», а таксама «Гісторыя Беларусі ў кантэксце сусветных цывілізацый», «Музейная справа», «Ахова гісторыка-культурнай спадчыны» і іншымі.

Для фарміравання і развіцця дадзеных навыкаў выкарыстоўваюцца як традыцыйныя, так і інавацыйныя метады, якія дазваляюць не абмяжоўвацца кагнітыўным засваеннем дысцыпліны. Дысцыпліна прадугледжвае правядзенне самастойнай творчай працы па індывідуальным пошуку і прэзентацыі інфармацыі па выбраных напрамках. З гэтай мэтай студэнтам для самастойнага рэферыравання прапануюцца артыкулы з замежных часопісаў і газет, відэа матэрыялы на замежнай мове.

Згодна вучэбнаму плану па дысцыпліне «Спецтэрміналогія (на замежнай мове)» прадугледжана 268 гадзін, з іх 150 гадзін - аўдыторныя практычныя заняткі. Прамежкавая форма кантролю - залік, рэкамендуемая канчатковая форма кантролю - іспыт.

# I. ТЭАРЭТЫЧНЫ РАЗДЗЕЛ

## ПЛАН-КАНСПЕКТ ЗМЕСТУ ВУЧЭБНАЙ ДЫСЦЫПЛІНЫ

### Part 1. The Introduction

#### *Тема 1. Types of Tourism*

Tourism and its history. Development of mass tourism. The role of travel industry in economy of the country. Peoples' reasons for travelling, personal motives. Traditional and special types of tourism. World-famous events and attractions. Ecotourism. Adventure tourism. Business tourism. Cultural tourism. Sport tourism. Medical tourism. Religious tourism and other types.

#### **Tourism**

Twenty years ago not many people travelled overseas for their holidays. The majority of people stayed to have holidays in their country. Today the situation is different and the world seems much smaller.

It is possible to book a holiday to a seaside resort on the other side of the world. Staying at home, you can book it through the Internet or by phone. The plane takes you straight there and within some hours of leaving your country, you can be on a tropical beach, breathing a super clean air and swimming in crystal warm water of tropical sea.

We can travel by car, by train or plane, if we have got a long distance tour. Some young people prefer walking or hitch-hike travelling, when you travel, paying nearly nothing. You get new friends, lots of fun and have no idea where you will be tomorrow. It has great advantages for the tourists, who want to get the most out of exploring the world and give more back to the people and places visited. If you like mountains, you could climb any mountains around the globe and there is only one restriction. It is money. If you like travelling, you have got to have some money, because it is not a cheap hobby indeed. The economy of some countries is mainly based on tourism industry. Modern tourism has become a highly developed industry, because any human being is curious and inquisitive, we like leisure, visit other places. That is why tourism prospers.

People travel from the very beginning of their civilization. Thousands years ago all people were nomads and collectors. They roamed all their lives looking for food and better life. This way human beings populated the whole planet Earth. So, travelling and visiting other places are the part of our consciousness. That is why tourism and travelling are so popular.

Nowadays tourism has become a highly developed business. There are trains, cars and air jet liners, buses, ships that provide us with comfortable and secure travelling.

If we travel for pleasure, by all means one would like to enjoy picturesque places they are passing through, one would like seeing the places of interest, enjoying the sightseeing of the cities, towns and countries.

Nowadays people travel not only for pleasure but also on business. People have to go to other countries for taking part in different negotiations, for signing some very important documents, for participating in different exhibitions, in order to exhibit the goods of own firm or company. Travelling on business helps people to get more information about achievements of other companies, which will help making own business more successful.

There are a lot of means of travelling: travelling by ship, by plane, by car, walking. It depends on a person to decide which means of travelling one would prefer.

### **Tourism is highly developed business**

People on our planet can't live without traveling now. Tourism has become a highly developed business. There are express trains, cars and jet-air liners all of that provide you with comfort and security.

What choice to make? It's up to you to decide. There is a great variety of choice available for you.



Those who live in the country like going to a big city, visiting museums and art galleries, looking at shop windows and dining at exotic restaurants. City-dwellers usually like acquired holiday by the sea or in the mountains.

Most travelers carry a camera with them and take pictures of everything that interests them — the sights of a city, old churches, castles, mountains, lakes, waterfalls, forests, trees, flowers and plants, animals and birds. Later, perhaps years later, they will be reminded by the photos of the happy times they have had.

If you travel for pleasure you would like all means to enjoy picturesque areas you are passing through, you would like to see the places of interest in the cities, towns and countries. Traveling gives us a good opportunity to see wonderful monuments, cultural and historical places, to learn a lot about the history of the country you visit, about the world around us, to meet people of different nationalities, to learn a lot about their traditions, customs, culture. In other words, you will broaden your mind.

Nowadays people travel not only for pleasure but also on business. You have to go to other countries to take part in different negotiations, to sign contracts, to participate in different exhibitions, in order to push the goods produced by your firm or company. Traveling on business helps you to get more information about achievements of other companies which will make your own business more successful.

### ***Basic Definitions in Tourism'***

The World Tourism Organization distinguishes between three basic forms of tourism:

- domestic tourism, involving residents of the given country travelling only within the country;
- inbound tourism, involving non-residents travelling in another country;

- outbound tourism, involving residents travelling in another country. International tourism consists of inbound and outbound tourism.

Tourism expenditure can be defined as ‘the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination.’

International tourism expenditure is defined as expenditure of outbound visitors in other countries including their payments to foreign carriers for international transport.

Basic definitions of tourism were established at the United Nations Conference on Tourism and International Travel, Rome (1963) and by the United Nations Commission on Statistics (April, 1968).

These definitions were revised and updated at the World Tourism Organization (WTO) conference in Ottawa in June 1991 and certain recommendations were formulated.

These have been adopted by most countries. The WTO has published these in its report ‘Recommendations on Tourism Statistics.’

The WTO’s definition of the traveller moves away from the concept of the ‘visitor’ and distinguishes between the ‘tourist’ and the ‘excursionist.’ In fact, travellers can be categorised in four ways:

- Domestic visitors;
- International visitors;
- International tourists;
- Excursionists.

## The Domestic Visitor

For statistical purposes, the term 'domestic visitor' describes any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than an activity for which he/she is paid within the place visited.

Domestic tourism is very significant in world tourism as it represents, on average, over 80 per cent of all tourism movements.

## The International Visitor

The term international visitor describes any person visiting a country other than that in which he or she has usual place of residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

Two factors differentiate visitors from other international travellers: their country of residence and their motivation for travel.

Certain types of travellers are excluded from the category of 'tourist' for reasons other than that of residency. These are:

- people travelling for political reasons; refugees;
- people travelling for political / professional reasons: migrants, members of the armed forces, diplomats, embassy staff;
  - people travelling for professional reasons: nomads, border workers, seasonal workers, couriers;
  - people sent abroad by their companies or government. These are considered residents of the country where they normally live (temporary immigrants);
  - transit passengers and permanent immigrants.

## Classification of International Visitors

People who travel to work in a foreign country and are paid by this country have different motives for travelling than other visitors to the country. The WTO has devised a system of classifying international travellers into visitors who should be included in international tourism statistics and those who should not.

It is often difficult to identify and classify accurately each traveller in the global movement of people crossing borders: Are they in transit? Are they in transit for more or less than 24 hours? Are they remaining in the airport or staying at an airport hotel? Will they visit the town? And so on.

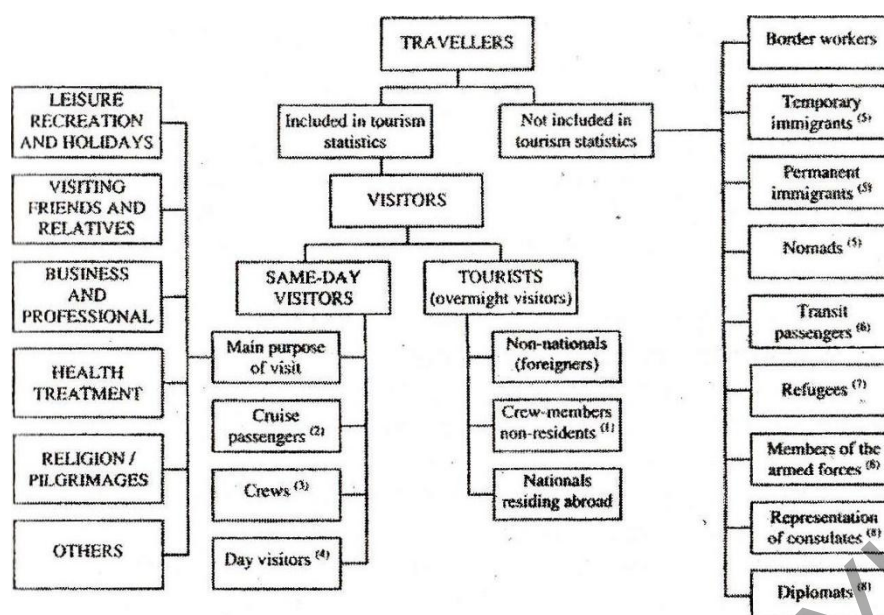
### The International Tourist

A visitor whose length of stay in a country reaches or exceeds 24 hours, thus spending at least one night in the visited country, is classified as a tourist. If his length of stay in the country is less than 24 hours he is categorised as a same-day visitor.

International tourists are defined as temporary visitors staying at least 24 hours in a country whose motive for travel can be described as being either for:

leisure (pleasure, holidays, health, study, religion or sport); or for: business, family or work assignments.

## **CLASSIFICATION OF INTERNATIONAL VISITORS**



*Notes:*

1. Foreign air or ship crews docked or in layover and who use the accommodation establishments of the country visited.

2. Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organisation (IMO, 1965) and who spend the night aboard ship even when disembarking for one or more day visits.

3. Crews who are not residents of the country visited and who stay in the country for the day.

4. Visitors who arrive and leave the same day for: leisure, recreation and holidays; visiting friends and relatives; business and professional purposes; health treatment; religion/pilgrimages; and other tourism purposes, including transit day visitors en route or from their destination countries.

5. As defined by the United Nations in the Recommendations on Statistics of International Migration, 1980.

6. Who do not leave the transit area of the airport or the port, including transfer between airports and ports.

7. As defined by the United Nations High Commissioner for Refugees, 1967.

8. When they travel from their country of origin to the duty station and vice versa

(including household servants and dependents accompanying or joining them).

#### The Excursionist or the Same-Day Visitor

The excursionist is a foreign visitor whose stay does not exceed 24 hours.

The economic impact of the international excursionist is very important to small isolated countries which receive cruise-ship passengers.

In fact, visitors spending the night on ship board are classified as same-day visitors and not tourists. The excursionist therefore does not spend the night in the country he is visiting.

It is difficult, however, to determine the tourism definition of a short trip.

Generally, a journey is considered to be a trip when a minimum distance has been covered or when there has been a change of administrative district.

Commuting (daily journeys between home and work) and shopping trips are excluded from the excursionist category.

The business excursionist is generally an official representative or an agent travelling for his company. If his journey is not considered to be commuting to work he is registered in international tourism statistics. However, some countries now apply special restrictions when it comes to classifying the business excursionist.

They are either excluded from the international tourist classification or recorded in a category apart, even if they stay overnight in the country.

Excursionist tourism is particularly important for small insular countries like the Caribbean Islands. A large proportion of their market is tourists who arrive on cruise ships going out during the day but actually accommodated on board.

### Travel Motivation

Travel motivation in international tourism can be divided into three main categories: price, climate and personal motives.

### Price

Cost is a major motivating factor in international tourism. The low prices for tourism products in certain countries explain their success in attracting tourists from countries that have a higher general price level.

***Study the information of visitors included into and excluded from tourism statistics:***

Visitors excluded from tourism statistics	Visitors included in tourism statistics
(a) people arriving in a country for work with or without a contract (including service personnel and people accompanying them);	(a) people travelling for pleasure, for health, etc. (including nationals who live permanently abroad);
(b) people travelling to attend meetings or for assignments (sports, scientific, management).	(b) people who immigrate;
	(c) people who live or work on an international border including those who live

<p>Employees of large organisations on assignments abroad for less than one year are also included;</p> <p>(c) people travelling for business (employees of commercial or industrial firms who are travelling to install machinery or equipment abroad etc);</p> <p>(d) students and young people at boarding schools or colleges and those who travel or work temporarily during their holidays;</p> <p>(e) visitors from cruise ships even if they stay less than 12 hours. They can be registered as a separate group which does not take into account their place of residence;</p> <p>(f) transit passengers who cross</p>	<p>in one country and work in another;</p> <p>(d) diplomats, embassy staff, members of armed forces stationed abroad (including their service personnel and people accompanying them);</p> <p>(e) refugees;</p> <p>(f) nomads;</p> <p>(g) transit passengers who do not leave the transit area in the airport or at the port.</p>
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<p>the country in more or less than 24 hours;</p> <p>(g) foreign airline and ship crews on stopover in a country;</p> <p>(h) musicians or artists on tour.</p>	
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Source: WTO

The survey carried out by American Express shows that of European countries, Spain, Greece and Portugal are relatively inexpensive, compared to France and Italy. This, and the favourable climate in these countries, explains their success as mass-market destinations.

The USA and Thailand are popular long-haul destinations for Europeans and they are very competitive. The cost of travel to these destinations has fallen with the introduction of charter flights.

The differential in tourism prices between countries is a result of their different salary levels.

Tourism is labour-intensive and salaries make up a large proportion of product costs. It follows that tourists from high-wage countries are attracted by the low tourism prices in low-wage countries. Price differential is an important factor in the motivation of Northern European tourists to visit Southern European destinations and the motivation of North American tourists to visit Mexico and Latin America.

## Climate

Climate is another determining motive for international tourism. Southern European countries with their guarantee of sunshine, also benefit from this factor.

## Personal Motives

Personal motives include:

- leisure and holidays - the main motivation for travel outside work-time and periods of professional activity: the motivation factors are rest, the lure of exotic surroundings, cultural discovery, visiting friends and relatives, sports, etc;
- Business travel trips taken within the framework of professional activities: this category includes commercial travellers, airline crews on short or extended stopovers, government and international organisation officials on assignments and equipment installation engineers staying less than one year and employed by companies outside the country of installation;
- Congresses and other meetings - trips undertaken to attend a congress or other types of meetings (seminars, conferences, etc) for non-profit motives;
- Health - trips for medical reasons either to receive medical care or for health improvement by preventive medicine (fitness training, salt water cures, etc). This category also includes all therapeutic treatments and visits to thermal resorts;
- Study - visits abroad to attend courses or to undergo training in a study centre for one or more academic year(s);
- Religion - pilgrimages and trips to holy shrines.

## International Tourism Trends

Economic flows generated by international tourism have become essential factors of economic growth and international economic relations for a great many countries. With currently more than half a billion international tourist arrivals, the tourism sector has experienced rapid growth.

Yet, it is apparent that is not the case in all the world's regions. Indeed, the primary feature of world tourism trends is the inequitable distribution of international travel flows to the different regions of the world.

Travel flows are concentrated towards a few regions and are mainly between countries within the same region.

Although demand for travel to developing countries is growing, the Third World only attracts one-third of the world's international visitors, furthermore, the already considerable differences in travel flows between world regions are growing.

Europe is the largest receptor region and attracts 59.3 per cent of the world's tourists. Three-quarters of the international visits in the region are by European inhabitants.

Europe therefore owes its dominant position to the concentration of travel flows to certain destinations in the region.

Demand for world tourism is undergoing considerable quantitative and qualitative changes which are directly influencing the world tourism market.

## ***Tema 2. Traveling by Air***

Travelling by air. Booking tickets online. At the airport. At the check-in counter. Weight luggage rules. On board the plane. Advantages and disadvantages of travelling by air. Flying is fun. Conveniences that make the flight enjoyable and safe.

### ***Traveling by Plane***

There are a lot of means of traveling: by sea, by plane, by car, on foot. Tastes differ. That is why it is up to you to decide which means of traveling you would

prefer. All means of traveling have their advantages and disadvantages. And people choose one according to their plans.

No wonder that one of the latest means of traveling is traveling by plane. It combines both comfort and speed and you will reach the place of destination very quickly.

Before boarding the plane you must check in at the airport. You are required to have your baggage weighed. Each passenger is allowed about 20 kilograms of baggage free of charge. But if your baggage is heavier you must pay an extra charge.

Before the plane takes off the stewardess gives you all the information about the flight, the speed and altitude. She asks you to fasten the belts and not to smoke. She will take care of you during the flight and will help you to get comfortable in your seat. Inside the cabins the air is always fresh and warm. During the flight you can take a nap or have a chat, you can read and relax. In some planes you can watch video or listen to the music.

When the plane is landing or taking off you have an opportunity to enjoy the wonderful scenery and landscapes. While traveling by plane you fly past various villages and cities at the sight of which realize how majestic and tremendous our planet is. No doubt, traveling by air is the most convenient and comfortable means of traveling.

But if you are airsick the flight may seem not so nice to you. Unfortunately sometimes the flights are delayed because of unfavorable weather conditions, and one more inconvenience is jet-lag.

#### **DIALOG**

— Guten Tag!

— Guten Tag!

— Ich habe dringend nach Moskau zu fliegen. Wann ist der nächste Flug?  
— Ein Moment, bitte. Nach dem Flugplan gibt es heute drei Flüge nach Moskau – um 17 Uhr 30, um 21 Uhr und der Dritte fliegt ... schon in einer Stunde — um 15 Uhr 20 ist die Flugnummer 1530 „Berlin Schönefeld- Moskau Scheremetyevo“. Ich meine, Sie können noch zur Abfertigung erreichen.

— Oh, es wäre wunderbar! Gibt es noch die Flugtickets?

— Ja, es gibt noch vier freie Plätze. Ein Platz in der Ökonom Klasse und drei in der Business-Klasse.

— Wie lange dauert der Flug bis Moskau?

— Zwei Stunde.

— Da geben Sie mir bitte das Flugticket in Ökonom Klasse. Hier ist mein Pass.

— Ein Moment bitte. Also, es kostet 245 (zweihundertfünfundvierzig) Euro. Bezahlen Sie mit Kreditkarte oder in Euro?

— Mit Kreditkarte. Bitte, hier ist meine Karte.

— Gemacht. Bitte nehmen Sie – Ihr Pass, Ihre Kreditkarte und ein Flugticket für die Flugnummer 1530 „Berlin Schönefeld- Moskau Scheremetyevo“. Die Abfertigung wird gleich durchgegeben. Einen guten Flug!

— Danke! Sagen Sie bitte, wo befindet sich die Abfertigungshalle?

— Gehen Sie direkt und rechts. Da ist auch die Pass-und Zollkontrolle.

— Vielen Dank! Auf Wiedersehen!

## **DIALOG**

— Guten Tag! Bitte stellen Sie Ihr Gepäck hier und vorgewiesen Ihre Flugkarte am Schalter.

— Guten Tag! Bitte hier sind meine Flugkarte, mein Pass, meine Zollerklärung.

— Haben Sie etwas zu verzollen?

— Für welche Sachen muss aber Zoll zahlen?

— Hier ist eine Liste von Artikeln, die verzollt werden müssen und die verboten sind.

— Ich habe keinen von diesen Artikeln. Sagen Sie bitte, wie viel Gepäck hat man frei?

— Nicht mehr als 25 Kilogramm pro Person.

— Gut, ich habe gar weniger.

— Alles ist in Ordnung. Bitte nehmen Sie Ihre Papiere und gehen Sie zur Abfertigung. Bald wird es zum Start eingeladen.

— Danke schön!

## **DIALOG**

A: Guten Morgen.

B: Guten Morgen.

A: Ich möchte ein Ticket am Montag Flug nach Chicago.

B: Möchten Sie einen Fensterplatz oder einen Platz am Gang?

A: Ich würde gerne Nichtraucher Fensterplatz.

B: Sie wollen reisen (Ja Wole LUDZIE jak mnie pytaja: Möchten Sie ... a nie wollen Sie ... in der Wirtschaft oder in der Business Class?

A: In der Economy-Klasse, wenden Sie sich bitte.

B: Sie wollen eine einfache Fahrt oder Hin-und Rückfahrt?

A: Eine einfache Fahrkarte, bitte.

B: Sie sind hier. Ihre Flug-Nummer ist .....

A: Vielen Dank. Was ist Check-in-time?

B: Die Check-in Zeit von 2 Stunden vor dem Abflug?

A: Was ist der Abflug?

B: Es ist 9 Uhr

A: Ist das ein direkter Flug nach Chicago?

B: Ja, es ist.

A: Was ist die Dauer des Fluges?

B: (Es reicht) 5 Stunden.

A: Was ist das Gepck Zulage?

B: Das Gepck beträgt ..

A: Kann ich alle Handgepck?

B: Ja, natürlich.

A: Könnten Sie mir sagen, wo der Duty-free-SHOP IST bitte?

B: Es ist in der Ankunfts-und Abflughalle.

A: Ist das Flugzeug von Warschau schon am Flughafen gelandet?

B: Noch nicht. Wir haben eine kleine Verzögerung.

A: Vielen Dank. Tschüss

"туристическое агентство" - Reiseagentur, Reisebüro Tourismusverband

### Im Reisebüro

— Guten Tag, was kann ich für Sie tun?

— Ich möchte gern eine Reise machen.

— Wohin möchten Sie fahren?

— Das weiß ich noch nicht genau, da gibt es so interessante Länder. Vielleicht können Sie mich etwas beraten.

— Habt Ihr schon beschlossen, wann Sie fahren wollen?

— Ja, ich meine, dass Juni die beste Zeit des Jahres ist.

— Mögen Sie die Wärme?

— Ich mag Wärme, aber nach Ägypten oder Tunesien darf ich im Juni nicht fahren. Es ist sehr heiß.

— Wie finden Sie Griechenland?

— Das ist wunderbar! Griechenland ist sehr schön. Aber ich war schon einmal in Griechenland.

— Waren Sie schon mal in Russland?

— Ich habe über Russland nie gedacht. Aber es klingt verlockend. Können Sie mir etwas vorschlagen?

— Mit großem Spaß! Wir haben verschiedene Führungen in "Mütterchen" Moskau, das Herz aller russischen Städte, nannte man liebevoll Moskau in Russland. Moskau ist eine sehr alte Stadt.

— Kann ich Sehenswürdigkeiten besichtigen?

— Da kommt es nicht in Frage. Zu den zahlreichen Sehenswürdigkeiten Moskaus gehören viele Bau- und Geschichtsdenkmäler. Der Kreml nimmt unter ihnen einen besonderen Platz ein.

— Na ja, ich habe gehört ein alten Spruch: Über Moskau gibt es den Kreml und über dem Kreml nur noch Gott.

— Sie können auch den Roten Platz mit der Basilius-Kathedrale und dem Historischen Museum besuchen. Also wollen Sie diese Reise unternehmen?

— Mehr möchte ich nicht! Danke!

### Основные фразы

- Здравствуйте / Добрый день — Hallo / Guten Tag

- До свидания — Auf Wiedersehen

- Вы говорите по-русски? — Sprechen Sie russisch?

- Вы говорите по-английски? — Sprechen Sie Englisch?

- скажите пожалуйста — sagen Sie bitte

Начать разговор или поддержать его можно следующими не обязательными фразами:

- Доброе утро — guten Morgen
- Добрый вечер — guten Abend
- Как Ваши дела сегодня? — Wie geht es Ihnen?
- Увидимся позже — Bis später
- Я еще вернусь — Ich komme wieder
  
- Пожалуйста / спасибо — Bitte / danke
- Я не понимаю вас — Ich verstehe Sie nicht
- Пожалуйста, говорите медленнее — Bitte sprechen Sie langsam
- Не могли бы Вы повторить это? — Könnten Sie das wiederholen?
- Как Вас зовут? — Wie ist Ihr Name?
- Меня зовут ... — Mein Name ist ...
- Не могли бы Вы мне помочь? — Könnten Sie mir bitte helfen?
- Где находится ... — Wo ist ...

- туалет — die Toilette
- ресторан — das Restaurant
- музей — das Museum
- гостиница — das Hotel
- пляж — der Strand
- посольство — die Botschaft
- больница — das Krankenhaus
- Пожалуйста подождите здесь — Bitte warten Sie hier
- Пожалуйста подождите немножко — Bitte warten Sie ein wenig
- Как называется этот предмет? (с указанием на предмет) — Was halten Sie dieses Ding nennen?
- Сколько это стоит? — Wie viel kostet es?
- Могу я задать вопрос? — Kann ich eine Frage stellen?
- Я из России — Ich bin aus Russland
- Могли бы Вы написать это на бумаге? — Können Sie es schreiben, zu Papier?
- Что означает это слово? — Was bedeutet dieses Wort?
- Я проголодался — ich bin immer hungrig
- Я хочу пить — Ich habe Durst
- Я замерз — Ich bin kalt
- Я плохо себя чувствую — Ich fühle mich schlecht
- Который час? — Wie spät ist es?
- Мне пора идти — Ich muss gehen
- Сегодня, вчера, завтра — Heute, gestern, morgen
- Как мне добраться до...? — Wie komme ich in ..?
- Срочно. Позовите на помощь! — Dringend. Rufen Sie um Hilfe!
- Прошу прощения — Verzeihen Sie mir

### **В отеле**

- Мне нужен одноместный номер — Ich brauche ein Einzelzimmer
- /двухместный номер — Ich brauche ein Doppelzimmer
- /номер люкс на неделю — Ich brauche eine Suite für eine Woche
- Я забронировал одноместный номер. Я хотел бы заселиться. — Ich hatte ein Einzelzimmer. Ich möchte zu begleichen.
- Сколько стоит одноместный номер в сутки? — Wie viel ist ein Doppelzimmer pro Nacht?
- Есть ли в номере европейская розетка? — Gibt es Raum in einer europäischen Steckdose?
- В отеле есть ресторан? — Das Hotel verfügt über ein Restaurant?
- Когда подают завтрак? — Wenn das Frühstück serviert wird?

### **Передвижение по городу**

Где я могу найти карту? — Wo kann ich eine Karte zu finden?

Сколько времени займет добраться туда? — Wie lange dauert es, um dorthin zu gelangen?

Где здесь автобусная остановка? — Wo ist die Bushaltestelle?

### **В музее**

Когда открывается/закрывается музей? — Beim Öffnen / Schließen des Museums?

Сколько стоит один взрослый билет? — Wie viel ist ein Erwachsenen-Ticket?

Не подскажите, где здесь выход? — Können Sie mir sagen, wo ist der Ausgang?

### **Деньги**

Где я могу обменять деньги? — Wo kann ich Geld wechseln?

Когда открывается/закрывается банк? — Beim Öffnen / Schließen der Bank?

Где здесь ближайший банкомат? — Wo ist der nächste Geldautomat?



Не могли бы вы разменять мне деньги? — Könnten Sie mir Geld wechseln?

### **В кафе/ресторане**

Я хотел бы заказать апельсиновый сок, бутерброд с ветчиной, картофель фри и салат — Ich möchte Orangensaft, Schinken-Sandwich, französisch frites und Salat bestellen

Не могли бы вы подсказать, где здесь туалеты? — Könnten Sie mir sagen, wo sind die Toiletten?

Можно мне счет, пожалуйста? — Kann ich die Rechnung, bitte?

Могу ли я поговорить с менеджером? — Kann ich mit dem Manager zu sprechen?

[www.reisen.de](http://www.reisen.de)

## ***Тема 3. Traveling by Train***

Going by train. Express trains, international and domestic trains. Types of carries. At the railway station. At the booking office. E-ticketing. Facilities in the train. Advantages and disadvantages of travelling by train. Some dos and don'ts for travelers.

### **Traveling by Train**

Each type of travel has its own advantages and disadvantages. Traveling by car gives you an opportunity to stop whenever you want, stay over for a night and follow your own time schedule. Trains do not offer the same flexibility, but they certainly have various other advantages.

#### **TOP 5 Advantages of Traveling by Train**

##### **1. More**

##### **Luggage**

Traveling by train, ship or airplane is often the preferred modes of travel when one needs to go long distances. Although, the advantage of train travel is that it can facilitate the transportation of larger and heavier luggage pieces, compared to planes - even if the dimensions of the luggage do not fit the other transportation alternatives.

2. **Use time more Productively**

While you are travelling by train instead of cars and other wheeled vehicles, you have an opportunity to work or do other things. You can read, watch the landscapes, write, design, contemplate about things in life the same way our ancestors did, talk to other passengers you would have never met otherwise, or enjoy a train picnic with family and/or friends.

3. **Safety First**

In terms of accidents and breakdowns **railways are the safest form of transport**

4. **Best Value for Money**

Compared to other transport alternatives traveling by rail offers the best value for money. Most countries, especially in Europe and Asia, have an excellent railway system. You can reach even the smallest town by train, which is most often much cheaper than paying for gas, accommodation, and foodstuffs along the way if you should drive by car.

5. **Helping the Planet**

Last but not least is it a more sustainable travel mode compared to cars and planes.

**Other Advantages:**

- You are able to stretch your legs or walk along the carriage corridor.
- When the kids start getting bored or irritated, are you able to keep them busy with board games, cards, other games such as, 'I see with my little eye...'
- It's good for the whole family. Grandparents, adults, kids – the whole bunch can travel by train.
- Sleeping is much more comfortable, with various trains providing blankets and pillows when traveling long distance.

*Train travel is energy-efficient, reliable and comfortable but not always fast.*

Traveling by train can be a reliable way to reach your destination while enjoying local scenery. Travelers eschewing a strict schedule may choose rail for its comforts and amenities. Eat a meal in the dining car, meet fellow travelers and get a good night's rest in a private sleeping cabin and a shower on an overnight ride. If time is of the essence, traveling by plane or car may be a more appropriate option.

### Reliability and Safety

Airline and train travel reliability is competitive. American Bureau of Transportation Statistics data from 2009 and 2010 shows that air carriers arrive on time approximately 79.5 percent of the time, while trains have an overall on-time performance of 79.7 percent. Train departures are delayed less frequently for weather than flights. Planes remain the safer mode of transportation statistically. In 2009, there were 0.69 fatalities per 100 million aircraft miles and 2.9 fatalities per 100 million passenger train miles, the Bureau of Transportation Statistics reports. Rail passengers do not undergo the same degree of security screening that airline passengers do, although this varies from station to station.

### Speed

Passenger rail is not available in every state or major city. Depending on a route's overall distance, train travel may not be the quickest or most direct way to reach a particular destination in comparison to flying or driving. For example, a flight from Chicago to New York City typically lasts approximately two hours. Covering the same distance via train may take at least a day. The exception is traveling on express commuter trains between select major cities. Such trains, some of which run the northeast, usually make fewer stops and do not have to negotiate traffic in dense urban areas such as Boston. As a result, they reach their destinations quickly.

### Energy Efficiency

Trains generally consume less energy than comparative travel by car or airplane. Bureau of Transportation Statistics data notes that passenger rail is 30 to 40 percent more energy efficient overall than cars and commercial airlines. A train will use approximately 2,398 Btus per passenger mile, while planes use 2,995 Btus and cars

use 3,437 Btus. Most train engines in the United States still consume diesel, but electric engines are now in use on some lines such as the Keystone Corridor in Pennsylvania. Commuter and local rail networks typically consist of self-propelled trains powered by electricity. These electric trains offer a quiet ride and emit little pollution.

### *Amenities*

Unlike airplanes, most trains have a full-service dining car, offering a wide variety of meals, and a lounge car where passengers can purchase sandwiches and drinks. Meals are included in first-class rail passenger fares. Many passenger rail cars also offer additional legroom, restrooms and wireless internet access depending on the route. Rail passengers can use electronic devices and cell phones throughout the trip unless they are traveling in a quiet car. First-class rail passengers also typically have access to a shower and towels on longer routes. The shower is typically small with a limited supply of water, making it inconvenient but not impossible to bathe on overnight trips.

### *Comfort Onboard*

Depending on the passenger class, train travel can be more comfortable than flying or driving. Rail passengers are typically afforded large seats, can move freely about the train at all times and enjoy the scenery. Sleeper-class passengers travel in their own private cabins where bedding provides an opportunity for a comfortable night's rest. Not every passenger will be able to sleep soundly on a train, however, due to bumps and rocking on some routes. Additionally, rail passengers may not be able to check baggage for every trip, unlike airline travelers.

## ***Tema 4. Traveling by Sea***

Going by sea. Cruise is a popular way of travelling by sea. Around the world cruise. On board of a big ship or liner. Conveniences in cabins and on board of the ship. Yachting is extreme sport. Advantages and disadvantages of travelling by sea. The most famous regions in the world for the development of cruise travelling.

## Travelling By Sea

There are numerous means of travelling, but many people choose to travel by sea. I'm sure they have a number of reasons for that. First of all, it is a pleasant feeling to be in boundless expanse of the sea or ocean. Secondly, travelling by sea is comfortable and speedy. Of course, modern liners are not the same as planes, but still they go rather fast. These liners are spacious, so you can walk on the board as you're walking on solid ground ashore. They are like floating cities with all modern conveniences and a wide choice of sport and entertainment facilities.

Apart from that, people can enjoy the fresh air and ocean breeze. The blend of water and sky looks fantastic. This scenery is always worth capturing in memory or on camera. The important thing is that big liners are rather safe. No matter what the weather is like. Be it stormy or calm, it still feels comfortable and safe on board. Smaller ships are less comfortable. I have travelled on such boards twice and I felt sea-sick. By the way, it's one of the drawbacks of travelling by sea. And in rough seas many passengers will be most unhappy. Some people have seasickness, so such travels become a real torture for them.

If you have made up your mind to travel by sea you should book passage on board a modern liner. Every modern liner has a number of decks with all sort of names, such as "promenade deck", "sun deck", etc. There are passenger cabins above and below deck. People, who book cruise adventures, get the opportunity to live in comfortable cabins, to swim and sunbathe on board, to explore different decks, to use a wide choice of sport and entertainment facilities. There are passenger cabins above and below deck. Cabins are designed for two, four or six passengers. They look like train compartments but have different windows, called portholes. Passengers of liners don't have to worry about meals. They are served regularly in restaurants. In other words, travelling by sea can bring many pleasant moments, only if you are not seasick.

## ***Tema 5. Going through the Border***

Customs form. Customs control. The list of forbidden things carrying through the custom. Customs Declaration. Passport control. Getting a visa procedure. Insurance for travelling abroad. Medical care and safety during the trip.

### **Going through the Customs**

Every day many people travel through the world either on business or for pleasure.

Going through the customs is a very standard process when you enter into a country or different region when you travel. It's a very important process that cannot be ignored or taken lightly by travellers. When you travel back home, the process is just as important as when you leave as you have to clear customs when entering back into your home country/

To take a trip to most countries every traveller must get a visa (a special document or special stamp in a passport which allows someone to enter a country), single, multiple or transit, which is issued by the Foreign Embassy or Consulate. Visa may be prolonged in case of necessity, but the time for which it is valid must not expire, otherwise the traveller will not be allowed to the country.

When you get off the plane you go through passport control, where an immigration officer asks you to show your passport. The documents will be carefully studied. He asks you about the purpose of your visit to the country and the length of your stay there. You may answer that you have arrived on a business trip for a week. If your passport is in order you go through the customs.

The customs service is designed for carrying out control to regulate import and export of goods and currency. The moment a traveler crosses the border the luggage is taken to the custom by porters. Two special signs are sometimes used to show passengers which way to go through the customs hall: «Nothing to declare» and «Goods to declare». In some countries they have the system of red and green doors. If the visitor has nothing to declare he walks through the green door, if he has goods to declare - through the red one.

It's not difficult to get through the customs but you'll have to fill in an entry form (customs declaration, declaration form) that is to be produced to the customs officer. The traveller is to fill in his name, citizenship, country of residence, permanent address, purpose and duration of visit in block letters. He must also declare all dutiable articles.

The customs officer inspects your bags (luggage) and asks if you have things liable to duty, any presents, things for your personal use or money about you. He may inform you about what items are liable to duty and what things you may have duty free. As a rule personal things may be brought in duty free. The customs officer also asks you to put your suitcases (your luggage) on the scales, and if there's some extra weight you'll have to pay extra taxes.

In some cases the customs inspector may ask you to open your bags for inspection. It sometimes happens that a passenger's luggage is carefully gone through (examined) in order to prevent smuggling.

Customs regulations are on the whole similar in any country of the world and a businessman should know them. Before packing the luggage consult the prohibited article list. Among the prohibited articles for taking out of the country in accordance with the legislation of all the states you'll find works of art, different types of prints, manuscripts, valuable musical instruments, cancelled securities, numismatics, historical or artistic masterpieces. The lists of prohibited commodities BOTH for bringing or taking out also includes arms, explosive, military equipment and narcotics (drugs).

Every country has its own customs regulations, which stipulate what articles are liable to duty and what are duty-free. Sometimes an article which falls under customs restrictions and is liable to duty is allowed in duty-free if the traveler does not exceed a certain fixed quota. These are listed in a duty-free quota list. Customs restrictions also include a prohibited articles list. This is a list of items which may not be brought into a country or taken out of it. An official paper (from the proper authorities) giving permission to take items, which fall under special customs restrictions, in or out of a country is known as an import or export license. If the

traveler has any item which comes under customs restrictions he is asked to declare it. That is, he is asked to name the item, stating its value and other particulars. The declaration is made either orally or in writing on a special form. The practice seems to vary in different countries. Upon payment of duty the traveler is given a receipt. As a rule personal effects are duty-free. It sometimes happens that a passenger's luggage is carefully gone through in order to prevent smuggling. The formalities at the customs usually take some time.

After you are through with all customs formalities the inspector will put a stamp on each piece of your luggage and wish you to have a good stay in the country. Only after passing through the customs does one realize that their journey is drawing to an end (or beginning, as the case might be).

### ***Tema 6. At a Hotel***

Searching the accommodation. Types of the hotels: resorts, motels, B&B, inns, eco-hotels, hostels and so on. Hotel reservation. Room classification. Checking-in and checking-out procedure. Hotel service and room amenities. Animation and leisure time for guests in hotels. World-famous hotels and hotel chains.

### **Hotel departments**

When hotel guests arrive, they expect the front office clerks to offer them a nice welcome. They will want someone to help them in checking-in.

*The front office* is in the lobby of a hotel. It consists of the reservation department and the reception desk or the front desk. The reservation department provides booking of the hotel rooms. The front desk provides sales of rooms, guest registration, key service, message and mail service, guest accounts.

The receptionist or the room clerk will help the guest to check in. When the receptionist watches the guest arrive, he meets and greets him. The receptionist asks the guest to fill in a registration form and assigns a room to him. A hotel guest



always wants someone to take care of his room key. The front desk will do it. There is often a key drop at the desk.

When hotel guests check in, they expect someone to show them to their rooms. They also want someone to help them with their luggage. Often guests would like some employee to run errands for them. These are duties of *the bell service*. At the head of the bell service is the bell captain.

The bell captain's post is next to the front desk. The bell captain directs bellmen. The bellman escorts the guest to his room. He must show where the light switches are. He must also explain how to use the room appliances: the TV-set, telephone, air conditioning.

In many hotels the bellman also carries the guest's luggage. But some hotels have got porters who must carry the luggage. The bellman also run errands for the guests. They can even page guests in the hotel. You can see a bellman carry a sign with the name of the guest whom he is paging. Or you can hear a bellman call out the name while he is carrying the sign.

When guests stay at the hotel they expect somebody to clean their rooms. *The housekeeping department* does it. At the head of the housekeeping service is the housekeeper. He supervises the chambermaids. Chambermaids prepare the rooms before the guests check in. Generally the maids air the rooms, make the beds, dust the furniture, vacuum clean the floor, wash the bathroom, empty the waste baskets.

Chambermaids use master keys to provide security for the hotel rooms. If the guests need extra bedding or rollaway, the housekeeping service will do it. The housekeeping service provides hair-dryers and irons if the guests need them. He also informs which rooms are occupied and which rooms are vacant.

When guests stay at the hotel, they often use phones. There is usually the regular pay phone and the house phone. The house phone is the system of phones throughout the hotel. There is usually an operator who operates the switchboard.

With the switchboard the operator can control all in-coming and out-going calls. If the guest wants someone to wake him up, to page him, to provide room

service for him, or to send a telegram, he will call the operator. The operator can connect the guest with any hotel service: the front office, the housekeeping, the bell service, the room service, or the concierge. The operator has to handle outside calls too. They may be local, long-distance and international.

When guests stay at the hotel, they expect someone to protect them. *The hotel security department* must protect the guests from all dangers; robbery and burglary, fire or flood. At the head of the hotel security department is the security officer.

The guests may keep their valuables in a safe-deposit box. The security department is in charge of it. Often the guests lose their stuff in the hotel. The security department is in charge of the lost and found office. The security department provides fire drills for all hotel employees. Each hotel employee knows all emergency exits.

## Finding accommodation

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**Accommodation** is a concern of every traveller, whether looking for a place to pitch a tent or a luxury suite in a fancy resort. Booking accommodation, dealing with the vast array of accommodation options, and considering alternative lodging options are all issues that travellers face.

**Finding accommodation** can be one of the most frustrating aspects of planning your travels. There are two ways to solve the accommodation problem: booking in advance or finding a place on the day.

### **Booking in advance**

Booking in advance gives the traveller peace of mind that they will have somewhere to sleep once they arrive at their destination. It is also a good idea when travelling to a popular tourist destination. Moreover advance booking will help traveler's to avoid last minute price surge.

This can be done in a number of ways:

- Over the internet
- Through a travel agent
- Over the telephone

However, hotel managers have to fill beds so it's not uncommon for travellers having booked a room, particularly at the lower end of the cost scale, to arrive to find that it has been resold.

### **Online**

You can book accommodation online, either at hotel's own web site or at web site of an agency. Depending upon where you are going, this can be extremely useful. Yet if you are travelling to somewhere a bit more out of the way, for example, a small city or town, you may find something, but there will be accommodation options not listed on the internet. In this situation, it is better to find accommodation "on the day", as described below.

Meta-search (price comparison) websites are very useful. They offer an online service which searches and compares numerous accommodation websites at once to return the cheapest price across them all. This saves time as they do the searching and comparison for you.

Another frequent situation is that hotel has its own web site, but doesn't publish which dates it can it is not busy. Then filling a "Contact us" form or sending an email are equal choices for inquiring every detail you need.

While online is increasingly becoming the most common way of booking accommodations (sometimes the only way), unfortunately the downside is that a credit card is required to process the reservation so you will be out of luck if you don't have one (sometimes getting a debit or prepaid VISA/Mastercard may work). Moreover, you will need to check the rate being offered if payment is needed immediately or upon arrival/departure. Discounted rates would usually require that payment be made immediately but regular rates will allow you to pay upon arrival

or check-out at the property. In the case of the latter, you do not need to settle payment with the same credit card used for reserving; in fact you can pay using cash. However you may still be required to present the credit card used during booking (especially for pre-paid/advance purchase bookings) to verify your identity so bring that with you.

Some hotel booking sites will now allow you to pay with a variety of payment methods - including PayPal; debit cards; and AmEx, flybuys or other reward points.

### **Email**

For booking by email, the sequence of events is roughly the same, with some steps omitted when not applicable:

- first, ask whether your dates are available; ask for up-to-date prices
- inquire on your preferred rooms and other essential details
- ask to reserve for your dates
- ask for confirmation for your embassy; provide all personal details (passport details of every visitor etc) they may need to issue the confirmation
- in the end, ask for cancellation policy, directions to the hotel and other practical details that don't affect your decision to stay there.

When you use non-native language for writing to a hotel, it's work best to ask one or two questions per email, get answers and choose next questions: asking all questions at once frequently results in huge delays that can be broken only by a telephone call (and splitting questions message into small pieces afterwards).

Avoid from giving sensitive financial information such as credit card details through email. Use the website's booking engine for that instead and make sure you see in your browser a padlock that is locked or an https:// at the start of the URL.

### **Travel agent**

Travel agents often have deals with specific hotels, although you may find it possible to book other forms of accommodation, like camping grounds, through a travel agent. Travel agents usually offer packages that include breakfast, transportation arrangements to/from the airport or even combined flight and hotel packages. They can also hold the reservation for you if you need time to think about the offer or procure other documents for your destination (e.g. visa). Any amendments or requests though should be coursed through the travel agent first and not directly with the hotel.

### **Telephone**

Consumers often find the best lodging rates by calling travel suppliers directly. Contacting the specific property, rather than the chain's main toll-free telephone line, provides the best opportunity to negotiate discounts and ask about specials (advertised and unadvertised). In the U.S., hotel and lodging listings can be found for free either by name or category via 1-800-Free411.

### **Cancelling a reservation**

You might have to change or cancel a reservation. For example if your plane/train/bus is delayed or cancelled and you therefore arrive a day later.

Depending on how you booked the accommodation, you may be able to contact the hotel or pension directly by phone or internet to make the necessary change/cancellation. If it was booked through a travel agent or consolidator, you may need to go through them.

Pay attention to the cancellation policy when you make the reservation. Most hotels will require a credit card number to guarantee the room. They will usually charge you for one night if you cancel less than 24 hours before arrival. In some popular tourist destinations such as Hawaii or Las Vegas, this minimum notice may be as long as 72 hours, or you may be charged for the entire stay. Availing of the special/promotional rates also impact on your ability to cancel your reservation. If your accommodation, as they often do, requires payment at the point of booking, then the rates are usually non-refundable if cancelled. Even if they

don't require payment upfront yet, your reservation may still come with strings attached as far as cancellations are concerned so read the cancellation policy carefully. The cost of your stay will unlikely be prorated if you wish to cut your trip short in this case.

This can happen even when you make reservations through a travel agent and your delay is caused by transportation also arranged by that travel agent.

Staying at service apartments, or bed and breakfasts have tighter cancellation deadlines: sometimes going up to 30 days before your check-in. Make sure you clarify the exact time or number of hours before check-in you need to cancel the reservation by.

### **On the day**

If you have planned your trip yourself, which means you have not decided to use a package from a travel agent, sometimes finding accommodation when you arrive is the best option.

If you have not made reservations in advance, this should be your first priority upon arriving. The best and/or cheapest hotels have a tendency to fill up most quickly, and looking for a place to sleep as darkness falls can be an anxious - and even dangerous - experience. Do not count on finding on-the-spot accommodation during really busy travel seasons (e.g. peak summer, Christmas holidays, international trade fairs, international sporting events).

It is sometimes frustrating to be reading a guidebook and looking for the listed recommendations trying to decipher an unfamiliar map having just travelled for several hours. Walk around and inquire at the first few places you see. Courage and confidence are required for this type of thing, especially if you are not using your native languages. However, it is sometimes easier to do this rather than tracking down listings, especially for the first night.

Larger cities and popular tourist destinations may have "tourist information offices". These may be operated by the local government, a consortium of local

hotels and attractions, or independent parties (of varying trustworthiness). These frequently offer listings of hotels and other lodging options (e.g. hostels, bed-and-breakfasts). Some act as booking agents for hotels, placing visitors in facilities with vacancies (though there may be a fee for this service).

The other problem with looking at last-minute accommodations, especially when it involves going to another country, is immigration in nature. Most developed countries, especially those that require visas from certain nationalities, will require that aliens have already arranged accommodation before approving the visa or admitting you into their country.

### Finding bargains

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- **Newly opened hotels.** Frequently, the best hotels are those just opened. Beyond being new and modern, they need to attract clientele, and may strive to offer more comfort or services for less money. It often makes sense to ask locals upon arrival which hotels / pensions etc have opened in the last year or two.
- **Last-minute offers.** Many hotels discount their unsold rooms and sell them through specialist 'last minute' type consolidators. The reduced rates available from these consolidators are not usually advertised in the hotels themselves (the hotels do not want to advertise these lower rates to guests who are paying full rates). Contacting a consolidator directly can save you money and, especially in larger cities, legwork - the better companies will usually telephone the hotels within your budget to confirm availability, important when you've got tired legs in a large city like London for example. Look for consolidators offering both telephone and online booking services so you are not dependent on internet access when trying to find a hotel.
- **Opaque travel inventory.** In several developed countries, hotels can now make unsold room inventory available through online travel agencies where only the price, major amenities, and approximate location are indicated up front, but not the hotel name. A further variation is to also mask the true

price and require buyers to blindly bid *downwards* in a reverse auction in which they must modify at least one search parameter per bid besides the price (hotel class or location). In either case, the hotel name and address are never revealed until *only* after the customer's credit card has already been charged. This enables hotels to fill unsold room inventory (especially at the last minute) without openly starting ruinous price wars. The advantage of opaque purchases is that one can sometimes obtain a room at a higher class of hotel than one could afford otherwise for the same price through traditional channels (i.e., a four- rather than a three-star hotel). The disadvantage is that there is often a very good reason for why some hotels need to make unsold room inventory available through such sites (usually because they are about to age out of their purported classification) and an apparent bargain may not seem so great once you arrive there. Furthermore, if you care about the quality of particular amenities (i.e., the size of the pool or the equipment in the fitness center) or proximity to a particular local attraction or to public transport, you will necessarily relinquish control over such issues by using such sites. Finally, in order for these agencies' business model to work, purchases are strictly nonrefundable. Otherwise, one could keep bidding and then seeking refunds until one hits the desired hotel. On rare occasions, such agencies may be able to slightly relax their no-refund policies in the event of surprise catastrophic disasters at the hotel's location (since they can quickly verify those from online news sources), but they are much less likely to be sympathetic to purported disasters on your end.

### Types of accommodation

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- **Hostels** (often referred to as "youth hostels" or "backpackers") are a loosely-defined form of guesthouse, generally low-budget compared to



other places to sleep. Although often used by youth there is usually no upper age limit.

- **Hotels** provide private serviced rooms for guests. They range from very basic budget-style to extremely luxurious accommodation.

- **Capsule hotels** are a cheap form of accommodation in Japan, usually more or less on par with a dorm bed in a hostel, in terms of pricing. The "rooms" are little more than small one-person capsules with only a mattress, radio, and TV (which usually boasts a variety of Japanese porn channels). Note that most capsule hotels are segregated by gender, while many, if not most, don't accept female guests at all.

- **Bed and Breakfasts (B&Bs)** and **Guesthouses** provide hotel style rooms. However, they are typically smaller residences and you will interact with your hosts and other guests, often eating together and sharing common spaces. Bed and Breakfasts and Guesthouses are found both inside and out of major centers. Many market themselves as providing a "quiet escape". There are many associations and websites that offer help finding a Bed and Breakfast in your travel area.

- A **hospitality exchange** or **home stay network** is an organization that connects travellers with local residents in the cities they're visiting. If travellers can connect with the right people at the right time, they can get room and sometimes board in the place they're visiting for free or at a deep discount. Network size goes from a few thousands to a hundred thousands, and most networks are growing steadily.

- **Car camping, Caravanning, RV camping...** it goes by many names, and the experience varies widely, but this form of camping involves carrying your equipment in your motor vehicle, which you drive right to your campsite. Unlike more traditional camping, car camping allows you to

carry quite a bit more equipment, and the focus is usually to enjoy the site, cook-outs, day hikes, and other outdoor activities. Some just use their vehicle for transportation, pitching a stand-alone tent to sleep in. Some use it to pull a pop-up trailer/tent or use their car or van as part of the tent or shade structure. Some drive large vans or recreational vehicles to sleep in, which may include many of the comforts of home (on a more compact scale).

Caravan parks tend to have two or three types of accommodation: powered sites to put your caravan and car; caravans owned by the park that you can stay in; and small cabins with a bit more space. Caravan parks are usually located in medium sized towns and cities, or in very popular tourist spots.

- **Camping** is do-it-yourself accommodation: you carry your roof and your bedding in your backpack or your car. It's often the only choice of accommodation you have when you're travelling off the beaten track, but there are also very popular sites for camping holidays. Always check whether you need a permit to camp, how much it costs and whether your choice of site will be restricted. You generally need to get permits either in advance or on arrival. Many popular national parks or protected sites have limited camping to particular sites and some have banned it altogether. When hiking, there will often be set campsites a day's walk apart, and often you are forbidden to camp between them. Permits can typically be obtained in advance or on arrival, but may be hard to get or sell out during very popular holiday periods - don't blithely plan a Christmas camping holiday without being sure you can get a permit if you need one.

Permits for sites at very popular holiday periods are actually quite hard to get and sometimes sell out months in advance, don't blithely plan a Christmas camping holiday without being sure you can get a permit if you need one.

- **Villas:** When planning your holidays you have to take into consideration not only the location, but also the best accommodation that will provide you and your party with value for money according to your requirements.

If you are looking to get away from it all and relax with your family in privacy, than a holiday villa would be the ideal choice for you. By renting a private villa you will have your own kitchen, living/dining room, bedroom and in many cases your own private swimming pool. Renting a villa provides you not only with more space and privacy but is also a more economical option rather than staying at a small hotel room.

A villa can usually accommodate a minimum of 4 people, and the rental price is charged per week making it more cost-effective than staying at a hotel.

- **Vacation rentals.** Many residents of popular tourist destinations lease their houses and apartments to vacationers. The residence may have been bought specifically for this purpose or the normal occupants may vacate it during some parts of the year. The guests will have full use of the residence, usually with utilities included but no servicing or meals. This approach can be cheaper than booking a hotel room for the same length of time (and give more space than a hotel room), especially if travelling with a family or other sizable group of people. Facilities will vary depending on the property, but usually include kitchen and laundry facilities and possibly amenities like a swimming pool (or access to a communal pool), a games room (table tennis, pool, Playstation 2, X-Box, ...), and TV/video/DVD players. Contacting the owners directly is the ideal way to make arrangements as they can answer any questions you may have about the property, and may offer more competitive pricing since there's no middle-man.

- **House Sitting.** While travelling many people use house sitting as a form of accommodation. It is free accommodation while you get to live in the comfort of a house. This helps keep the costs of travelling lower than other traditional accommodation types. House sitting involves an agreement between

the house sitter and the home owner that the house sitter will occupy a house while the home owner is away. Generally the house sitters will be responsible for minor household responsibilities (e.g. keep house clean, bring in post etc). Often House Sitters will also need to care for the home owners pets as part of the agreement.

- **Exotic hotels**

- in sandstone caves: Goreme (Turkey), Ia (Santorini, Greece)
- in rock caves: Matala (Greece)
- on trees: Rafter's Retreat in Kitulgala (Sri Lanka); tree houses in Çirali (Turkey)
- on rock cliffs
- ice hotels: Jukkasjärvi (Sweden), Norway, Canada, Finland and Romania: Ice hotel
- island hotels: Sveti Stefan (originally a fishers village)
- underwater bedroom: Conrad Maldives Rangali Island (Maldives)

### ***Tema 7. Catering and Eating Out***

Place where to eat during the trip. Types of eating out places: restaurants, self-service restaurants, cafes, take out cafes, ale-&-pie houses, coffee shops and others. Make an order to the waiter. Service in the restaurant. Traditions and national cuisine of different countries, eating habits. Belorussian national cuisine.

#### **Types of restaurants**

There are eight different types of places where people can eat and drink. They are very luxurious restaurants, formal luxury restaurants, informal restaurants serving national dishes, coffee-shops, snack-bars, fast-food restaurants, bars and night clubs.

At the very luxurious restaurants dinner is a la carte. Such restaurants are usually famous for their haute cuisine. They have a sophisticated atmosphere. Their service is impeccable.

At the formal luxury restaurants the surroundings are elegant and the cuisine is superb. They are appropriate for business lunches and romantic dinners.

The informal national restaurants serve typical local dishes. They offer a lot of home-made dishes. They make bread and pasta themselves. These restaurants have two sorts of dinner menu: a la carte and a three-course fixed price menu. The atmosphere is cosy and relaxed and the meals are reasonably priced there.

At the coffee-shops the surroundings are modest and the atmosphere is friendly. The customers can have quick snacks with drinks there. These places serve sandwiches, salads, cakes, and beverages. They may offer table service, counter service or self-service.

The snack-bars have a very relaxed atmosphere and very modest surroundings. They offer self-catering as a rule. The customers can have some snack with their drink.

The fast-food restaurants offer a very quick counter service. The choice of food and drinks is fixed but limited.

Such places provide a drive-in and take-off service.

The bars offer different kinds of drinks, mixed drinks, beer, juices, soda. They can also serve nuts and crisp biscuits to go with the drinks.

At the night clubs the customers can have excellent wine and delicious dishes and dance to a band. Such places have a floor show. The customers can gamble if they like. They are very expensive but provide overnight catering and entertainment until 4 a. m. as a rule.

## **Read and translate the text.**

### **MEAL**

A meal is an instance of eating, specifically one that takes place at a specific time and includes specific, prepared food.

Meals occur primarily at homes, restaurants, and cafeterias, but may occur in many other places. Regular meals occur on a daily basis, typically several times a day. Special meals are usually held in conjunction with such occasions as birthdays, weddings, anniversaries, and holidays. Common meals are breakfast, elevenses, brunch, lunch, tea, dinner, supper, and dessert.

A meal is different from a snack in that meals are larger and more filling, while snacks are more likely to be small, high-calorie affairs; however, any food eaten in small amounts at an unscheduled time can be classified as a snack.

A picnic is an outdoor meal where one brings one's food, such as a sandwich or a prepared meal in a picnic basket. It often takes place in a natural or recreation area, such as a park, forest, or beach. On long drives a picnic may take place at a road-side stop such as a rest area.

A banquet is a large, often formal, and elaborate meal with many guests.

Colleges and universities require their students to choose certain meal plan.

#### **A multicourse meal**

A modern multicourse meal will typically consist of several of the following meal courses, as well as suitable beverages to fit the course being served:

- Appetizer or starter with 1st wine, typically a white wine
- Salad
- Soup
- Main course with 2nd wine, typically a red wine
- Dessert with a dessert wine
- After-dinner coffee with liqueur, brandy, cognac or grappa

- Fruit and cheese

There may be drinks and snacks served both before and after the meal.

There may be served something to clean the palate between courses, such as a sorbet.

The order of the courses will likely vary depending on local custom.

### **Customs, traditions, and etiquette**

Customs and traditions regarding eating and meals varies from country to country, as well as within countries, based on such factors as regional differences, social class, education, and religion. In a complex, multi-cultural society there is increased risk of different customs and traditions clashing. What is correct behaviour, and what is not, and in what circumstances is the provenance of etiquette.

#### **Examples of different customs and traditions:**

Food in some cultures is eaten from individual plates or bowls, while in other cultures people eat from a common one. Even where people tend to eat from individual plates, there may be exceptions, as in the case of some small pieces of food that can be held in the hand easily, such as cookies or some snack foods, where it is common to eat from a common plate, biscuit tin, or similar container.

Different cultures might have different rules for eating the same item. In the USA people eat sausages in a bun, or with a knife and fork, while in some countries in Europe sausages are held between the fingers while being eaten.

In some cultures, it is considered proper to wait until everyone is seated before starting to eat, while in other cultures it is not an issue.

In some cultures it is considered proper to wait for the host to give the command before guests sit at the table for a meal, while in other cultures there are different rules.

In some religions, people pray or read aloud from a religious text before and possibly also after eating. In diverse, religiously mixed company where some people might want to pray, and others might not, it may be proper etiquette to allow for a short time of silence allowing those who want to do so, the chance to pray.

## TIPPING ETIQUETTE

Legend has it, the word “tip” itself came years ago from a pub owner who used the acronym on a box “To Insure Promptness.” In that spirit, tipping should be thought of first and foremost as a reward for prompt and attentive service.

In reality, tipping etiquette has evolved into a secret subculture with hidden expectations that aren’t always well understood by travellers. Break the secret code behind tipping etiquette.

### **Time Your Tipping**

Depending on the timing, tipping can be a reward for good service rendered, or a subtle bribe. If you are using the service of one person repeatedly throughout your trip (say, a doorman) feel free to tip all at once at the end of your stay. If, however, you would like to ensure special service throughout your stay (say, from the concierge), a larger tip up front is a good idea. Tipping etiquette says either is acceptable.

### **Keep Bills Handy For Tipping**

Keep several one dollar bills handy in an accessible pocket. You don’t want to be digging for them when you’re juggling luggage. Keep the bills neatly folded in groups of one or two bills.

### **Don’t Ask For Change**

According to tipping etiquette, it creates a very awkward situation to ask for change from the person you are tipping. If for some reason you don’t have a tip ready, just skip it. You can get change from somewhere else, and return with your tip at some point in the future.



### **Know Your Tipping Tendencies**

Be aware of your own unconscious tipping tendencies. Studies show women tend to tip men more generously (and men tip women better). Tipping goes up universally when the weather is good, lower when it is not. Attractive women earn higher tips, as do attentive men, so don't make mistakes.

### **Know the Tipping Policy**

Increasingly, higher-end hotels are instituting "no tipping policies" that include gratuities in the price of the room. Some, particularly resorts, are charging a daily fee that covers all gratuities. Ask when you book.

### **Bed and Breakfast Tipping Etiquette**

In general, tipping etiquette dictates that business owners are not given tips. Most B&Bs fall under that category, and indeed, most have "no tipping" policies in place. If you are in doubt, ask about their tipping policy when you book your room. (If the housekeeping staff is not part of the family, do tip them as you would in a hotel.)

### **Tipping Is Never Required**

It may be expected in many situations, but tipping is never required. Tipping hotel staff and drivers should be at your discretion, and should be thought of as a reward for excellent service. Don't feel obligated to give a tip if the service given was not very good. On the other hand, consider giving a larger tip for those who go out of their way to provide personalized or stand-out service. Although it is not required, tipping etiquette says that unless service was severely lacking in some way, do give a tip of some sort (or at least a smile and a thank you).

### **Tipping Etiquette Varies Worldwide**

These tipping guidelines are for the United States only. Expectations (and tipping amounts) can be quite a bit different in other countries. Check a travel guide for the particular country you will be visiting for the proper tipping etiquette.

*From Charlyn Keating Chisholm*

## ***Tema 8. Sightseeing and Tours***

Planning the tour. Out-of-the-country travelling. Sights of the well-known cities. Interesting historical and cultural objects and sites in the world. National parks, Dreamlands, Disneyland and must-see places around the world. Belorussian fascinating places.

Introductory text

**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, nightclubs, art exhibitions and so on.

**Free port** is a port where people can buy some types of merchandise without paying customs duties on their purchases.

**Souvenir shop** is a place where people can buy objects that will help them to remember their trip because 'souvenir' is the French word for 'to remember'.

**Handicraft** is the art or skill of making articles by hand, often pottery or fabrics.

**Amusement Park** is an area that offers different kinds of amusements or entertainments, such as thrill rides, magic shows.

**Theme Park** is a special kind of amusement park that has a unifying concept. Disneyland in California uses the Disney cartoon characters, like Mickey Mouse and Donald Duck, as its theme.

**Sightseeing excursion** is a trip of less than a day's duration for the purpose of looking at local attractions.

There are also sightseeing tours with overnight stops.

Tourist attractions and entertainment

Major tourist attractions include large cities like London, Moscow, 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 traveller 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 centres, 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 centres. 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 men-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 performed.

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.

A recent development is the theme park, an amusement park that is designed around a unifying concept. The two huge Disney enterprises, Disneyland in California and Disney World in Florida, 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 travellers 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, and 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 centres. This might be described as a personalised 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. Familiarity and boredom are the enemies of tourism. Surveys show that people who spend two weeks at a resort are generally more satisfied with their holiday than those who remain three weeks or more. This means that the entire range of amusement and entertainment available is an important factor in keeping the customers satisfied. The more variety is offered to tourists, the more pleased they are likely to be.

### **Residence of Belarusian Father Frost**

The residence of Father Frost in Belovezhskaya Pushcha is one of Belarus' most famous tourist attractions. All the year round this fairytale character receives visitors in Europe's biggest and oldest forest.

Father Frost's residence in Belovezhskaya Pushcha opened in December 2003. A picturesque nature and a fairytale atmosphere of the primeval forest made it one of the most visited places of Belarus.

The residence is situated in the oldest European forest that boasts one of Europe's biggest bison populations. It used to have the world's tallest Christmas

tree that was 150 years old. During New Year and Christmas holidays the tree was decorated with a record high number of lights. Unfortunately, in summer 2014 the tree started to fade and was eventually cut down. But in the forest there are still a lot of beautiful fir trees which are older than 200 years.

Skilful craftsmen turned the residence into a fairytale place. Here you will see houses decorated with hand-carved wooden fretwork and sculptures of fairytale characters, discover the captivating world of myths and legends, take part in games and contests and try unusual dishes...

Thousands of tourists visit Father Frost's abode in Belovezhskaya Pushcha every year. In 2013 the residence welcomed one millionth visitor.

#### Anniversary of Belarusian Father Frost's Residence

On 13-15 December 2013 the residence of the Belarusian Father Frost marked its 10th anniversary and the 150th anniversary of the world's tallest New Year tree. The visitors was treated to an eventful program featuring fairytale characters from around the world who were flock to Belovezhskaya Pushcha to take part in the celebrations.

The culmination of the festivities was presentation of the project Fairy Map of Russia and Belarus during which the first international fairytale mile inaugurated in Belarus.

### ***Tema 9. Tours and Excursions***

Organizing process of tours and excursions. Organization of a good tour. Choosing the itinerary on the map and using the guidebook. Couch tour, hiking tour, interactive tour, adventure and science discoveries, tours for children. Main secrets of the guide profession. Communication and guiding methods and techniques.

## **The best things about travelling in a tour group**

### **1. Someone to show you the way**

When you're travelling solo, you're the one who's responsible for finding accommodation, getting there, finding food and drink and making sure you get the best from your destination.

On tour, your guide will tell you where you're going each morning, probably take you there, and a good one will be able to give you facts about everything you see along the way too.

This is definitely one of the best things about travelling in a tour group. When you travel by yourself, in a country where you don't speak the language, there's no one to ask the deluge of questions you might have. On a tour, no matter how silly your enquiry, your tour guide is there to help.

### **2. Instant friends**

The fact that there will be all kinds of different people on your trip, who've also joined to make new friends, means it's so much easier to get chatting to people.

You can quickly work out who you think you'd like to talk to, and then over the course of the trip others might surprise you. Either way, I can confirm that it's much easier to make friends on tours than by hoping to strike up conversations in hostel common rooms.

I've met some brilliant people on tours just recently and now have new friends all over the world.

### **3. Tried and tested best of a destination**

Whichever tour company you go with, they'll have utilised years of tried and tested research to put together the best itinerary. It could take weeks of research to be able to put together as worthy a schedule as they do.



Good tour companies will only hire locals, or people with super slick local knowledge that can give you the best insider information there is. They'll also be able to recommend the best restaurants and bars to visit.

You can trust a good tour company to show you the best of a destination.

#### 4. Safety if anything should go wrong

Join a tour group and you'll always have a tour leader to advise if things go wrong. This *is* just a safety net though; you're not five, and they're not your parent, but at least you have the reassurance that someone's got your back if it should all go wrong.

#### 5. A good way to organise group travel

I can't believe I hadn't thought of this before, but a few people I met on the group tours had come with friends. They'd wanted to go on holiday with their mates but no one had really wanted to sort it out or be responsible for collecting and spending the money.

All you need to do is pick a tour, have you and at least another friend sign up, and then tell everyone else that's what you're doing. That way they can settle payments directly with the guide and your itinerary is set. All that's left to you is to enjoy being with your mates, and meeting the other people on the trip.

#### 6. Reassurance for your parents

If your parents are worried about you going out into the big wide world by yourself, joining a tour group, at least to start your trip, is a great way to give them some reassurance that you're not going to be alone.

They know that with the tour company's phone number they can get in touch with you if they need and that there is someone answerable for your safety.

## 7. Group discounts

When you travel in a group your leader can arrange group discounts on activities, food and drinks. Companies will be happy to offer cheaper prices as there are so many of you.

## 8. See things you wouldn't be able to usually

As part of a tour your transport can sometimes access areas you wouldn't be able to yourself. This is especially true when it comes to those hard to reach destinations like Africa. You'll be taken to projects you would never have heard of, and have a chance to be introduced to locals like you wouldn't have if you were travelling by yourself.

## 9. Have someone for the photos

All those Instagram selfies are getting tiring for your friends, y'know. You need to get some friends in on the action. On tour everyone's happy to pose for a pic and be tagged as they all want to look like they're having the best time ever to their friends back home.

They're also there to take great photos of you, of course.

## ***Tema 10. Tourism in Belarus***

World tendencies in tourism industry. The infrastructure and transportation in Belarus. Perspective direction of the Belorussian tourism. Ecotourism and agrotourism. Sport and recreation. Holidays and tourist-attractive events in Belarus. The main place of interaction in Belarus. Main achievements and problems of Belorussian tourism.

## **Part 2. Tourism Industry**

### ***Tema 11. Working in Tourism. Careers and Jobs***

Jobs in tourism and hospitality industries. Manager, consultant, guide, courier, ticket and reservation agent, and their essential duties and responsibilities. Skills and abilities. Find a job. How to write CV, resume and Cover Letter. A job interview. Steps for job promotion.

### **Introductory text**

A tour guide (or conductor) is the person in charge of a tour or an excursion. The terms are interchangeable but some people use 'guide' to refer to the person who accompanies a sightseeing trip and 'conductor' for the person who makes the travel arrangements.

**Free-lancers** are people who work for themselves. Many free-lance writers specialise in the travel field.

**Consultant** is a person who offers his experience and knowledge in a particular field to individual customer on a fee basis. There are consultants and consulting firms in the tourist industry.

**Social Director** is a person at a resort hotel or on a cruise ship who is in charge of the activities to amuse and entertain the customers.

**Front-desk employees** are hotel personnel who work at the registration, information and cashier's desks.

### **Careers in tourism**

Like most service industries, tourism is labour-intensive; that is, it employs a high proportion of people in comparison to the number that it serves.

The range of jobs is also very wide, from unskilled (like a dish washer in a restaurant) to semi-skilled (like a waiter or a chambermaid), and to skilled (like a travel agent or a tour operator). In addition, tourism generates many jobs that are

not usually considered to be within the industry itself- jobs in construction, manufacturing, and merchandising.

A majority of the jobs in tourism have one common feature: contact with the public, including both the positive and negative aspects of dealing with ordinary human beings. Anyone who has chosen a career in tourism should enjoy working with people and be tolerant, especially since the irritations of travel can bring out the worst qualities in some people.

In many jobs in which it is necessary to deal with the public, language skill is necessary or desirable. People who hold jobs of this kind include travel agency employees, ticket and reservations agents, airline flight personnel, front-desk employees in hotels, tour conductors or guides, waiters, bartenders and so forth. The degree of language skill may vary from using special terms in catering service jobs to speaking fluently among travel agents and tour guides. The degree of language skill may vary according to the location of the job.

The tourist industry differs from many others as it employs more women than other kinds of business. Indeed, women are found at all levels. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry. There are many different ways to acquire the necessary experience. Some agents begin as clerical workers or secretaries in travel agencies or in the transportation companies. Particular jobs that provide useful knowledge include those of ticket agent and reservations agent for the airlines.

In addition to dealing with the public, the travel agent must deal with people who work for the other components in the industry. One of the most important aspects of the job is keeping informed of the highly complex pricing policies of airlines and the resort hotels. The agent must also keep up with other developments in the industry - new resorts, changing travel regulations, new services. So travel

agents who go on familiarization tours are given lavish treatment so as to impress them favourably with the services that are being offered.

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few travel writers, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or newspapers. Others are free-lancers: they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks.

The tour operators work much more within the framework of ordinary corporate practice than the small retail agencies do. Companies like Cook and American Express employ people in nearly all phases of tourism, ranging from the jobs that would be found in a retail travel agency to those that deal with packaging tours or establishing overall policy for the companies. They also employ a large staff to work on advertising and publicity.

Official and semi-official tourist bureaus also employ many people who perform different kinds of work. Some of the jobs are related to promotion which is extremely important to the whole industry. Others are involved with research, such as gathering travel statistics and trying to work out systems that increase their accuracy. Others are concerned with planning and development of existing facilities.

Consulting firms also play a part in the tourist industry. A consultant offers the expertise he has acquired through study and experience to individual clients on a fee basis. In tourism, consultants are called in to give advice to government tourist bureaus or private developers.

Perhaps the most distinctive and difficult job in the entire industry belongs to the tour guide or conductor. The term guide is used for one in charge of local

sightseeing and 'conductor' is the one accompanying a group throughout its travels and making all the arrangements for the group.

The sightseeing guide must be familiar with the points of interest that he is showing to the visitors. He usually gives a prepared talk that describes the points of interest, but he must also be prepared to answer a lot of questions. And he has to deal with any problems that occur during the tour or excursion, such as bad weather, sudden illness, an accident. A sightseeing guide needs two qualities above all - an outgoing personality and language skill

The conductor, or the guide who stays with a group throughout its trip, needs the same two qualities. He also needs to have a thorough knowledge of all the regulations and 'red tape' that the tourists will meet when going from one country to another. These are the aspects of travel that are likely to cause most problems and create most irritation when they go wrong: handling the luggage of the group, easing them through government formalities, making sure they get the kind of accommodations, food and entertainment they have paid for. Another distinctive job in tourism is that of a social director. Many resort hotels and nearly all cruise ships employ a person who is in charge of the activities that are supposed to entertain and amuse the customers. The social director not only has to organise these activities, he must also involve the willing and the reluctant guests in the fun and games. A good social director should really enjoy the games and parties that are planned for the guests.

In addition to social directors, resorts employ people to supervise activities in which the resorts specialise - golf and tennis pros, or swimming, skiing and scuba diving instructors.

There are many facilities for training in the tourist industry. Many hotel companies, airlines have training programmes and courses for people who will fill both skilled and semi-skilled positions.

Tourism is an industry that is still growing rapidly. It provides people with a variety of occupations that require different kinds of skills. No matter what aspect of the industry one may work in, the final result of the effort should be a satisfied customer who remembers his trip and his holiday with pleasure.

### ***Tema 12. Business English in Tourism***

Leadership of the travel company. Creation of the image of the company. Staff members and their working relations. Writing official documents and letters. Making telephone calls and discussions. Negotiations, presentations and meetings. Professional ethic and corporative culture.

### ***Tema 13. Tour Operators***

Creation and promotion of a packaged tours. High and low seasons in different countries and resorts. Patterns sales of package holidays. Hotel contracting and transporting in tourism business. Insurance and visa support. Direct and indirect operating costs. Belorussian tour operators. Problems of equipment and infrastructure. Hospitality service.

## **TOURIST ORGANISATIONS**

As tourism developed so did enterprises-operating between the client (tourist) and the hotels, transportation and other services that the client may require when travelling, such as tickets for museums, theatres, sports, special tours and so on. These companies that integrate travel arrangements, accommodation and tours are known as *tour operators*. Many of these operators specialise in certain areas of the world in order to capture a majority share of one market as opposed to trying to cover the world. Abercrombie and Kent is a British company that specialises in Africa and the "African Experience". DSR (Destination Services Russia) specialises in Russia

and particularly St Petersburg, where they are based. Some operators specialise in certain fields as opposed to areas, for example the organisation of conferences, medical trips, luxury tours, etc

Large companies often form an "umbrella" organisation which unites tour operators, transport enterprises and firms which own a number of hotels. A company like American Express specialises in air tickets and monetary matters to do with travelling. American Express card holders have access to many services, all related to travel abroad and which are all part of the yearly membership fee.

One of the most influential umbrella companies is the Japanese Travel Bureau. It organises generally 11 000 foreign tours a day for clients. It employs over ten thousand people. The company has branches in many countries of the world. In Europe branches are in Geneva, London, Rome, Frankfurt, and Dusseldorf.

In Japan tourism has developed rapidly. Already in 1988 there were 5292 travel agencies specialising in internal tourism and 548 firms organising tours abroad. These were the main companies, but many of them have a number of branches which increase this number considerably. However, in spite of this, the market is controlled by not more than twenty companies.

Two hotel corporations were united in France in 1983: Novotel and Jaque Borelle Intemacional. They formed a company called Accor. It united 598 hotels in 45 countries. The firm also owns 1472 catering enterprises: pizzerias, cafeterias, express-restaurants, and other catering establishments. Accor unites more than 15 tourist firms, the largest of which are Novotour and Jet Evasion. It also has a number of wholesale stores and shops within its structure. With a turnover of USD 1.5 billion it employs 35 thousand people and has a centre for training specialists for the different sections of the market. 40% of this turnover is from foreign branches.



Many tour operators, travel agencies and airlines carry the internationally recognised logos of ABTA, IATA and BTA. These logos are recognised by all as being signs of security and credibility.

ABTA, or the Association of British Travel Agents, is an important organisation in the British tourist industry. Membership provides some trading advantages but also imposes some restrictions. Companies who join must be willing to have their premises inspected by ABTA officials and there is a code of conduct which members must abide by which includes employing at least one formally qualified member of staff. An advantage of joining is the common fund set up to give holiday-makers financial compensation or expenses if they suffer as a result of an ABTA member going out of business.

Created two years ago, RATA already has offices in Russia's Far East, Siberia (Novosibirsk) and Krasnodor. Around 20 tourist firms will be joining the Petersburg branch. It is hoped that the creation of the regional office will attract more organisations to the RATA which, as a collective, would be able to solve the problems affecting tourism in North Western Russia.

BTA (British Tourist Authority). The BTA is a statutory body created by the Development of Tourism Act, 1969. The BTA is responsible for research into tourism and for encouraging overseas visitors to Britain.

IATA (International Air Transportation Association). Very much like the ABTA, this association governs the code of conduct for the different airlines to follow, particularly with regard to safety. It is also a security stamp for travel agents and customers booking airline seats in that it adds legitimacy to the company.

The EEC holds a 60% share of the tourist business. In recent years 20 to 25% of tours there were organised tours. Every second tourist used the assistance of tourist agencies to organise his tours abroad. The percentage in other continents is higher because tens of thousands of companies are engaged in tourist business.

## TOUR OPERATORS AND TOUR COMPANIES

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

Packaged tours offer transportation, hotel accommodations and transfer to and from the airport. 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.

The first tour in the modern sense was put together by Thomas Cook in 1841. Cook was soon offering tours all over the world, and the idea gained acceptance very quickly not only in England but also in other European countries and in the United States.

The firm of Thomas Cook and Sons has remained a major force in the travel industry, despite the number of changes in ownership. The great increase in tourism that took place in the 1960s, especially in Europe, was in part the result of the emergence of a number of firms whose chief business was packaging and operating tours.

The typical package that the European tour operators put together consisted of the least expensive two-week holiday tour. It was primarily intended for northern Europeans who wanted a Mediterranean vacation. As the competition among the operators brought prices down, many people who had never travelled before were encouraged to try a trip abroad. Both tourism in general and the tour operating companies themselves expanded very quickly.

The rapid expansion, however, has also resulted in many changes in management and methods of operation for the firms in the business. A sounder financial base became necessary, since tour groups were sometimes left stranded because tour operators did not have sufficient cash to pay the price of the aircraft charter.

Tours are also arranged for employees and their spouses by corporations. The corporations typically offer these vacation trips as a reward for superior sales effort or as an incentive to improve performance. This type of tour is not open to the general public, but it is welcomed by the airlines and by hotel operators in the established resorts that frequently attract business of this kind.

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. Local colour is not important — many holiday-makers are hardly aware of what country their hotel is in.

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. Most of these tours include several different destinations and a good deal of local travel within one region. Thus, they require careful arrangement and coordination of accommodations, local transportation, luggage handling, and all the other details that accompany any kind of travel.

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.

He deals with the problems of lost luggage and unsatisfactory hotel accommodations, with rainy days and fatigue, with sudden illness, and with interpersonal problems that arise among the members of the group.

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.

The independent traveller — one who does not travel as a member of a group — often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants.

Even when a travel agent makes the arrangements, these difficulties still exist. The tour offers convenience as one of its inducements. 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.

## **TOUR OPERATORS**

Tour operators vary in size from the local coach company selling a dozen short tours a year, up to the giants such as the German company TUI and the Swiss company Kuoni which send millions of clients to all corners of the world. Many jobs exist in the Outgoing Tour market, e. g. a British tour operator sells tours to British people who fly off to holiday in Greece, Spain, Italy or a hundred other countries. For the general market they will employ staff selected in Britain principally because

package tourists often prefer to be looked after by a compatriot and also the selection process is so long and involved that it is just not practicable to employ nationals of the destination countries.

Most tour operators interview in their country and send the selected staff out at the beginning of the season to stay in the resort for the duration of the season. Although this means that the majority of staff do not speak the language fluently, most tour operators do not consider this a priority. As one major operator says, perhaps a trifle optimistically, "Anyone who speaks one foreign language will find it easy to learn another, and anyway most locals in a resort speak English."

Because of price wars, the mass-market operators make little or no money on selling holidays. Instead their profits derive from selling excursions and, to a lesser extent, duty-free goods on their chartered aircraft.

If you don't feel comfortable with this emphasis on selling, you will have to try to find work with a more up-market operator who does not rely on excursion sales.

Some tour operators advertise a training course for which you have to pay. To ensure that applicants are serious about the work, these companies insist that they put their money where their mouths are. Normally this training fee will be refunded after you have worked for the company for a certain length of time.

In many cases the recruiting departments of tour operators are open only during recruitment period. Then when they have chosen the required number of staff close the department down and go to work in the reservations departments or wherever needed.

Large companies like Thomson Tour Operations and Airtours employ so many people to service their estimated three million customers that they publish a large-format brochure about their requirements, which can be requested from the Overseas Personnel Office. As is the case with most of the major companies, Thomson and

Airtours employ reps, entertainers and ski resort staff. Their reps must have all the usual qualities (flexibility, diplomacy, etc.) and preferably knowledge of French, Spanish, Italian, Greek, German. There may be an assumption that you have a commitment to make tourism a career, though this is not essential.

## **REPS**

Acting as a company rep in a foreign country gives you a unique chance to meet locals and become part of the local scene. The most important thing a company needs to know about new reps is whether or not they will fit in with the profile of a team. Knowledge of a European language is always requested. But even if the language requirements are not very rigorous, candidates should show that they are at least interested in learning about foreign cultures including the language. As you progress up the company ladder and are offered jobs as a senior rep or manager, then you will need to speak the local language.

A tour operator needs staff who can be flexible. No company wants their staff to have outside interests which might interfere with their work. Once trained in the company ways, e.g. to send in correct company paperwork, sell the company excursions and work the way the company wants, a rep can be transferred from one resort to another, sometimes one country to another, at short notice. Once you have a season or two of experience you should be given a say in where you go. Reps are expected to work six or seven days a week between seven and fourteen hours every day depending on whether transfers, hotels check-ins, welcome meetings, excursions, client visits, etc. are scheduled. Time off is seldom enough to do much independent travelling. Most reps spend their day off catching up on a beach. The industry demands total dedication.

If there is a strike and 40 clients are suddenly rerouted to another airport you will just have to miss the party to which you had been looking forward. If there is a crisis, you could end up working up to 36 hours at a stretch, and are expected to be smiling at the end of it.

Considering the rigours and pressures of the job of package tour company representative, wages are low, though of course accommodation, travel and some other perks are provided. It is self-evident that reps look after holiday-makers, remaining aware of the consequences of giving bad advice. Obviously medical emergencies are the most serious problem which reps may face. For instance, if an elderly client has a heart attack or a young leaway has a serious accident on a hired moped. The situation becomes even more difficult if your employers have told you to do anything apart from summon help for fear that relatives may later sue if the rep had taken the wrong steps.

## **TOUR GUIDES**

The person who accompanies a group of holiday makers on a packaged tour is variously known as tour guide, leader, manager, director or (US only) escort.

The tour leader may be an employee of the tour operator, a freelancer or (less usually) someone who is operating (i. e. designing, marketing and leading) his or her own tour.

Company employees are expected to project the company image. Officially the job of tour guide consists of representing the company, meeting and/or accompanying a group (usually on a coach), providing commentary, reconfirming accommodation and activity arrangements (which should have been put in place by the employing tour operator), helping with luggage, sorting out problems and generally creating an enjoyable atmosphere for the clients. This is quite a tall order, but first it is necessary to understand the range of possibilities in the world of tour leading and guiding.

The rewards are those which attract most people into the tourism business in the first place: the chance to travel, a desire to work with people and the chance to take responsibility. Many prominent members of tourist industry started out as guides or reps as their first step on the career ladder.

A travel agent sells this product and other services to the public, and provides a convenient location, such as a shop or office for the purchase of travel.

If you imagine how a car is made and sold, the tour operator is like the factory where the different pieces of the car are assembled. The travel agent is like the car showroom which sells the finished product. So a tour operator will have to do things like decide what tours and holidays to organize — it might be inclusive tours, or independent holidays. They'll probably investigate and research new markets to find out what people actually want. Then, when they're putting together a tour, they'll have to negotiate with the various airline companies and hotels and other principals, as we call them, in order to get good bulk purchase deals. They'll probably charter aircraft, and later on they'll need to recruit and train staff to be resort representatives, guides and so on.

When that's all sorted out and they've signed contracts with the principals, they'll be able to concentrate more on promotion — designing and printing a brochure, and planning an advertising campaign. Once the tours are being sold, the tour operator deals more directly with the agent in accepting bookings. They have to continue work with the principals — sending room list, flight manifests, and so on.

So a tour operator doesn't usually have so much direct contact with the customer.

The travel agent, on the other hand, is in direct contact with the customer, advising on resorts, carriers, and travel facilities in general, helping to plan itineraries for customers, arranging corporate travel. Then, when they're actually selling holidays, inclusive tours, air tickets or whatever, they'll be involved in recording and confirming reservations, sending invoices to customers, and issuing tickets and vouchers. They're also involved in ancillary services like arranging car hire or selling insurance. And plenty of other things as well, from ordering stocks of brochures for rack display to making sure the windows are clean!



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### *Tema 14. Tour Agencies*

The retail travel agent. Selling tours techniques. Internet is the best friend for travel agent. How to make people buy the tour: psychology and steps for success. Establish the clients' priorities. Read clients' thoughts. Tailor-made holidays satisfy peoples' needs. Promotion of the Belorussian national heritage. Foreign tourist attraction.

#### **The difference between travel agent and tour operators**

At times there can be confusion about the difference between tour operators and travel agents and what exactly makes them different or what roles they play in the planning of your vacation. The main difference is that a **tour operator** is responsible for operating and providing your vacation through the contracting, booking and packaging together of the various components of your tour such as your hotel, transportation, meals, guides, optional tours and sometimes flight. Many tour operators are considered land only operators and focus on the aspects of your package once you have arrived in your destination.

**Travel Agents** hold the role of selling and administering packages from various tour operators to their personal clients based on what they're looking for and what package suits each client best. While many tour operators focus on a select concentration of destinations most travel agents can specialize in a range of destinations and then they can help you narrow down a package for that specific

destination or area you are looking to travel to based on your budget, preferred method of travel and interests. Travel agents will then work directly with the tour operator to perfect your requests and provide the tour operator with the information and payments they need.

With the increase of internet use in everyone's lives independently booking your tour package directly with tour operators is now more available than it had been in the past therefore requiring the use of an agent to know what operators were out there and available. Most tour operators these days do deal directly with clients and sell their own packages therefore removing the middle man, however many people still prefer to use their local or family travel agent they have relied on for years.

While Tenon Tours is a Tour Operator we gladly work with and respect our relationships with our Travel Agents as we both share the same goal of providing you with an unforgettable and stress free vacation.

### **Differences in a Nutshell**

1. Travel agents act on their own with prospective travelers while tour operators act as a middleman between the two.
2. Travel agents become part of packages provided by different agencies, while tour operators are the ones who compile the packages.
3. Travel agents are responsible for all the traveling arrangements at a place throughout the trip while a tour operator is in charge of managing everything from the start till the end.
4. Travel agent manages all the flights and local trips for the client while a tour operator manages all the thing such as bookings, reservations, sites to visit and etc.
5. Travel agents can be specific to a location while tour operators are not restricted to one country or area.
6. A tour operator makes more profit in percentage than a travel agent.
7. A travel agent makes more profit than a tour operator in the overall terms.
8. Becoming a travel agent is relatively easier since is focuses on one aspect while a tour operator requires more time to learn the trade.

9. A tour operator requires less initial investment. A travel agent needs more money to start their own business.
10. A tour operator provides diverse opportunities while a travel agent provides particular options.

"туристическое агентство" - Reiseagentur, Reisebüro Tourismusverband

### Im Reisebüro

- Guten Tag, was kann ich für Sie tun?  
— Ich möchte gern eine Reise machen.  
— Wohin möchten Sie fahren?  
— Das weiß ich noch nicht genau, da gibt es so interessante Länder. Vielleicht können Sie mich etwas beraten.  
— Habt Ihr schon beschlossen, wann Sie fahren wollen?  
— Ja, ich meine, dass Juni die beste Zeit des Jahres ist.  
— Mögen Sie die Wärme?  
— Ich mag Wärme, aber nach Ägypten oder Tunesien darf ich im Juni nicht fahren. Es ist sehr heiß.  
— Wie finden Sie Griechenland?  
— Das ist wunderbar! Griechenland ist sehr schön. Aber ich war schon einmal in Griechenland.  
— Waren Sie schon mal in Russland?  
— Ich habe über Russland nie gedacht. Aber es klingt verlockend. Können Sie mir etwas vorschlagen?  
— Mit großem Spaß! Wir haben verschiedene Führungen in "Mütterchen" Moskau, das Herz aller russischen Städte, nannte man liebevoll Moskau in Russland. Moskau ist eine sehr alte Stadt.  
— Kann ich Sehenswürdigkeiten besichtigen?  
— Da kommt es nicht in Frage. Zu den zahlreichen Sehenswürdigkeiten Moskaus gehören viele Bau- und Geschichtsdenkmäler. Der Kreml nimmt unter ihnen einen besonderen Platz ein.  
— Na ja, ich habe gehört ein alten Spruch: Über Moskau gibt es den Kreml und über dem Kreml nur noch Gott.  
— Sie können auch den Roten Platz mit der Basilius-Kathedrale und dem Historischen Museum besuchen. Also wollen Sie diese Reise unternehmen?  
— Mehr möchte ich nicht! Danke!

### Основные фразы

- Здравствуйте / Добрый день — Hallo / Guten Tag  
- До свидания — Auf Wiedersehen  
- Вы говорите по-русски? — Sprechen Sie russisch?  
- Вы говорите по-английски? — Sprechen Sie Englisch?  
- скажите пожалуйста — sagen Sie bitte

Начать разговор или поддержать его можно следующими не обязательными фразами:

- Доброе утро — guten Morgen
- Добрый вечер — guten Abend
- Как Ваши дела сегодня? — Wie geht es Ihnen?
- Увидимся позже — Bis später
- Я еще вернусь — Ich komme wieder
  
- Пожалуйста / спасибо — Bitte / danke
- Я не понимаю вас — Ich verstehe Sie nicht
- Пожалуйста, говорите медленнее — Bitte sprechen Sie langsam

- Не могли бы Вы повторить это? — Könnten Sie das wiederholen?
- Как Вас зовут? — Wie ist Ihr Name?
- Меня зовут ... — Mein Name ist ...
- Не могли бы Вы мне помочь? — Könnten Sie mir bitte helfen?
- Где находится ... — Wo ist ...
- туалет — die Toilette
- ресторан — das Restaurant
- музей — das Museum
- гостиница — das Hotel
- пляж — der Strand
- посольство — die Botschaft
- больница — das Krankenhaus
- Пожалуйста подождите здесь — Bitte warten Sie hier
- Пожалуйста подождите немножко — Bitte warten Sie ein wenig
- Как называется этот предмет? (с указанием на предмет) — Was halten Sie dieses Ding nennen?
- Сколько это стоит? — Wie viel kostet es?
- Могу я задать вопрос? — Kann ich eine Frage stellen?
- Я из России — Ich bin aus Russland
- Могли бы Вы написать это на бумаге? — Können Sie es schreiben, zu Papier?
- Что означает это слово? — Was bedeutet dieses Wort?
- Я проголодался — ich bin immer hungrig
- Я хочу пить — Ich habe Durst
- Я замерз — Ich bin kalt
- Я плохо себя чувствую — Ich fühle mich schlecht
- Который час? — Wie spät ist es?
- Мне пора идти — Ich muss gehen
- Сегодня, вчера, завтра — Heute, gestern, morgen
- Как мне добраться до...? — Wie komme ich in ..?
- Срочно. Позовите на помощь! — Dringend. Rufen Sie um Hilfe!
- Прошу прощения — Verzeihen Sie mir

### **В отеле**

- Мне нужен одноместный номер — Ich brauche ein Einzelzimmer
- /двухместный номер — Ich brauche ein Doppelzimmer
- /номер люкс на неделю — Ich brauche eine Suite für eine Woche
- Я забронировал одноместный номер. Я хотел бы заселиться. — Ich hatte ein Einzelzimmer. Ich möchte zu begleichen.
- Сколько стоит одноместный номер в сутки? — Wie viel ist ein Doppelzimmer pro Nacht?
- Есть ли в номере европейская розетка? — Gibt es Raum in einer europäischen Steckdose?
- В отеле есть ресторан? — Das Hotel verfügt über ein Restaurant?
- Когда подают завтрак? — Wenn das Frühstück serviert wird?

### **Передвижение по городу**

Где я могу найти карту? — Wo kann ich eine Karte zu finden?

Сколько времени займет добраться туда? — Wie lange dauert es, um dorthin zu gelangen?

Где здесь автобусная остановка? — Wo ist die Bushaltestelle?

### **В музее**

Когда открывается/закрывается музей? — Beim Öffnen / Schließen des Museums?

Сколько стоит один взрослый билет? — Wie viel ist ein Erwachsenen-Ticket?

Не подскажете, где здесь выход? — Können Sie mir sagen, wo ist der Ausgang?

### **Деньги**

Где я могу обменять деньги? — Wo kann ich Geld wechseln?

Когда открывается/закрывается банк? — Beim Öffnen / Schließen der Bank?

Где здесь ближайший банкомат? — Wo ist der nächste Geldautomat?

Не могли бы вы разменять мне деньги? — Könnten Sie mir Geld wechseln?

### **В кафе/ресторане**

Я хотел бы заказать апельсиновый сок, бутерброд с ветчиной, картофель фри и салат — Ich möchte Orangensaft, Schinken-Sandwich, französisch frites und Salat bestellen

Не могли бы вы подсказать, где здесь туалеты? — Könnten Sie mir sagen, wo sind die Toiletten?

Можно мне счет, пожалуйста? — Kann ich die Rechnung, bitte?

Могу ли я поговорить с менеджером? — Kann ich mit dem Manager zu sprechen?

[www.reisen.de](http://www.reisen.de)

## ***Тема 15. Tour Promotion***

SWAT- analysis and searching of the tourist market. The potential ways of tourism. Promotional activity tools. Copywriting and brochures. Exhibition and tour presentation. Advertising and PR campaign. Public information center. National and regional tourism in Belarus.

## ***Тема 16. Customer Service in Tourism***

Care about tourists' needs. Classification of international visitors. Transportation, accommodation, catering, entertainment. Tourists complains and dissatisfaction. Handling a difficult situation. Ethic and tourism. Welcoming clients and foreign visitors. Communication with clients and service in the travel industry.

## ***Тема 17. Tourist Attraction and Entertainment***

Animation during the tours and in hotels. Attraction for different kinds of tourist. Animation for children. Animation is a profession and job. Events and holidays in hotels and resorts. Summer camps and guests houses. Visiting theme

parks. Shopping. Sport and competition during the holiday. Communicative skills of animators.

### **Part 3. History and Heritage Protection**

#### ***Tema 18. The Main Historical Periods***

History and development of Belorussian lands. Periods in Belorussian history. Ethnic groups in the territory of Belarus. The development of old towns and countryside. The most prominent persons and events in Polatsk and Turau Principalities. Ragvalod, Ragneda, Vladimir, Izyaslau, Useslau “the Magician”. The Christianity in Belorussian lands. Yeufrasiniya Polatskaya.

#### ***Tema 19. The Great Lithuanian Principality***

The main reasons for the Great Lithuanian Principality foundation. The Crusaders and Tatar invader. Gedymin, Alherd, Keistut and Yhaila. Golden Age in Belorussian history and Vitaut. Feudal system and the relation between peasants and property owners. The power of the aristocracy and administrative system of the Principality.

#### ***Tema 20. The Period of Rech Paspolitaya***

The relationship with the Poland and Moscow Kingdoms. The reasons for the creation the union between Poland and Lithuania. Rech Paspolitaya creation conditions. The most prominent people in culture and politics: Mikalai Radzivil “the Black”, Dr. Francysk Skaryna, Symon Polatski and others. The wars of the 17-18<sup>th</sup> centuries. The division of the Rech Paspolitaya. Belarus as a part of Russia territories.

#### ***Tema 21. Belarus before and after WWII***

Belarus in the Great October Revolution and World War I. The Soviet period in the history of Belarus. Industrialization and Collectivization. International situation before the II World War in Europe. Belarus during the II

World War. The destruction, genocide and battles on the Belorussian lands. Belarus after the II World War: renovation and the threat of the “Cold” war. Belarus and its independence in 1991. Modern Republic of Belarus.

### ***Tema 22. Heritage Protection***

Historic Preservation. Convention 1972. UNESCO World Heritage List. Types of World Heritage Sites. World Heritage Sites in Danger. The Criteria for Selection to be included on the World Heritage List. Restoration and renovation of the architectural buildings.

#### ***40 YEARS UNESCO WORLD HERITAGE CONVENTION (FULL ARTICLE)***

In 2012 the UNESCO World Heritage Convention celebrates its 40th Anniversary. Here a reminder of how it all began and some of the purposes and philosophies behind the Convention and the UNESCO World Heritage List.

The Constitution of UNESCO, the United Nations Educational, Scientific and Cultural Organisation was established in the wake of the Second World War in London on the 16th November 1945 with the purpose ‘...to contribute to peace and security by promoting collaboration among nations through education, science and culture...’ (UNESCO, 1945).

UNESCO’s World Heritage programme began to take form in the 1960’s. As it is often the case, sometimes real threats are necessary to open our eyes. Likewise, it was in 1959 that the governments of Egypt and Sudan finally realised that without international assistance, the great monuments in Nubia and Philae could not be rescued from permanent loss by inundation, as a result of the construction of the Aswan High Dam. They eventually turned to UNESCO for help and consequently on 8 March 1960 UNESCO’s first campaign to save our common heritage was launched (UNESCO, 1982: 57).

The campaign sparked the initiatives for developing the concept of a World Heritage Convention. The White House Conference on International Co-operation in the USA in 1965 proposed an idea for a 'world heritage trust' (Slatyer, 1984: 8) and after the UNESCO General Conference in 1970, first drafts for a convention were prepared by The World Conservation Union (IUCN) and UNESCO. Ultimately, the Convention was adopted in 1972 (UNESCO, 1972).

The 'Convention for the protection of the world cultural and natural heritage' was adopted at the UNESCO General Conference on the 16th November 1972. It acknowledges that world heritage should not only be protected for our own present well being, but for the benefit of future generations as well. Its philosophy that it is not just everyone's right to enjoy the heritage, but even more a common duty and responsibility to protect it, is a major achievement. The World Heritage Committee is the main body in charge of the implementation of the Convention. The 'Operational Guidelines for the implementation of the World Heritage Convention' are the most important working tools for the World Heritage Committee and States Parties. The first version of the Guidelines was elaborated in 1977 and has been revised and edited several times.

By signing the Convention countries agree to co-operate in the protection of the heritage and to conserve the sites located within their borders. They declare as well that these sites belong to the whole of mankind. Some heritage sites are of outstanding universal value to humanity and can be seen as 'the best possible examples' (anon. 2000b). UNESCO encourages countries to sign the Convention and to nominate such sites for inclusion on the World Heritage List.

The USA was the first country to sign the Convention on 7 November 1973. To date 161 countries have ratified or accepted the Convention. The first World Heritage Committee was elected in 1976. The Committee's main activities concern the World Heritage List, the List of World Heritage Sites in Danger and



the World Heritage Fund. The Operational Guidelines were created as a working tool for the implementation of the Convention.

In evaluating the nominated properties for inclusion on the World Heritage List the Committee is assisted by three advisory bodies. The World Conservation Union (IUCN) prepares recommendations for the evaluation of natural properties, while the International Council on Monuments and Sites (ICOMOS) evaluates cultural properties. The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) assists in restoration projects and training in the field of cultural properties.

In 1978, UNESCO's World Heritage Convention became operational with the inscription of the first twelve properties on the World Heritage List, after which the Convention became a valuable and popular instrument in the protection of the cultural and natural heritage. There is still doubt about its legal strength and its universal value remains questionable.

After forty years 189 States Parties have adhered to the Convention (UNESCO, 2012a). In comparison, there are currently 192 official member states to the United Nations (2012). Depending on which count you accept, there are 196 countries in the world (countries such as Palestine, Western Sahara, Kosovo or Taiwan still cause international disputes over whether they should be recognised as independent countries). As of the 2nd of July 2012 there were 961 properties on the List. The 36th session of the World Heritage Committee was held in Saint Petersburg, Russian Federation, from 24 June to 6 July 2012. On the 40th Anniversary of the World Heritage Convention the Committee added twenty-six new properties to the World Heritage List. The List now includes 745 cultural, 187 natural and 29 mixed properties, across 157 State Parties (UNESCO, 2012b).

When we take today a look at the World Heritage List it can still be said that these properties are not yet fully representative of the 'best possible examples'. UNESCO acknowledges that there is still work to do and since 1994, has launched

the Global Strategy for a Representative, Balanced and Credible World Heritage List (UNESCO, 2012c). The strategy has as its objective ‘...to broaden the definition of World Heritage to better reflect the full spectrum of our world’s cultural and natural treasures...’ (UNESCO, 2012c).

As a result new categories for World Heritage properties have been created. The annual new entries to the List reflect this and we have seen for instance properties being put forward in categories such as cultural landscapes, itineraries, coastal-marine and small-island sites, deserts and industrial heritage.

Within the context of representing the full spectrum of heritage, UNESCO also developed a stronger emphasis on intangible cultural heritage, and programmes that are separate from the UNESCO World Heritage List. Under the Intangible Cultural Heritage programme by UNESCO, they compile the ‘The Representative List of the Intangible Cultural Heritage of Humanity’ and ‘The Register of best safeguarding practices’. There is also a ‘List of Intangible Cultural Heritage in Need of Urgent Safeguarding’. The intangible cultural heritage programme recognises for instance ‘oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.’ (UNESCO, 2014) expressions, knowledge skills, craftsmanship and practices. An extensive variety of expressions are meant by this, amongst which rituals, festive events, oral traditions or performing arts (UNESCO, 2012d).

Closely linked to this is also the UNESCO project around the Memory of the World that was launched in 1992 and which lists documentary heritage (UNESCO, 2012e).

When a property gets listed under the World Heritage List, this however does not always guarantee that the sites will be satisfactorily safeguarded. While the Convention is often described as one of the most universal international legal instruments for the protection of cultural heritage, it is nevertheless also at times

described as an instrument without ‘teeth’ (Westrik, 1998: 47). To address some of these issues UNESCO has also started to compile a List of World Heritage in Danger. In 2012 thirty-eight properties were included on this list (UNESCO, 2012f).

It can be said that the World Heritage Convention and the World Heritage List have been hugely successful and influential. Heritage protection, conservation and awareness about our natural and cultural roots have made much progress over these past forty years. Most importantly, the activities by UNESCO continue to contribute towards ‘building Peace in the minds of men and women’ peace and collaboration among nations More importantly, the activities by UNESCO continue to contribute towards ‘building Peace in the minds of men and women’ peace and collaboration among nations (UNESCO, 2012h).

### ***Tema 23. World-famous Tourist Sites in Belarus***

World Cultural and Natural Heritage sites. UNESCO World Heritage Sites in Belarus: Belovezhskaya Pushcha National Park, Mir Castle, Nesvizh Palace and Park Ensemble, the Struve Arc. Sites nominated to join UNESCO World Heritage List. The heritage promotion and attraction of the tourists.

#### ***Nesvizh Palace***

Nesvizh Palace is considered the country’s most beautiful palace by the people of Belarus. Its richly diverse architecture and attractive gardens make it one of the most popular tourist attractions in Belarus.

Nesvizh Palace is on the Nesvizh Estate, one of the oldest settlements and most famous places in Belarus. Nesvizh is in the Minsk region of Belarus, approximately 120km south-west of Minsk.

Nesvizh was named Belarus’ 2012 Capital of Culture. Nesvizh became the third Belarusian town after Polotsk and Gomel which had been given this honorary status.

The history of Nesvizh Palace

The estate and town was acquired by the Radziwil family in the middle of the 16th century, and they stayed there until 1939 when they were expelled by the invading Red Army.

The foundation stone of Nesvizh Palace was laid in 1584. It was rebuilt many times and as a consequence has features of many architectural styles including:

- Renaissance
- Baroque
- Rococo
- Classicism
- Neo-gothic
- Modernism

In 1770 Nesvizh Palace was seized by Russian forces and the Lithuanian Archive removed and sent to Saint Petersburg where it remains to this day. Much of the artwork was distributed among Russian nobility.

In the late 19th century Nesvizh Palace was restored by the Radziwil family who also designed one of the largest landscape gardens in Europe on the estate.

After World War 2 Nesvizh Palace was used as a Sanatorium and the gardens became neglected.

In 1994 the estate was designated the national historical and cultural reserve and in 2006 it was added to the UNESCO World Heritage List.

Nesvizh Palace is considered the most beautiful palace in Belarus and attracts thousands of visitors every year. The gardens are a particular attraction, with ornamental lakes, and beautifully landscaped gardens.

Nesvizh Palace went through an extensive renovation programme to restore it to its former glory.

After intensive restoration works (since 2004), Nesvizh Palace reopened its doors for visitors in June 2012.

## **Mir Castle**

Mir Castle in Grodno region is one of the most important tourist attractions in Belarus, an outstanding 16th-century fortification and a UNESCO World Heritage site.

The Mir Castle complex (*Mirsky zamok*) is an outstanding example of 16th-century fortification art. It's located in the town of Mir in the Grodno region of Belarus.

The construction of this Belarus' Gothic style castle was started in the 1520s by Duke Ilinich.

In 1568 the castle came into the hands of Mikolay Radziwil, who completed it in Renaissance style.

A three-storey palace was built along the eastern and northern walls of the castle which had forty fretted rooms. Earth walls were built around the castle with bastions at the corners, surrounded by a water moat.

An Italian garden was laid to the north of the walls and an artificial lake was established to the south. The Radziwills owned the castle for several centuries.

During the Napoleonic wars the castle was severely damaged.

In 1891, the castle is bought by Nikolai Svyatopolk-Mirsky who started bringing order to his new property. His son continued his father's work, led by renowned architect Teodor Bursze.

A subsidiary of the National Art Museum of the Republic of Belarus was located in the castle in 1992.

In 2000 UNESCO designated Mir Castle a World Cultural and Natural Heritage site.

The successful blend of Gothic, Baroque and Renaissance architecture makes Mir Castle one of the most impressive castles in Europe.

Following intensive restoration works, Mir Castle was reopened to the public in December 2010.

Renovation works on the Mir Castle Complex, however, are still underway. The plans are to repair the Italian Renaissance Park, the English Park and the pond, to restore the Svyatopolk-Mirsky Castle. The restoration works on this historic landmark was completed in 2013.

## ***Tema 24. Working in Museum***

Departments of the museum. Exhibition practice and educational programs. Museum events and public activity. The preservation and restoration of the museum collections and objects. Job positions in museums: executive director, project manager, curator of collection, curator of education, PR-manager, research assistant, conservator. Job requirements and qualifications.

### **When You Work At a Museum...**

Remember when you thought working in a museum would be like "Don't Eat the Pictures"? It's not like that at all.

- **So you think you want to work in a museum...**

A couple of months ago, I asked you guys to help me crowd-source a museum-career-advice column. Several times a week, I get emails from people who want to work in a museum asking me how to get their foot in the door, or how to succeed in a museum career, so I thought a crowd-sourced advice column would be helpful, so now when I get asked the question I can just point to this link. And then you all gave some really great responses, and I read them all, and then I wrote the start of this piece and then abandoned it for two months because, well, I should not be dispensing advice about anything at all. Not even directions to the nearest Starbucks. It's not because I hate my job, or because I struggle in this field. It's because, upon reading all the responses when I asked for reader contributions to this topic, I saw a lot of consistency in how people got into the field and I share almost none of that experience. I took a really non-traditional path and may not be the best person to disseminate advice on how to get started. I have a BFA, MFA and I'm ABD, but none of my degrees are museum-specific. What I can stand in for is an example of how diverse but related fields of expertise can qualify you for a museum career. The rest is drawn from reader responses.

Also, this is probably geared toward US museums. I don't know enough about international museum operations to say how much of this is cromulent to them. If you're at a museum outside of the US and want to comment on that, please do, or send me an email.

A museum career is simultaneously one of the most rewarding and frustrating endeavors you'll ever undertake. There's a lot of competition for a limited pool of jobs, the compensation tends to be "not great," the hours can be killer and you're going to end up working when you'd rather be with your friends or family. I first wanted to work in a museum when my parents bought me this VHS tape when I was 7, and I watched it over and over and over until the tape "took a nap." My whole life plan was SET. I was going to work in a MUSEUM.

Fast forward 15 years, and I come to realize, it's nothing like Sesame St. said it would be . Or *Indiana Jones*. Or *The Mummy*. Or *The Mixed-Up Files of Mrs. Basil E. Frankweiler*.

Truth is, it's really hard work, and almost completely unglamorous. But damn, guys, when you see that light turn on in someone's eyes when they really connect with an artwork, or come to a moment of clarity with history or the universe, there's just nothing like it. Worth the blood, sweat and tears. (By the way, you will be bleeding, sweating and crying more than your position description lets on. True fact.)

I have been working in museums for about 10 years, but do not have a Museum Studies degree. I started with a BFA double major of studio art and art history, picked up a teaching certificate, followed by an MFA in Cinema Studies, followed by an (incomplete) Art History PhD program, with the goal of a being a contemporary art curator (obviously). I also took summer classes every year to accelerate my graduation date and did this all in 6 years, no breaks, while also working part time as a special education teacher. Putting myself through that pacing was the biggest mistake of my life, for two reasons.

1. I burned out. Badly. Terribly. To the brink of an emotional breakdown and the nuclear destruction of a long-term relationship. To run through higher education at an accelerated pace from undergrad to PhD is incredibly hard, astoundingly expensive, and rife with uncertainty, it's definitely not for everyone, and it came with financial and emotional costs. If you listen to nothing else I say, listen to this: think long and hard about if and how you can handle that. It's no joke.

2. I was doing what I was told I needed to do academically to get the job I wanted (curator), but had no actual experience doing that job to know if I'd be happy in the field. In hindsight, I needed to take more time between my MFA and PhD to focus on family and relationships, intern more, get some work experience under my belt, and figure out if I was on the right path. (I wasn't.)

In the end, I took a sabbatical to get my head right and get some work experience. That was almost 10 years ago, and I'm still ABD. In between I accidentally landed a dream job in an aspect of museums I didn't know I wanted, got married, and moved to the suburbs. I doubt I will ever finish that PhD. *Do I want to?* Kinda, I guess. *Do I need to finish that degree so I can land a museum job?* Nope.

*Why not?* Sheer luck, dude.

During my sabbatical, I got an entry-level job at a renowned museum, working in educational programming. As I mentioned, I used to be a special education teacher. My thing was teaching through alternative methods of material introduction (to wit, not teaching from the book). Within a month I knew I wasn't going back: I wanted to create learning and engagement opportunities with these primary sources I was immersed in every day, not write books or catalogues or lectures about them. I was a teacher, and I loved it, but I was convinced I wanted to be a curator. Turns out I didn't, because I didn't realize I could combine my love of education with my knowledge of art in another way. Within a year, I'd been promoted twice and within two years, I had a position at one of the most well-known museums in the world.

How? I was lucky, I was book-smart, and I worked my ass off. But I was also, for the first time, doing what I wanted to do, and I decided that a PhD program wasn't what I wanted. Your mileage may vary, and going from undergrad to PhD might be the right move for you. It wasn't for me. Your Mileage is Going to Vary. I can't emphasize that enough. With that caveat in place, let's get on to the advice.

I decided to crowdsource this post, since my experience in breaking into the field is somewhat unique. So I asked tumblr and facebook –check out the threads for all the context and full narratives. I'll condense them as best I can here in the rest of these points.



## **1. Decide if this is the life for you.**

As I mentioned above, you're not gonna get rich in a museum. You can make a decent and comfortable life, but there are Ramen Years. As with any field, if you're paying your own way, you have to make a decision about how much student loan debt you can live with. Think about that long and hard, then go get as many grants and scholarships as you can if you decide to push ahead in education.

You will need a Bachelor's degree, and most likely a Master's degree. A PhD will make you more competitive in some areas (curatorial work, of course) but be wasted in others (you're not going to need a PhD if you're interested in exhibit design). Be ready to give up 1 (or all) of your weekends every month. Museum careers are rarely a flat 9-5 position. There's late nights and weekends, and many holidays, too. You're going to miss some time with your family and friends during those holidays and weekends and evenings. Not all, but some. Can you deal with that? I've seen a lot of people leave this field because it took too much time away from their personal lives, so this needs to be something you can handle.

## **2. Volunteer and Intern, and do it in different places. Then do it again.**

Volunteering and interning are invaluable ways to network, experience different behind-the-scenes job functions, and evaluate the type of museum you enjoy working at.

The museum I work at loves to hire interns - if you've interned with us, you've already been trained on how we do things. I hesitate to call them auditions, but it's close. But that's a 2 way street. You're interviewing your future here. Look at these environments critically, and carefully. If you're unhappy, uninspired, unchallenged in an internship, put that experience in your lessons-learned bucket and try another museum. Try an art museum. Try a historic house. Try a science museum. Note what they do the same and how they differ, not just in terms of collections and exhibitions but in how they reach out to visitors, and what their mission statements are.

If internships are not available, volunteer. Museums of all kinds, in all places, pretty much always need volunteers. Much like an internship, you can try out different aspects of the field before choosing one to focus on. Even if a position does not open up at the museum you're volunteering/interning with, you can make connections within the industry who will refer you to job opportunities, and write you letters of recommendation. A reference from a friend at another museum goes a long way with me - I pay attention to those as much as I do to your resume. Build up that contact list and stay in touch with the people you meet along the way. Interning and volunteering will not guarantee you a job, but it will help position you to be qualified for the field, and make the connections you'll need to find a job.

### **3. Be flexible about location and the type of museum you work at.**

Maybe your first job will be at MoMA or the Smithsonian. If so, congrats! I got lucky and was able to get an entry-level job at a well-known place and work my way up. But more likely than not, you're going to start in a museum that you never heard of. The competition for the Big Name Museums is fierce, and jobs there do not grow on trees. A small museum that you've never heard of can still have a rich and vibrant collection, and be an important part of the community. Don't overlook them. That said, taking a job at that museum may require you to move to Bumbelch, Nebraska to be registrar at the Museum of Dolls that Haunt Your Childhood Nightmares. Or the Clock Museum, or the Shoe Museum or something equally eclectic. Be ready to be open to that possibility, and the possibility that you may move repeatedly and frequently. Often museum jobs are temporary/term, lasting 6 months to 3 years. You may pack up and move multiple times before finding a long-term match. You may find yourself working in a city where you know no one in a state where you've never been. For some, that's an appealing adventure. Others might not be OK with it. It can be a bit of a nomadic life, so decide if that suites you.

### **4. Cross-train**

There are some amazing Museum Studies programs out there, and due to their connections within the field and the internship opportunities you have access to, some of them have a reputation as basically feeding into museum jobs at renowned

museums. But don't stop there. Take business classes. Take marketing classes. Take all kinds of science and history classes. The first job title people think of when you say "museum career" curator. It's always curator. There are dozens of other jobs to be done in a museum, though, and every kind of museum needs a different combination of skills. Look into Arts Administration programs. Learn web design, Photoshop, and programming languages. Take chemistry, if you're interested in conservation. Audit classes if you need to, take them online, or through your community center or junior college. You don't necessarily need to get a certificate from Harvard - you just need to develop a skillset, and there are lots of ways to do that. The future of the museums lies in digital engagement, and every museum is going to need someone on board who understands what that means.

#### **5. Don't be smug**

This is an important one, and something that was often repeated in the submissions people sent in.

Get your job done. Get your hands dirty, chip in, and do what you can to make life easier for your colleagues. Don't look at any task as "beneath you." I don't care how many PhDs you have or peer-reviewed journals you've contributed to: knit your bit and help out where you can. Labels need updating? Write them. Mats need cutting? Grab an exacto. See a gallery educator with a group that's gone Lord of the Flies and the chaperones have vanished? Go track them down and help round-up the anklebiters. All work is honest work, many hands make light work, etc. etc. Some museums have large staffs with multiple departments, working like gears in a clock to keep things going. Other museums have 3 people, with 9-12 jobs each. No matter what kind you work in, carry your own weight and help others when you can. Just like you should be doing in your personal life. However, don't over extend yourself. See the next item...

#### **6. Have other interests, and remember your family and friends.**

You will make some of the best friends of your life while working at a museum. It's natural; some days I see my coworkers for 12, 14, 16+ hours a day and see my

husband for maybe 2. Or less. The people I've met at the museums where I've worked will be in my heart the rest of my life. I love my colleagues- this silly blog was born out of a tipsy night of inside jokes (which apparently you all get despite the inside-ness).

That said, do not let a museum become your Whole Life. This place is going to take up your nights, weekends and holidays more often than you might realize. That's part of this game. You are going to feel a parental obligation towards your museum and your projects. You will lose sleep worrying about it. But you still need to check it at the door, and make time for your family, friends and personal interests. Read books that have nothing to do with work. Go to concerts that would never happen in your museum. Get out of there every once in a while. Take your vacation days and don't check your email, and stay home when you're sick. You will burn out if you turn your life over to a museum. The museum will not burn down while you're gone, no matter what your imagination tells you.

I see this happening most often with people early in their careers, too afraid to look away from the job long enough to enjoy their own lives. And those are the people who burn out and change careers after two or three years. It's not a long-haul way to operate. You cannot live and breathe a museum. You can only live and breath your life.

Lastly:

You can. You really really can. It's hard work, it's lean sometimes, but keep your head on straight and push through doubts and anxiety. It's worth it, I promise.

So that's what I got for you. Please feel free to continue the conversation in the comments, and add your advice for the next generation of museum professionals here.

### ***Tema 25. World Museums***

Outstanding museums of the world. Museums of Europe and America. The British Museum, the Louvre, the Hermitage, the Metropolitan Museum, the Dresden Gallery, the Museum of Madame Tussauds and others. Unusual museums. Harry Potter Museum, the Spy Museum in Washington, the Body Museum in the

Netherlands and many others. Directions of museum work. Belorussian museums. National Art Museum. Museum of the History of the Great Patriotic War and others.

### **The Louvre**

The Louvre is the main landmark of Paris. It is one of largest museums in the world. The museum is situated in the Louvre Palace, which was once a fortress. This magnificent building exists from 1190. The King Philip August ordered to build it to defend Paris from the Vikings. In the 16th century the Louvre was reconstructed and became a royal palace. Later it became a museum of fine arts. It opened in 1793 with only 537 paintings to exhibit. The size of the collection greatly increased under the rule of Napoleon. For some time it was even named the Museum of Napoleon. Today it is one of most beautiful constructions in the world and most visited sight in France. The Louvre is lies on the right bank of the river Seine. It houses nearly 35 000 objects and covers the area of 60 600 square meters for exposition. Each year more than 8 million people visit the Louvre. The collection of the Louvre is divided into eight departments: Egyptian Antiquities, Greek, Roman and Etruscan Antiquities, New Eastern Antiquities, Islamic Art, Paintings, Sculpture, Decorative Arts, Prints and Drawings. The Louvre houses some of the most famous pieces of existing art. For example, Leonardo da Vinci's painting "Mona Lisa". Nobody knows exactly, who is the woman on the painting. That's why there are always debates and disputes around this piece. The symbol of the Louvre is the Inverted Pyramid which appeared in late 20th century. The Louvre museum collection contains the works of such renowned artists as Michelangelo, Raphael, Vermeer, Le Brun, Falconet, Rembrandt and many others.

### **The British Museum**

The British Museum has one of the largest libraries in the world. It has a copy of every book that is printed in the English language, so that there are more

than six million books there. They receive nearly two thousand books and papers daily.

The British Museum Library has a very big collection of printed books and manuscripts, both old and new. You can see beautifully illustrated old manuscripts which they keep in glass cases. You can also find there some of the first English books printed by Caxton. Caxton was a printer who lived in the fifteenth century. He made the first printing-press in England.

In the reading-room of the British Museum many famous men have read and studied.

Charles Dickens, a very popular English writer and the author of 'David Copperfield', 'Oliver Twist', 'Dombey and Son' and other books, spent a lot of time in the British Museum Library.

### **Madame Tussauds opens its doors**

Madam Tussaud's is the most popular and talked about wax museum in the world. There are wax models of the famous and infamous, both living and dead, from every walk of life.

Elvis Presley, the Beatles, the Rolling Stones, Marilyn Monro, Michael Jackson, Alfred Hitchcock, Charlie Chaplin, the British Royal family, Bill Clinton, Jack the Ripper ... There is no other place where you can see all the celebrities at once, even if they are only wax figures. So if you want to rub shoulders with kings and queens or the latest pop stars, or probably with notorious criminals, this is the place to go.

The museum is situated in Marylebone Road, not far from the street which is famous as the home of the first great detective in fiction, Conan Doyle's Sherlock Holmes.

There's usually a long queue in front of the museum. No wonder! Many tourists

would consider their trip to London worthless if they didn't visit the famous Madam Tussaud's. There are several halls at Madam Tussaud's. Highlights include the Grand Hall, the Chamber of Horrors and "The Spirit of London" exhibition.

The wax figures are standing and sitting, and sometimes even moving and talking. They are extremely realistic and when they look at you, their eyes sparkling, you often feel uncomfortable in their company. Computer controlled figures (they are called audioanimatronics) are especially popular with the visitors.

New models are being produced all the time while the old ones are quietly removed from display. Over the years hundreds of celebrities have made their way to Madame Tussaud's studio. Most people agree to be portrayed, but some refuse. Mother Teresa was one of the few who declined, saying her work was important, not her person.

РЕПОЗИТОРИЙ БГУКИ



### **The State Russian Museum**

The State Russian Museum is the largest museum of Russian art in the world. It is situated in Saint Petersburg in the Mikhailovsky Palace. The building of the museum is another example of Saint Petersburg's posh architecture. It was first built by Nicholas II in honour of his father Alexander III. The original name of the museum was the Russian Museum of His Imperial Majesty Alexander III. At the moment the museum contains more than 390 000 items of art, among them 5000 icons. The museum also has a large collection of books, more than 170 000 items. The Russian Museum has several sections, including Russian and Soviet fine art, sculptures and graphics, folk arts and some others. The museum is widely visited by tourists who come to see the riches of St Petersburg. Its doors are open daily from 10am till 6pm, except Tuesday, which is a day-off. The ticket office usually closes an hour earlier, than the rest of the museum. The Russian Museum often organizes interesting exhibitions, which also convey the spirit of Russian fine art, be it an exhibition of ancient items or modern ones. Among the variety of art works, there can be found the real chef-d'oeuvres of such well-known Russian artists, as Ivan Aivazovsky, Carl Bryullov, Nikolai Ge, Isaak Levitan, Mikhail Vrubel, Valentin Serov, Viktor Vasnetsov, Vasily Surikov, and many others.

### **III ПРАКТИЧНЫ РАЗДЕЛ**

**Task : Find in the text answers to these questions.**

1. Why is tourism labour-intensive?
2. What is a common feature of all jobs in tourism?
3. Why are language skills necessary in many jobs in tourism?
4. What is the range of language skills required in various jobs in tourism?
5. How can people working in tourism acquire the necessary experience? What are the most important aspects of different jobs?
6. Why do travel writers receive lavish treatment?
7. What is the range of activities of the tour operators?
8. What are the functions of official and semi-official tourist bureaus?
9. What does the job of consultants in tourism involve?

10. What is the difference between a tour guide and a conductor?
11. What does the sightseeing guide have to do in his job?
12. What qualities does the conductor need? Why?
13. What does the job of a social director involve? Why is this job important?
14. What kind of instructors are needed in tourism? Why?
15. What should the final result of any job in tourism be?

**Task : Say what you've learned from the text about**

- a. the wide range of jobs in tourism;
- b. the common features of all jobs in tourism;
- c. the ways to acquire necessary skills and experience in tourism;
- d. the travel agents and tour operators;
- e. the sightseeing guides and conductors;
- f. consulting firms and social directors;
- g. the main aim of any job in tourism.

Vocabulary practice

**Task: Check up the words in the dictionary and match the qualities with these definitions.**

1. articulate 4) diplomatic 7) optimistic
2. numerate 5) considerate 8) dynamic
3. enthusiastic 6) computer-literate 9) accurate

10) energetic

- a. is able to use information technology;
- b. thinks of other people's feelings;
- c. is discreet and tactful in delicate situations;
- d. shows a lot of enthusiasm and energy;
- e. is good with figures;
- f. can speak fluently;
- g. is precise, pays attention to detail;
- h. feels confident about the future.

**Make a list of qualities you think are most important for anybody working in tourism. Mark the qualities you think you have, make a list of your good points.**

**Task 2. Words with meaning of remuneration.**

**Remuneration** - вознаграждение; оплата; заработная плата, компенсация

**Match the words below with the definitions.**

1. salary 4) commission 7) tip
2. bonus 5) overtime 8) perks
3. wages 6) fee

- a. the extra things, such as luncheon vouchers or free medical insurance, over and above the basic pay;
- b. small sum of money given to reward the sendees of people like waiters or taxi drivers;
- c. money paid every month, but referred to as annual earnings paid to professional and managerial staff;
- d. money paid to a professional person, e. g. a doctor or lawyer for advice given;
- e. money paid to a manual worker, usually calculated hourly and paid weekly;
- f. money added to pay, usually as a reward for good work;
- g. money that is paid for extra hours of work;
- h. money earned as a proportion of the goods or services sold by an individual.

**Task : Fill in the gaps with a word from task 2.**

1. She left school without any qualifications, then got a factory job, but the\_\_weren't very good.
2. he basic remuneration isn't high but she earns 15%\_\_on every tour she sells.
3. The salary is not exceptional but the\_\_include the use of a car and subsidised accommodation.
4. The consultants charged us a\_\_of £2,000 for an hour's work.
5. The starting\_\_is £35,000 per annum rising to £40,000 after two years.
6. We gave the guide a good\_\_because she made the visit so interesting.
7. The company paid each employee a £250 Christmas\_\_as profits had never been so high.
8. If they work on Sunday they get\_\_which is double their usual rate of pay.

**Task : Read the passage in which Mary Bright talks about her job.**

I work for a large tour operator, and part of my job is to try out new holiday destinations, cruises and so on. The best thing about my job is that I get the chance to travel abroad, and I also meet new people, which I think is fantastic. Tve been on lots of trips, but my favourite one last year was a river cruise down the Nile to Kornak - I think ancient Egypt is so fascinating.

Normally I don't really look forward to going on cruises because I get so seasick, but I find flying OK most of the time. The only time I don't is when I have to go on really long flights - and I can tell you, going from Madrid to Australia is terrible!

**Write sentences about her likes and dislikes using the verbs:** love; interested; dislike; not mind; hate.

e.g. (love) She loves travelling abroad.

**Now write a short paragraph about your likes and dislikes and a holiday job you would like to take.**

Vocabulary practice

*Synonyms: British and American English*

Words for the parts of a theatre are different in British and American English.

**Task : Join the pairs and decide which word in each pair is American English and which is British English.**

**American**

check room

foyer

interval

movie theatre

stall

first balcony

hatcheck girl

dress circle

**British**

intermission

cinema

orchestra seats

upper circle

cloakroom

lobby

mezzanine

cloakroom attendant

РЕПОЗИТОРИЙ БГУКИ

**Task : Study the words below and then write them along the line, going from the cheapest to the most expensive.**

a bit pricey - немного дорогой

at rock-bottom prices - по низким ценам

cheap expensive

reasonable

economical

dear

costly - дорогостоящий

exorbitant – непомерно дорогой

free of charge - бесплатно

prohibitive – запредельно дорогой, невозможный для покупки

**Answer the questions.**

- Where would you consider it economical/reasonable/exorbitant/ to go for a holiday?
- What kind of tourist activities in your area are free of charge?
- What are the disadvantages of holidays in the travel agent's window would appeal to you?
- What would you consider to be the holiday of a lifetime?

Compound Nouns

In English we can use nouns as adjectives. For examples: water sports, adventure holiday, caravan park.

The first word is an adjective and answers the question: What kind of?  
The relationship between the two nouns can be of many kinds:

a) **Place:** mountain slopes; city centre; b) **Time:** summer holiday; week break; c) **Function:** golf course; swimming pool; d) **Material:** paper bag; iron bridge.

Sometimes three or more words are combined: Tourist Information Centre; business travel expenditure; air traffic control; winter sports holiday premium.

Apostrophe 's or s' can be used in expressions of time with numbers: an hour's drive from the airport; two day's journey; a month's holiday in Hungary; five minutes' walk.

But in expressions beginning with V, The', or a possessive and followed by a number, the first noun is singular:

The tour includes a two-day expedition to the caves.

The three-day train journey was boring.

His thirty-mile hike over the mountains left him exhausted.

**Task : Match the nouns.**

theme	city
hotel	book
boat	sports
incentive	resort
guide	travel
water	trip
capital	accommodation
health	park
e.g.	
theme	
park	

**Use the compound nouns in your sentences.**

**Task : Rewrite the sentences without changing the meaning.**

*Model:* It takes five minutes to walk from the hotel to the beach. It's a five-minute walk from the hotel to the beach. A specialist lecturer accompanies each cruise which lasts seventeen days. A specialist lecturer accompanies each seventeen-day cruise.

1. It takes two hours to drive to the airport.
2. The journey to the centre of London takes forty-five minutes.
3. The excursion includes a meal with three courses at a gourmet restaurant.
4. You can visit the vineyard, which extends over two hundred hectares.
5. We stayed in a hotel with three stars.
6. From Santiago to San Francisco there's a freeway with four lanes.
7. A guide accompanies all tours scheduled for five days.
8. They have produced a film, which lasts twenty minutes, on the natural wonders of the lake Baikal.

9. Their expedition, which took six months, nearly met with disaster.

**Task: dramatize the dialogues**

Booking a Ticket.

**Mike:** Hello, I need to schedule my trip to Paris for next week?

**Henrita:** When would you like to travel?

**Mike:** I have to reach Paris by the 24th.

**Henrita:** Is this a round trip? Will you need a return ticket, too?

**Mike:** Yes. Check that for 31st in the evening.

**Henrita:** Yes, there's a nonstop flight to Paris from Kennedy airport on 24th at 6AM. On 31st you may board flight 309 which is also nonstop at 4:30PM.

**Mike:** Okay, fine. I think that can work for me.

**Henrita:** Would you like to book the tickets then?

**Mike:** What's the cost?

**Henrita:** It'll be \$2750.

**Mike:** Do you accept cards?

**Henrita:** Yes, we do.

Booking a Hotel.

**Mike:** I'd like to book a hotel in Paris, please.

**Henrita:** Sure, we can help you find a great place.

**Mike:** Well, I need a budget hotel that's near the marketplaces.

**Henrita:** Certainly, just give me a sec...Okay, here's one. It's the Belladonna on Locke Avenue.

**Mike:** What are the rates for 1 person?

**Henrita:** It costs \$150 per night. The room is big and has one queen size bed.

**Mike:** Okay, book that for 3 nights then, from 24th to 26th of this month.



**Henrita:** Certainly Sir, is there anything else I could help you with?

**Mike:** That'd all for now, thank you!

Enquiring for a Lower Fare.

**Jack:** How may I help you?

**Emma:** I need to book three tickets in economy class for Tokyo on the 28th of May.

**Jack:** Okay...Yes, here's a flight on ANA from San Francisco to Tokyo. Would you like the return tickets, too?

**Emma:** No, just one way. How much is the fare?

**Jack:** It would be \$5570 for the three tickets.

**Emma:** Are there any other cheaper flights?

**Jack:** This is the cheapest for that day. However, if you book for the 1st of June, you'll have to pay only \$4800 for three tickets on JAL.

**Emma:** I see. Let me talk to my husband and call you back.

Cancelling a Booking.

**Emma:** Hello, I need to cancel my flight to Tokyo.

**Jack:** Okay. Do you know the date and the reservation number?

**Emma:** I booked it yesterday. It'll be under Emma Brown, number Z21455.

**Jack:** Alright, here's it. It's flight 1200 to Tokyo on June 2nd, right? Seat numbers 88A and 88B...

**Emma:** Yeah, yeah. That's the one.

**Jack:** Would you like to cancel both of them?

**Emma:** Yes.

**Jack:** You will get back only 85% of the fare.

**Emma:** I understand.

**Jack:** Alright. Would you like to schedule another flight?

**Emma:** No, but I will be back to you soon.

**Jack:** Thank you Mrs. Watson, let me cancel your ticket.

## IV РАЗДЕЛ КАНТРОЛЮ ВЕДАЎ

### 4.1. ПЫТАННІ ДЛЯ САМАКАНТРОЛЮ

1. What kind of places can become tourist attractions?
2. What can be the popular attraction for the young people?
3. What are some kind of attractions that make large cities major tourist destinations?
4. What is the amusement park?
5. Why do large cities have the ability to absorb large numbers of tourists?
6. What economic advantage do the theme park have?
7. What kind of entertainments usually attract families with children?
8. How can independent travellers arrange their tour?
9. What kind of places, besides the big cities, usually offer historical interest?
10. What does the sightseeing business deal with?
11. What kind of places, besides the big cities, usually offer architectural interest?
12. What would usually be included in a sightseeing excursion?
13. Why does natural scenery attract tourists?
14. Why is it important to offer as much variety as possible to tourists?
15. What are the principal attractions of holiday resort?
16. What activities are traditionally included in a sightseeing business?
17. Why is shopping an important attraction for tourists?
18. How are the sightseeing trips arranged?
19. What kind of goods (merchandise) is featured in the souvenir shops?

20. Can an individual tourist employ a guide to show him around and make arrangements for him?
21. Why do most cruise ships try to keep up a party atmosphere throughout the voyage? What factors promote success of the theme park among the teen-agers?
22. Why is tourism an economic plus for many cities?
23. How can theme park increase the flow of tourists?
24. Do tourists go only to easy and comfortable places to see the natural wonders?
25. How are sightseeing trips arranged?
26. What are the good value options for accommodation?
27. What is the price range for different hotels?
28. What is the alternative accommodation for those who don't want to stay at a hotel?
29. Which hotels are the cheapest and why?
30. What can young travellers choose as accommodation?
31. What are the features of dormitories and hostels?
32. What can small hotels offer to the tourists?
33. What can be restaurant specialization?
34. What is a restaurant guide?
35. What are different types of restaurants?
36. In which way does dining in expensive establishments differ from dining at unpretentious places?
37. Why is tourism labour-intensive?
38. What are common features for all jobs in tourism?
39. Why are language skills necessary in many jobs in tourism?
40. What is the range of activities of the tour operators?
41. What are the functions of the official tourist bureaus?
42. What kinds of organizations are involved in tour promotion?

43. What are types of publicity in tourist promotion?
44. Where is tourist advertising directed?

#### **4.2.1. ПЕРАЛІК ТЭАРЭТЫЧНЫХ ПЫТАННЯЎ**

*для правядзення заліка*

1. Tourism and its history
2. Types of tourism. Traditional and modern tourism.
3. Tourism as a fast growing industry
4. Travel motivation
5. Place of Belarus in international tourism. Advantages and disadvantages of Belarusian tourism.
6. Classification of visitors.
7. Types of resorts
8. The most popular resorts in Europe
9. Travelling by air: advantages and disadvantages
10. At the airport
11. Travelling by train
12. At the railway station
13. Cruise as a popular way of travelling by sea
14. Going through the Border
15. Searching the accommodation. Types of hotels
16. Catering and Eating out
17. Animation during the tours and in hotels.
18. Sightseeing and Attractions.
19. Belarusian sites and national heritage
20. Tours and Excursions
21. Working in Tourism. Jobs and required skills.

22. Tour Operators and Tour Agencies.
  23. Tour Promotion
  24. Leadership of the travel company. Creation of the image of the company.
  25. Customer Service in Tourism. Care about tourists' needs.
  26. Negotiations, presentations and meetings. Professional ethic and corporative culture.
  27. Communication with clients and service in the travel industry.
  28. Tourists complains and dissatisfaction. Handling a difficult situation.
- Welcoming clients and foreign visitors.
29. Making telephone calls and discussions.

#### **4.3.1. ПЕРАЛІК ТЭАРЭТЫЧНЫХ ПЫТАННЯЎ**

##### **для правядзення экзамена**

1. Types of tourism. Traditional and modern tourism.
2. Tourism as a fast growing industry
3. Classification of visitors. Travel motivation
4. Types of resorts. The most popular resorts in Europe
5. Travelling by air: advantages and disadvantages
6. Travelling by train
7. Travelling by car as a popular way of travelling by sea
8. Going through the Border
9. Accommodation. Types of Hotels. Working with clients.
10. Accommodation. Reservation. Types of rooms.
11. Catering and Eating out
12. Sightseeing. Tours and Excursions
13. Tour Operators and Tour Agencies. Creation of the image of the company.
14. Tour Promotion

15. Working in Tourism. Careers and Jobs. Professional ethic and corporate culture.
16. Communication with clients and service in the travel industry. Care about tourists' needs. Handling a difficult situation.
17. Business travel.
18. Classification of international visitors. Welcoming clients and foreign visitors.
19. Tourist Attraction. Animation during the tours and in hotels.
20. Tourist Entertainment. Events and holidays in hotels and resorts. Summer camps, guests houses, visiting theme parks, shopping, sport and competition.
21. Heritage protection. Community development and the World Heritage
22. The list of the World Heritage. Belarusian Sites in this List
23. Working in Museum. Job positions, requirements and qualifications in museums.
24. Outstanding museums of the world. The British Museum, the Louvre, the Hermitage.
25. Belarusian museums. National Art Museum. Exhibition practice and educational programs.
26. Belarusian museums. National History Museum. Exhibition practice and educational programs.
27. General information about Belarus
28. History and development of Belorussian lands. Periods in Belorussian history.
29. Belarus in the XX century
30. Tourism in Belarus. Perspective direction of the Belorussian tourism.
31. Tourism in Belarus. Main achievements and problems of Belorussian tourism
32. Place of Belarus in international tourism. Advantages and disadvantages of Belarusian tourism.

## 33. Sightseeing. Belarusian sites

**4.3.2. ПЕРАЛІК ТЭАРЭТЫЧНЫХ ПЫТАННЯЎ***для правядзення экзамена**(нямецкая мова)*

30. Tourismus und seine Geschichte
31. Tourismus typen. Traditioneller und moderner Tourismus.
32. Tourismus als schnell entwickeller wirtschafts-zweig
33. Reisemotivation
34. Stelle der Republik Belarus im internationalen tourismus.
35. Klassifizierung von turisten .
36. Typen von Kurorten
37. Die meisten popularen kurorten Europas
38. Fligreise: Vor und Nachteile
39. Zugreise
40. Kreuzfahrt als populare Art von seereise
41. Grenzübergang
42. Unterkunft. Typen von Hotels. Arbeit mit dem Kunder
43. Arten von Unterkunft
44. Essen beim Reisen
45. Sehenswürdigkeiten.
46. Weissrussische Sehen würdigkeiten und nationales Erbe.
47. Touren und Ausfluge
48. Reiseveranstalter und reiseburos.
49. Promotion von touren
50. Erstellung des Unternehmensbildes
51. Arbeit in der Touristik: Arten der Tätigkeit und Karriere
52. Kundenbetreuung. Sorge für ihre Bedürfnisse.

53. Logistik in der Touristik Branche.
54. Animation bei Kurorten und in hotels.
55. Unterhaltung für Touristen bei Kurorten
56. Die berühmten Museen der Welt.
57. Weisrussische Museen . Nationales Kunstmuseum. Ausstellungen und Bildungsprogramme.
58. Weisrussische Museen . Nationales Geschichtsmuseum. Ausstellungen und Bildungsprogramme.
59. Arbeit im Museum: Stellen und erforderliche Kvalifikation.

РЕПОЗИТОРИЙ БГУКИ



## V ДАПАМОЖНЫ РАЗДЗЕЛ

## 5.1. ПРЫКЛАДНЫ ТЭМАТЫЧНЫ ПЛАН

Тэмы		Количество аудиторных часов	
		практ. зан.	всего
<b><i>Part 1. The Introduction</i></b>			
<i>Тема 1.</i>	Types of Tourism	6	6
<i>Тема 2.</i>	Traveling by Air	6	6
<i>Тема 3.</i>	Traveling by Train	6	6
<i>Тема 4.</i>	Traveling by Sea	4	4
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## 5.2. ЛІТАРАТУРА:

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*5.2.2. Дополнительная*

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## Пералік сродкаў дыягностыкі вынікаў вучэбнай дзейнасці студэнтаў

Арганізацыя самастойнай работы студэнтаў прадугледжвае падрыхтоўку студэнтамі неабходных інфармацыйных матэрыялаў па адпаведных тэмах, прадстаўленых у тэматычным плане праграмы.

Для дыягностыкі кампетэнцый студэнтаў прадугледжана выкарыстанне наступных сродкаў:

- напісанне слоўнікавых дыктантаў па асобных раздзелах курса;
- пісьмовыя пераклады, індывідуальныя і групавыя заданні па раздзелах курса;
- самастойная падрыхтоўка і прэзентацыя праектаў па абранай студэнтамі тэме;
- распрацоўка дадаткаў, дыялогаў, тэкстаў, аўдыё- і відэаматэрыялаў для аўдыравання.

Выніковая адзнака кампетэнцыі студэнта прадугледжвае правядзенне экзамену.