

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ХАРЧОВИХ ТЕХНОЛОГІЙ

English for Tourism and Catering
Навчально-методичний посібник

для студентів I-V курсів

за напрямками підготовки 6.140101

«Готельно-ресторанна справа» та 6.140103 «Туризм»

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UNIT 1

Exercise 1. Read the following text about and be ready to discuss it.

RESTAURANT AND ITS ACTIVITY

When you arrive in the restaurant, you are shown the table, set and handed the menu which is a list of dishes where peculiarities of the dish, its weight and price are noted; but at most luxury restaurants weight and price are not written, besides, the names of dishes are given in French.

Because the menu is the most important part as well as the most profitable one, much attention should be paid to the dish selection and the cookery level.

Every first class restaurant has a number of traditional dishes called specialties (specials). The restaurants chiefs are proud of having preserved the old recipes and the ancient ways of cooking. They offer their visitors special dishes cooked according to the tradition and, of course, they make out their own new recipes.

Generally it is recognized that at functions the service method may take either assisted-service or self-one.

The different sorts of service (silver service and plate service) vary with the class of the establishment.

Silver service derives its name from the silver dish used by the waiter for bringing the food to the guest. A service fork and spoon are laid by the dish. The waiter manipulates both of them with one hand, picking the food from the silver dish to deposit it on the guest's plate.

Plate service is speedy and economical; it indicated a lower standard: the guest is served with food already placed on a plate.

It should be noted that the current trend seems to be for the starter and sweet course to be plate served, while the fish and main course are silver served; coffee may be offered by the full silver method.

When the meal is over, the waiter brings you a bill made out by the cashier. He

makes sure that it is correct, then takes it back to the cash-desk. When the bill is cashed and receipted, the waiter brings it back to the guest with the change, if any. It is customary to tip waiters 10-15 per cent of the over all cost of the meal. Tipping (giving a small amount of money for service) is an old custom. It is used to show appreciation for good service. Besides the provision of food and drink service most restaurants propose their customers different sorts of additional services and amenities.

At the luxury restaurants the customers admit sophisticated atmosphere, live music, dancing, of course, excellent wine cellar.

At the night clubs customers can admit floor show and snack with drinks.

There are some restaurants where the reservation is advisable, in others it is necessary.

As a rule, the opening and closing hours of the food establishments are fixed.

The restaurants and bars often accept both cash and credit cards.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

show the table	провести до столика
peculiarity	особливість
special dish	“коронна” страва ресторану
chief	шеф-кухар
be proud of	пишатись чимось
ancient ways of cooking	старовинні методи приготування їжі
according to = in accordance with	згідно з чимось
self-service	самообслуговування
assisted-service	обслуговування клієнта за столиком
deposit (v) (syn. to place)	покласти
bill	рахунок
change (n)	здача

tip (v)	давати на чай
appreciation	вдячність
amenities	зручності

Exercise 3. Answer the following questions.

1. What is a menu?
2. What is the peculiarity of the menu at luxury restaurants?
3. What does the word “special” mean?
4. What is the origin of the “silver-service” name?
5. What is the difference between silver-service and plate-service?
6. What modern trends in restaurant service do you know?
7. Have you ever tipped anybody? What for?
8. What other services (except food and drinks) may the restaurant provide?

Exercise 4. Find the following words and phrases in the text and translate the sentences containing them into Ukrainian.

much attention should be paid to, offer, the ancient ways of cooking, preserve, reservation, closing hours it is recognized, vary, manipulate, silver service, luxury restaurants, different sorts of additional service.

Exercise 5. Give English equivalents to the following words and word-combinations.

Давати на чай, резервувати місце в ресторані, додатковий сервіс, особливі страви, сплачувати по рахунку, ресторани зручності, час відкриття та зачинення ресторану, закуски, ціна страв, пропонувати меню, сучасні напрямки в обслуговуванні, стародавні методи приготування їжі, швидкий та економний сервіс.

Exercise 6. Give the verbs corresponding to the following nouns.

Appreciation	-
Reservation	-
Establishment	-
Provision	-
Opening	-
Recognition	-
Attendance	-
Cooking	-
Assistance	-
Dancing	-
Preservation	-
Manipulation	-

Exercise 7. Complete the sentences with the correct form of the verbs and find out more about types of service.

- a) Silver, French, or family ___ (to be) examples of **table service**.
- b) Serving customers sitting around a bar _____ (to be) **bar counter service**.
- c) A carvery or buffet ___ (to be) examples of **assisted service**.
- d) Customers___ (to use) a tray and choose with **self-service**.
- e) A tray in hospital and meals delivered to the house ___ (to be) examples of **in situ service**.
- f) Take away, drive-thrus and vending _____ (to be) examples of **single point service**.

Exercise 8. Now match the type of table service with the definition.

Family __a , plate _____, French ____, Russian _____, gueridon ____,
Silver _____, mixed ____.

- a) All the food is served in serving dishes which are placed on the table so that the guests can help themselves.
- b) The food is put on the individual plates in the kitchen.

- c) The guests help themselves from serving dishes which are held by the waiter.
- d) The waiter stands at a side table and serves the food from a serving dish, using a spoon and fork.
- e) The waiter stands at a side table and serves the food from a serving dish using a fork and a spoon.
- f) The waiter carves, fillets or cooks food at a side table and then places the food on a plate.
- g) The main food is put on a plate in the kitchen but the vegetables are put on the table in serving dishes so that the guests can help themselves.

Exercise 9. Imagine that you are going to open a new restaurant. Compose a check list for deciding:

- the kind of restaurant;
- its opening and closing hours;
- the kinds of menus and prices;
- its location;
- its services and amenities.

Exercise 10. What should we do to be healthy? Look at the pictures and answer the questions.

1. Vitamins and minerals make our... strong.
2. The mineral which is important for bones is...
3. Bread and spaghetti are high in ...
4. To have strong muscles we need ...
5. ... is an unhealthy type of fat.
6. Fish fat which is good for our brain is
7. Vitamin A is good for ...

Exercise 11. Make up a short plan and retell the text.

UNIT 2

Exercise 1. Read the following text about and be ready to discuss it.

RESTAURANT STAFF

The number of staff and the allocation of duties depends on the size and exclusiveness of the restaurant. In a large restaurant there must be one person in charge. Under him or her there will be principle assistants in charge of sections and under each of these will come the general assistants. In a small restaurant the person in charge may be called Restaurant Manager, Maitre d'Hotel or Head Waiter and his/her assistants may all be called "waiters".

The **RESTAURANT MANAGER** has overall responsibility for the organization and administration of the food and beverage service areas. He/she sets the standards for service and is responsible for any staff training and also makes out duty rota and holiday lists.

The **HEAD WAITER** greets the guests on arrival, shows them to their tables and seats them. Then he hands the menu and takes the orders. He will in many cases act as Head Wine Waiter and suggest appropriate wines from the wine list.

The **STATION WAITER** notes the orders and passes them on to the kitchen. He serves the dishes from customer's left and collects the dirty plates from the right.

The **COMMIS WAITER** brings the food from the kitchen to the dining hall using a tray or trolley. He collects dirty plates and dishes and takes them to the wash-up area.

The **APPRENTICE** is the "learner" having just joined the food service staff and possibly wishing to take up waiting as a career. He will keep the side board well filled with equipment and he may help to fetch and carry items as required.

The **CARVER** is responsible for the carving trolley and the carving of joints at the table. He will plate each portion with the appropriate accompaniment.

The **SOMMELIER (WINE BUTLER)** prepares, brings and serves the wine

ordered by the guest. He sees that it is served at the right temperature, in appropriate glasses and replenishes these glasses when necessary. He must have a knowledge of all drinks he has to serve, of the best wines to go with certain foods and of the licensing laws in respect of his particular establishment.

So, the staff of the restaurant must have sufficient knowledge of all the items of the menu and wine list in order to advise and offer suggestions to the customers and to reconcile their satisfaction and the interests of the House.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

duty	обов'язок
in charge of	відповідальний
duty rota	графік чергувань
responsible for	відповідальний
to show to	проводжати до
to take the order	приймати замовлення
wine list	карта вин
wash up area	мийка
to fetch	приносити, привозити
item	пункт, найменування
joint	вирізка (м'ясна чи рибна)
appropriate	доречний, підходящий

Exercise 3. Find the appropriate definition to the term (1-6 with a-f).

1. Manager
2. Head waiter
3. Commis waiter
4. Apprentice

5. Station waiter

6. Wine waiter

a. Must know everything about the wines, their storage and serving with this or that dish;

b. Is responsible for plating portions with the appropriate accompaniment;

c. Is a kind of a "helper" which has joined to the staff recently collects dirty plates and dishes;

d. Notes the orders and passes them onto the kitchen;

e. Greets the clients, takes the orders and can give advises about food and drinks;

f. Carver Is responsible for the work of the whole staff.

Exercise 4. Find the following words and phrases in the text and translate the sentences containing them into Ukrainian.

Depend on, Maitre d'Hotel, overall responsibility for, shows the tables, notes the orders, serves the dishes, just joined, plate each portion, licensing, sufficient knowledge.

Exercise 5. Answer the following questions.

1. What does the number of the staff depend on?

2. What are the responsibilities of a manager?

3. Who takes the orders?

4. Who serves the client using a tray or trolley?

5. Who is responsible for carving a trolley?

6. What does the sommelier deal with?

7. What should the staff of the restaurant reconcile?

Exercise 6. Respond to the statements.

1. The number of the staff depends on the size of the establishment.

2. In small restaurants the person in charge may be called Head Waiter.

3. The Head Waiter is responsible for the carving trolley and the carving of joints at the table.

4. The carver brings the food from the kitchen to the dining hall using a tray or trolley.

5. The sommelier notes the orders and passes them on to the kitchen, he serves the dishes from customer's left and collects the dirty plates from the right.

Exercise 7. How to be polite. Read the phrases on the left; then write them more politely. Use each phrase once only.

Would you mind Could you I'm afraid Just a moment May I
suggest Please Shall I Would you like

There's been a slight misunderstanding Would you like me Actually

More polite

1. Wait a minute! Just a moment, please.
2. We haven't got any left. _____ we haven't got any left.
3. Sit down, please. _____ take a seat.
4. No, I'm not the head waiter. _____, I'm not the head waiter.
5. Do you want some water? _____ some water?
6. Move to another table! _____ moving to another table?
7. Confirm that tomorrow, confirm that please. _____ tomorrow, please?
8. Do you want a taxi? _____ to get you a taxi?
9. You've got the wrong date. _____ about the date.
10. Try this organic wine. _____ that you try this organic wine?
11. Do you want my help? _____ help you?

Exercise 8. Retell the text.

Exercise 9. Fill in each blank with the correct word. If both words can be used, choose the one that sounds more natural in each situation.

1. I'm sorry for the ____ (tardiness/delay). Your food will be right out.
2. Are you paying together, or would you like separate ____ (bills/receipts)? (= Americans say "checks")
3. There's an automatic 15% ____ (grace/gratuity) added to parties of 8 or more.
4. We accept all ____ (primary/major) credit cards.
5. The bread is free-of - ____ (charging/charge). (= You don't have to pay for it)
6. The drinks are in the ____ (back/rear) of the menu.
7. We have ____ (plenty/plentiful) of (= many) vegetarian options as well.
8. Follow me, please - I'll ____ (show/seat) you to your table.
9. You can get the salad on the ____ (side/separate). (= not on the same dish as the main meal)
10. It'll ____ (take/last) about half an hour to prepare.

UNIT 3

Exercise 1. Read the following text about and be ready to discuss it.

THE KITCHEN ORGANIZATION

A kitchen is, first of all, a production unit; it must produce the best food at the lowest possible price. Food cost and quality are therefore the Chef's main concerns, so he should be endowed with the right amount of space, appliances and staff in order to come up to the management's expectations.

The kitchen is as near perfection as possible, and its layout has been particularly well planned. The cooks can work in the commodious, well-lit cooking area, and there is no interference at all with the commis waiters coming from the restaurant. As the commis enter the kitchen, they find the table for «dirties» on their left. Having deposited the used plates and dishes, they pass round the service area to collect the next course. This area is fitted with an

electric griller and a carving table, as well as a hot plate and hot cupboards. Behind the «dirties» table is the washing-up area with its dish-washing machine and “cleans” table.

The equipment of the cooking area proper is outstanding; one finds electric, gas and oil cookers. On the racks and shelves of the area you have all the necessary utensils, a regular assortment of saucepans, frying pans, casseroles, boilers, tins and trays of every description, supplemented by the usual time-saving gadgets: mincers, slicers. Peelers, clippers, mashers and mixers to name just a few.

This is indeed a functional, labour-saving kitchen, which is a necessity, considering that it has to handle hundreds of meals a day, besides providing snacks for the coffee-shop or the licensed bar, and catering for the social functions and conferences held in the hotel. The days are gone when cheap labour was easily available; economic changes and a shortage of trained kitchen help, have brought a complete revolution in the kitchen. Automation and mechanization tend to be the rule nowadays with time steam pressure cookers, high speed fryers, electric ovens and micro-ware ovens. Dishwashers are automatic and there are even new types of garbage and waste disposal machinery grinding and dehydrating wastes into powder, thus reducing garbage to one sixth of its original mass.

The common aim of all these efforts: to produce more and better food at a price acceptable by the client and yielding a reasonable profit to the establishment.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

endow	забезпечувати постійним прибутком, наділяти
appliances	устаткування
commodious	просторий
well-lit deposit	добре освітлений
layout	схема, планування, розташування
carving table	робочий стіл
supplement	супроводжувати
utensils	посуд, приладдя
gadgets	прилади
garbage	сміття, викиди
grind	молоти, перемелювати
wastes	відходи, відпрацьований бруд
yield	приносити, виробляти
rack	підставка, полиця.

Exercise 3. Transcribe the following words, translate them into Ukrainian.

Production, quality, endow, appliances, management, expectation, interference, commodious, deposit, area, equipment, utensils, casseroles, description, gadget, mincer, mixers, labour-saving, licensed, available, shortage, mechanization, microwave oven, dehydrated, garbage.

Exercise 4. Give Ukrainian equivalents to the following words and word-combinations.

Production unit, food cost and quality, in order to, cooking area, well-lit, deposit the plates, carving table, washing-up area, time-saving gadgets, slicer, mincers, frying pan, labour-saving kitchen, provide, snack, steam-pressure cookers, garbage, grinding machine, racks and shelves, shortage, price acceptable, reasonable profit, management's expectation.

Exercise 5. Give English equivalents to the corresponding words and word-combinations.

Ціна та якість їжі, необхідне устаткування та штат, добре сплановане приміщення кухні, помічник офіціанта, стіл для брудного посуду, підігрівати посуд, звичайний асортимент, мийка, функціональна економічна кухня, кваліфікований штат, механізація та автоматизація, мікрохвильова піч, робітник кухні.

Exercise 6. Answer the following questions.

1. What is a kitchen?
2. What is its main goal'?
3. What are the chef's main concerns?
4. Under what conditions can the cooks work in the kitchen?
5. What are the commits; duties in the kitchen?
6. Describe the service area of the kitchen.
7. In which way should the modern cooking area be equipped?
8. Why do we call such an area as a functional, labour-saving kitchen?
9. What are the main features of nowadays kitchen?
10. What is the common aim of all the efforts of kitchen staff?

Exercise 7. Make up short compositions using the following words and word-combinations.

1. Production unit, cost and quality, chiefs concerns, amount of space, appliances and staff, come up to expectations.
2. Kitchen layout, well planned, well-lit cooking area, commis waiter, table for dirties, service area, washing - up area, hot plate and hot cupboard, fit with.
3. Equipment, coal range, rack and shelves, necessary utensils, time saving,

gadgets, frying pens, boilers, description, regular assortment, tins and trays.

4. Rack and shelves, necessary utensils, time saving, gadgets, frying pens, boilers, description, regular assortment, tins and trays.

Exercise 8. Talking about restaurant problems. Label the pictures with the following vocabulary. Then answer the questions.

lipstick, glass, angry, man, bill, laughing, overcharge, service, expensive, teen, eating, restaurant, menu, spilling, mess, coffee, pizza, fly, soup, cigarette, smoke, shocking, coughing



1 What does he want ?



2 How does he feel? Why?



3 What's annoying her?



4 What's annoying him ?



5 Why is he shocked ?



6 Why is he surprised?



7 What's that on my glass ?



8 What's she thinking ?



9 What happened ?

UNIT 4

Exercise 1. Read the following text about and be ready to discuss it.

THE STAFF IN THE KITCHEN

A kitchen is a production unit: it must produce the best food at the lowest

possible price. Food cost and quality are the Chefs main concerns, so he should be endowed with the right amount of space, appliances and staff in order to come up to the management's expectations.

The preparation of food is a highly specialized function. It implies quite a number of operations. Our main concern here is the staff, whose duties are outlined below.

The Chef supervises all kitchen work and is ultimately responsible for it. In many places the Chef does the purchasing. He is helped by a variable number of assistants, depending on the importance of the kitchen work.

A Chef must be a man of experience, very skilled in his trade, a leader in controlling of a highly trained staff with the up-to date equipment, a manager, both cost and quality-conscious. He must do his best to keep costs down while upholding the good name of the establishment. The Chefs duties are:

- a) Kitchen organization.
- b) Making the menus.
- c) Ordering the food.
- d) Helping to employ kitchen staff.
- e) Supervising the kitchen.
- f) Informing the manager if new equipment is needed.
- g) Helping to supervise the food stores.

The Kitchen nowadays is divided into different sections according to the types of food preparations this section supplies. Section leader is a cook who has spent some years as a commis and is now in charge of a section in the Kitchen. Sauce Cook - his section cooks any fancy meat dishes (but not grilled or roasted meat) his methods of cooking are: stewing, braising, boiling, - he of course makes all the sauces. Roast Cook - all roasted, grilled and deep fried foods are cooked by this man even if it is fish, meat or vegetables. Vegetable Cook - his section cooks all the vegetables, potatoes, rice, spaghetti and very often the soups. Larder Cook - his main work is preparing raw food to be cooked by other section. Sandwiches, salads, cold

sauces, hors d'oeuvres, are also prepared by him. Pastry Cook - he is in charge of making all the cakes, pastries, sweets and puddings. Sometimes ice cream is made here, the baker would work here if there is no separate bakery.

The cooks “dish up” the food before sending it up to the service area; they know that a palatable dish must first be pleasant to the eye.

The Commis and Kitchen hands help in the preparation of dishes and do most of the preparations: washing, trimming, picking, peeling, scraping etc. They even sweep and swill the floors, and they are always kept busy one way or another.

Slightly off the service area, the different adjacent rooms provide self-contained working units. Among these may be mentioned:

- the still-room, under the direct supervision of the Chef, it is particularly well appointed for the preparation of tea, coffee and the like;

- the larder, which should be as cool as possible, preferably with a northern aspect. It requires at least one good weekly scrubbing. If possible, it should be fitted with marble shelving for the storing of sweets and pastry produce.

- the vegetable-preparing room provided with sinks to wash and clean the vegetables and bins for the disposal of garbage. It is always within convenient distances of the Chefs office, situated right at the end of the kitchen proper. From there the Chef can keep an eye on all that is going on, which does a lot towards the good working of the kitchen.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

chef

шеф-повар

larder cook

кухар, відповідальний за комору

concern

завдання, турбота

endow

забезпечувати

uphold	підтримувати
expectations	очікування
trim	наводити порядок
imply	мати на увазі, розуміти
outline	підкреслювати, показувати
supervise	наглядати
ultimately	врешті - решт
circumstances	обставини
conscious	свідомий
entrees	закуси
«dish up»	порційно розкласти по тарілках
palatable	смачний
sweep	замітати
swill	мити підлогу
still-room	буфетна, кладова
scrub	чистити
sink	кухонна раковина
bin	відро для сміття
garbage	сміття, викиди
uphold	підтримувати
peel	чистити овочі
to keep costs down	знижувати ціни
mention	ззначати

Exercise 3. What are the Ukrainian equivalents for.

preparation of food, highly specialized function, imply, duties, supervise the kitchen work, ultimately, responsible for, a man of experience, be skilled in one's trade, cost and quality, conscious, do one's best, be in charge of, be pleasant to the eye, pastry cook, “dish up”, self-contained unit, larder, sweet

and pastry produce.

Exercise 4. Find in the text English equivalents for the Ukrainian words and make the sentences of your own.

Велика кількість операцій, обов'язки, бути відповідальним, робити закупки, помічник, кваліфікований робітник, робити все можливе, підтримувати добре ім'я підприємства, приготування соусів, закусок, смачне блюдо, бути приємним на вигляд, добре пристосоване, уважно стежити за роботою.

Exercise 5. Complete the following sentences on the basis of the information given in the text.

The preparation of food is ...

The main concern here is ...

The Chef supervises...

He is helped by...

A Chef must be ...

The Section leader organizes...

The Sauce cook looks after...

The Roast cook is responsible for ...

The Vegetable cook prepares ...

The Pastry cook is in charge of...

The Commis and Kitchen hands help ...

Exercise 6. Give answers to the following questions.

1. Why do you think the preparation of food is a highly specialized function?
2. What is the Chef responsible for?
3. Why must a Chef be very skilled in his trade?

4. What are the cooks in charge of?
5. What are the commis and kitchen hands responsible for?
6. What adjacent kitchen rooms do you know?
7. Under whose supervision is the still room?
8. Which cook is in charge of the larder?
9. Where is the vegetable-preparing room situated?
10. Do you personally think that a dish should be pleasant to the eye? Give your reasons.

Exercise 7. Retell the text

UNIT 5

Exercise 1. Read the following text about and be ready to discuss it.

MENU PLANNING

Much research has been done in the past few years to establish exactly what the constituents of a healthy diet are. In the West the diet has become top-heavy with refined foods, particularly sugar and fats. In general, the advice of nutritionists is to cut down on sugar and fats and to add more fresh fruit and vegetables to the diet.

A menu or bill of fare is a list of courses to be served at a meal of the dishes which can be ordered at a restaurant. The menu is the most important part of the Caterer's work and its compilation is regarded as an art only required experience and study. The menu gives details and prices of available dishes.

The selection of items to be presented on the menu requires close cooperation between the restaurant manager and the Chef cook. Depending on the establishment and occasion the menu may be plain or artistic in its presentation.

Brief menus offer more variety and flexibility and can be changed daily. Too large a menu is often difficult to manage. It calls for large purchases and stock. It

increases work in the kitchen.

When planning the menu:

- 1) Use a wide variety of the foodstuffs (vegetables, meat, fish etc.)
- 2) As the dishes in season are always best and cheapest at that time, give them the priority.
- 3) The choice of dishes while compiling the menu must be very attentively revised.
- 4) The purchase of good quality products is the foundation of good cooking.

While compiling a menu bear in mind some considerations:

the type of meal required;
the type of kitchen and staff available in relation to equipment and skills;
the type of food service area and its capacity in relation to the china, silver and glass available, the skills of food service area staff and the number of courses to be served.

Customers tend to expect a certain standard of cooking, the dishes and the prices they are charged consistent with the reputation of the establishment.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

healthy diet	здорове харчування
cut down	скорочувати, зменшувати
compile	складати
manage	здійснювати, виконувати
purchases	закупки
stock	запас
bear in mind	мати на увазі
consistent	відповідний
constituent	складати, бути складовою

Exercise 3. Give Ukrainian equivalents to the following words and word - combinations.

A bill of fare, refined food, healthy diet, order, compilation, available, bear in mind, in relation, service area, customers, certain standard of service, cooking, constituent, brief menu, take into consideration, number of courses, prices of available dishes, selection of items, foodstuffs, variety and flexibility, constituents of a healthy diet, restaurant manager, offer, particularly sugar and fats, capacity, to order, reputation of the establishment, type of food service, choice of dishes, compilation is regarded as an art, good quality products, purchase, experience and study.

Exercise 4. Give English equivalents to the following words and word - combinations.

Дослідження, здорове харчування, скорочувати, овочева дієта, скласти меню, вибір страв, співробітництво, запас, різноманітність страв, наявний, просте меню, закупки продуктів.

Exercise 5. Answer the following questions.

1. What is menu?
2. What is its purpose?
3. Who is responsible for it?
4. What should be taken into consideration while managing the menu?
5. Why are the dishes in season to be preferred for establishing a menu?
6. What does the variety of dishes mean for good meal?
7. What is the foundation of good cooking?
8. How can the restaurant staff supply valuable information about the dishes offered on the menu?
9. What must we bear in mind while compiling a menu?
10. Why must be a choice of dishes very attentively revised?

Exercise 6. Respond to the following statements.

1. A menu or bill of fare is a list of drinks to be served at a meal.
2. Its compilation is regarded as an art through experience and study.
3. The menu gives details and constituents of available dishes.
4. The menu compilation requires close cooperation between the waiters and the Chef-cook.
5. The menu may be plain or ordinary.
6. While planning the menu use a wide variety of recipes.
7. The dishes in season are always best and cheapest at that time.
8. The choice of dishes must be very attentively revised.
9. The purchase of expensive products is the foundation of good cooking.
10. Customers tend to expect a certain standard of prices at the restaurant.

Exercise 7. Write the name of each group. The first one has been done as an example.

1. milk, cream, butter, yogurt d_a_i_r_y _p_r_o_d_u_c_t_s_
2. almond, Brazil, pistachio, cashew n_ _ _
3. haricot beans, lentils, chickpeas, soya beans p_ _ _ _ _
4. coriander, parsley, thyme, basil h_ _ _ _
5. ginger, cinnamon, cloves, turmeric s_ _ _ _ _
6. pork, lamb, beef, mutton m_ _ _
7. sultanas, currants, raisins, prunes d_ _ _ _ f_ _ _ _
8. choux, flaky, puff, short p a_ _ _ _
9. royal, glacé, satin, butter i_ _ _ _
10. spaghetti, tagliatelle, ravioli, lasagna p_ _ _ _
11. cod, seabass, trout, salmon f_ _ _
12. tea, coffee, orange juice, cola b_ _ _ _ _ _ _ _
13. claret, Rioja, Chianti, Sect w_ _ _

14. pheasant, grouse, venison, rabbit g_ _ _
15. consommé, fish, broth, chowder s_ _ _ _
16. Couda, Stilton, Camembert, Parmesan c_ _ _ _ _ _
17. mussels, oysters, scallops, prawns s_ _ _ _ _ _
18. fruit, gâteau, sponge, Swiss roll c_ _ _ _
19. hollandaise, béchamel, mornay, Bearnaise c_ _ _ _ _
20. wheat, rye, oats, barley c e_ _ _ _ _

Exercise 8. Retell the text.

Exercise 9. Put each of the following words or phrases in its correct place in the passage below.

bill, fast food, cookery books, eat out, recipe, dish, menu, take-away, ingredients, waiter, snack, tip

I'm a terrible cook. I've tried hard but it's no use. I've got lots of (a) _____, I choose a (b) _____ I want to cook, I read the (c) _____, I prepare all the necessary (d) _____ and follow the instructions. But the result is terrible, and I just have a sandwich or some other quick (e) _____. So I often (f) _____. I don't like grand restaurants. It's not the expense, it's just that I don't feel at ease in them. First the (g) _____ gives me a (h) _____ which I can't understand because it's complicated and has lots of foreign words. At the end of the meal I pay the (i) _____ I never know how much to leave as a (j) _____. I prefer (k) _____ places, like hamburger shops where you pay at once and sit down and eat straightaway. And I like (l) _____ places, where you can buy a meal in a special container and take it home

UNIT 6

Exercise 1. Read the following text about and be ready to discuss it.

COOKING METHODS

Cookery is preparation of food for consumption. Cookery involves a variety of techniques, which include the application of dry heat, the contact with heated liquids or fats, curing, smoking and pickling.

Cooking is both a science and an art. Perfect cooking can only be the result of a combination of skill, attention to details, and love to the trade. A good cook must be thoroughly conversant with the different methods of cooking food.

Heat-activated cooking methods take five basic forms.

Food may be immersed in liquids such as water, stock or wine (boiling, poachine, stewing), immersed in fat or oil (frying), exposed to dry heat (roasting, baking, broiling), exposed to vapor (steaming and to some extent braising), subjected to contact with hot fats (sauteing).

With minor modifications, all five methods are applicable to any type of food not eaten raw, but certain treatment traditionally are used to prepare particular foods.

Deep fat frying for example is not generally thought the ideal method for preparing steaks or chops.

Boiled foods usually are immersed in flavored or unflavored liquids for longer periods of time than poached foods, and the cooking liquid usually takes the form of a thickened sauce when foods are stewed.

The main difference between frying and sauteing is that frying produces a crisp surface, where as in the saute process, natural juices usually mingle with the pan fat coating the food with a light sauce.

As opposed to steaming, which doesn't place foods in direct contact with liquids, braising is accomplished by first browning food in fat and then placing it in the direct contact with a small amount of liquid within a pan.

Originally roasted foods were exposed to the action open fires or live coals, but

in contemporary cookery roasting is synonymous with baking-that is cooking by dry heat in a closed oven. Broiling, whether in an oven or over an open fire or coals exposes meat to the direct action of more intense heat, which sears their surfaces quickly to seal in their juices.

Here are some advises for foodstuffs to be cooked:

- Chicken can be fried, roasted, grilled or barbecued.
- Potatoes can be steamed, boiled, fried, roasted or baked.
- Rice can be steamed, boiled or fried (after it's been steamed or boiled).
- Fish can be steamed, boiled (to make soup or fish stew), fried, baked, grilled or barbecued.
- Bread can only be baked, or grilled (to make toast).
- Steak can be fried, grilled or barbecued.
- Carrots can be steamed or boiled (and possibly baked).

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

consumption	споживання
treatment (тут)	обробка
heat-activated method	метод, що передбачає теплову обробку
thoroughly conversant	добре поінформований
braise	тушкування
curing	консервування
immerse	занурювати
vapor	випаровувати
with minor modifications	з невеликими змінами
raw	сирий, необроблений
mingle	змішувати, змішуватися
oppose	протиставити, протиставляти

live coals	палаюче вугілля
sear	сушити
surface	поверхня
a small amount	невелика кількість
expose	піддавати
contemporary	сучасний
poach	варити в закипаючій воді
broil	смажити на відкритому вогні

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

Preparation of food, consumption, dry heat, heated liquids, curing, smoking, pickling, heat activated cooking method, basic forms, stock, poaching, vapor, hot fats, minor modifications, flavored liquids, thoroughly conversant.

Exercise 4. Give English equivalents to the following words and word-combinations.

Застосовувати, використовувати; консервування, варіння, тушкування, занурювати в киплячу воду, олія, смажити, невеликі зміни, певна обробка, відбивна, випічка, жаріння, густий соус, соте, варити (готувати) на парі, невелика кількість, випікати.

Exercise 5. Answer the following questions.

1. What is cookery?
2. What does cookery involve?
3. How many basic forms of heat- activated cooking methods do you know?
4. What is boiling, poaching?
5. What's the difference between roasting and baking?
6. What do you know about steaming?

7. When is steaming preferable to boiling?
8. In which way do we broil the meat?
9. What is deep fat frying?
10. Describe the process of stewing.

Exercise 6. Choose the necessary words.

1. Cookery is preparation of food for ... (consumption, cooking)
2. A good cook must be thoroughly (conversant, skilled) with different methods of cooking food.
3. Shallow frying implies the use of (a small, a great number of) quantity of fat.
4. Boiled foods usually are immersed in liquids (for longer, shorter) periods of time than poached foods.
5. Stewing is a (quicker, slower) process.
6. Frying is cooking in (hot fat, liquid)

Exercise 7. Fill in the gaps with the correct words.

Roasting, steamed, fried, cooking, boiling, baking.

1. Mushrooms are best when _____ in olive oil.
2. Put the meat into a _____ pan, join-side down, smear with olive oil and sprinkle with salt.
3. Place the almonds on a _____ sheet and bake them, stirring occasionally, until golden brown, about 10 minutes.
4. The broccoli, peppers and squash should be _____.
5. Even though _____ may destroy the bacterial cells, it is unlikely to inactivate the toxin.
6. Cook pasta in plenty of _____, salted water until just tender.

Exercise 8. Replace the words in bold type with a single word from the list a-n.

1. Cook the bread **in dry heat in the oven** for about fifty minutes. *f*

2. To keep meat moist when roasting, **cover it regularly with melted fat.** ____
 3. **Decorate** the vegetables with some parsley. ____
 4. Let the soup cook **slowly, just below boiling point.** ____
 5. The meat is **cut into tiny pieces in a machine** for this recipe. ____
 6. One method of cooking fish is to **cook it in lots of very hot fat.** ____
 7. Could you **remove the skin and bones from** the fish, please? ____
 8. When the potatoes are cooked, **crush them to a pulp.** ____
 9. **Remove the outside skin** of the potatoes. ____
 10. Guests may like eggs which have been **broken into boiling water and vinegar.** ____
 11. Make sure the frozen chicken has completely **thawed** before cooking. ____
 12. **Cut** the carrot **into small squares.** ____
 13. **Add salt and pepper** before serving the soup. ____
 14. You can improve **the taste of** the sauce with vanilla. ____
- a) dice b) minced c) deep fry
d) season e) poached f) bake
g) garnish h) flavour i) defrosted
j) mash k) peel l) fillet
m) simmer n) baste

Exercise 9. Try to match the words from below to the pictures

heat, bake, pan, oven, chef, grill, barbecue, boil, pot,
roast, thermometer, temperature, chop, stir, fry



1 _____



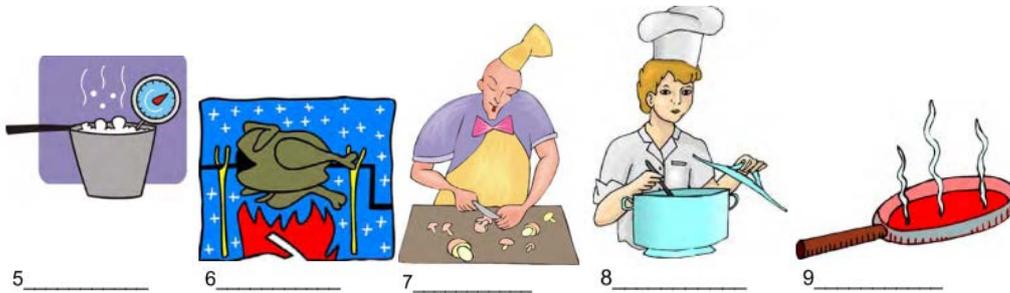
2 _____



3 _____



4 _____



UNIT 7

Exercise 1. Read the following text about and be ready to discuss it.

TABLE MANNERS

DO NOT

1. Walk around the dining room eating.
2. Put a knife in your mouth.
3. Pack your mouth full of food.
4. Speak with your mouth full.
5. Scrape your plate.
6. Pass food from your plate to your neighbor's.
7. Put your own teaspoon into the sugar bowl.
8. Pile up your plate with food - (take a second helping if you need it).
9. Put cakes in your meat plate.
10. Push your plate away from when you have finished.
11. Float or dip biscuits in your tea or coffee.
12. Put your elbows on the table.

13. Do not lean over, to pick something from the table when you can't reach it. Always ask one sitting next to you to pass it to you.

14. Never make noises when eating your soup.

DRINKS

When wine is served with a meal, certain procedures have to be followed. After the host tests the wine, he asks that the glasses of the guests are filled, you wait for the first toast and then you begin to drink always after the host. It's good to smell, taste and express your appreciation for good wine.

We hold the glass with three fingers and rest with palm. You drink as much as you can handle. You don't drink with your mouth full. You drink slowly and soundlessly.

BEGINNING OF A MEAL

At an official meal there is usually a table plan with the name of each guest written on a card. In such a case when the beginning of the meal is announced you take a seat against the card with your name on.

In cases where there is no table plan, you wait for the host to show you where to sit.

If the host tells that you can sit wherever you like, then you sit in a way that a male and a female will be sitting alternatively.

DURING A MEAL

Always praise the host for the delicious meal.

If you do not like the food served, never make faces but force yourself to eat it.

If you have to leave the table for a while always ask to be excused.

If you finish your meal before the others, do not smoke. If you do, ask for their permission.

CONVERSATION

A meal to be enjoyed and well digested has to be taken in a calm and pleasant

atmosphere. Therefore, avoid irritating to others. Conversation would help to create that atmosphere.

Avoid talking continuously about yourself, your family and your personal problems.

Do not insist on matter discussed, if you are not well informed on that matter.

Do not ignore the people sitting next to you.

If there is a blabber at the table you must try and bear with him. Never try to imitate him.

ENDING OF A MEAL

The ending of a meal is signaled when the host gets up. You also get up by slightly lifting your chair. Do not drag the chair along the floor.

Do not leave the house right after the meal or stay there for hours, as in both cases you would be impolite.

When leaving, you do not forget to talk again and express your congratulations to the hostess for the wonderful meal. You greet all the other guests and leave.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

pack a mouth	напихати рота
scrape	шкрябати ложкою по тарілці
pill up	багато накладати
lean over	нахилятися
make noise	зчинити галас
express the appreciation	висловити подяку
palm	долоня
sit alternatively	сидіти поперемінно
praise	хвалити
make faces	робити гримасу

Exercise 3. Transcribe the following words.

Neighbour, eating, pile, bowl, reach, procedure, finger, appreciation, mouth, soundless, official, announce, serve, digested, avoid, float, biscuits, guest, slowly, meal, praise, pleasure, trouble, matter.

Exercise 4. What are the English equivalents for.

розмовляти з повним ротом, класти (лікті) на стіл, куштувати вино, брати бокал пальцями, нахилитися, просити передати що-небудь, оголошувати, дякувати господарю, приємна атмосфера, наповнювати бокали, смачна їжа, бути неввічливим, уникати, інформувати, іменна картка, бісквіт, накривати на стіл, шкрябати ложкою по тарілці, гість, сидіти де тобі подобається, робити гримаси, виразити задоволення, тягти стілець по підлозі, пахнути, смакувати, ігнорувати.

Exercise 5. Give the Ukrainian equivalents to the following words and word-combinations.

Walk around, pass food, lean over, pick from, make noises, certain procedure, express appreciation, hold the glass, drink as much as you can handle, official meal, table plan, male, female, praise, digest, insist on, ignore, trouble, make faces, blabber, drag the chair, calm and pleasant, take a seat, sugar bowl, certain procedures, handle, lean over, pile up the plate, scrape the plate, pack one's mouth full, delicious meal, float or dip biscuits, to express the appreciation, sit wherever you like, talking continuously, avoid, inform, to drink after the host.

Exercise 6. Add question tags to the following sentences.

1. People must know table manners ...
2. Sometimes wine is served with a meal...

3. We hold the glasses with three fingers ...
4. You drink as much as you can handle ...
5. At an official meal there is usually a table plan ...
6. It's good to smell, taste and express our appreciation for good wine...
7. You always praise the host for the delicious meal...

Exercise 7. React the sentences.

1. We never praise the host for the delicious meal.
2. People try to speak with their mouth full.
3. It is good to pass food from your plate to your neighbor's
4. It is not forbidden to put your elbows on the table.
5. We may make noise while eating.
6. If I don't like the food served, I always make faces but force myself to eat it.
7. If you are at the official meal you may sit wherever you like.

Exercise 8. Speak on table manners you should keep in mind and follow.

Exercise 9. Discussion questions.

1. How often do you eat out?
2. Where do you usually go when you eat out?
3. Who do you usually go with when you eat out?
4. What is your favourite cuisine?
5. Have you ever complained about the food or service in a restaurant?
6. Do you ever leave a tip at a restaurant? How much?
7. How have your eating habits changed over the years?
8. What's the worst experience you ever had at a restaurant?
9. Do you ever order out from a restaurant? What kind of foods?
10. What do you think of fast food restaurant?
11. What's the longest you'd wait for a restaurant table?

UNIT 8

Exercise 1. Read the following text about and be ready to discuss it.

MEAL PLAN IN HOTEL SERVICE

There are a lot of hotel types. These hotels differ in facilities and services they provide, the scale of prices they offer, the place of finding, etc. Some organizations such as AA (Automobile Association) and RAC (Royal Automobile Club) and others make their own classification of hotels awarding them Stars.

Thus we have “five-star” hotels, “two-star” hotels, etc. These hotels specify on their standard of comfort and service, different meals, facilities. A hotel may offer different services, including services for people who are not staying in the hotel. For example the hotels may contain restaurants and bars, provide a meeting place for clubs and conferences and exhibitions, provide a place for family or company celebrations.

Room rates vary in different types of the hotels.

In quoting rates are included the price per person/room, meals and service charge. There are some meal plans which the room rate also depends on.

European plan: the rate for a room alone, with no meal included.

Bed and breakfast (Continental plan): the rate includes the room and breakfast. The breakfast itself may be “English” or “Continental”.

Half board/demi-pension/modified American plan: this includes the room, plus breakfast and one other meal (lunch or dinner).

Full board (en pension) American plan: room and meals included.

Something about meals standards

English breakfast: a breakfast including cooked food, offering for example porridge, fried bacon, fried eggs, sausages etc.

Continental breakfast: a breakfast consisting of tea or coffee and baked produce

(bread, buns, rolls, toasts) with butter and jam, honey or marmalade.

Then goes lunch or dinner.

MEAL PLAN CODES

EP- European Plan: No Meals

CP- Continental Plan: Continental Breakfast only or as indicated

MAP- Modified American Plan: American Breakfast and Dinner

DP- Demi Pension: Continental Breakfast and either table d'hôte lunch or Dinner

AP- American Plan: American Breakfast, lunch and Dinner

FP-Full-Pension: Continental Breakfast, table d'hôte, lunch and Dinner

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

service charge	вартість обслуговування
exhibition	виставка
the scale of prices	рівень цін
differ (v)	різнитися
provide (v)	забезпечувати
include (v)	вводити до складу
quoting rates	визначення вартості

Exercise 3. Answer the following questions.

1. What are the principles of hotel classification?
2. What services may hotel offer?
3. How can people who are not staying in the hotel get services?
4. What is included into room rate?
5. What food plans do you know?
6. What is European plan?

7. What does Continental plan include?
8. What do you know about “Half-board” and “Full-board” plans?
9. What’s the difference between English breakfast and Continental one?

Exercise 4. Give Ukrainian equivalents to the following words and word-combinations.

Facilities, provide, scale of price, place of finding, classify on, contain, entertainment, meeting place, service charge, half-board, baked produce.

Exercise 5. Give English equivalents to the following words and word-combinations.

Розваги, рівень комфорту, вводити до складу, проводити, святкування, можливості, розмір вартості, залежати від, стандарт їжі.

Exercise 6. Retell the text.

Exercise 7. Restaurant Role play.

You are eating at a restaurant when you discover a cockroach in your food. You call the waiter over to complain.

In pairs, write a dialogue for this situation with one person acting as the customer, and one person acting as the waiter.

UNIT 9

Exercise 1. Read the following text about and be ready to discuss it.

BEVERAGES AND DRINKS

Coffee is one of the most popular beverages of the world. It is made from a

berry grown in tropical climates and shipped to the country green that is unroasted. All coffee trees are alike, but the berries produced vary in composition with variation in the rate of growth and the treatment after picking. For this reason, Mocha, Java, and South American coffees are quite distinct from each other.

There are, in general, three methods of preparing coffee - boiling, percolating, and the drip method.

1) The ground coffee is treated with either cold or hot water brought slowly to boiling point or held just below this, and then allowed to stand in order to settle out the grounds.

2) The heated water is carried up and deposited on the coffee grounds which are held in a sieve. As the percolation continues the liquid carried up becomes a stronger and hotter brew. No settling of grounds is necessary and percolated coffee is usually clear and sparkling.

3) It is an old French method. Boiling water is poured upon the coffee grounds held in a suitable sieve like container. The liquid which drips through is used.

Probably one of the greatest essentials in making of good coffee is a clean pot.

The coffee should not stand long before serving.

The desirable features of tea are less standardized than those of coffee. Some like it black, some like green, some with cream, some with lemon.

Tea is made from the leaves of tea bush which is indigenous to the Orient. There are many factors which influence the quality of the tea as purchased.

The younger the leaves the better the tea. Some of the poorer teas are made from the older leaves or even stems. The grade and flavour of tea are influenced by the treatment after picking. Black tea is made from leaves which are fermented before drying. The fermentation darkens the product and softens the flavour. Green tea is not fermented the leaves are steamed and dried. Its flavour is more astringent than that of black tea.

Cocoa and chocolate. As beverages made from them are generally made with milk they are much more nutritious than the other beverages.

Cocoa and Chocolate are made from the bean or seed of a tree which grows in tropical countries. Cocoa beans vary in quality according to the place where they are grown. In the manufacture of, cocoa or chocolate products the roasting and blending of the different varieties are important factors.

After roasting the shells and germs are removed. The shells are often used for beverages. When boiled in water they impart a pleasing flavour like cocoa but less sweet. The germ of the seed is a valuable by-product sold for the manufacture of cocoa butter. The remainder (cocoa nibs) is used for the manufacture of cocoa or chocolate. The nibs are finely ground and pressed into cakes for plain or bitter chocolate.

Drinks may be classified into soft drinks which contain no spiritus such as lemonades (Coke, Pepsi, etc.) and strong ones (these contain some part of alcohol).

Whisky, gin, beer are considered as alcoholic drinks. Whisky originated in Ireland, then spread to Scotland. There are two sorts of whisky-malt whisky, made from malted barley only, and the lighter grain whisky produced from non-malted barley with an added mixture of maize or rye. The most famous whiskies are: Scotch, Irish, Canadian and Bourbon. You may drink Whisky either neat or diluted with water or any other Soft drink.

Beer has long remained the most popular “long drink” with British people. Its different varieties-pale ale or stout, mild or bitter - are offered to the consumer all means any beer which is not stout. Stout is a beer brewed from highly-fried malts, with a proportion of roast barley. Stouts rank among the strong beers.

Cider is the English wine. It has been a favourite drink in England for more than a thousand years. Cider is made from apples. This is not as much as beer but cider is becoming more popular all the time, and a lot of it is sold in other countries. There is an old English saying: “An apple a day keeps the doctor away”. We can say: “An apple a day keeps the doctor away, and a cider each night keeps him out of sight.”

Exercise 2. Active vocabulary. Learn the following words and word-

combinations by heart.

treatment	обробка
for this reason	завдяки цьому
percolating	фільтрація через адсорбуючий шар
coffee ground	кавова гуща
in order to	з метою
sieve	сито
brew (n)	напій
brew (v)	варити (пиво)
indigenous to the orient	росте на сході
purchase (v)	купляти, купувати
stems	стебла, гілочки
astringent	в'язкий
nutritious	поживний
blend (n)	суміш
blend (v)	змішувати
shell	оболонка
germ	зародок
by-product	побічний продукт
cocoa nibs	какао-крупка
plain	звичайний (шоколад)
malt	солод
barley whisky	ячмінне віскі
grain whisky	зернове віскі
ale	ель, пиво
pale ale	світлий ель
mild ale	м'який ель
stout	стаут (темне пиво)
rank (v)	посідати певне місце

Exercise 3. Answer the following questions.

1. What sorts of coffee do you know? Which is your favorite?
2. What methods of preparing coffee do you know? Which do you use more frequently?
3. What is the difference between black and green tea?
4. What are the peculiarities of preparing such beverages as cocoa and chocolate?
5. How do we usually classify drinks?
6. What sorts of whisky and beer do you know?
7. What is cider made of?

Exercise 4. Give Ukrainian equivalents to the following words and word-combinations.

Unfrosted, the rate of growth, percolating, drip method, ground coffee, in order to, pour, suitable sieve, essentials, desirable features, cream, green coffee, purchase, poor tea, steam, grade and flavour of tea, ferment, astringent, nutritious, important factors.

Exercise 5. Find the following words and phrases in the text and translate the sentences containing them into Ukrainian.

The most popular beverages, vary in composition, with variations, be quite distinct, method of preparing, in order to , be held in a sieve, liquid carried up, making of good coffee, desirable features of tea, influence the quality, treatment after picking, fermenting before drying, vary in quality, pleasing flavour, 'valuable by-product, contain, malt-whisky, added mixture.

Exercise 6. Use the following word-combinations in the sentences of your own.

Berries produced vary in composition there are three methods of preparing

coffee, ground coffee, desirable features of tea, tea bush, grade and flavour of tea, manufacture of cocoa, shells and germs, import a pleasing flavour, plain or bitter chocolate, soft drinks, strong drinks, differed varieties of beer, cider is more popular.

Exercise 7. Complete the following table.

<u>Noun</u>	<u>Verb</u>
treatment
.....	percolate
container
.....	serve
product
.....	ferment
standard
variety
.....	mix

Exercise 8. Make up a short plan and retell the text.

Exercise 9. Restaurant Role Cards. Work in pairs.

You are the customer: You think one of the forks is a little dirty so would like the waiter to take it back to get a new one. Also ask why the order for starters is so slow to arrive.

You are the waiter: Say sorry for the dirty fork and explain that there is a new person working in the kitchen and the orders are a little slow this evening.

UNIT 10

Exercise 1. Read the following text about and be ready to discuss it.

JUNK FOOD

In today's fast-moving world, people have less and less time to spend eating, let alone cooking. It is probably for this reason that junk food has become so popular, and there's no doubt that it's here to stay. In fact, it seems that you simply can't get away from it. One British hotel group recently announced that its guests are able to order fast food through room-service, a move which is seen by many as signifying a new era in the couch potato lifestyle. So what exactly is junk food?

Basically, it is anything that is high in calories but lacking in nutrition. Hamburgers, crisps, chocolate bars and hot dogs fall into this category. Pizzas, although they can have vegetables and cheese toppings, are also included as they contain a lot of fat.

Obviously, a diet of junk food is not the best thing for your health, particularly as it is high in saturated fat. In 1993, the journal of the National Cancer Institute reported this type of fat to be associated with a greater risk of cancer.

Apart from the risk of cancer, another side effect of consuming highly fattening junk food is that you are likely to gain weight. This is especially true because you tend to eat more, as junk food is less satisfying and lower in vital nutrients than healthier food.

The best advice for those who cannot live without their hamburgers or chocolate bars, is to limit the amount of junk food they eat. A little now and then will probably do no harm. But why have our eating habits changed? "It's lack of time and loss of tradition", says one expert. He explains that people are too busy to cook and eat proper meals, so they grab whatever is available – and that is usually junk food. Also, the style of life represented on TV, especially in music videos, is fast. Young people pick up the idea that speed means excitement, whereas anything traditional is slow and boring. As a result, they turn down traditional food and go for junk food instead.

Another alarming thing about people's lifestyles today is that while the amount of junk food we eat has increased, the amount of exercise we do has actually decreased. Exercise plays an important part in keeping the body fit and healthy; it

helps to control our weight and, if taken regularly, can also decrease our chances of having a heart attack in later life.

Even though people nowadays are actually far more aware of the importance of exercise and a healthy diet than they were a few years ago, the new unhealthy way of life is surprisingly popular. This is illustrated by statistics gathered by researchers over the past two decades.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

get away from smth.	уникати чогось
room service	додаткове обслуговування номерів у готелі
announce	повідомляти, заявляти
signify	означати, символізувати
coach potato	лежебока, домосід (про людину, що веде пасивний спосіб життя)
diet	їжа, харч
basically	по суті, в основному
obviously	явно, очевидно, зрозуміло
vegetables and cheese toppings	начинка з овочів та сиру
saturated fat	насичені жири
side effect	побічний ефект
be tend to do smth.	бути схильним до чогось, мати тенденцію
grab	хапати
pick up the idea	захоплюватися ідеєю
turn down	відкидати
go for	захоплюватися
alarming	тривожний (такий, що варто задуматися)
be more aware of smth.	більше усвідомлювати щось

Exercise 3. Answer the following questions.

1. Why has junk food become so popular?
2. What is exactly junk food?
3. Why is pizza included into junk food?
4. What are the main side effects of consuming highly fattening junk food?
5. What is the best advice for those who cannot live without some kinds of junk food?
6. How does one expert explain our present eating habits?
7. What is another alarming thing about people's lifestyle today?

Exercise 4. Find the following words and phrases in the text and translate the sentences containing them into Ukrainian.

Fast-moving world, for this reason, to order fast food through room service, a diet of junk food, apart from the risk of cancer, vital nutrients, to limit the amount of junk food, do no harm, fit, heart attack, healthy diet, decades.

Exercise 5. Give English equivalents to the following word-combinations.

Очевидно з цієї причини, нова ера, висококалорійний, повніти, час від часу, не приносити ніякої шкоди, втрата традицій, контролювати вагу, серцевий напад, подальше життя, збалансований режим харчування, надзвичайно популярний, два минулих десятиліття.

Exercise 6. Match the words and phrases given below with their equivalents or explanations.

- | | |
|---------------------|--|
| 1. nutritious food | a) food that is good for a healthy diet |
| 2. convenience food | b) food cooked in a restaurant but eaten at home |
| 3. junk food | c) food that is good for health |

4. takeaway food d) hot food that is served very quickly in special restaurant and often taken away to be eaten in the street
5. fibre e) food that people buy frozen in a box, that can be prepared and cooked very quickly and easily
6. fast food f) a limited variety or amount of food people eat for medical reasons
7. a dish g) an occasion when people sit down to eat food
8. a diet h) food prepared in a particular way as a meal
9. a course i) any of the separate parts of a meal
10. a meal j) the part of plants that you eat but cannot digest which helps food move quickly through the body

Exercise 7. Finish the following sentences.

1. He sat down and ordered.....
2. He is a couch potato sitting on the....
3. You can put on your pizza different.....
4. Her daily healthy food includes.....
5. I swim twice a week to keep
6. This is just my kind of diet- no... and plenty of.....
7. Meat is rich in.....
8. It's true, people who stop smoking tend to gain.....

Exercise 8. Complete the sentences with one of these adjectives. Use each adjective once only.

bitter bland burnt delicious dry greasy hot rancid rich
 salty savoury sour spicy stale sweet tender

1. The skin of an orange tastes quite *bitter*.
2. Food cooked with chilly is_____.

3. Food cooked with a lot of cream is very_____.
4. Sugar and honey will make a dish_____.
5. Indian food is_____.
6. If you forget the salt and pepper, the food will be_____.
7. Lemon juice is_____.
8. Food cooked with salt and spices is_____.
9. Too much fat used in cooking can make the food_____.
10. A dish without enough liquid is_____.
11. A dish cooked to perfection will be_____.
12. Toast cooked for too long tastes_____.
13. Snack foods such as crisps and peanuts are often very _____.
14. High – quality meat which is easy to cut is _____.
15. Bread and cakes delivered four days ago will be_____.
16. Butter or left in the sun will melt and go_____.

Exercise 9. Give short summery of the text.

Exercise 10. Match the words and phrases given below with their explanations.

- | | |
|--------------------|---|
| 1. menu | a) an additional amount added to the bill to pay the waiter or waitress, often the amount is 15% to 20% of the amount of the bill |
| 2. chef | b) a person who seats you when you enter a restaurant |
| 3. waiter/waitress | c) the charge for your meal |
| 4. tip | d) a skilled cook; the person who cooks your food |
| 5. appetizer | e) the main course of a meal |
| 6. host/hostess | f) the person who takes your order and serves your food |
| 7. entree | g) the sheet/sheets of paper containing your food selections |
| 8. dessert | h) a first course served before the main course of a meal |

9. bill

i) the sweet food served as the final course of a meal

UNIT 11

Exercise 1. Read the following text about and be ready to discuss it.

ENGLISH FOOD

The two features of life in England that possibly give visitors their worst impressions are the English weather and English cooking. The former is something that nobody can do anything about, but cooking is something that can be learned. English food has often been described as tasteless. Although this criticism has been more than justified in the past, and in many instances still is, the situation is changing somewhat. One of the reasons that English cooking is improving is that so many people have been spending their holidays abroad and have learned to appreciate unfamiliar dishes. However, there are still many British people who are so unadventurous when they visit other countries that will condemn everywhere that does not provide them tea and either fish chips or sausages, baked beans and chips or overdone steak and chips.

One of the traditional grouses about English food is the way that vegetables are cooked. Firstly the only way that many British housewives know to cook green vegetables is to boil them for far too long in too much salt water and then to throw the water away so that all the vitamins are lost. To make matters worse, they do not strain the vegetables sufficiently so that they appear as a soggy wet mass on the plate.

It would be unfair to say that all English food is bad. Many traditional British dishes are as good as anything you can get anywhere. Nearly everybody knows about roast beef and Yorkshire pudding but is by no means the only dish that is cooked well. A visitor if invited to an English home might well enjoy steak and kidney pudding or pie, saddle of mutton with red-currant jelly, all sorts of smoked fish, especially kippers,

boiled salt beef and carrots, to mention but a few.

A strange thing about English that the visitor may notice is that most of the good restaurants in England are run and staffed by foreigners - for example there is a large number of Chinese, Indian restaurants and to less extent French and Spanish ones.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

impression	враження
former	попередній
improve	покрещувати
appreciate	цінувати
condemn	засуджувати, визнавати непридатним
overdone	пережарений
grouse (v)	бурчати
throw (v)	кидати
make matters worse	ускладнювати справу
sufficiently	достатньо
soggy	сирий, мокрий
kidney	нирки
saddle	сідло(м'ясної туші)
kippers	копчена риба (особ. оселедець)

Exercise 3. Answer the following questions.

1. What are the two features of life in England impressing worst the visitors?
2. How can we describe English food?
3. What is the tradition of vegetables cooking in England?
4. Many British dishes are as good as you can get anywhere, aren't they?
5. What traditional English dishes can you enjoy at English home?

Exercise 4. Give Ukrainian equivalents to the following words and word-combinations.

Worst impressions, tasteless, appreciate, condemn, provide tea, baked beans, overdone steak, boil, throw, strain, sufficiently, unfair, enjoy, mention less extent.

Exercise 5. Use the following words and word-combinations in the sentences of your own.

Cooking, tasteless, food, roast-beef, pudding, dish, jelly, smoked fish, kidney pie, traditional grouses, appreciate unfamiliar dishes, way of cooking, strain the vegetables, red-current jelly, cook green vegetables, fish chips, sausages.

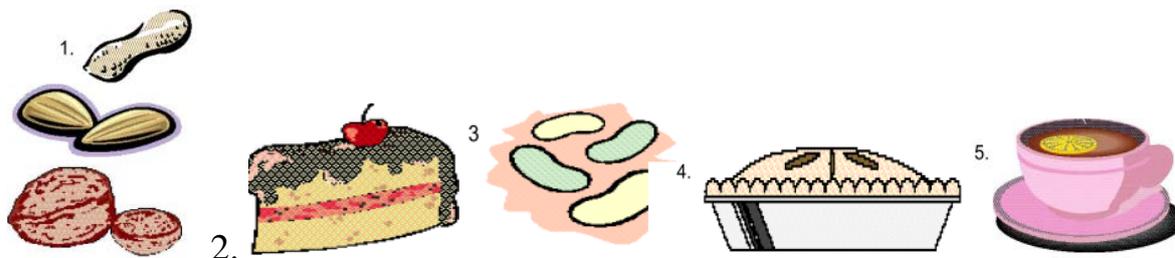
Exercise 6. Make these sentences interrogative and negative.

1. English weather and English cooking are two features of life that give visitors their worst impressions.
2. English food has often been described as tasteless.
3. English visitors have learned to appreciate unfamiliar dishes.
4. English housewives have their own recipe of vegetables cooking.
5. The vegetables after boiling appear as a soggy wet mass.
6. Everybody knows about English roast-beef and Yorkshire pudding.

Exercise 7. Tell about the traditions in English food cooking.

Exercise 8. Work with your partner to match the following words with the pictures below.

pie	beans	cup of tea	piece of cake	nuts
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Exercise 9. Read all the sentences below then work with your partner and use the following words and phrases to fill the gaps. Then make questions from the sentences and use them to start a conversation with your partner.

as nice as pie	full of beans	a piece of cake	not my cup of tea	nuts
----------------	---------------	-----------------	-------------------	------

1. I think our teacher is _____. S/he is very kind and patient.
2. I don't enjoy learning English pronunciation. It's _____.
3. I think that learning English grammar is _____. It's very easy.
4. I know someone who is completely _____. S/he is mad!
5. I am always _____. I'm very energetic and full of life!

UNIT 12

Exercise 1. Read the following text about and be ready to discuss it.

ENGLISH MEALS

The general pattern roughly corresponds with the following day chart of the Englishman:

- ✧ early morning tea from 7-8 a.m.
- ✧ breakfast 7.50-10 a.m.
- ✧ "elevenses" 10-11 a.m.

- ✧ lunch (or luncheon) 1-3 p.m.
- ✧ afternoon cup of tea 5-7 p.m.
- ✧ dinner: from 6 p.m. (for the convenience of theatre-goers) to 9.30 p.m.

Early morning tea though considered as a meal is more of a prelude to the succeeding breakfast than an actual meal.

Breakfast has been for years the pride of British catering and housewives. At the beginning of the century, all but the poorest households used to serve a breakfast consisting of bacon and eggs, kidneys, fried mushrooms, grilled kippers, smoked haddock and York ham. This was prefaced by porridge, accompanied by coffee or tea and finished with toast and marmalade, or paste or relish spread with butter on still warm toast.

“Elevenses” offer a welcome mid-morning break, an opportunity for a short gathering round a cup of tea, coffee or cocoa, supplemented by a bit of sandwich or some fruit or biscuit.

Lunch is the meal an Englishman is always ready to scamp. A standing lunch or a snack is often the rule for busy people and given preference over a sit-down lunch. Ordinary Englishmen who started the day with the regular breakfast generally make do with sandwiches or hot-dogs, or even some light lunch: ham, tomato, hard-boiled eggs and lettuce, plus a cup of tea and a sweet.

The term “luncheon” applies to a more elaborate three or four course lunch which calls later for the afternoon cup of tea in case one feels sleepy.

Brunch as everybody knows is a compromise between late breakfast and early lunch. It is favoured by late risers and keep-slim addicts.

The afternoon tea is the most popular feature all over Britain, something of an institution. Afternoon tea you can hardly call a meal. But it is sociable sort of thing when people often come in for a chat with their cup of tea cake or biscuit. But some people like to have the so-called “high-tea” which is quite a substantial meal.

In well-to-do-families it can consist of ham or tongue and tomatoes and salad, or

tinned salmon, or sausages with good strong tea, bread and butter, then stewed fruit and cake.

Dinner originally a family affair with soup and hot main course plus “two vegetables”, dessert or sweet, is a principle evening meal.

Supper often applies to the cold snack which concludes the day especially with TV addict families but it can take more elaborate and civilized forms depending on the occasion.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

succeeding	наступний
pride	гордість
household	домашнє господарство
kidneys	нирки
kipper	копчена риба
haddock	пікша (риба)
relish	гостра приправа чи пряна закуска
scamp	ставитися аби як
apply	вживати, застосовувати
elaborate	ретельно обміркований
addict	прихильник
stewed fruit	КОМПОТ

Exercise 3. Answer the following questions.

1. What is early morning for the Englishmen?
2. What does breakfast consist of?
3. Why is English breakfast so well-known the world over?
4. Would you enjoy such breakfast every day of the week and all the year round?

5. What do you think about “Elevenses”?
6. Why is lunch of so little importance with English people?
7. What is the difference between lunch and “luncheon”?
8. What is brunch?
9. What do you know about traditional English “ afternoon tea”?
10. Is “High tea” a substantial meal?
11. What type of affair is dinner?
12. Is supper the obligatory meal in England?

Exercise 4. What are the Ukrainian equivalents for.

Prelude, succeeding, breakfast, actual meal, kidney, fried mushrooms, preface, paste, supplement, a bit of sandwich, biscuit, regular breakfast, hard-boiled eggs, keep-slim addicts, substantial meal, ham, tongue, tinned salmon, strong tea, stewed fruit, hot main course, grilled kippers, compromise between late breakfast and early lunch, addict families, mid-morning break, to be ready to scamp, paste or relish spread with butter, good income, sit-down lunch, well to-do families, late risers, to be on the diet.

Exercise 5. Give English equivalents for the following words and word-combinations.

Другий сніданок, подавати їжу, копчену риба, супроводжувати, тостер, ранкова перерва, можливість зібратися на чашку кави, закуска, регулярно снідати, яйця, зварені круто, десерт, прихильник дієти, велика кількість їжі, гарячі страви, вечеря, залежно від обставин.

Exercise 6. Study the following definitions.

well to-do families	the families with good income.
substantial meal	meal which includes a lot of dishes.
keep-slim addicts	people who are on the diet.
sit-down lunch	having meal at the table.

standing lunch to have lunch standing at the counter.
late risers the people who get up late.
“High-tea” meal accompanying by many different dishes.

Exercise 7. Use the following words and phrases in the sentences of your own.

actual meal, early morning tea, porridge, accompany, mid-morning break, regular breakfast, ‘luncheon’, brunch, come in for a chat, high tea, strong tea, stewed fruit, a family affair, the main course, apply, dessert or sweet.

Exercise 8. Restaurant Role Cards. Work in pairs.

You are the customer: You waited fifteen minutes for your bill to arrive and then there was a charge for a vegetarian pizza which nobody at your table had. Demand an explanation.

You are the manager: Apologise for the delay in giving the bill to that table and for the mistake on the bill. Offer everyone a free drink.

UNIT 13

Exercise 1. Read the following text about and be ready to discuss it.

FOOD IN AMERICA

Many changes are taking place in “food styles” in the United States. The United States is traditionally famous for its very solid and unchanging diet of meat and potatoes. Now we have many different alternatives to choose from: various ethnic food, health

food and fast food, in addition to the traditional home-cooked meal.

Ethnic restaurants and supermarkets are commonplace in the United States. Because the United States is a country of immigrants, there is an immense variety. Any large American city is filled with restaurants serving international cooking. Many cities even have ethnic sections: Chinatown, Little Italy, or Germantown. With this vast ethnic choice, we can enjoy food from all over the world. This is a pleasant thought for those who come here to travel or work; they can usually find their native specialties. Besides sections of the cities, there are regions which are well known for certain food because of the people who settled there. For example, southern California has many Mexican restaurants, and Louisiana has a strong Creole accent to its food. (Creole is a mixture of French, African, and Caribbean Island food.)

Health food gained popularity when people began to think more seriously about their physical well-being. The very term health food is ironic because it implies that there is also "unhealthy food. Health food is fresh, natural, unprocessed food. It does not contain preservatives to make it last longer or chemicals to make it taste or look better. Most health food enthusiasts are vegetarians: They eat no meat: they prefer to get their essential proteins from other sources, such as beans, cheese, and eggs.

Fast -food restaurants are now expanding rapidly all over the country. In the United States, speed is a very important factor. People usually have a short lunch break or they just do not want to waste their time eating. Fast-food restaurants are places which take care of hundreds of people in a short time. There is usually very little waiting, and the food is always cheap. Some examples are „burger and pizza places”.

America's attitude toward food is changing too. The traditional big breakfast and dinner at 6:00 p.m. are losing popularity. People are rediscovering the social importance of food. Dinner with family or friends is again becoming a very special way of enjoying and sharing. Like so many people in other cultures, Americans are taking time to relax and enjoy the finer tastes at dinner, even if they still rush through lunch at a hamburger stand.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

solid and unchanging diet of	тверда та незмінна схильність до
meat and potatoes	м'яса і картоплі
home-cooked meal	домашня їжа
immense variety	велика різноманітність
gain (v)	придбати
well-being	благополуччя
unprocessed	необроблена
preservatives	консерванти
vegetarians	вегетаріанці
essential	основні
expand (v)	поширюватися
waste time	марнувати час
lose popularity	втрачати популярність
rediscover	відкривати знову
strong accent to food	суворо дотримуватися прийняття їжі

Exercise 3. Answer the following questions:

1. What is the United States famous for in “food style”?
2. What food alternatives exist in the U.S.?
3. Why do the United States have such immense variety of ethnic restaurants serving international cooking?
4. Can the people find their native specialties there?
5. When did Health food gain popularity?
6. Does Health food contain preservatives or chemicals?

7. Who are vegetarians?
8. Why are fast-food restaurants so popular in the United States?
9. Do Americans have their traditional big breakfast and dinner at 6:00 p.m.?
10. Why are they rediscovering the social importance of food?

Exercise 4. Give Ukrainian equivalents to the following words and word combinations.

food style, solid and unchanging diet, alternatives, health food, fast food, in addition to, home-cooked meal, commonplace, ethnic sections, enjoy food, native specialties, certain food, gain popularity, physical well-being, unprocessed food, contain preservatives, health food enthusiast, expand, lunch break, attitude, lose popularity, rush through lunch, special way.

Exercise 5. Give English equivalents to the following words and word-combinations.

Традиційний, мати альтернативу, різноманітна їжа, домашня їжа, “швидка їжа”, великий вибір, блюда своєї країни, специфічні риси, популярність, необхідні продукти, набувати важливого фактору, дешева їжа, відношення, гарний фізичний стан, традиційна їжа.

Exercise 6. Complete the following sentences on the basis of the information given in the text.

1. In the United States many changes
2. Very solid and unchanging diet of meat and potatoes is ...
3. We have a great choice of food alternatives starting from
4. American city restaurants serve ...
5. The travellers can usually find
6. Health food gained popularity when

7. Health food is considered to be ...
8. Vegetarians prefer to get...
9. Speed in fast-food restaurants is
10. People are rediscovering the social importance of food because ...

Exercise 7. Retell the text.

Exercise 8. Restaurant Role Cards. Work in pairs.

You are the customer: Tell the waiter that everything was excellent and you especially liked the steak sauce. Would it be possible to speak to the chef and get the recipe for it?

You are the waiter: Thank the customer for the compliment, but say that unfortunately the chef can't give the recipes for any dish to the customers as it is a secret recipe.

UNIT 14

Exercise 1. Read the following text about and be ready to discuss it.

FAST FOOD

Eating real food is a thing of the past, lament nutritionists who are increasingly concerned about the convenience foods which dominate today's eating habits. The success of mass-produced fast food results largely from changing lifestyles. The pace of life nowadays leaves little time for leisurely eating. People eat on the run and avoid having meals around the dinner table. It is much easier to grab a quick snack and a can of soft drink at lunchtime or to spend an evening in front of the TV set with a bag of potato chips and a bottle of beer. Among the many *junk foods* offered by fast-food *outlets*, which are so favoured by the young, are hamburgers, pizzas, fried

chicken and cookies. All this spells the end to the culinary traditions of many nations.

To meet the demand for fast food, a whole new way of processing had to be devised, introducing new techniques for *preservation*, canning, refrigeration and plastic wrapping. Chemical ingredients that *extend* the shelf life of a product and keep it *stable* are added. Other artificial *additives* provide extra flavour to improve the taste and colouring so as to make a product more attractive and more *competitive* on the market. Heavy advertising and smart marketing boost sales. However, sophisticated processing and storage techniques have deprived the food of all its natural goodness and vitamin value.

Those who are *hooked* on junk food may yet pay a greater price for their culinary obsession. Fast-food diets are rich in fats, cholesterol, sugar and salts, and are responsible for a number of diet-related diseases such as tooth decay and high blood pressure which can lead to *strokes*. Deep frying may *induce* bowel cancer. *Obesity*, in turn, promotes heart disease and diabetes. Extenders and other additives, like saccharine, are widely known to be carcinogenic. As public *awareness* of the problem grows, foods labelled as natural and organic, though more expensive, are gaining new followers.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

convenience	зручність
pace	швидкість, темп
to grab	хватати
outlets	торгівельні заклади
wrapping	пакувальний матеріал, обгортки
preservation,	зберігання
additives	добавки
storage techniques	прийоми зберігання

awareness

обізнаність

carcinogenic.

концерогенний

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

Eating habits, changing lifestyle, on the run, to grab, junk foods, potato chips, fast-food outlets, culinary traditions, sophisticated processing, competitive, heart disease and diabetes, natural and organic, plastic wrapping, foods labeled, storage techniques.

Exercise 4. Give English equivalents to the following words and word-combinations.

Вживання справжньої їжі, нові методи обробки, хімічні інгредієнти, продовжити термін зберігання, штучні добавки, конкурентоспроможний, хвороби, пов'язані з харчуванням, псування зубів, високий кров'яний тиск, ожиріння, громадська обізнаність.

Exercise 5. Answer the following questions.

1. What are the concerns of nutritionists connected with?
2. What kind of foods dominate today's eating habits?
3. What way of eating do young people prefer?
4. What is fast food?
5. What products fall into category of fast food?
6. What substances are added to the foodstuffs to extend their shelf life?
7. How does fast food influence our health?
8. What kinds of foods are gaining popularity?

Exercise 6. Connect the words with their definitions.

nutritionist, additives, fast food, outlets, convenience, junk food, preservation, extend.

1. person who deals with the science of feeding humans;
2. food prepared in comparatively little time;
3. keeping from decay;
4. increase the length or duration, prolong;
5. food that is low in nutritional value and high in calories;
6. substances added to food as preservatives or colouring agents;
7. easiness, anything that saves or simplifies;
8. shops, bars, cafeterias .

Exercise 7. Discuss the pros and cons of fast food.

Exercise 8. Fast Food restaurant Role-play.

You are an assistant in a fast food restaurant. It's very busy today. After you take the order, repeat it to the customer at the end, and tell him/her how much it costs.

Remember ...

Don't forget to ask if the customer wants regular or large.

- Don't accept £50 notes. Ask for something smaller.
 - If somebody has a special request (e.g. no ketchup) tell them they'll have to wait for 5 minutes.
 - If anyone complains, say 'Sorry' and explain that it's very busy today.
- Don't give them their money back.

Student A – Customers

I / She was first.

Do you have any special offers?

Can I have ...

a hamburger / a cheeseburger? / a chickenburger meal?

large fries / a milkshake / cola / coffee?

without ...

ketchup / salt / ice.

Have you got. ..

ketchup / barbecue sauce?

How much is that?

I want to eat in / take away.

This is too cold / These are too salty.

Student B – Assistant

Can I help you?

Who's next?

Would you like ...

regular or large?

fries / a drink (with that)?

Eat in or take away?

Do you mind waiting 5 minutes?

Here you are.

Is that everything? Anything else?

That's £3.15.

Sorry. Have you got anything smaller?

Enjoy your meal!

UNIT 15

Exercise 1. Read the following text about and be ready to discuss it.

UKRAINIAN CUISINE

Ukrainian cuisine has long been noted for its appetizing variety of dishes. These dishes have been devised not only from a wide choice of products, but by combining

different recipes and by preparing them in various ways. For instance, the popular Ukrainian borsch has as many as 20 ingredients; in preparing it the ingredients are boiled as well stewed.

Many meat and fish dishes are fried, stewed and so on, to give them an original taste, flavour and succulence.

Many dishes in Ukrainian cuisine are stuffed or larded. Especially tasty are dishes with meat and vegetables; beef and mushrooms stewed in casseroles, home-made Ukrainian sausage with onion, potato rolls stuffed with mushrooms, cabbage rolls with meat and rice.

Ukrainian dishes made from poultry are very popular, for instance Cutlets “a la Kiev”.

Ukrainian national cuisine is rich in dishes and in a variety of delicacies made from flour. The most popular are vareniki, mlintzi, buckwheat bread, etc.

Ukrainian cuisine is also rich in fruit and berry desserts and drinks. For centuries Ukrainians have prepared their own drinks: home-made nalivkas (fruit liqueur), brandies, varenyky, tertukhas, kvass and uzvarets.

The development of the food industry, a new variety of farm products led to inventing new dishes. Despite of the use of new products, kitchen-laboratory combined recipes and industrial technology of food preparation, the national essence of Ukrainian dishes has been preserved.

As a result of close economic, cultural and trade ties, a number of dishes of different nations from all over the world have been introduced into Ukrainian cuisine. And many Ukrainian dishes - borsch, vareniki, larded meat, home-made sausage, stuffed fish and others are especially popular abroad.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

succulence

СОКОВИТІСТЬ

flavour	запах, смак
lard	шпигувати
poultry	птиця
Buckwheat bred	гречаники
invent	вигадувати
stuff	фарширувати
essence	суть

Exercise 3. Give Ukrainian equivalents to the following words and word – combinations. Use them in the sentences of your own.

Appetizing, variety, wide choice, combined recipes, various ways, ingredients, boil, stew, flavour, succulence, stuffed, larded, cabbage rolls, home-made sausage, potato-rolls, poultry, variety of delicacies, farm products, national cuisine, close ties.

Exercise 4. Complete the following sentences on the basis of the information given in the text.

1. Ukrainian cuisine is noted for...
2. Ukrainian dishes have been devised from
3. Ukrainian borsch has
4. Many meat and fish dishes are...
5. Especially tasty are ...
6. Cutlets “a la Kiev” are ...
7. Ukrainian national cuisine is rich in ...
8. Ukrainian national drinks are ...
9. The invention of new dishes is ...
10. The national essence of Ukrainian dishes has been preserve despite of...

Exercise 5. Say from what verbs these nouns are.

Choice	Stuffing
Combination	Variety
Preparation	Development
Frying	Product
Stewing	Preservation
Introduction	

Exercise 6. Translate into English the following sentences.

1. Важко знайти туриста, який би не захоплювався українською кухнею.
2. Чимало ресторанів і кафе в містах України пропонують великий вибір чудових страв та напоїв.
3. Кафе і ресторани пропонують такі страви: український борщ, вареники, котлети по-київськи, млинці, т.ін.
4. Вареники звичайно роблять з сиром і їдять із сметаною.
5. Рибний суп часто називають “юшка”.
6. Багато українських страв відомі в усьому світі.

Exercise 7. Make up the dialogue on the basis of the text.

UNIT 16

Exercise 1. Read the following text about and be ready to discuss it.

FRENCH CUISINE

The peculiarities of French cuisine are famous all over the world. “The secret of fine French food” said a famous gastronome, “is primarily the careful selection of the ingredients”. It means high quality raw materials cooked simply but perfectly to enhance their natural flavour.

French love and appreciate cookery art and a skilled culinary specialist is called “a poet of the kitchen”. In the Middle Ages Italian cuisine was considered to be the

best. At the Maria Medichy's reigning a lot of skilled Italian Cooks have arrived in France. Since those times French Cuisine has become the best Cuisine in Europe.

French cuisine has always had great influence on that of other nations.

Not surprisingly its terminology has come into world circulation and is used in English. The names of many dishes come to England, Russia, and Ukraine from French culinary terminology (cutlet, soup, sauce).

The French divide their cuisine into three parts:

a) "cuisine regionale" - means that the dish has peculiarities of a certain region it comes from;

b) "cuisine bourgeoise" - common cuisine;

c) "haute cuisine" - refined cuisine of aristocrats.

Some French dishes are named after famous people or places they come from and therefore need no translation. Sauce Bechamel - is named after the author of the sauce; sauce Soubise - after a French general, etc.

From across the English Channel, French dressing is a salad dressing with oil and vinegar, salt and pepper. French fried potatoes or French fries are chips, and long sticks of bread are known as French bread.

To describe an excellent cook they have a special title – "Gordon Blue". A person who eats too much is called a gourmand. A person who regards the quality of his food before its quantity is called a gourmet.

French cooks know a lot of secrets how to give the dish unforgettable flavour. There are more than 3 thousand kinds of sauces and about 300 sorts of cheese.

Pâté (or terrine) - the basic formula is always a mixture of minced meat in which lean meats such as veal, liver, poultry or game are blended with fat meat, usually in the form of belly pork, bacon or strips of back pork fat. The amount of seasoning, garlic, herbs, wine and spices they add is a matter of the chef's taste. Nowadays the terms pâté and terrine are both applied to a mixture of meat baked in an oven-proof dish.

Bouquet garni. When cooking French cooks very often put some herbs tied

together - bouquet garni - into the pot. They remove it before serving.

Bistro, the French snack-bar is evidently of Russian origin. It dates back to 1815, just after the Patriotic War of 1812 when Paris was full of Russian officers, diplomats and officials. Their dining motto was “Бистро” and it gave a new name and a new trend into French gastronomy.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

enhance(v)	збільшувати
gourmand	той, що любить багато поїсти
gourmet	цінитель страв, гурман
pâté	паштет
terrine	місцевість
lean meat	пісне м'ясо
oven	піч, духовка шафа
bouquet	букет
connotation	доповнення
peculiarities	особливості
belly pork	свиняча грудинка
back pork	задня частина свинини

Exercise 3. Answer the following questions about the text:

1. What is the secret of fine French food?
2. Has French Cuisine had great influence on that of other nations?
3. What do you know about the origin of some French dishes?
4. Into how many parts do French divide their cuisine?
5. What does “cuisine regionale” - mean?
6. What do you know about “haute cuisine”?

7. What is “cuisine bourgeois”?
8. What are the specific peculiarities of French salad, French bread?
9. Who is called a gourmand?
10. Who is a gourmet?
11. In which way do French cook pate?
12. What is “Bouquet garni”?
13. What type of eating out establishments is “Bistro”?

Exercise 4. What are the English equivalents for.

Особливості французької кухні, складова частина, збільшувати, кухарське мистецтво, мати великий вплив, спеції, вишукана кухня, приправи, оцет, гурман, ненажера, перекручене м'ясо, часник, запікати.

Exercise 5. Give the corresponding Ukrainian equivalents to the following words and word-combinations.

Peculiarities; ingredients; gastronome; careful selection; have great influence of; common cuisine; refined cuisine, salad dressing; vinegar; unforgettable flavour; minced; mixture; poultry; game; belly pork; back pork; herbs; restorative properties; acquire, remove it before serving, blended with fat meat, fried potatoes, considered to be the best.

Exercise 6. Give the plural of the following nouns.

Property	-	Bouquet	-	Terminology
Peculiarity	-	Gastronome	-	Sauce
Ingredient	-	Cookery	-	Quantity

Exercise 7. Complete the following sentences on the basis of the information given in the text.

1. The secret of fine French food is ...

2. French call a skilled culinary specialist...
3. French culinary terminology has come ...
4. French salad dressing means ...
5. A gourmand is a person ...
6. A gourmet is the name of a person ...
7. The basic formula for pate is ...
8. Bouquet garni is ...
9. Bistro is ...

Exercise 8. Make up dialogues on the basis of the text.

UNIT 17

Exercise 1. Read the following text about and be ready to discuss it.

MY FUTURE SPECIALITY. HOTEL-RESTAURANT BUSINESS

I am a second-year student of the National University for Food Technologies. I study at the department of Hotel-Restaurant and Tourism Business.

My future speciality is hotel and restaurant business. The course of training of hotel and restaurant manager takes 5 years of studying. The senior-year students are taught disciplines connected with their future qualification. These disciplines are: foreign-economic activity, chemistry, computer science, microbiology, foreign languages, theoretical basis of restaurant product technology, processes and devices of food manufactures, etc.

Future specialists in hotel business should know well how to run room rental businesses and how to set room rates, monitor income and expenses, and supervise other staff. A contemporary specialist in this sphere should also observe workers performance to make sure that company rules and procedures are being followed, answer questions about hotel policies and services, resolve customers' complaints,

and arrange telephone answering service and mail delivery. As a rule, hotel manager should greet and register guests, inspect hotel for cleanliness, assign duties to workers and schedule shifts and hire staff.

Future specialist in restaurant business should know well how to estimate food consumption and schedule delivery of fresh food and beverages. Restaurant managers resolve customers' complaints about food quality or service, direct cleaning of kitchen and dining areas to maintain sanitation standards, monitor actions of staff and customers to ensure that health and safety standards and liquor regulations are obeyed.

A contemporary specialist in hotel and restaurant business should also have a good command of a foreign language to use information in foreign languages from special sources for his future career, to discuss professional problems with his colleagues from foreign countries, etc.

On graduating from the university we'll be able to work at any hotel or restaurant as a hotel manager or a restaurant manager.

I like my future qualification because it's very interesting, creative and challenging. We have a chance to enjoy dealing with people. We need to be calm and resourceful having this speciality. For a job like this a contemporary specialist has to be also a sociable person and to be diplomatic.

We should use our knowledge and skills for the modernization of Ukrainian hotel and restaurant business because it is one of the fastest growing branches of the state economy.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

theoretical basis of restaurant product technology- теоретичні основи виробництва продукції ресторанного господарства

monitor income and expenses – контролювати дохід та витрати

resolve customers' complaints – розглядати скарги клієнтів

mail delivery – доставка пошти

assign duties to workers – призначати обов'язки працівникам

maintain sanitation standards – підтримувати санітарні стандарти

monitor actions of staff – контролювати діяльність штату

liquor regulations – правила споживання напоїв

have a good command of a foreign language – добре володіти іноземною
МОВОЮ

resourceful - винахідливий

Exercise 3. Answer the questions to the text.

1. What is the name of your department?
2. Which specialists does it train?
3. Which qualification will the students of this department get after graduating from the University?
4. Which special disciplines do senior-year students learn at this department?
5. Which knowledge and skills must a future specialist in hotel and restaurant business possess?
6. Why must a contemporary hotel and restaurant manager have a good command of a foreign language?
7. Where can future specialists in hotel and restaurant business work?
8. Do you consider your future qualification interesting, creative and challenging? Why?
9. How is hotel and restaurant business in Ukraine developing nowadays?
10. How would you give the reasons for a choice of your future speciality to your friend from other university? (Make up a short story).

Exercise 4. Fill in the gaps using the words in the box.

gradually, selling, orders, particular, décor, connotation, customers, crystal, restorative, subdued

The origin of the word “restaurant” comes back to the 16th century. At that time in France a popular soup was called “restaurant” because it was supposed to have (1) ___ properties. A chef who served this (2) ___ soup had the word printed above the door of this eating house and (3) ___ the word acquired its present (4) ___.

Nowadays saying “restaurant” we consider a (5) ___ unit being run at a profit; all offered facilities and services lead guests to making (6)___ and, as a result, substantial taking.

The basic elements of sound catering are good food and drinks but (7) ___ and service play an important part.

Décor (which may include (8) ___ lights, soft carpets, and settees, (9) ___ chandeliers, red velvet and brocade, etc. helps to create the right atmosphere and refined surroundings for attracting (10) ___.

Exercise 5. Match Person A’s statement with Person B’s response.

Person A

Person B

- | | |
|---|--|
| 1. Where do you want to go for lunch? | A) I’m not surprised. You totally pigged out. I think your eyes were bigger than your stomach, although your stomach looks pretty big right now. |
| 2. I’m totally starving. | B) I think I’m going to give the house speciality a try. |
| 3. Do you want to go for drinks after work? It’s on me. | C) I don’t think so. If I have an appetizer, I probably won’t be able to finish my main course. |
| 4. I have never been so full in my life. | D) No. I don’t like leftovers. |

5. What are you going to have for your entree? E) Sounds like a good idea, but you are always treating me. This time I'm going to treat you and cover your half.
6. Are you going to get anything to start? F) I'm not so sure about him. You know last night we went out for dinner for our one-month anniversary. He told me to order whatever my heart desired, but when the bill came he wanted to go halfers.
7. Do you think we should get a doggie bag? G) Yes. I'll have a large orange juice.
8. Would you like something to wash down your meal with? H) How about we grab a bite to eat at that new cafe around the corner. I hear their sandwiches are out of this world.
9. How are things going with your new boy/girlfriend? I) Me too. I'm famished. I'm so hungry that I could eat a horse.

UNIT 18

Exercise 1. Read the following text about and be ready to discuss it.

WHO IS WHO IN HOTEL AND CATERING BUSINESS?

My name's John Clins, and I'm an assistant manager at the Hotel Ambassador in London. There are two assistant managers, and one of us is always on duty at busy times. The general manager has overall responsibility, of course, and we report directly to her. We are responsible for the day-to-day running of the hotel. We plan the works schedules; manage the accounts, and deal with any problems to do with staff or guests.

We have a staff of about 100 people. Basically, there are four departments, each

with its own manager. Firstly, there's front of house - that's receptionists, the people who deal with our guests on a daily basis. They check guests in and out, take reservations, make sure that everyone is getting the service they need. The reception team usually consists of a supervisor and two or three receptionists, depending on the time of day. They report to the front of house manager, who is also in charge of the porters and doormen.

Then there's housekeeping – all the services to do with the rooms. The head house keeper is in charge of this. She has a team of maids who make up the rooms, provide towels and bed linen, and ensure that everything is ready for a new guest. She also looks after laundry, and cleaning in other parts of the hotel.

The banqueting and conference manager organizes all the events that take place in the hotel. That could be a one-day conference for twenty people, or a big corporate function with hundreds of guests. He has a team of event organizers who look after groups and parties. For smaller functions we use our in-house catering staff, but for big occasions we employ agency staff by the hour.

The food and beverage manager is responsible for the restaurant and the kitchen. Three people report directly to him: the head waiter, the bar manager, and the head chef. The head waiter manages the specialist wine waiters and the other waiters and waitresses. The bar manager is responsible for the bar staff. The head chef manages the kitchens and under him comes the assistant or sous chef. Then any other chefs report to the sous chef. Finally, the kitchen porters come at the bottom of that reporting line.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

day-to-day running

щоденне керівництво

front of house	Частина території ресторану, кафе, готелю і т. д., на якій відбувається безпосереднє обслуговування відвідувачів; на відміну від службової території
check guests in	реєструвати гостей
check guests out	звільнити номер в готелі
a supervisor	керівник
housekeeping	господарсько-побутова служба,
a team of maids	команда покоївок
food and beverage manager	менеджер служби харчування або ресторану

Exercise 3 Answer the questions.

1. What main departments exist in the organization chart of the hotel?
2. What are the functions of the general manager?
3. What are assistant managers responsible for?
4. What are the duties of the receptionists? Who does the reception team consist of?
5. What does the housekeeping department do?
6. What duties does the banqueting and conference manager have?
7. Who is responsible for the food and beverage department?

Exercise 4. Give the Ukrainian equivalents to the following words and word-combination.

The head housekeeper, overall responsibility, manage the accounts, deal with any problems, porters, employ agency staff, on a daily basis, plan the work schedules, make up the rooms, towels and bed linen, a big corporate function, the head waiter, in-house catering staff, event organizers, the front of house manager.

Exercise 5. Give English equivalents to the following word-combinations.

Помічник менеджера, носильники і швейцари, відповідальний за ресторан, опікуватися пральнею, надавати рушники та постільну білизну, метрдотель, менеджер служби харчування або ресторану, персонал бару, су-шеф.

Exercise 6. Complete the sentences (1-5) with a phrase from the box. Look back at the text to help you. More than one may be correct.

responsible for, manage(s), in charge of, look(s) after, report(s) to, deal(s) with

1. a) The general manager is _____ the whole hotel.
b) She probably _____ the company managers.
2. a) The assistant managers _____ the general manager.
b) They always _____ day-to-day problems.
3. a) The receptionists _____ the guests.
b) They have to _____ the front of house manager.
4. a) The head housekeeper _____ the cleaning,
b) She _____ a group of maids.
5. a) The events organizers are _____ parties and groups.
b) They _____ the banqueting and conference manager.

Exercise 7. Complete the job descriptions (1-8) with the jobs on your food and beverage department organization chart.

- a. The _____ manages the bars on a day-to-day basis.
- b. The _____ wash dishes and do very simple jobs in the kitchen.
- c. The _____ serve drinks to customers, mix cocktails, and clean all the glasses.
- d. The _____ looks after the wines in the wine cellar, and advises customers on which wine to choose.
- e. The _____ manages the day-to-day running of the kitchen.

- f. The _____ serve food to restaurant customers.
- g. The _____ helps the head chef and looks after the kitchen staff.
- h. The _____ is responsible for the restaurant and the waiting staff.

Exercise 8. Complete the sentences with these prepositions.

of (3)	in(2)	for	as	with that (2)
--------	-------	-----	----	---------------

Hotel receptionist

If you enjoy meeting and helping all kinds 1 __ people, this could be a great job 2 __ you. Hotel receptionists make guests feel welcome, manage room bookings (also known 3 __ reservations) and deal 4 __ requests that guests make during their stay.

A hotel receptionist also needs to be friendly and professional 5 __ all times, be able to look after several things 6 __ once and always stay calm, sometimes under pressure.

Many employers will prefer you to have a good standard 7 __ general education and possibly some GCSEs (A-C) 8 __ subjects such as English, Maths and IT. Some employers may also want you to have experience 9 __ using a telephone switch board or a computer is reservations system.

Although previous experience 10 __ customer service or office work would also help you, you can also prepare for this work by taking a relevant college course.

Note!

GCSE- экзамен на отримання атестату про середню освіту.

Exercise 9. Sort out the duties of a hotel receptionist and the front of house manager.

- To deal with bookings by phone, e-mail, letter, fax or face-to-face.
- To ensure that guests are greeted, checked in and allocated rooms promptly and courteously.
- To complete procedures when guests arrive and leave.

- To choose rooms and hand out keys.
- To be readily available at all times to deal with problems or complaints.
- To prepare bills and take payments.
- To ensure that all Front of House staff are correctly and smartly dressed at all times.
- To take and pass on messages to guests.
- To deal with special requests from guests (like booking theatre tickets or storing valuable items).
- To answer questions about what the hotel offers.
- To ensure that all Front of House areas are clean and tidy at all times, including cloakrooms.
- To carry out or ensure that regular On-the-Job training is taking place to agreed standards.
- To monitor trends within the industry and make suggestions how these could be implemented.

Exercise 10. The word in capitals at the end of each sentence can be used to form a word that fits suitably in the blank space. The first one has been done as an example.

At work in the front office

1. Customers can make a phone call, send a fax or e-mail or use the Internet to make a reservation. RESERVE
2. We will have to make _____ for the guests' luggage to be taken straight to the airport. ARRANGE
3. We've received a booking for a party of 35 people. Could you please send them _____? CONFIRM
4. The receptionist will deal with all our customers' _____. REQUIRE
5. I'm sorry, but there is no _____ for the honeymoon suite for the period you

require. AVAILABLE

6. Our aim is to provide customer_____. SATISFY

7. The customer has been taken ill, so we've had a _____ of the booking.

CANCEL

8. We try very hard to meet our guests'_____. EXPECT

9. Specific room _____ is normally done once the guests have arrived.

ALLOCATE

10. One of the first jobs to be done each day is to deal with the_____.

CORRESPOND

11. When filling in the reservations form, please make sure all the _____are completed correctly. ENTER

12. I'm very sorry but we're fully booked tonight. We've got no _____at all, I'm afraid. VACANT

13. For your _____this evening we have organized a local jazz group, who will be playing in the Tudor room. ENTERTAIN

14. The group organizer has just telephoned to express his _____for the service we provided last week. APPRECIATE

Exercise 11. Find more information about the duties of the front of house manager. Report back to your group.

UNIT 19

Exercise 1. Read the following text about and be ready to discuss it.

Choosing a Restaurant Name

Choosing a restaurant name is as important as deciding what type of food you are going to serve. A good restaurant name is easy to remember and easy to spell. It

may reflect your restaurant's theme, its location or simply be a play on words. The important thing to consider when choosing a restaurant name is the impression it will leave on customers.

Naming a Restaurant after a Location

Often times naming a restaurant is simple. The owners take a cue from their restaurant's location. For example, our restaurant is located in the former boiler room of an old New England shoe factory. Because of this historic link, we decided to call the restaurant simply The Boiler Room Restaurant. It is easy to remember and most of the locals know that it refers to the old shoe shop. Tourist's passing through love that it was once part of an old factory.

The French Laundry, in Napa Valley, California is one of the countries most esteemed restaurants. Its name stems from the fact the restaurant building once housed a French steam laundry during the 19th century. The building was also once a brothel, but the restaurant owners wisely stayed away from incorporating that name.

Reflecting a Theme in a Restaurant Name

Choosing a restaurant name can also come from a theme or menu. Chinese restaurants do this perfectly, with names like Jade Palace, Fortune Fountain, and The New Great Wall. Each of these restaurant names let customers know that they serve Chinese food. Avoid calling your restaurant an ethnic name if you are serving a different type of menu. For example, if you are serving authentic Mexican food, calling the restaurant Giovanni's will confuse your patrons, who may think you serve Italian food.

Adding a Personal Meaning to a Restaurant Name

Opening a restaurant is like having another child in many ways. Sometimes a restaurant's name is a reflection of the owner's name or someone dear to them. Wendy's founder, Dave Thomas, named his restaurant concept after his daughter. Perhaps your grandmother influenced your joy of cooking, so you might name your restaurant after her. Whatever the meaning behind your restaurant's name, be

prepared to share it with the public, who love a good story.

Restaurant Name with a Play on Words

Paula Deen's first restaurant business was called The Bag Lady, because she and her sons went around delivering bagged lunches to local businesses. This is a great example of playing with words. Fun restaurant names that have nothing to do with food are usually easy to remember, and pass on by word of mouth. Celebrity chef Wolfgang Puck called his earliest restaurant Spago, (Italian slang for spaghetti.) Little in the name would tell you that it serves a fusion of Mediterranean and California cuisine, with a specialty in wood-fired pizzas. It's just a great restaurant name.

Avoid Trademarked Restaurant Names

If your last name happens to be McDonalds, don't call your restaurant that. You are just asking for trouble. It may seem like a harmless gesture to name a restaurant something similar to an already established chain, but you'll be asking for potential legal troubles.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

to serve	обслуговувати
take a cue	натякати
former boiler	колишній котел
to refer	звертатися
esteem	поважати
stem	відбуватися
brothel	публічний будинок
bagged lunch	запакований обід
by word of mouth	із вуст в уста
harmless	безвинний

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

Deciding, to consider, restaurant's theme, passing through, restaurant owners, avoid, ethnic name, be prepared to share, established chain, confuse.

Exercise 4. Give English equivalents to the following words and word-combinations.

Розташування ресторану, вирішувати, враження, відображати, споживачі, аутентична їжа, доставляти запаковані обіди, розподіляти, колишній паровий котел, уникати, називати на честь когось.

Exercise 5. Answer the following questions.

1. Is it important to have a good restaurant name?
2. What is the most impressive restaurant's name do you see or know?
3. How can restaurants attract their customers?
4. Do the restaurant owners give the same name of their restaurants?
5. What restaurant from the following ones (in the text) would you like to visit?
6. Do you pay attention to the restaurant's location?
7. What is the best advertising for the restaurants?
8. Do the owners name their restaurants after their relatives?
9. What Ukrainian restaurants are the most attractive for their customers?
10. Where do they situated and how do they attract people?

Exercise 6. Choose the necessary words.

1. A good restaurant's name can ____ (reflect/attract) many customer.
2. The important thing to consider when choosing a restaurant name is the ____ (impression/bad influence) it will leave on customers.
3. Avoid calling your restaurant an ethnic name if you are serving ____

(different/similar) type of menu.

4. Sometimes a restaurant's name is a reflection of the ___ (owner's/celebrity's) name.

5. The owners take a cue from their restaurant's ___ (name/location).

6. Choosing a restaurant name can come from a ___ (menu/customer).

Exercise 7. Fill in the gaps with the correct words.

restaurant, serve, atmosphere, benefits, location, negotiate
--

Deciding what type of ___ you want to open will depend on a variety of things. Often people who want to open their own restaurant want to ___ food they like to cook, in an ___ they feel comfortable in. Other people are interested in Franchising. Restaurant franchises offer a number of ___, including instant name recognition and built-in marketing. However, many restaurant franchises don't come cheap and owners must be willing to follow a stringent set of rules.

___ is vital to the success of any restaurant. There are several factors to consider when searching for that perfect restaurant location, including population base, local employment figures and accessibility. Once you find that perfect location, you will need to make sure you ___ the best lease possible for your restaurant.

UNIT 20

Exercise 1. Read the following text about and be ready to discuss it.

DIFFERENT TYPES OF RESTAURANT CONCEPTS

There are many different types of restaurant concepts to choose from, when planning a new restaurant. It can be hard to decide which concept will be right for you. Before you settle on one particular concept, first consider the following: who's your audience? What is your price range? Do you have a particular type of food in mind that you can build a brand around? Below are eight distinct types of restaurant concepts, from fast food chains to fine dining. Keep in mind that your restaurant

design theme can blur the line between concepts to make it unique.

Fast Casual. One of the hottest trends at the moment is fast casual, which is slightly more upscale (and therefore more expensive) than fast food. Fast casual restaurants offer disposable dishes and flatware, but their food tends to be presented as more upscale, such as gourmet breads and organic ingredients. Open kitchens are popular with fast casual chains, where customers can see their food being prepared. Panera Bread is a good example of fast casual.

Family Style. Family style dining, also known as casual style dining in the United States, offers moderately priced entrees from menus featuring a mix of classic cuisines, individualized with signature sauces, dips or other toppings cuisine. Casual style dining can be any number of themes, from barbeque (Long Horns) to Americana (Ruby Tuesday's) to Mexican (On the Border). Casual style restaurants offer table side service, non-disposable dishes, while still keeping the menu moderately priced.

Fine Dining. The term Fine Dining brings to mind all kinds of images, from crisp white table cloths to waiters in tuxedos. Fine dining, just as the name suggests, offers patrons the finest in food, service and atmosphere. It is also the highest priced type of restaurant you can operate. Fine dining restaurants are usually unique, even if they are owned by the same person or company.

Café or Bistro. A café is a restaurant that does not offer table service. Customers order their food from a counter and serve themselves. A café menu traditionally offers things such as coffee, espresso, pastries and sandwiches. Cafes originated in Europe and are strongly associated with France. They are known for their intimate, relaxed atmosphere. Outdoor seating is another trademark of a café. A bistro is similar to a top café, in that the food is simple, basic fare served in a casual setting. However, where a café may only serve coffee, breads, and pastries, a bistro may offer entire meals.

Fast Food. Fast food is the most familiar restaurant to most people. Chains like McDonalds and Burger King became popular in the 1950s, and helped spawn

countless other concepts like Taco Bell, KFC and In-n-Out Burger. Fast food service attracted customers for its speed, convenience, and cheap prices. Fast food restaurants are typical chains. If you are thinking of opening a fast food franchise, keep in mind that the initial costs of franchising are more expensive than opening an independent restaurant.

Food Truck. A popular food trend across the country are mobile food truck restaurants. The benefits of food trucks include low cost and low overhead, making it one of the easiest ways to open a new restaurant. Other advantages of a food truck business include its mobility- it can go to where the customers are. It also requires far less staff. However a food truck is still a business that requires a lot of work and attention- especially in the first couple of years.

Restaurant Buffet. Since the Middle Ages the buffet dining concept has stood the test of time and continues to be a popular choice for many restaurant customers. By definition, a buffet is a meal where guests serve themselves from a variety of dishes set out on a table or sideboard. Restaurant buffets are one type of restaurant concept that includes self-service and catering services. If you are opening a new restaurant, you can offer a buffet for special occasions or as a restaurant promotion.

Pop Up Restaurant. Like food trucks, another growing trend in the hospitality industry are pop up restaurants. Pop up restaurants are one of the biggest trends nowadays. While popular now, pop up restaurants are not a new concept. They originated as super clubs in the 1960s and 1970s. Today's pop up restaurants has many different looks and functions. They can appear in an unlikely place, such as an old warehouse or building rooftop. The allure of the pop up restaurant is the minimal investment of both time and money.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

to blur the line розмити грані

upscale високоякісний, ексклюзивний, престижний

fine dining	висока кухня, елітний ресторан
disposable dishes	одноразовий посуд
flatware	столові прибори
gourmet	гурманський, вишуканий, делікатесний
tuxedo	смокінг
trademark	відмітний знак, фірмове найменування
fast casual	швидкий, повсякденний (заклад швидкого харчування)
basic fare	основна кухня
catering service	банкетне обслуговування, виїзне ресторанне обслуговування
spawn	зароджуватись
restaurant buffet	ресторанчик, що працює за системою "шведський стіл"
sideboard	буфет
allure	привабливість

Exercise 3. Answer the questions.

1. What do you need to take into consideration before opening a restaurant?
2. What do we mean under a restaurant concept?
3. What are the most popular trends in restaurant concepts?
4. What is the alternative to fast food restaurants?
5. What type of restaurants offers patrons the finest in food, service and atmosphere?
6. What is the spice in pop up restaurants? When did they originate?
7. What type of food establishments is the most mobile?

Exercise 4. Give Ukrainian equivalents for.

Fast food chains, gourmet, catering service, organic ingredients, casual setting, self-service, convenience, mobility, minimal investment, old warehouse, hospitality

industry, allure of the pop up restaurant, special occasions, to require a lot of work and attention.

Exercise 5. Find in the text English equivalents for the Ukrainian words and make the sentences of your own.

Найвідоміший ресторан, найновіший тренд, розмивати грані, гурманські хлібці, приготування їжі в присутності клієнта, залишати в меню помірні ціни, перевага, незначні інвестиції часу та грошей, дах будівлі, непідходяще місце.

Exercise 6. Choose the correct words and fill in the gaps.

Fine - dining, food truck, prices, fast-casual, fast-food, minimal table service, superior quality
--

1. _____ owners put in long days and have similar problems as restaurant owners, such as slow seasons, bad weather, and sluggish economy.
2. A fast food restaurant is a specific type of restaurant characterized both by its fast food cuisine and by_____.
3. Fine dining can be described as an experience of_____, prepared with singular skill, and of appetizing appearance.
4. _____restaurants are similar to fast-food restaurants, but customers often perceive the food as healthier or of higher quality.
5. The ____of casual-dining restaurants are lower than at fine-dining restaurants, but a little more expensive than at fast-casual places.
6. ____restaurants employ chefs who attended culinary schools and possess many years of experience.
7. _____ restaurants often include a place to dine, while some may possess only drive-through or walk-up windows for customers to order and pick up food.

Exercise 7. True or False exercise.

1. Fast food service attracts customers for the finest in food, service and atmosphere.
2. Casual style restaurants offer table side service, non-disposable dishes and fast food.
3. Fine dining restaurants are usually unique and include self-service and catering services.
4. The allure of the pop up restaurant is the moderate investment of both time and money.
5. One of the advantages of a food truck business is that they are mobile.
6. A café menu traditionally includes things such as coffee, espresso, pastries and sandwiches.
7. Restaurant buffets are one type of restaurant concept that includes service of waiters in tuxedos.

Exercise 8. Complete the sentences with these prepositions.

of (2), from, to(2), with, at

Fine Dining

Fine-dining restaurants usually come 1___the most elaborate menus and expensive prices. Owners 2___fine-dining restaurants want 3___ present an atmosphere of elegance and grace. Many require customers 4___ make reservations to dine. Some restaurants enforce a certain dress code, while others do not. Fine-dining restaurants employ chefs who attended culinary schools and possess many years 5__experience. Most customers do not mind paying the expensive prices because of the perceived value they receive 6___ eating 7___fine-dining restaurants. Some restaurants offer five-course meals and an expansive wine list.

Exercise 9. Use the Internet or magazines to find information about service style of the most popular restaurants in Kyiv. Report back to your group.

UNIT 21

Exercise 1. Read the following text about and be ready to discuss it.

THE MOST BEAUTIFUL HOTEL IN THE WORLD

The Burj Al Arab is a luxury hotel in Dubai, United Arab Emirates. The name is Arabic for “Tower of the Arabs”. The Burj had the top 5 architects in Europe to design it. At 321 metres, it is the tallest building used exclusively as a hotel. The Burj Al Arab stands on an artificial island 280 metres out from Jumeirah beach, and is connected to the mainland by a private curving bridge. The entrance on mainland includes an elaborate water park. The Burj is an iconic structure, designed to symbolize Dubai's urban transformation.

The Burj has become the international symbol for Dubai. As Tom Wright, the architect, stated, "The client wanted a building that would become an iconic or symbolic statement for Dubai; this is very similar to Sydney with its Opera House, or Paris with the Eiffel Tower. It needed to be a building that would become synonymous with the name of the country."

Construction of Burj Al Arab began in 1994. It was built to resemble the sail of a dhow, a type of Arabian vessel. Two "wings" spread in a V to form a vast "mast", while the space between them is enclosed in a massive atrium.

The architect and engineering consultant for the project was Atkins, the UK's largest multidisciplinary consultancy. The hotel cost \$650 million to build.

The Burj is a member of the Leading Hotels of the World. Burj Al Arab does not have rooms; it has 202 suites, each one arranged over two floors. Each suite has its own concierge and butler assigned. Ranging from a capacious 169 sq. mts to an astonishing 780 sq. mts in size, the floor to ceiling glass windows offer simply breathtaking views of the Arabian Gulf.

Rates start at \$2000 USD per night and go up to \$7000+ per night! It costs \$150

U.S. just to get in the gate to look at this place! Decorated with lavish textures and exuberant colors, each suite features a sumptuous living and dining area, state of the art entertainment system and office facilities. Their sheer opulence in every tiny detail is underpinned with technology that does everything from controlling the 42 inch Plasma screen TV to closing the curtains.

In addition to a dining and living area, each suite has an office area completed with laptop, Internet access, private fax, printer and copier. Hidden network of advanced technology - lighting, curtains and air-conditioning at the touch of a button.

Surrounded by white beaches and the blue waters of the Arabian Gulf, you can choose from a variety of activities while staying at Burj Al Arab. Relax in the superb outdoor pool or soak up the rays on the private beach for your exclusive use. Alternatively, take time out in the spacious airy gymnasium boasting of the very latest equipment and personal trainers on hand.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

curving bridge – криволінійний міст

elaborate – вигадливий, гарно спланований

dhow – однощоглове арабське каботажне судно

vessel – корабель, судно

mast - щогла

atrium – атриум, критий дворик

multidisciplinary consultancy – багатофункціональна консалтингова компанія

suite – багатокімнатний номер в готелі

concierge – особистий консьєрж

butler assigned – призначений дворецький

lavish textures – екстравагантні тканини

exuberant colors – багаті кольори

sumptuous – розкішний

sheer opulence – абсолютне багатство

underpin - підтримувати

Exercise 3. Match a word with its definition.

1. to resemble	a. very beautiful, with a lot of decoration, and made from expensive materials (luxurious);
2. suite	b. to sit outside for a long time enjoying the sun
3. opulence	c. to look like or be similar to someone or something;
4. to boast	d. very impressive, exciting, or surprising
5. to underpin	e. set of rooms, especially expensive ones in a hotel;
6. breathtaking	f. to talk too proudly about your abilities, achievements, or possessions;
7. elaborate	g. to give strength or support to something and to help it succeed;
8. to soak up the rays	h. carefully planned and organized in great detail

Exercise 4. You work for the Dubai Tourist Information Centre. Five visitors (1–5) need a hotel. Which hotel (A–E) is the best choice for each visitor?

(1) “I’m interested in visiting the Hajar mountains.” _____

(2) “I want to stay in Dubai’s most luxurious hotel.” _____

(3) “I would like to stay extremely close to the beach.” _____

(4) “I hope to do some sport and my partner plans to do a lot of shopping!” _____

(5) “I’m here on business.” _____

Hotels in Dubai

A The Jumeirah Beach Hotel

This is a family favourite. It is just ten minutes from the beach and is close to the

Wild Wadi Waterpark (hotel guests get in for free). There are 23 places to buy food at the Jumeirah and there are over 20 shops, three tennis courts and a large gym.

B The Al Maha Desert Resort

This is a hotel in the desert. It has air conditioning, and breathtaking views of the sand dunes and the Hajar mountains. The beach is a 45-minute drive away.

Visitors stay in one of 40 luxurious tents, each with a small pool.

C The Ritz-Carlton Dubai

This is the place to stay if you want cleanliness and calm. Its 138 rooms all have balconies. The gardens at the front of the hotel are next to Jumeirah beach.

D The Burj Al Arab

This is an extraordinary hotel. Every room has many luxury items, two plasma-screen televisions for example, and each bed has a mirror above it. The casino on the 27th floor has incredible views. The seafood restaurant is reached by a three-minute journey by mock submarine (in reality, a lift painted with sea creatures).

E The Emirates Towers Hotel

This is a very tall hotel in Dubai's business district. The comfortable rooms all have a minibar, room service and air conditioning. The 305 m-high Vu bar with its black leather seats is a great place to see the city.

UNIT 22

Exercise 1. Read the following text about and be ready to discuss it.

HOTEL-KEEPING

A hotel is a domestic establishment catering for the various needs of its clients - resident or passing guests - and run for a profit.

Basically a hotel aims at providing bed, shelter and food for travelers as a matter of fact, it plays host to and entertains a variety of visitors: businessmen, family men, holiday makers, parties. The facilities offered are: rooms, beds, and possibly food, entertainment, sports and games.

The location of the hotel plays no mean part in its success. It must be easy of access and the surroundings must meet the needs and requirements of the clientele.

Travelers coming out of a railway station will often find one or several hotels across the road. Airports generally include suitable establishments for air - passengers. Comfortable motels and motor lodges close by cater for drivers and car passengers.

Hotels for business people often stand in the main thoroughfare or squares. Tourists prefer hotels located in the vicinity of picturesque or interesting places, so that can easily do a lot of sight - seeing. The hotels for holiday makers provide a wide range of amenities on the premises. Some health resorts and sea-side places have ample hotel facilities attracting a growing number of visitors all the year round and extend the season.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

hotel keeping	готельне господарство
to cater	обслуговувати
resident	постійний клієнт, відвідувач
shelter	притулок (захисток)
to play host to	бути у ролі господаря
easy of access	доступний (посильний)
to meet the needs	задовольняти потреби
motor lodges	будинки для автотуристів
vicinity	сусідство

to play no mean part	тим паче грати роль
a wide range of amenities on the premises	широкий спектр зручностей на місцях
ample hotel facilities	повний набір готельних послуг та зручностей
extend the season	протягом сезону
entertainment	розвага

Exercise 3. Answer the questions.

1. What is a hotel?
2. What does a hotel aim?
3. Are hotel facilities limited to bed and food?
4. Why is the hotel location considered important?
5. Is the vicinity of a railway station or an airport always an advantage?
6. Why do tourists prefer hotels located in the vicinity of interesting or picturesque places?
7. What do the hotels for holiday-makers provide?

Exercise 4. Give Ukrainian equivalents for.

hotel keeping, basically, as a matter of fact, to entertain, family men, holiday-maker, parties, location, surrounding, client, establishment, motor-lodges, vicinity to attract, wide range.

Exercise 5. Choose the correct words and fill in the gaps.

Profit, catering, seaside resort, establishments, facilities, travelers, motel
--

1. The restaurant also does take-out food and _____.
2. The hotel has its own pool and leisure _____.
3. 80,000 air _____ pass through the terminal every day.

4. A _____ is a hotel for people who are traveling by car, where you can park your car outside your room.

5. The smaller retail _____ in town serve mainly tourists.

6. They made a huge _____ when they sold the business.

7. A railway link came to be essential for a _____.

Exercise 6. The following guests have different wishes. Which section of the the room Information sheet should they look at? Write the number of each guest next to the appropriate section. The first one has been done as an example.

1. Elaine Lu would like to have her blouse cleaned.
2. Ben Krozac wants to know about buses to the airport.
3. The Nakatas would like breakfast in their room.
4. Ms Lewis is feeling unwell.
5. Mr Dixon needs clean shoes for the morning.
6. Jutta Koch would like a massage and manicure.
7. Mrs Peterson has to be sure she gets up early tomorrow morning.
8. Marie Frelimo wants to call her friend in Barcelona.
9. Tom Moshi would like a soft drink in his room.
10. Yana Valk wants to know where to leave her car.
11. Eric and Thomas wonder what they can do this evening.
12. Edward Chung wants to know the prices for different rooms.

INFORMATION			
Room service	_____	Tariffs	_____
Telephone	_____	Entertainment	_____
Minibar	_____	Shoe – cleaning service	_____
Transport	_____	Wake – up calls	_____
Laundry	__1__	Garaging	_____
Medical help	_____	Hairdressing and Beauty	_____

Exercise 7. Discuss the questions.

1. What do you know about hotels?
2. What types of hotel do you know? Is there difference between them?

Exercise 8. Restaurant Role Cards. Work in pairs.

You are the customer: You asked for a rare steak and now wish to ask the waiter for a well-done steak. Also ask for your friend's wine order to be changed from red to white.

You are the waiter: Say that changing the steak order is OK but that there is no more white wine left. Ask if the customer would like to order a different drink instead.

UNIT 23

Exercise 1. Read the following text about and be ready to discuss it.

HOTEL TYPES

Today it is appropriate to determine the hotel type not only regarding its class or star rating. Many of them have their own specific character. So far the resort hotels have been and remain a pillar of world tourism. However, every year they give up a growing part of the market to the hotels, intended for relatively narrow group of clients and offering extra exotic options. The most common types of hotels today are resort hotels, B& B hotels, spa hotels, motels, hotel complexes, boutique hotels and hostels.

Each of these categories has its own features and pricing policy. At the bottom of the price pyramid hostels are located, which offer their services to travelers with an austerity budget, students and young people. Minimum comfort offered by the hostels is often enough for the young pilgrims. Hostels are followed by motels, which offer more comfort, but anyways you shouldn't expect anything special from them, because this type of hotels was designed as a «one night hotel» for motorists. The

next type is B& B hotels, then resort hotels and hotel complexes and on the top of Olympus are boutique hotels with their exclusive features. These hotels types were distinguished according to their comfort level.

However there are hotels, which cannot be classified using any of those categories. For example, In Italy the oldest type of hotels in the world - monastery hotels - is extremely popular among the visitors. Accommodation in them is organized by the monasteries, which offer cells on their territories for the tourists. Many believe that such a vacation is the best way to understand Italy. Other countries have their own unique hotels, too. In Japan, where every meter of free space is of great importance, so called capsule hotels have become an ordinary thing. The room size in them is equal to the size of the bed. So you shouldn't expect a separate bathroom if you decide to stay in such hotel. There is a moment in movie when the main character finds himself in a barostat. So, that barostat is far more spacious than Japanese capsule room. In Russia there is also a system of boarding houses and preventorium that cannot be included to a hotel category. In most of them there are still remnants of the Soviet service. However some boarding houses were bought and now are undergoing restoration. This can be said primarily about Mineral Waters region, Sochi, Kaliningrad and Moscow region

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

appropriate	відповідний, (доречний)
determine	визначати
budget	бюджет
monastery hotels	готелі при монастирях
offer cells	пропонувати келії
capsule hotels	капсульні готелі
a separate bathroom	окрема ванна кімната
movie	кіно

a boarding house

пансіонат

preventoriums

профілакторії

remnant

залишок

Exercise 3. Answer the questions to the text.

1. What are the most common types of hotels today?
2. What type of hotels is located at the bottom of the price pyramid?
3. Why shouldn't you expect anything special from hostels?
4. What type of hotels is on the top of Olympus and why?
5. What is the difference between a "one night hotel" and B&B hotels?
6. What do you know about the oldest type of hotels in Italy?
7. Where can we found capsule hotels?

Exercise 4. Find the following words and phrases in the text and translate them into Ukrainian.

Specific character, resort hotels, star rating, remain a pillar, give up, growing part of the market, austerity budget, accommodation, unique hotels, minimum comfort, price pyramid, young pilgrims, exclusive features, remnants of the Soviet service.

Exercise 5. Give English equivalents to the following words and word combinations.

Залишатися основою, екзотичні варіанти, СПА готелі, бутик-готелі, політика ціноутворення, пропонувати більше комфорту, реставраційні роботи, розміщення, ексклюзивні функції.

Exercise 6. Fill in the gaps using the following words.

common types, young pilgrims, B & B hotels, own unique hotels, capsule hotels, customers, apart hotels

- 1) There are _____, where you will get only breakfasts and a place to sleep.
- 2) Hostels offer minimum comfort for the _____.
- 3) On the top of Olympus are boutique hotels with their exclusive features.
- 4) Today there are a lot of _____ of hotels.
- 5) There are many countries, which have their _____.
- 6) _____ offer their _____ more comfort than B&B hotels.
- 7) _____ have become an ordinary thing in Japan.

Exercise 7. Find the synonyms to the following words.

Features, pilgrims, a pillar, special, give up.

Exercise 8. Find out what type of hotels is the most popular in your region.

What are the main characteristics of them?

Exercise 8. Use the clues to fill in the missing letters in these words.

1. The passage between several rooms. *corridor*
2. Guests can buy newspapers and magazines here. *k*_____
3. Here you can sit outside your bedroom in the sun. *b* _____
4. Bedding and clothes are cleaned here. *l*_____
5. The entrance hall. *l*_____
6. Guests can enjoy a long drink here. *c* _____ *b* _____
7. Guests can leave suitcases here. *l* _____ *l* _____
8. A cool, dark room where the wine is kept! *c* _____
9. Here guests can eat and drink outside. *t* _____
10. Guests can sit comfortably and relax here. *l* _____

11. Climbing these to the top floor is tiring. *s*_____
12. A quick way to reach the top floor. *l*_____
13. Guests can hang their coats here. *c*_____
14. Food is cooked here. *k*_____
15. The place for a wedding reception. *b* _____*r*_____

Note

The ground floor in the UK called the first floor in the USA. A lift in the UK is called an elevator in the US.

Exercise 9. Use the words below to fill in the blank spaces in the dialogue.

room, Sir, Madam, help, breakfast, check, Goodbye, credit card, Smith, Day, floor, long, much, confirmation

Receptionist: Good morning, how may I ___ you?

You: Hi. Do you have any rooms for New Years ___?

Receptionist: Yes, we do. How ___ will you be staying?

You: I will stay for two nights.

Receptionist: What kind of ___ would you like, ___?

You: I would like a double suite room on the fifth ___?

Receptionist: Great! I will ___ that. We have deluxe suite room and it also comes with a sea view at no extra cost.

You: Wonderful. Does that include?

UNIT 24

Exercise 1. Read the following text about and be ready to discuss it.

Types of Rooms in Hotels

Hotel rooms are classified by the number of beds in them, the size and the amenities that they offer, and their rates vary accordingly. There are three basic room categories for a hotel: the standard, family room and the suite. Even the live-in hotels

offer the same basic rooms. Hotels like the Claremont Hotel Club & Spa create their own room categories by offering rooms adjacent to the spa (Spa Elite rooms) and "Pure" rooms created using hypoallergenic materials.

Standard Room. A standard room is the cheapest in the hotel. It comes as a single, which is one king-size bed, or as a double, with two queen beds. The standard room has the basic amenities, usually a television, coffee maker, telephone, desk, closet and private bathroom. Other offerings in the standard room depend on the hotel. For example, two-star hotels may offer little more than the basics. A five-star hotel's standard room may have a Jacuzzi tub, flat-screen television, honor bar and designer interior decorating.

Triple or Family Rooms. A few hotels built to accommodate families will offer larger rooms with three or more beds. A triple room has three queen-size beds. Family rooms offer sitting areas that double as a sleeping space when the couch lets out into a bed. Some hotels, such as the Wilderness Lodge hotel chain, offer bunk beds for the kids. Triple or family rooms are more commonly found as suites than as one large room with several beds in it. It may be more practical to simply upgrade a suite rather than take a triple room in a hotel that is not tailored toward families.

Suite. A suite is like a micro apartment inside the hotel. Also called a deluxe room, the suite is much larger than a standard. It has bedrooms, living area and may have a kitchenette. Suites are used by businesspeople and families looking to stay in the hotel for an extended period of time. The best type of suite is the executive or presidential suite. They are very spacious with the best views and amenities that hotel has to offer. In many hotels, the presidential suite is on the top floor or penthouse. This suite is the most expensive room in the hotel. Standard suites are more expensive than a standard room of course but may cost only slightly more than the triple or family rooms. Hotels such as Embassy Suites have only suites available to customers.

Exercise 2. Active vocabulary. Learn the following words and word-

combinations by heart.

family room	сімейний номер
adjacent	суміжний, сусідній
king-size bed	велике двоспальне ліжко
queen bed	двоспальне ліжко
upgrade	покращити, удосконалити
suite	номер з вітальнею та спальнею, сьют, номер люкс для VIP персон
deluxe room	елітний люкс
kitchenette	маленька кухня
honor bar	міні-бар з можливістю замовлення додаткових товарів
couch	диван, кушетка
amenities	зручності
bunkbeds	двоповерховеліжко

Exercise 3. Answer the questions to the text.

1. What basic room categories for a hotel do you know?
2. What are special characteristics of a standard room in the hotel?
3. What amenities does a five-star hotel's standard room have?
4. What do family rooms offer? What kind of beds does the Wilderness Lodge hotel chain offer for children?
5. What is a suite? What is another name for a suite?
6. What is the difference between a suite and the other room types?
7. What is the best type of suite?

Exercise 4. Find the following words and phrases in the text and translate them into Ukrainian.

Triple or family rooms, to accommodate families, hypoallergenic materials, basic room categories, rooms adjacent to the spa, a sleeping space, flat-screen

television, accommodation, designer interior decorating, to be tailored toward families, an extended period of time, presidential suite.

Exercise 5. Give English equivalents to the following words and word-combinations.

Класифікувати за кількістю ліжок у номері, розміром та зручностями, двозірковий готель, телевізор з плоским екраном, дизайнерський інтер'єр, розмістити сім'ю, пропонувати двоповерхове ліжко, житлова площа, пристосований для сім'ї, просторий, велике двоспальне ліжко, мережа готелів.

Exercise 6. Match the phrases given below with their explanations.

King Bed Room	These types of rooms are mostly preferred by families who travel across countries
SingleRoom	Refers to a room that can accommodate two guests at a time. It also refers to those rooms that have two double beds. These types of rooms are for those travelers who come in pairs.
Triple or Family Room	Refers to a room that can accommodate only one guest at a time.
Double Room	Is a room that has one King Sized Bed. It is the largest and the most comfortable of all.

Exercise 7. Fill in the gaps using the following words.

amenities, a good brand image, accommodate, categories, provides, luxury, family rooms

- 1) A "Single Room" refers to a room that can _____ only one guest at a time.
- 2) There are different room types in hotels and motels that you can choose from, depending on the _____ that you want.

- 3) The more expensive rooms will offer extra amenities and more _____.
- 4) Queen Sized Beds are larger than Double Beds, and hence _____ more space for those who sleep in it.
- 5) Those motel companies that have _____ do charge a higher rate for their rooms.
- 6) Triple or _____ are more commonly found as suites than as one large room with several beds in it.
- 7) Hotels like the Claremont Hotel Club & Spa create their own room _____ by offering rooms adjacent to the spa (Spa Elite rooms) and "Pure" rooms created using hypoallergenic materials.

Exercise 8. Find the synonyms to the following words.

To upgrade, to offer, to accommodate, special, to tailor.

Exercise 9. Complete the sentences with these prepositions

of (3)	in	with	for	as
--------	----	------	-----	----

Historical Hotels of Europe

Europe, as always, for all of us, remain a place 1_____ extraordinary culture, beginnings, and most of all, a continent of mesmerizing, uncommon elegance. This has become so, due to its place 2_____ history of the western civilization, as well 3_____, the world's history. Home to many greats and pioneers of the modern civilization, Europe is full 4_____ history.

The same effect can be applied to the historic hotels of this continent, where in each of these hotels; it brings out the spirit of its host country through such things as decorations which aim to reflect the culture, history and surroundings 5_____ the property.

In anyone's quest to discover these marvelous items of history, the place for it, is the Historic Hotels of Europe Group. Historic Hotels of Europe Group has been created 6_____ the main objective of promoting global awareness 7_____the 17 finest historic hotels associations through a co-operative marketing strategy. Their historic

members include a wealth of more than 600 châteaux, manors, convents, palaces, monasteries, farms, townhouses, villas, post-houses and family-owned residences. "These properties staunchly perpetuates the very essence of the Old Continent's prosperity, charm, diversity, seduction, its style and substance, in a word, its soul."

Ex.7. Find out what type of hotels is the most popular in your region. What are the main characteristics of them?

UNIT 25

Exercise 1. Read the following text about and be ready to discuss it.

ECO HOTELS

Ecological hotels appeared as a result of increased demand for natural recreation, which has formed at the hotel market in the last two decades. Today eco hotels become more and more popular and open everywhere. Some of them offer services in megalopolises, providing guests with 100% clean water, food and natural materials of room decoration.

The main difference between eco hotels and other hotels is in fact that ecological hotels are mainly located in protected natural areas. Eco hotels operate on the principle of the harmonious neighbourship with nature, not polluting the environment with waste products of tourists.

Today more and more travelers turn to the travel agencies with a request for ordering a room in ecological hotel. Until now the prices for accommodation in eco hotels are far from cheap. This can be explained due to the special requirements, which hotel is supposed to fit with during its construction and operation.

Many eco hotels are huts or houses, built according to the technologies of indigenous tribes living in a particular protected area. Eco hotels are widely spread in the countries of Oceania and Central America. They are often located in impenetrable jungle, where the presence of human is still a rare phenomenon.

Facilities in many eco hotels are minimal: a bed or a hammock, a table, a couple of chairs. As a rule, all the furniture in the rooms of ecological hotel is made of natural materials: stone or wood.

Among the additional services, which eco hotels offer guests, is ecological education. Visitors are trained to recognize local species of plants and animals, taught how to reduce the negative personal impact on the environment.

Eco hotels are in close conjunction with ethnographic tourism. Therefore, their guests often have the opportunity to become acquainted with the culture and traditions of different ethnic groups.

Meals in environmental hotels often repeats local traditions. If the hotel is located on the territory of the African savannah, the guests will be offered the local food: couscous, topinambour porridge, buffalo milk. Hotel cuisine in the Siberian taiga will include such products as pine nuts, fish and game. Some eco hotels offer a rather extreme way of recreation, when guest should look for food themselves. Numerous reality shows in the spirit of “The Last Hero” have advertised these hotels.

Eco hotels aren't just hotels, created in the harmony with nature. There are some unusual hotels in the world, which were built using only recycled materials.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

increased demand	підвищений попит
decade	десятиліття
waste products	відходи
special requirements	спеціальні вимоги
hut	хатина
indigenous tribes	місцеві племена
request	прохання
impenetrable jungle	непрохідні джунглі
personal impact	особистий вплив

game	дичина
close conjunction	тісний зв'язок
extreme way of recreation	екстремальний спосіб відпочинку

Exercise 3. Transcribe the following words and words combinations and translate them into Ukrainian.

Natural recreation, harmonious neighbourship, accommodation, special requirements, ethnographic tourism, impenetrable jungle, hammock, close conjunction, particular protected, recycled materials.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combination.

Increased demand, to provide guests, to operate on the principle, waste products, a rare phenomenon, local species, recycled materials, impenetrable jungle, couscous, topinambour porridge, buffalo milk, pine nuts.

Exercise 5. Give the English equivalents to the corresponding words and word-combinations.

в результаті підвищеного попиту, гармонічне сусідство з природою, замовляти номер в еко-готелі, до цього часу, охоронні природні території, туристичне агенство, особливі вимоги, корінні племена, рідкісне явище, місцеві види рослин і тварин, місцеві традиції, перероблені матеріали.

Exercise 6. Answer the following question.

1. What is the reason of eco hotels appearance?
2. What is the main difference between eco hotels and other hotels?
3. How to explain the high price on eco hotels?
4. Where are the eco hotels widely spread?
5. What are the main facilities in eco hotels?

6. What do you know about food in environmental hotels?

Exercise 7. Make up a short composition using the following words and word-combinations.

1. natural recreation, open everywhere, food and natural materials of room decoration;

2. difference, protected natural areas, harmonious neighbourhood, waste products;

3. huts or houses, indigenous tribes, impenetrable jungle, phenomenon;

4. facilities, furniture;

5. ecological education, additional services, personal impact, local species;

6. close conjunction, culture, traditions;

7. meals, African savannah, Siberian taiga, extreme way of recreation, reality shows;

8. unusual hotels, recycled materials.

Exercise 8. Complete the sentences with one of these verbs. Use each verb once only.

Calculate, check out, dispute, incur, issue, itemize, liaise, overcharge, return, settle, sign for, vacate.

1. At the end of their stay, guests check out at reception.

2. During their stay at a hotel, guests will ___ charges for the services which they use in the hotel.

3. When a hotel guest eats in the hotel restaurant, she will be asked to the meal before leaving.

4. Some hotels _____ a luggage pass to show that payment has been received and the guest is free to leave.

5. The hotel should_____ the bill so that guests can see the cost of each item

6. Most hotels ask guests who are leaving to ____ their rooms before lunchtime.
7. The computer will automatically__ _ any discount.
8. The receptionist will ask the guests to____ their bills before leaving the hotel.
9. The receptionist will ____ any valuables which have been deposited for safe keeping.
10. Guests may____ a charge if they disagree with it
11. Good teamwork means that the receptionist will ____ with the other departments in the hotel.
12. The hotel must be careful not to ____ the guests; will be very unhappy if they have to pay more than they should.

Exercise 9. Retell the text as if you were a customer of an eco hotel.

Exercise 10. Talking about travel and culture speaking exercise. Complete the sentences with the words.

scared, point, kiss, natural scenery, language, affectionate, cultures, stare, gesture, poor, advice

				
1 I find _____ inspiring.	2 I don't like it when people _____ and _____ at me.	3 I like to learn about other _____.	4 You should get _____ before you travel to a country for the first time.	5 In most countries this is a positive _____.



UNIT 26

Exercise 1. Read the following text about and be ready to discuss it.

Spa Hotels

Spa hotels allow you to live beautifully. In this hotels relaxation, recreation and health care are guaranteed for guests. Beauty is a synonym for femininity. Therefore, the main visitors of spa hotels are usually women.

Spa hotels are also known as wellness hotels. In these hotels clients are offered with a wide range of recreation manipulations and therapeutic courses, which are aimed to make staying in spa hotels truly relaxing. During the vacation at the spa hotels guest can count on the widest range healthcare services: massage, sauna, therapeutic muds, the selection of special diets, skin care, bath with mineral water, aromatherapy, yoga. Spa hotels offer their customers everything that could serve for beauty and improve their well-being.

Competitions in the health and beauty hotels industry is constantly growing. Therefore, many spa hotels have to implement more new services to make a rich assortment for a client to book a room in a hotel. Hydro massage bath, wrapping in leaves of herbs, acupuncture even such exotic features have become a classics for spa hotels. Swimming pools, peeling, fitness rooms and therapeutic muds must be included in the list of services of any self – respecting spa hotels.

Today, spa hotels offer new options for rejuvenation and cleaning the body with the use of the methods of traditional medical school of the East and the last technological “know how”. Indian ayurvedic practices, which include massage using essential oils, steam bed Svedana, Japanese shiatsu massage, infrared cabin, for the total relaxation - all of these illustrates the fact that hard-to-please customers should be attracted by the latest innovations.

Spa hotels today appear everywhere. Even so, there are recognized world centers of health-improving recreation, which are considered illustrative in the spa hotel organization. Among them are: The German resort Baden-Baden, Karlovy Vary in the Czech Republic, Hawaii. However, it should be taken into consideration that the hotels located in the immediate vicinity of mineral springs were considered spa hotels some time ago, today this factor plays the secondary role today. The range of recreational and rejuvenation programs and a high level of comfort – these are the key to success, owing to which, a spa hotel can put in a claim for the title of one of the best in its field.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

recreation manipulations	відновлювальні процедури
femininity	жіночність
count on	розраховувати
well-being	здоров'я
implement	забезпечувати виконання
hard to please customers	вибагливі клієнти
range	діапазон
acupuncture	голкутерапія
rejuvenation	омолодження
immediate vicinity	безпосередня близькість

Exercise 3. Transcribe the following words, translate them into Ukrainian.

femininity, therapeutic muds, massage, sauna, acupuncture, rejuvenation, ayurvedic, aromatherapy, infrared cabin, health-improving recreation, illustrative, range, consideration, recreational.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combinations.

Wellness hotel, range of recreation, therapeutic courses, therapeutic muds, selection of special diets, wrapping in leaves of herbs, essential oils, steam bed Svedana, infrared cabin, hard-to-please customers, health-improving recreation.

Exercise 5. Give the English equivalents to the corresponding word and words-combination.

жити красиво, гарантовано для гостей, жіночність, більша частина відвідувачів, діапазон відпочинку, терапевтичні курси, розраховувати на, обгортання листям рослин, голкотерапія, ноу-хау, парова баня, оздоровчий відпочинок, мінеральні джерела, високий рівень комфорту, ключ до успіху, претендувати на щось.

Exercise 6. Answer the following questions.

1. Which things are guaranteed for guests in spa hotel?
2. Are the main visitors of spa hotels women or men? Why?
3. What must be included into the list of services of any spa hotel?
4. What services are offered in spa hotels today?
5. What are the most famous spa hotels in the world?
6. What is the key to success of spa hotels?

Exercise 7. Make up a short composition using the following words and word-combinations.

1. Allow you to live beautifully; relaxation; recreation and health care; the main visitors.

2. Wellness hotel; a wide range of recreation; truly relaxing; massage, sauna, therapeutic muds, the selection of special diets, skin care, bath with mineral water, aromatherapy, yoga; improve their well-being.

3. Constantly growing; implement more new services; a rich assortment; wrapping in leaves of herbs; therapeutic muds.

4. Rejuvenation and cleaning the body; methods of traditional medical school of the East; technological “know how”; massage using essential oils; steam bed Svedana, Japanese shiatsu massage, infrared cabin; hard-to-please customers; the latest innovations.

5. Health-improving recreation; the German resort Baden-Baden; vicinity of mineral springs; the secondary role; a high level of comfort; the best in its field.

Exercise 8. The word in capitals at the end of each sentence can be used to form a word that fits suitably in the blank space. The first one has been done as an example.

1. Customers can make a phone call, send a fax or e-mail or use the Internet to make a reservation. RESERVE

2. We will have to make for the guests' luggage to be taken straight to the airport. ARRANGE

3. We've received a booking for a party of 35 people. Could you please send them____? CONFIRM

4. The receptionist will deal with all our customers'____. REQUIRE

5. I'm sorry, but there is no ____for the honeymoon suite for the period you require. AVAILABLE

6. Our aim is to provide customer____ . SATISFY

7. The customer has been taken ill, so we've had a _____ of the booking.

CANCEL

8. We try very hard to meet our guests'_____ . EXPECT

9. Specific room _____ is normally done once the guests have arrived.

ALLOCATE

10. One of the first jobs to be done each day is to deal with the____.

CORRESPOND

11. When filling in the reservations form, please make sure all the _____are completed correctly. ENTER

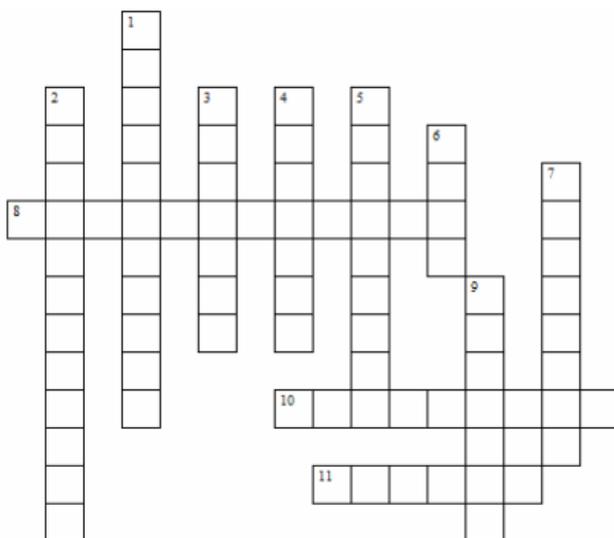
12. I'm very sorry but we're fully booked tonight. We've got no _____at all, I'm afraid. VACANT

13. For your _____this evening we have organized a local jazz group, who will be playing in the Tudor room. ENTERTAIN

14. The group organizer has just telephoned to express his _____for the service we provided last week. APPRECIATE

Exercise 9. Retell the text as if you were a customer of a spa hotel.

Exercise 10. Traveler's Crossword.



Across

8. What should people know when they call their ___ and plan a vacation?
10. Know the exact time of ___ and arrival.
11. People should know what their budget is before calling their travel agent.

Down

1. Make a hotel ___ with your travel agent before you depart.
2. Put your air ticket and ___ together.
3. You should also know the ___ you will be flying with.
4. Don't take too much ___ when you travel.
5. If you plan to come back ask your travel agent for a ___ ticket.
6. The ___ is usually in the passport.
7. Obtain a ___ and visa if you plan to travel to other countries.
9. Know what the ___ is going to be like, so you can take the right clothes.

UNIT 27

Exercise 1. Read the following text about and be ready to discuss it.

Business Hotels

Business hotels have one clear distinguishing feature. This is their clients. Business hotel is clearly targeted at attracting business customers. Therefore business hotels are generally located in favorable places in the center or in the immediate vicinity of the city center. Business hotel have to establish transport links with railway stations, airports exhibitions and business areas of the city.

One of the main rules of the business world: "time is money". Therefore the businessmen who book a room in a business hotel expect that their needs will be taken into consideration. Often the convenience of transport infrastructure and availability of the required set of office equipment in the rooms help businessmen to

make their choice in a favor of business hotel. In business hotels you can often find offices of express delivery companies such as UPS or FedEx, sometimes – indicator boards with stock quotes.

Among the other important factors for businessmen is an opportunity to lease a meeting room in a business hotel. Many corporations prefer business hotels, not only as an accommodation for their employees, but also as a venue for corporate events.

You can hardly meet an ordinary tourist in business hotels. First of all, the location of the business hotels, its room design and the price are very far from traveler's preferences, who tends for recreation, not work.

Many business hotels come into corporate agreements with companies and firms for their employees servicing. In the latter case, business hotels offer discounts for the companies. Often it is very profitable for a company, because during the exhibition season a need for the bigger number of rooms than it was originally scheduled usually appears. The contract for services with the hotel usually allows booking of extra rooms, which in turn helps company management to get rid of headache, relating to the accommodation of its employees.

Business hotels – are the hotels of a particular type. Designed for clients' specific targets, they form a whole range of their services accordingly. Building relationships with corporations and a stable customer base – these are two main priorities in the activity of a business hotel. Patrons are the foundation of business hotels prosperity. Therefore, there are no accidental visitors in such hotels.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

distinguishing feature

відмінна риса

clearly targeted

чітко націлені

vicinity

округа, близькість

to be taken into consideration

взяти до уваги

required set

необхідний набір

indicator board	табло
stock quotes	котирування акцій
tend for	як правило для
to come into corporate agreements	укладати корпоративні угоди
profitable	прибутковий
target group	цільова група
patrons	постійні клієнти
prosperity	процвітання

Exercise 3. Transcribe the following words, translate them into Ukrainian.

Feature, customers, favorable, vicinity, exhibitions, convenience, infrastructure, availability, equipment, delivery, to lease, accommodation, employers, venue, recreation, agreements, discounts, scheduled, extra room, particular, accordingly, relationship, foundation, accidental.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combinations.

Clear distinguishing feature, is clearly targeted, in the immediate vicinity, transport links, required set of office equipment, express delivery companies, venue for corporate events, offer discounts, exhibition season, contract for services, get rid of headache, foundation of business hotels prosperity, stable customer base.

Exercise 5. Give the English equivalents to the corresponding words and word-combinations.

Розташований у сприятливих місцях, транспортні зв'язки з залізничними вокзалами, допомагає бізнесмену зробити вибір, важливі фактори, розміщення для працівників, експрес доставка, бронювання додаткових кімнат, місце проведення заходів, конкретні задачі, встановлювати відносини з корпораціями,

стабільна клієнтурна база, випадкові відвідувачі.

Exercise 6. Answer the following questions.

1. What is the distinguishing feature of business hotels?
2. Where are business hotels generally located?
3. What is the main rule of business world?
4. What kind of offices can you often find in business hotels?
5. Why do many corporations prefer business hotel?
6. Can you often meet an ordinary tourist in business hotels?
7. How do business hotels cooperate with companies and firms?
8. What are the priorities in the activity of a business hotel?

Exercise 7. Make up short compositions using the following words and word-combinations.

1. distinguishing feature, clients, located in favorable places, establish transport links with airports, time is money, delivery companies.

2. important factors for businessmen, to lease a meeting room, a venue for corporate events, an ordinary tourist in business hotels, design and price.

3. come into corporate agreements, discounts for the companies, the contract for services, clients' specific targets, stable customer base firm, two main priorities, no accidental visitors.

Exercise 8. Choose the word which best completes each sentence. The first one has been done as an example.

1. Guests entering the hotel will find the reception desk in the foyer.

a) Scullery

b) foyer

c) Back office

d) corridor

2. One of the jobs of a receptionist is to _____ complaints.

a) manage

b) deal with

c) failures

d) no shows

12. In order to be successful, a hotel must try to maximize room _____.

a) availability

b) turnover

c) status

d) occupancy

Note:

Foyer is another word for lobby

Exercise 9. Retell the text as if you were a customer of a business hotel.

UNIT 28

Exercise 1. Read the following text about and be ready to discuss it.

APART HOTELS

Apartment hotels (or apartment hotels) is one of the newest trends in the global hotel industry. As the name implies, apartment hotels are set up as an apartment. Primary, it was possible to book apartment hotels at the traditional beach resorts. Demand for them was formed by couples with children, for whom traditional hotels were not sufficiently flexible concerning room furnishing. Shortly a slogan was formulated, which precisely describes the functions of an apartment hotel: It is better to live than to stay. This implies that service in traditional hotels and the possibility of personal freedom and comfort didn't fully meet customers' needs.

Apartment hotels compare favorably with conventional hotels because they offer apartments fully suitable for life not a standard range of options for accommodation. Thus, living in the apartment hotel is approximately the same as living in the flat. And here we can see two advantages that distinguish apartment hotel accommodation from renting an ordinary flat and make it closer to the hotel. First, in the apartment hotels the traditional booking system is used. Client can book apartment by simply making a call to the reception. Secondly, when booking rooms client is not required to enter

into a formal contract and the extent of his responsibilities is stipulated in the basic rules of apartment hotel. In addition, apartment hotel guest can receive a bill in any convenient time. Apart hotels as an option for accommodation are suitable for those who need to stay far from home for a long time.

Apart hotel rooms are equipped with all that is usually necessary for life in a normal apartment, starting with equipped kitchen to DVD and gym apparatus in the living room. The suit in an ordinary hotel can be compared with the room in apart hotel, but with some reservations, which concern the room size and the price. The prices in apart hotels are often lower than in ordinary hotels.

Apart hotels are preferable as a long-term residence: from a month, up to several years. Among the famous world brands, which offer apart hotel services, are: French chain MaMaison, Staybridge Suites brand from hotel corporation InterContinental Hotels Group, Adagio apart hotel chain from Accor. The proposals of apart hotels are in portfolios of most travel corporation, from Hyatt to Hilton. In USA and Canada apart hotels have become an integral part of hotel market. The same can be said about the countries of Western Europe. This type of hotels is popular in England, France, and Benelux. In Russia apart hotels are represented in Moscow and St. Petersburg. One of the most famous apart hotels in Moscow are MaMaison Pokrovka 5* at street Pokrovka 40, in St. Petersburg - 3* hotel Kronverk at street Bolhina 9.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

apart hotels апартамент - готель (готель з номерами квартирного типу (окрема кухня та інші зручності))

set up встановлювати

couples with children пари з дітьми

flexible комфортний (гнучкий)

precisely точно

imply	означати
standard flat of options	стандартні опції
approximately	приблизно
advantages	переваги
stipulated	передбачений
receive a bill	отримати рахунок
convenient time	зручний час
suitable	підходящий
long-term residence	довгострокове проживання
proposal	пропозиція
integral part	невід'ємна частина

Exercise 3. Answer the questions to the text.

1. What does the word “Apart Hotels” imply?
2. Why do apart hotels compare favorably with conventional hotels?
3. Who is apart hotels suitable for?
4. What are apart hotel rooms equipped with?
5. What do you know about the prices in apart hotels?
6. What famous world brands offer apart hotel services?
7. Where has this type of hotels become an integral part of hotel market?
8. What is one of the most famous apart hotels in Moscow?

Exercise 4. Find the following words and phrases in the text and translate them into Ukrainian.

Apart hotels, couples with children, slogan, customer needs, make a call, far from home, suit, proposal, booking system, equipped kitchen, hotel service, normal apartment, for a long time.

Exercise 5. Give English equivalents to the following words and word

combinations.

Лозунг, робити дзвінок, отримати рахунок, пари з дітьми, стандартні опції, готель із апартаментами, обладнання номерів, звичайна квартира, доповнення, основні правила, переваги.

Exercise 6. Match a word with its definition.

1. Apart Hotels	a) The place, where people or animals live.
2. accommodation	b) A form of property contract in which the property is transferred to the temporary possession and use (or only for temporary use) the lessee for rent.
3. booking system	c) A concise, catchy phrase that expresses the essence of the advertising message.
4. a long-term residence	d) Positive features of a product, environment, etc.
5. renting	e) The relationship between price and quantity of goods that buyers are able and willing to buy at a well-defined price in a certain period of time.
6. slogan	f) A form of hotel having self-catering apartments instead of bedrooms or suites.
7. advantages	g) Special system, which offer you to reserve a room in hotel, tickets and so on.
8. demand	h) Accommodation for people, who need to stay far from home for a long time.

Exercise 7. Complete the sentences with one of these verbs. Use each verb once only.

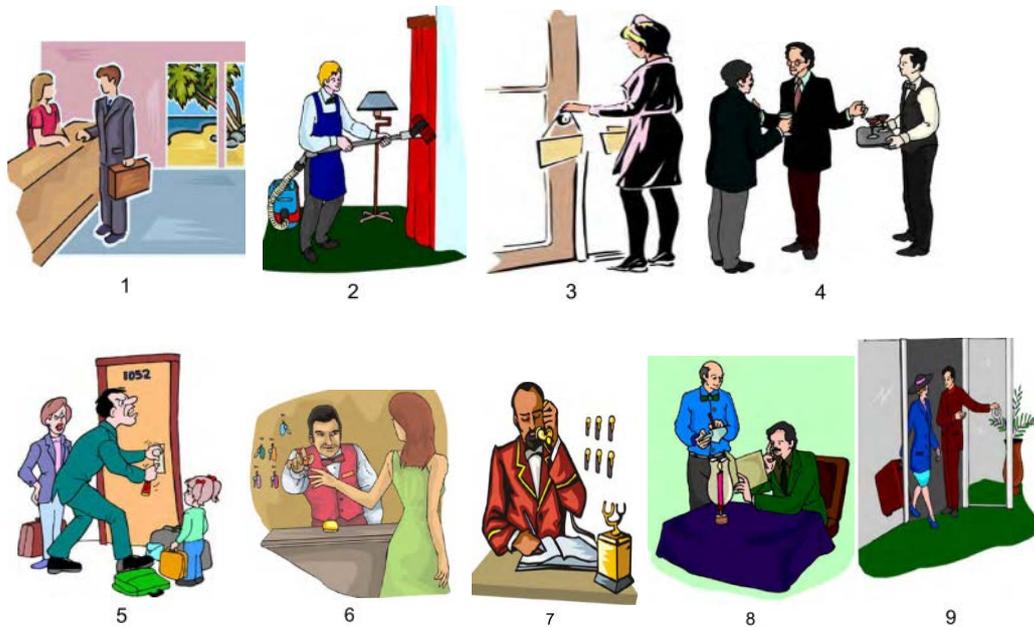
Damp wipe	deep clean	dispose	dry-clean	launder
polish replenish	rinse scrub	soak strip	sweep	vacuum
wet mop				

1. Sweep _____ the floor with the brush to remove all the dust and grit.
2. _____ the furniture and floors to make them shine.
3. _____ the floor with a brush, water and disinfectant.
4. _____ the floor with water, disinfectant and cloth.
5. _____ the shelves and the furniture with a wet cloth so you don't spread the dust.
6. _____ the bedlinen by washing and drying.
7. _____ cloths in clean water to remove the soap after washing.
8. _____ the white bedlinen in solution for a few hours to make it easier to remove stains.
9. _____ the bedding because you can't wash it in water.
10. _____ the carpets, chairs and sofas to' remove the dust.
11. _____ the beds once the guest have left and take the linen to the laundry.
12. _____ the soap, shampoo and shower get each morning.
13. _____ of all the waste safely so that no infection occurs.
14. _____ the carpets thoroughly with chemical solution.

Exercise 9. Imagine that you are staying in an apart hotel, tell your partner about the hotel.

Exercise 10. Label the pictures with the following vocabulary. Then explain or write sentences about what's happening in each picture.

vacation, front, registration, hotel, desk, check-in, cleaning, room, serving, curtains, maid, bellboy, vacation, door, working, bellhop, holding, liquor, ordering, restaurant, menu, waiter, bar, bartender, hanging, sign, telephone, take, reservation, open, vacuuming



UNIT 29

Exercise 1. Read the following text about and be ready to discuss it.

BED AND BREAKFAST HOTELS

Bed and Breakfast hotels is an option for those, who prefer not to spend extra money for the hotel room, but at the same time expect a certain level of comfort. For the designation of Bed and Breakfast hotels an acronym is often used. Hotels are small family type hotels, where the guests are offered domestic comfort and cuisine. Bed and Breakfast hotels have spread around the world from the British Isles. The Englishmen have first invented the name for an easy and comfortable type of accommodation during the travels. In Bed and Breakfast hotels client had a possibility to count on a required minimum of services. These services were limited in the literal sense by the bed and breakfast. Hotels generally have a standard classification from 2 till 5 stars.

However, many Bed and Breakfast hotels do not have a status at all. Even so,

they are not shelters for the homeless. Cleanness, comfort and convenience in these hotels are often higher than the standard. This happens because a unified system for the valuation has not been developed yet. The main distinguishing feature of hotels is a small number of rooms and the management structure. In the world hotel business the basic requirement for the hotel to be B&B: the hotel should be managed by the owner of the house or the members of his/her family. If the small hotel receives a professional management, in that case Bed and Breakfast is considered to be a guest house or a mini hotel.

Among the advantages of Bed and Breakfast is not only the room price. Often the owners can offer their customers a wide range of related services: from excursions to craft training. In addition, each Bed and Breakfast hotel is a unique museum. You can not only value the abilities of the hotel owner in design selection, but also get acquainted with the local rituals and traditions. In many Bed and Breakfast hotels statuettes, embroidery, tools and style of cooking demonstrate the national identity and lifestyle of people. Among the regions of Europe, where Bed and Breakfast hotels are wide spread today, are: Italy, Spain, Greece, France and Britain. Throughout the world there are over 50 thousand Bed and Breakfast hotels today. Very often, Bed and Breakfast hotels are located in private houses, the owners of which rent rooms only during the high season. This type of accommodation on the resorts is also available in Russia and Ukraine. However, the level of services in the Russian and Ukrainian hotels is significantly lower than the European one and the prices sometimes are even higher.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

Bed and Breakfast hotels	готелі, що пропонують тільки найнеобхідніше
option	варіант
domestic comfort	домашній затишок

extra money	додаткові гроші
shelters	притулки
homeless	безпритульні
wide range	широкий вибір
service	сервіс
value	значення
get acquainted	познайомитися
embroidery	вишивка
required minimum of services	необхідний мінімум послуг
cleanness	чистота
craft training	навчання ремеслу

Exercise 3. Answer the questions to the text.

1. Who prefers B&B hotels?
2. Who has first invented the name for an easy and comfortable type of accommodation during the travels?
3. Are B&B hotels shelters for homeless?
4. Why are cleanness, comfort and convenience in these hotels higher than the standard?
5. What is the main distinguishing feature of these hotels?
6. What is the basic requirement for the hotel to be B&B in the world hotel business?
7. What related services do the owners offer their customers?
8. Where are B&B hotels wide spread today?

Exercise 4. Find the following words and phrases in the text and translate them into Ukrainian.

Certain level of comfort, required minimum of services, in the literal sense,

distinguishing feature, a unified system , owner of the house, national identity, unique museum, wide spread, however, a professional management, value.

Exercise 5. Give English equivalents to the following words and word combinations.

Чистота, зручність, навчання ремеслу, національна ідентичність, будинок для гостей, місцеві звичаї, ,безпритульні , приватні будинки, домашній затишок, низький рівень обслуговування, високі ціни, широкий вибір.

Exercise 6. Match a word with its definition.

- | | |
|--|---|
| 1. B&B hotel
to live | a) something without which it is very difficult to live |
| 2. extra money | b) component originality |
| 3. distinguishing feature
of children without parents or homeless | c) charitable institution for the accommodation of children without parents or homeless |
| 4. shelters
level of comfort. | d) the type of hotel which give you a certain level of comfort. |
| 5. required minimum of services | e) money that is not spent for other purposes |
| 6. homeless
home. | f) category of persons who has not got any home. |

Exercise 7. Rearrange the letters to form the correct words.

1. If silver isn't cleaned it will _____. RASHITN
2. Don't touch the glass window or you will leave _____. FINPITSGRERN
3. Be careful if there is water on the floor as it will be _____. ERSLYPPI
4. Children having a bath often _____. SHLAPS
5. Nasty smells in a room are know as _____. RSOUD

6. Don't use _____ cleaning agents because they will scratch the surface.

RASABEVI

7. Machines which make work quicker and easier are know as _____. devices.

LOUBAR - AVNGSI

8. In some regtons the water is hard and leaves _____ on baths. EMILSLECA

9. Sometimes while cottons becomes yellow or grey and you can use _____

to whiten it again. BLCHAE

10. If red wine is spilt on the carpet, it will leave a _____. NSITA

11. Some wast, e.g. paper and empty cans, can be sold and, therefore, has a _____ value. SALGEAV

12. Old pieces of metal may leave brown _____ marks on fabrics. STUR

13. _____ are used to remove marks which will not come out in water.

ENTSSVOL

14. There will only be light _____ on carpets which are not often used.

SOAGELL

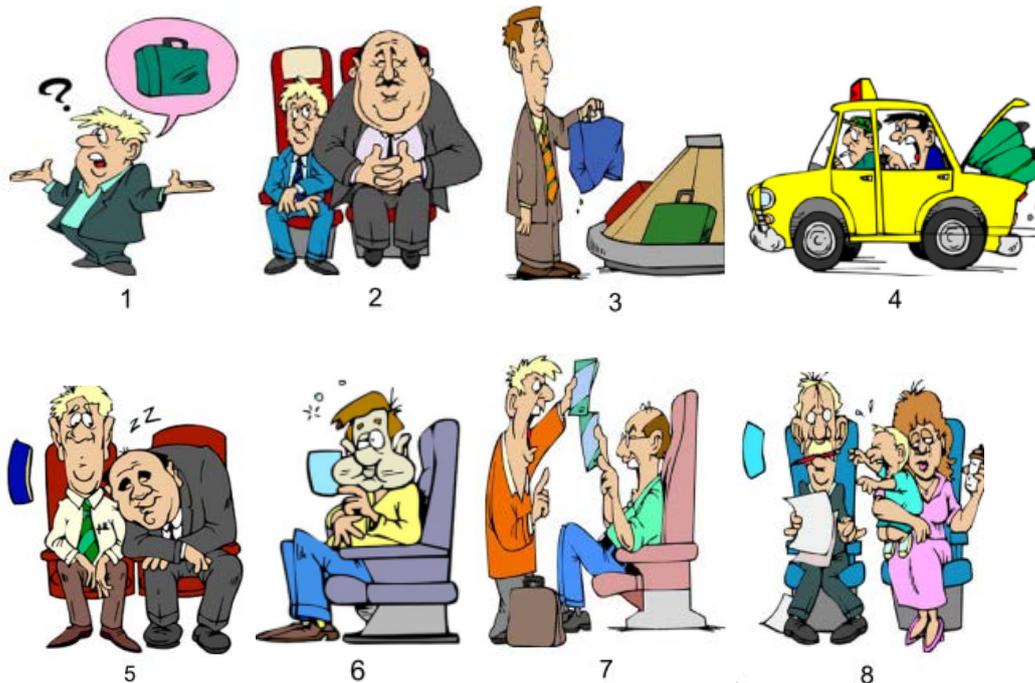
15. A special leather which is used for cleaning windows is called a _____.

AMCHIOS

Exercise 8. Tell your friend about basic features of B&B hotels.

Exercise 9. Label the pictures with the following vocabulary. Then explain what's happening in each picture.

seat, aisle, passenger, child, impatient, hurry, taxi, overbooked, cab, squashed, pick-up, crying, claim, arguing, tickets, suitcase, baggage, traveler, damaged, passenger, motion sickness, redevye, airplane, flight, man, asleep, falling, screaming



UNIT 30

Exercise 1. Read the following text about and be ready to discuss it.

MY FUTURE SPECIALITY. TOURISM

I am a second-year student of the National University for Food Technologies. I study at the department of Hotel-Restaurant Business and Tourism. My future speciality is tourism. The course of training of a tourism manager takes 5 years of studying. The senior-year students are taught disciplines connected with their future qualification. These disciplines are: tourist regional geography, culture, tourism business organization, economics, computer science, history, public relations, tourism management and marketing, foreign languages, etc.

Future specialists in tourism should have a basic understanding of the tourism industry, its markets and trends. Knowledge of the industry structure, market segments and categories helps the future specialists to identify strategies for the development. They should know well how to organize and develop tours for clients.

They should be able to provide promotion of a country's tourism attractions and sights. One very important aspect of a tourism manager's job is to keep track of metrics and analytics which clearly show the state of tourism agency's sales and marketing efforts. Monitoring how many tourists visited an attraction, how many used the tourism agency's services within a specific period of time, and how much money these clients spent are all part of the records that the tourism manager keeps. This analytical data can be used to make projections on future marketing programs and to direct changes on how best to approach prospective clients and tourists. A good command of foreign languages is also necessary to use information in foreign languages from special sources for their future career, to discuss professional problems with their colleagues from foreign countries, etc.

On graduating from the university we'll be able to work at travel companies as tourism managers, travel agents, tour leaders and tour guides.

I like my future qualification because it's very interesting and challenging. We have a chance to meet different people, go to different places. We have to advise tourists and visitors about accommodation, transport and sightseeing and deal with their problems.

Ukraine tourism is one of the fastest growing branches of the state economy. Ukraine has excellent geography, climatic conditions and scenic nature. We should use our knowledge and skills for the modernization of our tourism infrastructure and attraction the world's travellers to get acquainted with national culture and history.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

future speciality	майбутня спеціальність
tourist regional geography	країнознавство
trend	тенденція
identify strategies	визначення стратегій
provide smth with...	забезпечувати щось...

promotion	сприяння , просування
keep track of metrics	відслідковувати показники
tourism attractions and sights	визначні туристичні пам'ятки
a good command	
of a foreign language	добре знання іноземної мови
special sources	спеціальні (професійні) джерела
on graduating	
from the university	після закінчення університету
approach prospective clients	звертатись до потенційних клієнтів
get acquainted	познайомитись

Exercise 3. Answer the questions to the text.

1. What is the name of your department?
2. Which specialists does it train?
3. Which qualification will the students of this department get after graduating from the University?
4. Which special disciplines do senior-year students learn at this department?
5. Which knowledge and skills must a future specialist tourism possess?
6. Why must a tourism manager have a good command of a foreign language?
7. Where can future specialists in tourism work?
8. Do you consider your future qualification interesting, creative and challenging?
9. How is tourism industry in Ukraine developing nowadays?
10. How would you give the reasons for a choice of your future speciality to your friend from other university? (Make up a short story).

Exercise 4. Fill in the gaps using the following words.

persuade, target, opportunity, persistence, market, challenging, tourists, creative, holiday, packages

The work of tourism managers are extremely (1) _____, mainly because of two reasons. Firstly, tourism managers work with (2) _____ from all over the world. Different cultures and traditions are explored and tourism managers have the (3) _____ to show their country to the rest of the world. Secondly, tourism managers must be (4) _____ in order to attract people and more importantly (5) _____ people to come back again.

Tourism managers have to (6) _____ their product/ service and therefore a creative and dynamic personality is required. Different (7) _____ markets have to be identified and specific (8) _____ have to be designed for them.

Tourism managers work with people that are on (9) _____, although they themselves are not on holiday. The irregular hours of tourism managers require people with (10) _____ and determination. Tourism managers must have the ability to work with all kinds of people from foreign tourists to people with disabilities and must be friendly.

Exercise 5. Famous sights quiz. A friend of yours wants to visit all these famous sights. Where will he have to go to see them?

Example: If you go to New York, you'll see the Statue of Liberty.





UNIT 31

Exercise 1. Read the following text about and be ready to discuss it.

A BRIEF HISTORY OF TOURISM

Tourism is 2,000 years old. It started when rich people of the ancient Rome didn't want to stay in the city during hot summers. They took trips to the countryside and the coast. People that lived in the countryside or the coast worked for the Roman 'tourists', cooked for them or built new houses for them. When the Roman Empire collapsed, Roman tourism stopped.

During the medieval era, pilgrims appeared. Pilgrims were people who wanted to visit holy places. People built simple inns near the road to these holy places. The pilgrims slept and ate in the inns. Many of these people had a good time during their travel, or pilgrimages.

But it was in the eighteenth century when tourism became popular. Rich people in Europe started to travel because of health and culture. They visited spas and seaside towns and they enjoyed fresh air. Rich English people like to travel to Italy. They studied Italian paintings, sculpture, and architecture. They wished to be cultural.

In the twentieth century a lot of Europeans got richer and wanted to travel. Soon there were hotels almost everywhere. In the 1960s, tourists started to travel by plane because it was cheap, fast, and comfortable. People discovered countries like Spain and France.

Today cities like London, Paris, and Venice are very popular places for

sightseeing. The pyramids in Egypt and the Great Wall of China are important tourist attractions. The USA and exotic destinations attract a lot of people, too. They receive thousands of visitors each year. In these countries, travelers can find fashionable resorts, comfortable hotels, and exciting theme parks. However, tourists today are always looking for new destinations. It is now possible to visit Antarctica, to take holidays under the sea, and even to go on holiday in space.

Lots of companies offer organized tours with leaders. These are often to places famous for their art and history, like Italy or Egypt. Or what about an adventure holiday-trekking or scuba-diving? Wildlife holidays, with activities from bird watching to whale-watching, are popular but can be expensive. Or you could choose independent travel. A lot of young people go backpacking around the world after they finish their education.

You need to decide which part of the travel industry you want to work in. If you like people, you would work for an air line, looking after passengers in the air or on the ground. Or you would work in a hotel, where you would meet and talk to guests every day. If you like the business side more, think about working for a tour operator (the people who organize holidays) or a travel agent (the people who sell them to customers). If you want to travel, you can become a tour leader.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

the medieval era	епоха середньовіччя
holy places	святі місця
pilgrimage	мандрувати, здійснювати паломництво
sightseeing	огляд визначних місць
spas	курорти з мінеральними водами
destinations	напрямки
theme parks	тематичні парки
backpacking	піші тури, походи

Exercise 3. Answer the questions.

1. How old is tourism? Why and where did it start?
2. Who were the pilgrims? What did they do?
3. When did tourism become popular? Who could afford to travel that time? Where did people travel?
4. What inventions promoted traveling and tourism and made them especially popular?
5. What countries are the most desirable among tourists?
6. What outdoor activities bring pleasure to people?
7. What spheres of travel industry can you find a job in?

Exercise 4. Give the Ukrainian equivalents to the following words and word-combination.

Exotic destinations, to discover countries, to enjoy fresh air, pilgrims, to collapse, places for sightseeing, tourist attractions, holiday-trekking, wildlife holidays, to go backpacking, the business side, tour operator.

Exercise 5. Give English equivalents to the following word-combinations.

Здійснювати паломництво, туристична пам'ятка, заїжджий двір, стародавній Рим, відвідати святі місця, фешенебельні курорти, відвідати курорти з мінеральними водами, вивчати скульптуру та архітектуру, пригодницькі гірські походи, захоплюючі тематичні парки.

Exercise 6. Find the right word

1. hundred years - _____
2. a place where a traveler can eat and sleep - _____
3. a place between sea and land - _____

4. a larger area near the sea - _____
5. a traveler who walks a long way to visit a holy place - _____
6. something a lot of people like is - _____
7. a different word for 'to travel' - _____
8. a place where you feel very good is - _____
9. very interesting - _____

Exercise 7. Complete the definitions (1-6) with the words in the text.

1. ___ buy products or services.
2. ___ stay in hotels.
3. ___ travel in planes, trains, buses, or boats.
4. ___ take groups of people on organized holidays.
5. ___ visit particular places or buildings.
6. ___ travel to places on holiday.

Exercise 8. Define the sentences: TRUE, FALSE, DOESN'T SAY?

- | | | | |
|---|---|---|----|
| Tourists also lived in the Roman Empire. | T | F | DS |
| Rich Romans travelled abroad. | T | F | DS |
| Pilgrims travelled in winter. | T | F | DS |
| Pilgrims wanted to enjoy fresh air and study paintings. | T | F | DS |
| In the 18th century people wanted to be healthy. | T | F | DS |
| Italy was a country popular with rich English people. | T | F | DS |
| It wasn't expensive to travel by plane in the 1960s. | T | F | DS |
| In the 1960s people didn't want to visit Spain. | T | F | DS |
| Today good hotels are easy to find. | T | F | DS |

Exercise 9. Match the holiday activities (a-f) with the pictures (1-6).

- a) sunbathing ___
- b) sightseeing___

- c) trekking _____
- d) scuba-diving _____
- e) whale-watching _____
- f) back packing _____



Exercise 10. Complete the sentences with these words.

a species, developments, an apogee, air travel, soul searching, religion, continent

The Modern Age

Affordable1_____ soon contributed to international mass tourism, pretty much as we know it today.

Over the years different 2_____ in tourism have changed the way we travel, such as technology, safety and security, costs, social changes, etc.

The Grand Tourists of the 17th and 18th centuries echo today of the hoards of backpackers and gap-year students who, not content with traveling through one 3_____, do so throughout the entire world.

Much like the young European aristocrats of the time, we today also consider traveling as a rite of passage, an initiation, a transition, an opportunity for 4_____.

With tourism currents like Eco-travel, Ethical Travel, Volunteering, Mystical tourism, Dark Tourism, Pop-Culture tourism, Cosmetic Surgery tourism, and Independent traveling, the travel industry has reached 5_____ never before seen.

So when we wonder why we travel, and where it all started, it might be comforting to think about our predecessors, and how they moved first out of necessity, then for 6_____, migration, emigration, commerce, enlightenment and finally for pleasure.

Today each of our personal reasons may vary, but one thing is certain: there will never be rest for 7_____ that can only move, move and keep moving.

Exercise 11. Make up a short plan and retell the text.

UNIT 32

Exercise 1. Read the following text about and be ready to discuss it.

ECOTOURISM

Nowadays, many of us try to live in a way that will damage the environment as little as possible. We recycle our newspapers and bottles, we take public transport to get to work, we try to buy locally produced fruit and vegetables and we stopped using aerosol sprays years ago. And we want to take these attitudes on holiday with us. This is why alternative forms of tourism are becoming more popular all over the world.

1. There are lots of names for these new forms of tourism: responsible tourism, alternative tourism, sustainable tourism, nature tourism, adventure tourism, educational tourism and more. Ecotourism probably involves a little of all of them. Everyone has a different definition but most people agree that ecotourism must:

- conserve the wildlife and culture of the area;
- involve the local community;
- make a profit without destroying natural resources.

2. Tourists stay in local houses with local people, not in specially built hotels. So they experience the local culture and do not take precious energy and water away from the local population. They travel on foot, by boat, bicycle or elephant so that there is no pollution. And they have a special experience that they will remember all of their lives. This type of tourism can only involve small numbers of people so it can be expensive. But you can apply the principles of ecotourism wherever you go for

your holiday. Just remember these basic rules.

3. Learn about the place that you're going to visit. Find out about its culture and history. Learn a little of the native language, at least basics like «Please», «Thank you», and «Good morning». Think of your holiday as an opportunity to learn something.

4. Wear clothes that will not offend people. Always ask permission before you take a photograph. Remember that you are a visitor. Stay in local hotels and eat in local restaurants. Buy local products whenever possible and pay a fair price for what you buy.

5. If the area doesn't have much water, don't take two showers every day. Remember the phrase «Leave nothing behind you except footprints and take nothing away except photographs ». Take as much care of the places that you visit as you take of your own home. Don't buy souvenirs made of endangered animals or plants. Walk or use other non-polluting forms of transport whenever you can.

6. Don't be afraid to ask the holiday company about what they do that is «eco». Remember that «eco» is very fashionable today and a lot of holidays that are advertised as ecotourism are not much better than traditional tourism. But before you get too enthusiastic, think about how you are going to get to your dream «eco» paradise. Flying is one of the biggest man-made sources of carbon dioxide in the atmosphere. Friends of the Earth say that one return flight from London to Miami puts as much carbon dioxide into the atmosphere as the average British car in a year. So don't forget that you don't have to fly to exotic locations for your “eco” holiday. There are places of natural beauty in your own country that you've never visited.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

Aerosol sprays

аерозолі

recycle

переробляти (повторно
використовувати)

sustainable tourism	екологічно - безпечний туризм
adventure tourism	пригодницький туризм
conserve the wildlife	зберегти дику природу
make a profit	отримувати прибуток
pollution	забруднення
offend people	ображати людей
a fair price	чесна ціна
endangered animals	зникаючі тварини
paradise	рай

Exercise 3. Match choices (A- H) to the numbers (1-6) in the text. There are two choices you don't need to use.

- A. () Be prepared.
- B. () Don't waste resources.
- C. (1) But what is ecotourism?
- D. () Have respect for local culture.
- E. () Provide an experience that tourists want to pay for.
- F. () Let's look at an example of an ecotour.
- G. () Choose your holiday carefully.
- H. () Benefit the local people.

Exercise 4. Match a word with its definition.

- | | |
|-----------------------|---|
| 1. pollution | a. responsible travel to natural areas supporting the fauna, flora, and local economy; |
| 2. ecotourism | b. to process (as liquid body waste, glass, or cans) in order to regain material for human use; |
| 3. endangered animals | c. the introduction of harmful substances or products into the environment; |

- | | |
|-------------------|--|
| 4. recycle | d. an endangered species is a population of an organism which is at risk of becoming extinct; |
| 5. make a profit | e. a colorless, odorless, incombustible gas, CO ₂ , formed during respiration, combustion, and organic decomposition; |
| 6. community | f. to derive advantage, benefits; |
| 7. carbon dioxide | g. an outline or indentation left by a foot on a surface; |
| 8. footprint | h. a group of people living in the same locality and under the same government; |

Exercise 5. Choose one place where you'd most like to spend two week's vacation. Highlight the features of the place that you find attractive.

Work in pairs. Discuss these questions.

1. Which of the places would you prefer to stay at? Why?
2. What do you think is the worst thing about each place?
3. What do you think is the best thing about each one?
4. If you wanted to experience the atmosphere of a country and meet the people, which place would be best?

Exercise 6. Read the text from a hotel brochure and find out the information about:

1. Location;
2. Kind of building;
3. Number of rooms and price of them;
4. Facilities;
5. Places to eat.

Gardenia Hotel

The Gardenia Hotel is a modern hotel, conveniently located within just a 5-

minute walk from the city centre, with its shops and nightlife, and 600 m from the nearest beach.

Accommodation consists of 40 standard rooms (double and single), each with shower, air conditioning, balcony or terrace, and 4 suites furnished with comfort and style.

The Terrace restaurant offers Turkish cuisine, and besides there are an indoor and outdoor bars, with splendid music, open 4 a.m.

The hotel facilities include a swimming pool, a tennis court, a children's room. Laundry service and baby-sitting on request are available.

Single room	\$ 70 per person per night
Double room	\$ 50 per person per night
Suite	\$ 100 per person per night

Exercise 7. A guest wants to get information about your hotel. Using the text above make up a dialogue.

Receptionist: Hello, what can I do for you?

Guest: Good afternoon, I'd like...

UNIT 33

Exercise 1. Read the following text about and be ready to discuss it.

The Tour Operator and the Travel Agent

The tour operator works in a company. He develops tours also known as tour packages. Tour packages include transportation, accommodation, catering, transfers and other services.

In order to develop a tour package the tour operator works with transportation companies or carries, hotels, restaurants, museums and other suppliers.

The tour operator usually markets the tours. He advertises them in mass media

or in brochures.

The tour operator is a wholesaler. He tells tour packages to travel agents wholesale and pays commission to them. Sometimes he sells tour packages direct to the public.

Tour operators organize tours, so they are the main producers in the tourist industry.

The travel agent works in a travel company. The travel agent like the shop-assistant sells goods to customers. The goods which he offers are tour operator's packages.

The travel agent is a retailer. He sells tour packages retail to consumers. He gets a commission from the tour operator. The commission is from 5 to 10 per cent of the tour cost.

The travel agent also sells separate services. They are flights, hotel rooms, sightseeing tour, car rentals, travel insurances and so on. The travel agent works with the public.

Travel agents sell tours, so they are the main sellers in the tourist industry.

The tourist manager works in a tourist company. He runs some tourist business. He supervises all kind of operations in a tourist company. He also supervises the tourist company staff.

Sometimes the tourist manager is just the head of some department in a large tourist company: a sales department, a marketing department, or a public department. In this case he reports to the general manager.

The tourism manager plans tourist business: operations, new products, profit. He controls the results.

In a travel company – a tour operator or a travel agency – the tourism manager decides on development and promotion of new tour packages, advertising and sales. He also decides on prices and discounts.

The tourism manager hires employees. He selects them and provides their training.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

tour operator	тур оператор
tour packages	пакети туру
supplier	постачальник
wholesaler	оптовий торговець
direct to	на пряму
offer	пропонувати
retailer	роздрібний продавець
commission	комісія
separate	окремий
insurance	страховка
run	очолювати, керувати
profit	прибуток
hire employees	наймати працівників

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

Tourist manager, public department, travel agency, to run tourist business, to supervise, to sell separate services, accommodation, catering, the head of the department, customers.

Exercise 4. Give English equivalents to the following words and word-combinations.

Постачати, комісійні, страхувати, підпорядковуватися, додаткова послуга, наймати, очолювати відділ, політ, працювати з громадськістю, засоби масової інформації, харчування.

Exercise 5. Answer the following questions.

1. Where does the tour operator work?
2. What does he do?
3. What do tour packages include?
4. What kind of companies does the tour operator work with?
5. How does the tour operator market the tour?
6. How does the tour operator sell tours? What does “a wholesaler” mean?
7. Where does the travel agent work?
8. Where does the tourism manager work?
9. What does the tourism manager supervise?
10. How does the travel agent sell tour packages? What does “a retailer” mean?

Exercise 6. Fill in the blanks.

a retailer, a commission, the animator, suppliers, the social director, carriers, the tour operator, destination, the tourism manager, a wholesaler, the tour guide, the travel agent, sightseeing, entertainment, promotion

1. ___ supervises all operations in a tourist company and its staff.
2. ___ handles tour groups.
3. ___ sells tour packages and separate services to customers.
4. ___ provides entertainment for holidays-makers.
5. ___ develops tour packages.
6. The tour guide knows all sights in the ___.
7. The tourism manager decides on ___ and advertizing of new tours.
8. The tour operator pays ___ to travel agents.
9. The tour guide conducts ___ tours.
10. The animator arranges and conducts ___ programmes.
11. The travel agent is ___.
12. The tour operator is ___.
13. The chief animator is also called ___.

14. The tour operator works with ____, hotels, museums and other ____.

Exercise 7. Answer the following questions.

1. Who are the biggest operators in your country or region?
2. Which are the most popular destinations they offer?
3. Which are the new destinations this year?
4. Do tour operators in your country only sell through travel agents do they sell direct?
5. Are there any specialist tour operators in your country?
6. What type of specialist holidays do they market?

Exercise 8. Describe local tour operations. Use the information you have collected by answering the questions (in ex. 7) and write a brief description of how tour operation works in your country.

You can begin like this:

Tour Operation in (the name of your country).

The biggest tour operators in (the name of your country/region) are (the names of two or three tour operators). There are a number of important providers in our country, including (the names of any airlines, hotel groups, etc.). The most popular destinations that tour operators offer every year are (the names of the usual destinations). New offers this year include...

UNIT 34

Exercise 1. Read the following text about and be ready to discuss it.

Tour Operators and Travel Agencies

Tour operators are tourist companies which develop and put together tour

packages.

Tour operators do market research. They promote their tours and advertise them. Tour operators publish colourful brochures, booklets and travelogues.

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

There are tour operators which also act like travel agencies. They produce and sell their products themselves.

There are independent tour operators. But among tour operators there are major airlines and shipping companies.

There are large tour operators, such as Thomas Cook and Sons Company or American Express Company. Thomas Cook is the oldest tour operators in the world.

Travel agencies are retail tourist companies which work directly with the public. Travel agencies are often called travel shops where customers buy different tourist products.

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

Travel agencies form group of tourists who take part in ready-made prepaid tours. They also make individual travel arrangements.

Among separate tourist services there are air tickets, train tickets, boat or ferry tickets, hotel rooms, car rentals, sightseeing tours, services of a guide or a guide-interpreter. Travel agencies also offer travel insurances and theatre tickets to their customers.

Large travel agencies branch out and have got branches and outlets within a city, a region, a country or all over the world.

There are large travel agencies which are members of a chain. A chain is a group of agencies which belong to the same company. In this case they often have the word "Group" in their names, for instance, Barry Martin Group or Blue Heart Travel

Group. Usually such travel agencies act as tour operators as well.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

market research	дослідження ринку
advertise	рекламувати
travelogues	фільми про подорожі
shipping companies	компанії, які займаються перевезеннями
airlines	авіакомпанії
to work directly with	працювати на пряму з
ferry	переправа
branch out	створювати філіали
act	діяти
guide	гід
inclusive tours	комплексні тури
booklet	буклет
coaching tour	автобусний тур
cruising tour	круїзний тур

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

Car rentals, members of a chain, to offer travel insurances, coaching tours, charter inclusive tours, travel shops, shipping companies, tour packages, to make individual travel arrangements, sightseeing tours, separate tourist services, booklets and travelogues.

Exercise 4. Give English equivalents to the following words and word-combinations.

Комплексний тур, гід, рекламувати, споживач, відгалужуватися, путівник, буклет, туристичні послуги, відокремлювати, переправа, діяти, дослідження ринку, гід-перекладач.

Exercise 5. Answer the following questions.

1. What kind of companies are tour operators?
2. What do tour operators do?
3. How do tour operators promote their tours?
4. How do tour operators sell their tours?
5. What are the best-known tour operators in the world?
6. What kinds of companies are travel agencies?
7. What do travel agencies do?
8. What kind of separate tourist services do travel agencies offer?
9. Why travel agencies are called travel shops?
10. What kind of separate tourist services do travel agencies offer?

Exercise 6. Fill in the blanks.

free-lancers, sales outlets, travelogues, inclusive tours, air tickets, racks, airlines, high season, arrangements, advice, a chain, research, licenses, receipts, taxes

1. Tour operators publish colourful ____.
2. There are ____ and shipping companies among major tour operators.
3. Tourist information office clerks give ____ to customers on passports and visas, luggage and the Customs.
4. Travel agencies make individual travel ____.

5. A sales outlet clerk sells tickets and tours, collects money and gives ____ herself.
6. People who work for themselves are called ____.
7. Tour operators always do market ____ when they develop tours.
8. There are ____ among tour operators' products.
9. ____ give free-lancers a permission to work.
10. There are ____ with booklets and folders at travel agencies and their outlets.
11. Free-lancers are registered and they pay ____.
12. Major tourist companies branch out and have ____.
13. Some tourist companies are members of ____.
14. There are hotel rooms, train and ____ among separate tourist services.
15. Most free-lancers work in ____.

Exercise 7. Match the synonyms in the columns. Translate the pairs.

visit	famous
destination	every year
show	place
seminar	workshop
annual	attend
segment	technique
method	sector
popular	exhibitions

Exercise 8. Match the antonyms in the columns. Translate the pairs.

general	industry-specific
gain	low season
high season	highly developed
developing	less
more	import

major

lose

export

demand

supply

minor

Exercise 9. Think of a country or a region. It could be your own country or region or a country or region that you know well.

Where can you find out more about the place you have chosen as a tourist destination?

Find out as much as you can and record the information under the following headings.

- Locations
- Climate
- Transport
- Tourist attractions
- Other information

Exercise 10. Project work.

1. You are a manager at a travel agency. Advertise on a railway company your agency works with. Give information about routes, destinations, prices, discounts, special offers and so on. Make a presentation for your customers.

2. You are a travel agent. Your client wants to travel in Europe by train. Make up an itinerary for him describe trains and rail system in Europe (choose one country), its advantages and disadvantages. Present the information to your client. Make your presentation attractive and informative.

Exercise 11. At the airport. Label the pictures with the following vocabulary. Then explain or write sentences about what's happening in each

picture.

security, checking, bag, boarding, officer, airport, counter, smuggling, passengers, plane, baggage, vacation, scales, weigh, airport, airplane, load, x-ray, grandmother, ticket, airline, gold, narcotics, baggage claim, check-in



UNIT 35

Exercise 1. Read the following text about and be ready to discuss it.

Business Travel

Business travel is one of the most stable working and highly profitable part of world tourism, and one of the youngest, too. Business travel or MICE (abbreviation from Meeting/Incentive/Conferences/Exhibitions) became a separate branch of tourism business in 1970s. First, business travel was considered by businessmen only

as opportunities to have a good rest at the expense of the government or the company you work for.

The demand structure of MICE today is: 75% is individual business travel, intensive trips, conferences and exhibitions are 10-13 % each. The figures are approximate, of course; exhibitions and conferences are usually combined together in one event, and intensive programs usually supplement other types of business travel.

Meetings. Most travel agencies offer businessmen going to a conference, exhibition or negotiations only standard package of visa support, air tickets, accommodation and transfers. As a result those businessmen, who want their trips to be efficient, prefer dealing with specialized travel agencies working in the sphere of MICE tourism. Such travel agencies basically deal with corporate clients. Agencies can provide the corporate client with full package of business and travel services including dozens of meetings, visits to enterprises and professional exhibitions.

The biggest American travel agencies working in the sphere of MICE tourism are American Express Travel Services, Carlson Wagonlit Travel.

The demand on business travel is growing rapidly. Numerous workshops, professional exhibitions, journals and websites devoted to MICE support this growth.

Incentive. Intensive tourism means travels financed by the company to give an incentive to employees as the appraisal of their work, to facilitate the teamwork and to stimulate work motivation. World annual turnover of incentive tourism exceeds \$ 8 million, 80% of which is spent on transport, accommodation and food services, and only 15% is spent on sightseeing and entertainment programs. Throughout the world 70% of all incentive tours are to Europe, 10% are to the USA though 60% of all incentive tourists are Americans, and 15% of the tours are to the South East Asia. The average duration of an incentive tour is from 3 to 7 days.

Incentive tours are becoming more diverse, both in the choice of the countries and in the tour programs. Some intensive tours are aimed at business activities or interests of the tourists, i.e. historical or wine tours; there are also separate “mass” tours for ordinary employees and VIP programs for senior management. The latter

prefer adventure tourism or even extreme tourism such as auto rallies or balloon flying.

Recently senior management of many companies prefers investing money not into traditional entertainment incentive tours but in teambuilding tours. In this matter travel agencies work together with business consulting companies, professional psychologists, etc. The example can be so called “rope-courses”. They last for 3-4 days and are comprised of different activities including sport, adventure and extreme. The emphasis of the courses is placed not on sport abilities of the participants, but on effective teamwork, problem solution, leadership skills development and behaviour adjustment to different situations and sudden changes. Some travel agencies called incentive houses specialized at incentive tours only.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

stable	стабільний
profitable	прибутковий
incentive	заохочуючий
at the expense of	за рахунок
prospects	перспективи
supplement	доповнювати
demand	попит
negotiation	переговори
workshop	семінар
support	підтримка
teamwork	робота в команді
annual	щорічний
turnover	товарообіг
balloon flying	політ на повітряній кулі
rope-courses	“вірьовочні курси”

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

MICE, meetings, incentive, conferences, exhibitions, separate branch, opportunity to have a good rest, situation changes greatly, MICE development, highly dynamic, in the rest of the world, individual business travel, intensive, combined together in one event, supplement other types of business travel, travel agencies, air ticket, accommodation and transfers, specialized travel agencies, in the sphere of MICE tourism, including dozens of meetings, numerous workshops, devoted to MICE, support this growth, incentive tourism, the appraisal of their work, to facilitate the teamwork, to stimulate work motivation, annual turnover, throughout the world, VIP programs, for senior management, incentive house.

Exercise 4. Give English equivalents to the following words and word-combinations.

Діловий туризм, такий, що стабільно розвивається, високоприбутковий, за рахунок, корпоративні заходи, відповідно прогнозам, прибутковість цієї галузі туризму, структура попиту, конференція, корпоративні клієнти, відвідування підприємств, історичні тури, польоти на повітряних кулях, консалтингові компанії, вирішення проблем.

Exercise 5. Answer the following questions.

1. What is MICE?
2. What is the demand structure of MICE today?
3. What do most travel agencies offer to businessmen?
4. What can specialized travel agencies offer to corporate clients?

5. What is the incentive tourism?
6. What is the world annual turnover of incentive tourism?
7. What are incentive tours aimed at?
8. What is the example of a team-building tour in the text?
9. What does senior management prefer investing money into?
10. What kinds of incentive programs exist?

Exercise 7. Match the antonyms in the columns. Translate the pairs.

supply	exact
accommodation	individual
high	VIP
separate	lodging
mass	race
approximate	demand
ordinary	junior
senior	low
the former	the latter
rallies	joined

Exercise 8. Discuss.

1. What is business travel and why does it exist?
2. The reasons why the perception of business travel has changed.
3. The demand structure of MICE.
4. The factors that support the growth of MICE.

5. The reasons why incentive tours become more diverse.

6. There are separate “mass” tours for ordinary employees and VIP programs for senior management. Is it necessary?

Exercise 9. Use the word bank to fill the banks in the sentences.

luggage, curbside, schedule, driver, shuttles, transfers

1. Joe ___ from one bus to another. He changes buses.
2. Mary’s ___ is very heavy. She put too many clothes in it.
3. Jason stood at the ___ to catch a cab.
4. Ms. Bixby checked the shuttle service ___ with the front desk clerk.
5. The shuttle ___ is always on time. His passengers are never late.
6. ___ go from the hotel to the airport.

Exercise 10. Work in pairs. Here are some questions that might be asked at a travel agent’s. Match the replies a-h to the client’s questions 1-8.

1. Do I have to change planes anywhere?
 2. Can I get an APEX ticket?
 3. Is it best to fly from Paris to Lyon?
 4. I’m booked on a flight to New York tomorrow, but I can’t travel then. What should I do?
 5. What time do I have to be at the airport?
 6. Does the flight stop anywhere en route?
 7. Does the train go all the way to Venice?
 8. How much is a round trip ticket to Tokyo?
- a. Is that economy class or business class?
 - b. No, it’s a direct flight.
 - c. No, it’s a non-stop flight.

- d. No, you have to change trains in Bologna. Is that OK?
- e. Not really, it's better to take a train.
- f. Would you like me to cancel your reservation?
- g. Yes, but only if you stay over Saturday night. Is that all right?
- h. Your check-in time is 05.30 and your departure time is 06.30. do you want me to book you a taxi?

UNIT 36

Exercise 1. Read the following text about and be ready to discuss it.

Types of Tourism

Health Tourism and Leisure Travel

It was not until the 19th century that cultural tourism developed into leisure and health tourism. Some English travelers, after visiting the warm lands of the South of Europe, decided to stay there either for the cold season or for the rest of their lives. Other began to visit places with health-giving mineral waters, in order to relieve a whole variety of disease from gout to liver disorders and bronchitis.

Leisure travel was a British invention due to sociological factors. Britain was the first European country to industrialize, and the industrial society was the first society to offer time for leisure to a growing number of people. Initially, this did not apply to the working masses, but rather to the owners of the machinery of production, the economic oligarchy, the factory owners, and the traders. These comprised the new middle class.

The British origin of this new industry is reflected in many place names. At Nice, one of the first and most well established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old well-established palace hotels have names like the Hotel Bristol, the Hotel Carlton or the Hotel

Majestic – reflecting the dominance of English customers to whom these resorts previously catered to.

Winter Tourism

Even winter sports were largely invented by the British leisure classes initially at the Swiss village of Zermatt (Valais) and St Moritz in 1864.

Until the first tourists appeared, the Swiss thought of the long snowy winter as being a time when the best thing to do was to stay indoors and make cuckoo clocks or other small mechanical items.

The first packaged winter sports holidays or vacations followed in 1903, to Adelboden, also in Switzerland.

Organized sport was well established in Britain before it reached other countries. The vocabulary of sport bears witness to this: rugby, football, and boxing all originated in Britain, and even tennis, originally a French sport, was formalized and codified by the British, who hosted the first national championship in the nineteenth century, at Wimbledon. Winter sports were a natural answer for a leisure class looking for amusement during the coldest season.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

health-giving mineral waters	лікувальні мінеральні води
gout	подагра
liver disorder	хвороба печінки
Promenade des Anglais	Англійська набережна
cuckoo clock	годинник з кукушкою
to carter	організовувати
to bear witness	свідчити
amusement	розвага
package tour	турпакет

Exercise 3. Give Ukrainian equivalents to the following words and word-combinations.

Leisure time, it was not until, for the rest of their lives, the first society to offer time for leisure, the best thing to do, a natural answer, health-giving mineral water, in order to relieve a whole variety of diseases, did not apply to the working masses, owners of the machinery of production, economic oligarchy, the first packaged winter sports holiday, to enjoy the benefits of leisure time, a major development.

Exercise 4. Give English equivalents to the following words and word-combinations.

Туризм із метою поліпшення здоров'я, культурний туризм, залишатися там на холодний період часу, зростаюча кількість людей, завдячуючи соціологічним факторам, першочергово, відображається в багатьох назвах міст, складається із нового середнього класу, зимовий туризм, поки не з'явилися перші туристи, покращення в технологіях, проводити перший національний чемпіонат.

Exercise 5. Answer the following questions.

1. When did cultural tourism develop into leisure and health tourism?
2. Why did people begin visiting places with mineral waters?
3. Why was the leisure travel a Britain invention?
4. Who did leisure travel apply to first? Why?
5. When and where was winter tourism invented?
6. Who invented winter tourism?
7. When the first winter was packaged tour established?
8. Why couldn't mass travel develop earlier?
9. Who is the father of modern mass tourism? Why?
10. In which way the British origin of the travel industry is reflected?

Exercise 6. Match the synonyms in the columns. Translate the pairs.

entertainment	before
initially	rapidly
rate	diversity
leisure	client
seaside town	speed
variety	amusement
continental	soccer
customer	time off
football	inland
previously	personnel
by train	coastal city
fast	by rail
staff	originally

Exercise 7. Match the antonyms in the columns. Translate the pairs.

village	city
similar	unpaid
rural	old
increase	international
domestic	expensive
inland	different
cheap	disappear
recent	manual
winter	urban
appear	majority
indoors	summer

mechanical	outdoors
minority	coast
paid	decrease

Exercise 8. Match the name of the form of tourist with its definition.

Translate them.

- | | |
|----------------------|--|
| 1. Heritage tourism | a) travelling alone or with groups to participate in hobby interests, to meet other with similar interests. |
| 2. Health tourism | b) spending your time participating in some sport activities such as skiing, golf and other. |
| 3. Hobby tourism | c) wealthy individual always on vacation, some of them, for tax purposes, to avoid being resident in any country. |
| 4. Inclusive tourism | d) travelling only to few countries in the region, using one of the countries as the transit point. |
| 5. Medical tourism | e) usually to escape from cities or relieve stress, perhaps for some 'fun in the sun', etc., often to 'health spas'. |
| 6. Perpetual tourism | f) tourism marketed to those with functional limits or disabilities. |
| 7. Regional tourist | g) visiting historical or industrial sited, such as old canals, railways, battlegrounds, etc. |
| 8. Sport tourism | h) travelling to get medical treatment either that is illegal in one's own country. |

Exercise 9. Discuss.

1. Cultural tourism developed into health and leisure not until the 19th century.
2. Initially tourism was applied only to rich people.
3. Tourism still applies only the rich people.

4. Winter sports as well as winter tourism were invented by British.
5. British employers have no obligation to pay workers who don't work on public holidays. It should be changed.
6. Industrialization gave development to the tourism industry.

UNIT 37

Exercise 1. Read the following text about and be ready to discuss it.

DIFFERENT TYPES OF TOURISM (2)

Mass Travel

Mass travel could not really begin to develop until two things occurred.

- a) Improvements in technology allowed the transport of large numbers of people in a short space of time to places of leisure interest, and
- b) Greater numbers of people began to enjoy the benefits of leisure time. A major development was the invention of the railways, which brought many of Britain's seaside towns within easy distance of Britain's urban centres.

The father of modern mass tourism was Thomas Cook who, on 5 July 1841, organized the first package tour in history, by chartering a train to take a group of temperance campaigners from Leicester to a rally in Loughborough, some twenty miles away. Cook immediately saw the potential for business development in the sector, and became the world's first tour operator.

He was soon followed by others, with the result that the tourist industry developed rapidly in early Victorian Britain. Initially it was supported by the growing middle classes, who had time off from their work, and who could afford the luxury of travel and possibly even staying for periods of time in boarding houses.

However, the Bank Holiday Act 1871 introduced a statutory right for workers to take holidays, even if they were not paid at the time. (As an aside, in the UK there is

still no obligation to pay staff who does not work on public holidays.)

The combination of short holiday periods, travel facilities and distances meant that the first holiday resorts to develop in Britain were towns on the seaside, situated as close as possible to the growing industrial conurbations.

In travelling to the coast, the population was following in the steps of Royalty. King George III is widely acknowledged as popularising the seaside holiday, due to his regular visits to Weymouth when in poor health.

For a century, domestic tourism was the norm, with foreign travel being reserved, as before, for the rich or the culturally curious. A minority of resorts, such as Bath, Harrogate and Matlock, emerged inland.

After World War II holiday villages such as Butlins and Pontins emerged, but their popularity waned with the rise of package tours and the increasing comforts to which visitors became accustomed at home. Towards the end of the 20th century the market was revived by the upmarket inland resorts of Dutch company Centre Parcs.

International Mass Tourism

Increasing speed on railways meant that the tourist industry could develop internationally. By 1901, the number of people crossing the English Channel from England to France or Belgium had passed 0.5 million per year.

However it was with cheap air travel in combination with the package tour that international mass tourism developed after 1963. For the worker living in greater London, Brindisi today is almost as accessible as Brighton was 100 years ago.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

leisure	вільний час, дозвілля
health-giving mineral waters	лікувальні мінеральні води
gout	подагра
liver disorder	хвороба печінки
initially	із самого початку

machinery	устаткування, обладнання
esplanade	еспланада, майдан для прогулянок
seafront	берег моря
promenade des anglais	англійська набережна
well-established	визнаний, надійний
previously	раніше
to cater	організовувати
cuckoo clocks	годинник з зозулею
to bear witness	свідчити
to codify	кодифікувати
to host	проводити
package tour	турпакет
temperance	помірність
campaigner	борець
boarding house	пансіон, пансіонат
statutory	встановлене законом
travel facilities	зручності для подорожі
conurbation	міська агломерація
acknowledge	підтверджувати
curious	цікавий
to revive	повертати до життя
accessible	доступний

Exercise 3. Transcribe the following words, translate them into Ukrainian.

Health, leisure, disease, disorders, bronchitis, initially, machinery, owners, comprised, seafront, previously, accessible, manual, phenomena, revive, towards, accustom, emerge, curious, reserve, acknowledged, coast, conurbations, cultural, either, variety, whole, gout, sociological, industrial, oligarchy, seafront, previously,

appeared, cuckoo, mechanical, rugby, amusement, occur, urban, package, campaigner, luxury, boarding, statutory, obligation, foreign, Belgium.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combinations.

Leisure travel, it was not until, for the rest of their lives, health-giving mineral waters, in order to relieve a whole variety of diseases, liver disorders and bronchitis, the first society to offer time for leisure, did not apply to the working masses, owners of the machinery of production, economic oligarchy, long esplanade along the seafront, Swiss village, the best thing to do, to stay indoors, the first packaged winter sports holidays, formalized and codified by the British, a natural answer, mass travel, to enjoy the benefits of leisure time, a major development, within easy distance, the first package tour in history, a group of temperance campaigners, tourist industry, time off, a statutory right for workers, work on public holidays, travel facilities, as close as possible, the growing industrial conurbations, holiday resorts, widely acknowledged, domestic tourism, with the rise of package tours, market was revived, upmarket inland resorts, manual workers, cheap air travel, in combination with the package tour.

Exercise 5. Give English equivalents to the following words and word-combinations.

Туризм з метою поліпшення здоров'я; культурний туризм; розвинувся в дозвільний туризм; англійські мандрівники; теплі райони південної Європи; залишатися там на холодну пору року; британський винахід; завдяки соціологічним чинникам; індустріальне суспільство; зростаюче число людей; спочатку; власники заводів; торговці; складається з нового середнього класу; британське походження; відбивається в багатьох назвах місць; один з перших курортів; історичний курорт; палаци – готелі; відображають домінування англійських клієнтів; зимовий туризм; винайдений британцями; поки не

з'явилися перші туристи; довга сніжна зима; виготовляти (робити) годинник з зозулею; організовані види спорту; досяг інших країн; свідченням цьому служить; спочатку французький вид спорту; проводити перший національний чемпіонат; в пошуках розваги; в найхолоднішу пору року; почати розбудовувати; поліпшення в технології; короткий час; винахід залізної дороги; британські міста-курорти; міські центри; батько сучасного масового туризму; негайно ж побачити потенціал для розвитку бізнесу в цьому секторі; перший у світі туроператор; за ним незабаром пішли інші; можуть собі дозволити розкіш подорожей; поїхати у відпустку; в якості відступу; не зобов'язані платити співробітникам; йдучи по стопах королівської знаті; популяризація морських курортів; завдяки його регулярним візитам ;подорожі за кордон; меншість; з'являтися в глибині континенту; популярність спадає; оплачувана відпустка; збільшується швидкість залізничних перевезень; перетинати Ла - Манш; доступний; сто років тому.

Exercise 6. Answer the questions to the text.

1. When did cultural tourism develop into leisure and health tourism?
2. What did some English travelers decide to do after visiting the warm land of the South of Europe?
3. Why did people begin visiting places with mineral waters?
4. Who was the first to leisure travel apply leisure travel? Why?
5. How is the British origin of the travel industry reflected?
6. When and where was winter tourism invented?
7. When was the first winter packaged tour established?
8. What other kinds of sport were established in Britain?
9. What were the reasons for developing mass travel?
10. Who was the father of modern mass tourism? Why?
11. What was introduced in the Bank Holiday Act of 1871?
12. Whose steps did population follow travelling to the coast? Why?

13. What was the norm on tourism for a century?
14. What happened after the World War II in the tourism industry?
15. Why did mass tourism develop internationally?
16. Why did international mass tourism develop rapidly after 1963?

Exercise 7. Compare and mind the difference.

BrE	AmE
traveller	traveler
centre	center
to popularise	to popularize

Exercise 8. Match the synonyms in the columns. Translate the pairs and them in the text.

entertainment	before
initially	rapidly
rate	diversity
leisure	client
seaside town	speed
variety	amusement
continental	soccer
customer	time off
previously	inland
football	personnel
by train	coastal city
fast	by rail
staff	originally

Exercise 9. Match the antonyms in the columns. Translate the pairs and

find them in the text.

village	city
similar	unpaid
rural	old
increase	international
domestic	expensive
inland	different
cheap	disappear
recent	manual
winter	urban
appear	majority
indoors	summer
mechanical	outdoors
minority	coast
paid	decrease

Exercise 10. Give plural forms to these words.

Phenomenon, criterion, datum, million

Exercise 11. Retell the text.

Exercise 12. Match the name of the forms of tourism with its definition.

Translate them.

SPECIAL FORMS OF TOURISM

Heritage tourism travelling alone or with groups to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby, e.g. garden tours or square dance cruises.

Health tourism	spending your time participating in some sport activities such as skiing, golf and scuba diving <i>or</i> travelling to watch a sport competition <i>or</i> vacationing at the winter home of one's favorite baseball team, and seeing them play everyday.
Hobby tourism	wealthy individuals always on vacation, some of them, for tax purposes, to avoid being resident in any country.
Inclusive tourism	travelling only to few countries in the region, using one of the countries as the transit point. The country of transit point is usually a country with good transport infrastructure, e.g. Singapore is the base for tourism for South East Asia due to its strategic location and good transport infrastructure.
Medical tourism	usually to escape from cities or relieve stress, perhaps for some 'fun in the sun', etc., often to "health spas".
Perpetual tourism	tourism marketed to those with functional limits or disabilities. Referred to as "Tourism for All" in some regions. Destinations often employ Universal Design and Universal Destination Development principles.
Regional tourism	visiting historical or industrial sites, such as old canals, railways, battlegrounds, etc.
Sport tourism	travelling to get medical treatment either that is illegal in one's own country, e.g. abortion, euthanasia, <i>or</i> for advanced care that is not available in one's own country <i>or</i> in the case that there are long waiting lists in one's own country <i>or</i> for use of free or cheap health care organizations.

Exercise 13. Agree or disagree with the following statements. Give your reasons.

For agreement use:

That's an idea.

Sounds good.

Sounds like a good idea.

Yes, I agree with you.

Right you are.

For disagreement use:

That's not a good idea.

I don't think so.

I disagree...

Of course not.

Not for me.

1. Leisure travel was a British invention.
2. Many of resort places in Europe have English names.
3. Winter sports were invented in Switzerland by the Swiss.
4. Tennis is originally a British sport.
5. Mass travel couldn't develop until two things occurred.
6. The father of modern tourism is Thomas Cook.
7. Workers received a statutory right to take holidays in the 18th century.
8. British workers have paid holidays.
9. The first holiday resorts to develop in Britain were on the seaside.
10. Royalty enjoyed travelling to the coast.
11. Package tours increased the popularity of tourism.
12. Inland resorts were very popular after the World War II.

Exercise 14. Discuss in pairs.

1. Cultural tourism developed into health and leisure not until the 19th century.
2. Initially tourism was applied only to rich people.
3. Tourism still applies only the rich people.
4. Winter sports as well as winter tourism were invented by British.
5. British employers have no obligation to pay workers who don't work on public holidays. It should be changed.

6. Travelling to the coast is still the most popular type of holidays.

7. Industrialization gave development to the tourism industry

Exercise 15. Read, translate, memorize and dramatize the dialogue.

RENTING A FLAT

Paul Blake and his friends are travelling around Europe. They are in London now and they want to rent a flat for a week.

Rod: 367594. Rod Nelson speaking.

Paul: Oh, hello. My name's Paul Blake. I'm ringing about the flat.

Rod: You're the first.

Paul: Could you tell me something about the flat?

Rod: Well, there is quite a big sitting room and a kitchen.

Paul: What about bedrooms?

Rod: There are two bedrooms — one big and one small, but it's quite nice.

Paul: What about the rent? How much is it?

Rod: 30 pounds a week. Are you a tourist?

Paul: Yes, I am from Canada. My friends and I are travelling around Europe. There are three of us. And we plan to stay here in London for a week.

Rod: Is it your first visit to Britain?

Paul: Yes, it is. I've been dreaming of going to the country of my ancestors for a long time. My Granny came from Manchester.

Rod: Really? That's interesting. By the way, what do you do?

Paul: I'm studying at the Polytechnic Naval academy. My majors are Engineering and Math. And my friends are majoring in Chemistry.

What about you? What do you do?

Rod: I work at Western Aeronautics. I'm an electrical engineer. Why don't you come round and see the flat?

Paul: May we come and see it this afternoon? At about four?

Rod: Yes, do. Four would be fine for me.

Paul: What's the address?

Rod: 57 Bath Road.

Paul: Oh, I know Bath Road. There's a Tube station over there.

Rod: Right. Then, see you later this afternoon! Bye!

Paul: Cheers!

Vocabulary

to rent — орендувати, здавати в найм, знімати квартиру

rent — оренда, орендна плата

flat (BrE) — квартира

apartment (AmE) — квартира

advertisement; ad is short for "advertisement" — оголошення

living room (AmE) = **sitting room** (BrE) — вітальня

ancestors — предки

major — основна спеціальність в американських коледжах

to major in — спеціалізуватися в ...

underground (BrE) = **subway** (AmE) — метро

tenant — орендатор, квартиронаймач

utilities — комунальні послуги, комунальні платежі

superintendent — комендант

UNIT 38

Exercise 1. Read the following text about and be ready to discuss it.

RESORT

A resort is a place used for relaxation or recreation. As a result, people tend to seek out a resort for holidays or vacations. Generally, a resort is distinguished by a

large selection of activities, such as food, drink, lodging, sports, entertainment, and shopping.

A resort can commonly refer to two specific but similar places: Towns in which tourism or vacationing is a major part of the local activity but are usually not run by a single company (for example, the city of Antalia in Turkey).

Vacation centres, usually run by a single company, which attempt to provide for all or most of a vacationer's wants while staying there (for example, Walt Disney World Resort).

The term “resort” is sometimes misused to identify a hotel that does not meet the requirements of a resort. However, a hotel is frequently the central feature of a resort.

Types of Resorts

Destination Resort

A resort is sometimes called a destination resort. This is a common usage when the facility provides food, drink, lodging, sports, entertainment, and shopping within the facility so that customers have no need to leave the facility once they arrive. Commonly these facilities are of higher quality than would be expected if one were to stay at a hotel or eat in a town's restaurant.

There are also special kinds of resorts depending upon your desired activities. The most popular resorts in the world are seaside resorts, spa resorts, ski resorts and golf resorts.

All-inclusive Resort

An all-inclusive resort is a resort that, besides providing all of the common amenities of a resort, charges a fixed price that includes most or all items. At a minimum, most inclusive resorts include lodging, unlimited food, drink, sports activities, and entertainment for the fixed price.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

holidays (BrE)

святa, канікули, відпустка

vacation (AmE)	відпустка, канікули
resort	курорт
recreation	відновлення сил, відпочинок, розвага
lodging	житло, квартира
accommodation	приміщення, житло
entertainment	розвага
to provide	надавати
to include	включати
facilities	засоби обслуговування, зручності
amenities	зручності
destination	місце призначення
to travel	подорожувати
travelling	подорож

Exercise 3. Transcribe the following words, translate them into Ukrainian.

Vacations, lodging, distinguish, entertainment, major, feature, frequently, requirement, usage, misuse, identify, seaside, inclusive, amenities, fixed.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combinations.

Lodging, entertainment, commonly refer to, run by a single company, vacation centres, attempt to provide for all or most of a vacationer's wants, meet the requirements, commonly, higher quality, all-inclusive resort, common amenities, entertainment for the fixed price.

Exercise 5. Give English equivalents to the following words and word-combinations.

Курорт відрізняється...; відпустка (2); невірно використовується для позначення; однак; основна риса курорту; надавати житло, їжу і розваги;

покупки; клієнтам не потрібно залишати територію курорту; фіксована ціна; звичайні зручності, стягувати фіксовану ціну, їжа в необмеженій кількості.

Exercise 6. Answer the questions to the text.

1. What is a resort?
2. Why do people go to a resort?
3. What does usually a resort provide?
4. What is the difference between a resort town and a vacation center?
5. What is the misuse of the term "resort"?
6. What is a "destination resort"?
7. What are the most popular types of resorts in the world?
8. What is an "all-inclusive resort"?

Exercise 7. Make word combinations, translate them and find them in the text.

common	food
large	places
similar	price
higher	resorts
town's	activities
fixed	amenities
unlimited	restaurants
sports	quality
inclusive	selection

Exercise 8. Find synonyms to the following words in the text.

Vacation, accommodation, choice, rest, tourism, often, facilities, usually.

Exercise 9. Find antonyms to the following words in the text.

Seldom, to use, limited, minor, maximum, to depart, different.

Exercise 10. Retell the text.

Exercise 11. Agree or disagree with the following statements. Give your reasons.

For agreement use:

I quite agree.

I quite agree.

I fully agree.

I think you are right.

For disagreement use:

Actually, I don't agree.

I don't think that's right.

I don't think that's true.

Well, I am not sure if that's true.

1. Holidays is time for relaxation and recreation.
2. A resort is usually run by a single company.
3. Unlimited food is the central feature of an all-inclusive resort.
4. A good hotel can be called a resort, too.
5. Sport activities are not included in the price for an all-inclusive resorts.
6. There are many towns and cities in the world that can be called resorts.
7. There are not many all-inclusive resorts in the world.
8. It is a good idea to have a holiday at an all-inclusive resort.

Exercise 12. Speak about...

1. The most popular resorts in Europe.
2. Your favourite resorts.
3. The resort you have recently visited.

Exercise 13. Explain why?

1. Ski resorts are very popular in Switzerland.
2. Golf resorts are very popular in Norway.
3. Seaside resorts are very popular in the Crimea.

4. Spa resorts are popular all over the world.

Exercise 14. Divide into two groups. One group is for all-inclusive resorts. The other group is against them. Discuss pros and cons of all-inclusive resorts.

Exercise 15. Translate into English.

Курорти Туреччини пропонують різноманітні індивідуальні і сімейні тури від 5 до 15 днів за системою «все включено». У готелі ви можете вибрати стандартний двокімнатний або однокімнатний номер з холлом, спальнею, терасою або балконом, і джакузі. Готель розташований в 50 метрах від берега моря і має власний пляж.

У вартість путівки входять проживання, харчування, а також : на пляжі і біля басейну безкоштовно: парасольки , шезлонги, матраци, пляжні рушники.

У номері: ванна, фен , центральний кондиціонер, телевізор , телефон , міні - бар (прохолодні напої і пиво), сейф (в номері, безкоштовно), балкон.

На території: основний ресторан, три ресторани за попереднім записом (A-la Carte), п'ять барів, відкритий басейн, критий басейн, кабінет лікаря, перукарня, торговий ряд, пральня, обмін валюти, прокат автомобілів, парковка, вісім конференц-залів.

Для дітей: дитячий басейн, дитячий майданчик, міні-клуб (4 - 12 років), няня.

Розваги і спорт:

Безкоштовно: тренажерний зал, джакузі, настільний теніс, волейбол на пляжі, дискотека, 2 тенісних корти (вдень), прокат тенісних ракеток і м'ячів.

За додаткову плату: масаж, більярд, Інтернет-кафе, відеоігри, водні види спорту.

Exercise 16. Write an essay on the topic “Popular Resorts in ...” (choose any country you like).

UNIT 39

Exercise 1. Read the following text about and be ready to discuss it.

PISA, ITALY

Home of the Famous Leaning Tower of Pisa

Pisa is situated on the banks of the river Arno, in the North-West Tuscany region of Italy - about 80 km from Florence and 10 km from the sea. Pisa is one of Italy's most popular tourist centres. This town is closely associated with the well-known Leaning Tower.

History

Pisa was never much more than a modest fishing village before the growth of the Roman Republic. With the Portus Pisanus - the Pisan port - serving as a vital naval base for the Romans during the Gallic wars, as well as during other colonizing ventures across the Spanish coast, the city grew in importance and strength as an official ally of Rome. By the time of the Empire, begun under Caesar Augustus in the 1st century A.D., the city was a thriving colonia, renowned for its skilled tradesmen and shipbuilders.

Unfortunately, the 13th century would go on to see the city's power decline dramatically; this occurred because of continued internal fighting among the Italian city-states - most particularly the damaging wars against the Guelph cities of Tuscany, led by Florence. In the 16th century A.D., however, during the reign of the Medici, the city regained some peace and prestige as it flowered in a cultural renaissance. Galileo Galilei, the great astronomer, was born in Pisa in 1564 and attended the city's university for some years. Throughout the following century, the university grew in strength and importance, various civil offices were instituted, and many important public works were constructed, including the Aqueduct of Asciano (1601) and the Canal of Navicelli (1603.)

Medici rule over Pisa ended when the Lorraine Government, by means of the Treaty of Vienna, secured sovereignty for the city under the Granduchy of Tuscany in

1738 A.D. Pisa would eventually become officially incorporated into the Kingdom of Italy by approximately 1860.

The Leaning Tower of Pisa

The famous “leaning” tower of Pisa was begun in 1173, as inscribed on a plaque carved at the entrance of this most unusual structure. Situated in the Piazza dei Miracolo, it stands alongside the accompanying Cathedral, Baptistery and Monumental Cemetery.

The building of the tower began straight off with some constructive discrepancies, most particularly the unsatisfactory depth of the foundations, which go down just three metres into dry stony earth. Work on the tower was halted after the construction of only three floors due to these foundational problems, which were already causing the tower to lean.

Throughout the tower's history, construction continued to be halted periodically, primarily due to political disruptions and wars with the city of Florence, among others. In 1275, over a century after it was first begun, three more floors were added to the tower. Another six were built in 1284.

Although the final lean cumulated at 14 feet out of line, the long delays during the tower's construction actually facilitated its stabilization, as it was able to settle more firmly into the ground gradually with each era of construction. And the tower remains standing today, its unusual lean making it one of the most famous of Italy's many architectural wonders.

- ❖ Admission to the tower costs approximately 15 euros (extra for additional attractions).

- ❖ One hour train ride from Florence.

- ❖ The climb is not too strenuous and rewards the hiker with a beautiful view of the city!

(It is recommended to get to the Tower early, and visit it first before moving on to other buildings in the Piazza).

Other Attractions

Although Pisa is best known for the world famous Leaning Tower, it is not the only thing worth seeing here. Other architectural and artistic marvels of this beautiful city include:

Piazza del Duomo - the square is known as the Campo dei Miracoli - the Field of Miracles. The famous tower and the imposing cathedral are located here.

Duomo di Pisa - the city's splendid Cathedral contains artwork by Giambolna, Dela Robbia, and other famous Italian painters.

Baptistry - a circular building with a large round Romanesque dome located near the cathedral and leaning tower, with excellent acoustics. It houses sculptured decorations and provides a fine view of the city at the top.

Campo Santo - a very large cemetery building with a collection of ancient Roman sculptures and pre-Renaissance paintings by the “Master of the Triumph of Death”.

Airport Connections

Pisa International Airport (Galileo Galilei) has domestic and international air links with several European cities including direct air links with Rome, Milan, Amsterdam, Barcelona, Brussels, London Gatwick,

Madrid, Frankfurt Hahn, Munich and Paris Charles De Gaulle.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

to lean	нахилятися
leaning Tower	«Падаюча» вежа
vital	життєво важливий
naval	військово-морський
venture	підприємство
ally	союзник
to thrive	процвітати

renowned	відомий
shipbuilder	кораблебудівник
to decline	занепадати
reign	правління
renaissance	відродження
civil	громадянський
aqueduct	акведук, водопровід
treaty	мирний договір, угода
to secured sovereignty	встановити суверенітет
granduchy = duchy	герцогство
to incorporate	увійти до складу, включити, містити
to inscribe	записувати
plaque	табличка
constructive	будівельний
discrepancy	розбіжність
to halt	зупиняти (ся)
disruption	порушення, соціальні заворушення
to cumulate	накопичувати
to facilitate	прискорювати
admission	вхід, плата за вхід
strenuous	напружений, виснажливий
imposing	величний
acoustics	акустика
cemetery	кладовище
to link	з'єднувати, зв'язувати

Exercise 3. Transcribe the following words, translate them into Ukrainian.

Leaning, vital, naval, venture, empire, shipbuilder, occurred, renaissance, civil,

unfortunately, however, reign, peace, prestige, renaissance, throughout, aqueduct, to secure, sovereignty, plaque, straight, constructive, earth, to cause, to halt, disruption, architectural, climb, wonder, admission, strenuous, reward, worth seeing, square, ancient.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combinations.

Closely associated with, Leaning Tower, the growth of the Roman Republic, a vital naval base, colonizing ventures, city grew in importance, a thriving colonia, renowned for, skilled tradesmen and shipbuilders, power decline dramatically, continued internal fighting, city regained some peace and prestige, it flowered in a cultural renaissance, important public works, Medici rule over Pisa, by means of, the Treaty of Vienna, secured sovereignty for the city, officially incorporated into the Kingdom of Italy, as inscribed on a plaque carved at the entrance, with some constructive discrepancies, dry stony earth, work on the tower was halted, due to political disruptions, three more floors were added to the tower, final lean, cumulated at 14 feet out of line, facilitated its stabilization, to settle more firmly into the ground, remains standing, its unusual lean, one hour train ride, the climb is not too strenuous, architectural and artistic marvels, imposing cathedral, a large round Romanesque dome, it houses sculptured decorations, provides a fine view of the city at the top, pre-Renaissance paintings, domestic and international air links, direct air links.

Exercise 5. Give English equivalents to the following words and word combinations.

На берегах річки Арно; на відстані приблизно 80 км від; туристські центри; скромне рибальське село; узбережжя Іспанії; офіційний союзник Риму; в першому столітті нашої ери; на жаль; це трапилося, тому що; міста - держави; руйнівна війна проти; за часів правління Медічі; великий астроном; протягом

усього наступного століття; були засновані різні цивільні інститути; зрештою став; приблизно; незвичайна споруда; знаходиться поруч з; особливо; недостатня глибина фундаменту; після зведення трьох поверхів; стало причиною нахилу вежі; протягом всієї історії башти; будівництво; періодично; призупиняти; в першу чергу; понад століття опісля; довгі затримки; в дійсності; поступово; чудо архітектури; вхід; єдине, що...; варто подивитися; Поле Чудес; круглий будинок; з відмінною акустикою; велике кладовище; стародавні римські скульптури; міжнародний аеропорт Пізи; кілька європейських міст.

Exercise 6. Answer the questions to the text.

1. Where is Pisa situated?
2. What is Pisa associated with?
3. What was Pisa before the growth of Roman Republic?
4. When and why did the city grow in strength and importance?
5. What was Pisa in the time of the Empire?
6. What happened to Pisa in the 13th century and why?
7. What was going on in the city during the reign of Medici?
8. Who is Galileo Galilei?
9. Why is Pisa associated with the name of Galileo Galilei?
10. What important things happened in Pisa throughout the 14th century?
11. When and how did Pisa become incorporated in the kingdom of Italy?
12. When was the famous Leaning Tower of Pisa begun?
13. Where is the Leaning Tower situated?
14. Why did the tower begin to lean?
15. Why were the works on the tower halted?
16. How many floors were built in the tower?
17. How big is the final lean of the tower?
18. What things helped the tower to settle firmly into the ground?
19. How much is the admission fee to the tower?

20. What will the visitor see from the top of the tower?
21. What are other attractions of the city of Pisa? What are they famous for?
22. What airport connections does the city have?

Exercise 7. Compare and mind the difference.

BrE

centre

metre

colonia

civilisation

AmE

center

meter

colony

civilization

Exercise 8. Match the synonyms in the columns. Translate the pairs and find them in the text.

well-known

bank

rich

popular

occur

firm

square

splendid

build

about

cathedral

halt

excellent

continue

wonder

approximately

solid

thriving

church

coast

famous

piazza

construct

marvel

go on

marvelous

renowned

happen

magnificent

stop

imposing

perfect

Exercise 9. Match the antonyms in the columns. Translate the pairs and find them in the text.

growth

exit

war

against

ally

external

internal

up

entrance

enemy

for

final

down

peace

A.D.

international

first

begin

end

B.C.

domestic

decline

Exercise 10. Fill in the blanks with prepositions and adverbs where necessary.

of, in, at, to, towards, through, from, into

GREECE

Greece is much more than what we are taught ___ school or the predictable summer image ___ glorious sunsets and sandy beaches.

___ Greece you are standing ___ a crossroads ___ cultures, colours and civilisations, you feel the strength ___ history and the warmth ___ being ___ the southernmost part ___ Europe, you discover an evolutionary process ___ thought, influence and experience.

A country that despite being rich ___ history has a population that moves ___ the future.

A country that although statistically small, is huge ___ its diversity.

A landscape that has given us thousands ___ postcard images but remains incredibly vibrant and impossible to capture.

Greece is a country ___ beautiful contradictions, a constant journey ___ time, ___ the present ___ the past and back again.

Walk ___ the olive groves, ___ ancient sites. Move ___ clusters ___ sparsely inhabited islands. Roam ___ the beaches ___ rocky mountains and explore breathtaking scenery.

___ Greece the fusion ___ images becomes more than imagery and turns ___ reality.

Live your myth ___ Greece!

Exercise 11. Read, translate, memorize and dramatize the dialogue.

A DISAPPOINTING HOLIDAY

Marion: Good afternoon.

Travel Agent: Good afternoon, madam.

Marion: I'm interested in the holiday in Saint Cuthbert.

Agent: Ah, yes... the Caribbean! I can recommend it highly.

Marion: Can you tell me a little more about it?

Agent: Of course, madam. It's an excellent package holiday. You'll travel on a scheduled flight. You'll be met at the airport and taken to your hotel. You won't have to pay airport taxes. They are included in the price. The hotel is very near the beach, and it's got a swimming pool and a disco. It's a very modern hotel, it was built last year. The restaurant's superb, and drinks are very cheap. Oh, and you can walk to the sea in two minutes.

Marion: Hmm... It sounds good. I'd like to make a reservation. One moment, madam and I'll get you a booking form. *(Marion paid a deposit and booked the holiday. Two months later she was in Saint Cuthbert. But she was disappointed.)*

When she returned to England, she went to see the travel agent).

Agent: Ah! It's Mrs. Ward. Did you have a good holiday?

Marion: No, I certainly did not have a good holiday.

Agent: Oh, I'm very sorry to hear that. What was wrong?

Marion: Well, when I arrived in Saint Cuthbert, I had to spend four hours at the airport - you said that we would be met, and we weren't. You also said we would be taken to the hotel. We weren't and the taxi cost about £12. You told me that airport taxes were included. In fact I had to pay £10.

Agent: Oh, dear... you had a very bad start. But the hotel was nice, wasn't it?

Marion: No, it was not! You said it was very modern. You were quite right. They hadn't finished building it! We couldn't sleep because the workmen were working all night on our balcony! You said it had got a swimming pool. It had... but it was empty. And the restaurant... the restaurant served fish every night.

Agent: Oh, dear...

Marion: You said that the hotel was near the beach, and that we could walk to the sea in two minutes.

Agent: Couldn't you?

Marion: Well, yes... we could... but there was an oil refinery between the hotel and the beach, and it took half an hour to walk round it.

Agent: Oh, I'm really terribly sorry. We really didn't know... I'm afraid we're unable to give you a refund, but we can give you a ten per cent discount on next year's holiday..

Marion: Next year! Next year I'm staying in England!

Exercise 12. Role play.

Student A

Student B

1. You are a customer. You want to go on a sightseeing tour around... (choose any country or city). Ask your travel agent about all the details of the tour he/she can offer you.

1. You are a travel agent. Your client wants to go on a sightseeing tour around ... (he/she has chosen the country or city). Answer your client's questions about all the details of the tour you can offer him/her.

2. You are a customer. You have just returned from a sightseeing tour your travel agent offered you. You are completely dissatisfied with the service and the tour program, so you want your money back or any kind of compensation the agent can offer you.

2. You are a travel agent. Your client has just returned from a sightseeing tour you offered him/her. He/she is completely dissatisfied with the service and the tour program, so he/she wants to have his/her money back or any compensation you can offer him/her.

Describe your experience to your travel agent. Discuss the possibilities of monetary compensation or discounts for the future travels.

Ask questions about his/her experience. Reject the money back option politely, give your reasons. Discuss the possibilities of discounts for future travels.

UNIT 40

Exercise 1. Read the following text about and be ready to discuss it.

SPACE TOURISM

Space tourism is the recent phenomenon of space travel by individuals for the purpose of personal pleasure. At the moment, space tourism is only affordable to exceptionally wealthy individuals and corporations, with the Russian space program

providing transport. Some are beginning to favor the term “personal spaceflight” instead, as in the case of the Personal Spaceflight Federation.

Among the primary attractions of space tourism are the uniqueness of the experience, the awesome and thrilling feelings of looking at Earth from space (described by astronauts as extremely intense and mind-boggling), status symbol, and various advantages of weightlessness.

Early Dreams

After initial successes in space, many people saw intensive space exploration as inevitable. In the minds of many people, such exploration was symbolised by wide public access to space, mostly in the form of space tourism. However, during the 1960s and 1970s, it was common belief that space hotels would be launched by 2000. Many futurologists around the middle of the 20th century speculated that the average family of the early 21st century would be able to enjoy a holiday on the Moon.

The end of the space race, however, signified by the Moon landing, decreased the importance of space exploration and led to decreased importance of manned space flight.

Subsidiary Government Flights

With the realities of the post-Glasnost economy in Russia, the space industry was especially starved for cash. It was decided to allow Toyohiro Akiyama, a reporter for Japanese television company TBS, to fly in 1990 to Mir with the eighth crew and return a week later for a price of \$28m. Akiyama gave a daily TV-broadcast from orbit and also performed scientific experiments for Russian and Japanese companies.

On the 28th of April 2001 Dennis Tito, an American businessman and former JPL scientist, became the second fee-paying space tourist. He was followed by South African computer millionaire Mark Shuttleworth. More individuals were interested in making the trip, such as boy band singer Lance Bass and scientist/entrepreneur Gregory Olsen. However, both trips were canceled - the former due to funding problems, the latter due to health concerns.

After the Columbia disaster, space tourism on the Russian Soyuz program was

temporarily put on hold, as Soyuz vehicles became the only available transport.

The American company Space Adventures has an agreement with the Russian space agency Rosaviacosmos for a commercial flight.

The price for a trip on the Soyuz rocket is \$20 million, with launch date of 2005.

Commercial Space Flights

More affordable space tourism is viewed as a money-making proposition by several companies, including Virgin Galactic, Blue Origin, Armadillo Aerospace, XCOR Aerospace, Rocket plane, and others. Most are proposing vehicles that make suborbital flights peaking at an altitude of 100 kilometres. Passengers would experience several minutes of weightlessness, a view of a twinkle-free starfield, and a vista of the curved Earth below. Projected costs are expected to be in the range of \$100,000 per passenger, with costs dropping over time to \$20,000.

Under current US law, any company proposing to launch paying passengers from American soil on a suborbital rocket must receive a license from the Federal Aviation Administration's Office of Commercial Space Transportation (FAA/AST). The licensing process focuses on public safety and safety of property, and the details can be found in the Code of Federal Regulations, Title 14, Chapter III.

Constellation Services International (CSI) is working on a project to send manned spacecraft on commercial circumlunar missions. Their offer would include a week-long stay at the ISS, as well as a week-long trip around the Moon.

In the long term, orbital tourism may be superseded by planetary (and, later still, interstellar) tourism. Such possibilities have been explored in detail in many science fiction works.

More information about the future of Space Tourism can be found at Space Tourism Lecture, which is a free online handout collection.

Since 2003 Dr. Robert A. Goehlich teaches the world's first and only Space Tourism class at Keio University, Yokohama, Japan.

Space Hotels

In the late 1990s, some companies toyed with the idea of creating orbital hotels

using discarded Shuttle fuel tanks or inflatable structures, but not much was done beyond feasibility studies.

More recently, American motel tycoon Robert Bigelow has acquired the designs of inflatable space habitats from the Trans Hab program abandoned by NASA. His company, Bigelow Aerospace was planning to launch a first orbital hotel by early 2006. Other companies have also expressed interest in constructing “space hotels”. For example, Virgin executive and billionaire Richard Branson has expressed his hope for the construction of a space hotel within his lifetime.

Exercise 2. Active vocabulary. Learn the following words and word-combinations by heart.

uniqueness	унікальність
awesome	вселяє благоговіння, жахливий, вражаючий
thrilling	захоплюючий
weightlessness	невагомість
science fiction	наукова фантастика
manned	пілотований
subsidiary	субсидований
to broadcast	транслювати
former	перший із згаданих
latter	останній із згаданих
to put on hold	призупинити
suborbital	суборбітальний
vista	перспектива, вид
in the range of	в межах
circumlunar	навколо місяця
lunar	місячний
to supersede	змінити
interstellar	міжзоряний

to discard	викидати
fuel tank	паливний бак
inflatable	надувний
feasibility	здійсненність
tycoon	промисловий чи фінансовий магнат

Exercise 3. Transcribe the following words, translate them into Ukrainian.

Phenomenon, purpose, pleasure, exceptionally, wealthy, uniqueness, awesome, astronauts, weightlessness, success, access, subsidiary, crew, scientific, maintenance, entrepreneur, concerns, vehicle, adventure, viewed, suborbital, altitude, twinkle, soil, license, circumlunar, supersede, interstellar, create, discard, fuel, beyond, feasibility, tycoon, acquire, design, billionaire.

Exercise 4. Give the Ukrainian equivalents to the following words and word-combinations.

The recent phenomenon, providing transport, Personal Spaceflight Federation, among the primary attractions of space tourism, awesome and thrilling feelings, extremely intense, mind-boggling, status symbol, wide public access to space, mostly, in the form of, science fiction, it was common belief that, space race, signified by the Moon landing, decreased the importance, subsidiary government flights, crew, daily TV-broadcast from orbit, commercial space tourism, to resume, in order to, former scientist, the second fee-paying space tourist, computer millionaire, boy band singer, due to funding problems, due to health concerns, temporarily put on hold, Soyuz vehicles, commercial flight, money-making proposition, at an altitude of 100 kilometres, twinkle-free starfield, vista of the curved Earth below, to focus on, public safety, safety of property, commercial circumlunar mission, a week-long trip around the Moon, lunar mission, in the long term, orbital tourism, to toy with the idea, discarded Shuttle fuel tanks, inflatable structures, motel tycoon, space habitats.

Exercise 5. Give English equivalents to the following words and word

combinations.

Космічний корабель, міжнародна космічна станція; космічний туризм; з метою особистого задоволення; в даний час; доступний тільки виключно багатим людям; особистий космічний політ; унікальність досвіду; описаний космонавтами переваги невагомості; інтенсивне освоєння космосу; неминучий; в середині двадцятого століття; середньостатистична сім'я; насолоджуватися відпусткою на місяці; зменшило значимість; пілотований космічний політ; космічна промисловість; було вирішено дозволити; гостро потребувала грошей; японська телевізійна компанія; вартість обслуговування; були зацікавлені; науковець / підприємець; обидва польоту були скасовані; перший (зі згаданих); останній (зі згаданих); єдиний транспорт; в наявності; російське космічне агентство; передбачувана дата запуску; суборбітальні польоти; на висоті ста кілометрів; кілька хвилин невагомості; отримати ліцензію; процес ліцензування; за існуючим законодавством; пілотований космічний корабель; пропозиція включає в себе; йому на зміну прийдуть планетарний і міжзоряний туризм; вивчити в деталях; безкоштовна лекція з космічного туризму в Інтернеті; перший і єдиний; створити і запустити перший космічний готель; генеральний директор; мільярдер; висловив сподівання на...; за життя.

Exercise 6. Answer the questions to the text.

1. What is space tourism?
2. Who can afford space travelling?
3. Who provides transport for space travels?
4. What are the attractions of space travels?
5. What did intensive space exploration symbolize for many people?
6. What did people think of space hotels and holidays on the Moon in 1960s?
7. What happened with the importance of space exploration after the Moon landing?
8. What was the situation in Russian space industry in post-Glasnost economy?

9. Who was the first person to fly into space for money?
10. What did he do while in space?
11. How long was his trip?
12. Who was the next space tourist?
13. Why were two other trips cancelled?
14. Why was Russian Soyuz program put on hold for some time?
15. What is the price for a space trip?
16. What is the agreement between American Space Adventures and Russian Rosaviacosmos?
17. How is space tourism viewed by several American companies?
18. What are the suborbital flights?
19. What can a passenger experience on a suborbital flight?
20. What does current US law say to a company proposing to launch paying passengers?
21. What is the licensing process aimed at?
22. What project is CSI working on?
23. What will the trip include?
24. When will they start operating?
25. What will orbital tourism be superseded by?
26. What ideas do companies have about space hotels?
27. What did American tycoon Robert Bigelow acquire? What for?
28. What are the plans of his, company and other companies about space hotels?

Exercise 7. Make word combinations, translate them and find them in the text.

space	tourism
recent	phenomenon
space	travel
personal	intense

wealthy	studies
primary	pleasure
uniqueness of	fiction
thrilling	advantages
described by	individuals
extremely	attraction
mind	tanks
status	successes
various	experience
initial	boggling
public	feeling
science	symbol
fuel	interest
feasibility	astronauts
express	access

Exercise 8. Match the synonyms in the columns. Translate the pairs and find them in the text.

space tourism	cosmonaut
executive	spacecraft
aim	private
personal	different
businessman	space travel
corporation	common
agreement	company
safety	security
abandon	entrepreneur
astronaut	director
various	build

average	habitat
vehicle	purpose
rocket	transport
hotel	contract
construct	reject

Exercise 9. Match the antonyms in the columns. Translate the pairs and find them in the text.

primary	private
increase	argue
initial	commercial
public	international
subsidiary	final
agree	late
early	free-paying
wide	secondary
free	narrow
national	the latter
the former	decrease

Exercise 10. Form antonyms using negative prefixes *un-*, *in-*, *il-*, *im-*, *ir-*, *dis-*, *mis-*. Consult the dictionary if necessary.

Personal, advantage, manned, reality, available, agreement.

Exercise 11. Make a summary of the text.

Exercise 12. Give missing derivatives (nouns, verbs, adverbs and adjectives) from these words and translate them.

Verb	Noun	Adjective	Adverb
-------------	-------------	------------------	---------------

To fly	-
proposal	-
successful	
endlessly	

Exercise 13. Discuss in pairs.

1. Popularity of space tourism will increase.
2. Space tourism will always be affordable to only extremely wealthy people.
3. The average family of the 21st century will be able to enjoy a holiday on the Moon.
4. Everybody can go on a space trip if they have enough money.
5. Licensing is a very useful procedure when it comes to space travel.
6. The importance of space exploration decreased after the Moon landing.
7. Suborbital tourism will be more popular than orbital tourism.
8. Space hotels will be very popular with families and children.

Exercise 14. Divide into two groups. One group is for popularizing of space tourism. The other group is against it. Discuss pros and cons of space tourism.

Exercise 15. Translate into English.

КОСМІЧНИЙ ТУРИЗМ

Підходи до розвитку космічного туризму ведуться з декількох напрямів. Перший і вже освоєний - польоти на міжнародну космічну станцію на російських «Союзах». Цим скористалися американець Деніс Тіто і південноафриканець Марк Шатлворт. За тижневий космічний вояж кожен з них заплатив по \$ 20 млн. І «Росавіакосмос» нещодавно заявив, що він готовий продавати «Союзи» під запуски туристів. Першим потенційним покупцем виступає американська компанія «Спейс Едвенчерс», яка виставила на продаж дві путівки в космос на наступний рік. Одна з них вже продана.

Другий напрямок - суборбітальний політ. Вперше про нього серйозно заговорили в 1996 р., коли асоціація «Ікс Прайз Фау-дейшн» із Сент-Луїса (США) оголосила конкурс на створення суборбітального літального апарату, здатного підняти трьох дорослих туристів на висоту 100 км, здійснити на цій висоті політ і приземлитися на аеродромі. Перша команда, яка створить і випробує у справі подібний апарат, отримає нагороду в \$ 10 млн.

Exercise 16. PROJECT WORK

Advertise on space tourism. Work out itineraries and describe all options for space travels and travellers. Work out terms, conditions and requirements for the trip. Make presentation to your group.

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