МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ МИКОЛАЇВСЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ

Факультет культури й виховання Кафедра іноземних мов

АНГЛІЙСЬКА МОВА

Методичні рекомендації

та навчальний матеріал для аудиторної та самостійної роботи здобувачів початкового освітньо-наукового рівня спеціальності 242 «Туризм» денної форми навчання

Миколаїв 2021 УДК 811.111 А64

Друкується за рішенням методичної комісії факультету культури й виховання від 28.09.2021 р., протокол № 1.

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ПЕРЕДМОВА

Методичні рекомендації та навчальний матеріал для аудиторної та самостійної роботи для здобувачів початкового освітньо-наукового рівня спеціальності 242 "Туризм" денної форми навчання забезпечують навчальний матеріал дисципліни «Іноземна мова за професійним спрямуванням».

Мета курсу - формування необхідної комунікативної спроможності у сферах професійного та ситуативного спілкування в усній і письмовій формах; вдосконалення вмінь та навичок читання, перекладу, реферування спеціальної літератури за фахом; ведення бесіди з професійної тематики, ділового листування.

Дані методичні рекомендації мають за мету набуття студентами навичок читати та перекладати тексти з побутової та професійної тематики середньої складності, спілкуватися іноземною мовою на професійні теми в межах вивченої лексики та граматики, писати короткі повідомлення та есе іноземною мовою дотримуючись правил орфографії та граматики.

Методичні рекомендації складаються з дванадцяти тем (Units), передбачених робочою навчальною програмою з дисципліни. Кожен розділ містить вправи на розвиток усіх видів мовленнєвої діяльності: аудіювання, читання, говоріння та писемного мовлення, виконання яких сприяє розвитку комунікативної компетенції студентів першого та другого рівнів вивчення іноземної мови. Методичні рекомендації розраховані на 150 год. (5 кр.) аудиторної та самостійної роботи.

За кожну тему здобувач вищої освіти може отримати від 10-15 балів, що передбачено навчальною програмою з іноземних мов.

Методичні рекомендації є збіркою текстів професійного спрямування та різнорівневих завдань до них для отримання додаткової інформації, яка доповнює навчальний посібник «Англійська мова: сфера туризму» фактичним матеріалом.

Методичні рекомендації розроблені згідно до вимог типової базової програми. Для підготовки методичних рекомендацій використовувались матеріали з новітніх підручників, автентичних джерел та періодичних видань.

4

PART I UNIT 1. UKRAINE

I. Answer the following questions:

- 1. What are the national symbols of Ukraine?
- 2. What holiday do we celebrate on August 24?
- 3. What are the colours of the national flag of Ukraine?
- 4. How many administrative provinces is the country divided into?
- 5. What traits of character are Ukrainians believed to have?

Essential vocabulary

fertile black-earth soil	родючий чорнозем
precipitation	опади
to decrease	зменшуватися
average population density	середня густота населення
net material product	національний валовий продукт
employment	зайнятість
consequence	наслідок
competitiveness	конкурентоспроможність
animal husbandry	тваринництво
ballot	балотування, голосування
unicameral state legislature	однопалатна державна законодавча влада
justice	правосуддя

II. Reading. Read the following text.

UKRAINE

Ukraine, a republic in Eastern Europe, is bounded on the north by Belarus and Russia; on the east by Russia; on the south by the Black Sea and the Sea of Azov; on the southwest by Romania and Moldova; and on the west by Hungary, Slovakia and Poland.

With a total area of about 603,700 square kilometres, Ukraine is the second largest country in Europe after Russia. Kyiv is the capital and the largest city.

Almost the entire country of Ukraine is a vast flat plain, with elevations generally below 300 metres. The Carpathian Mountains intrude at the extreme west, and on the southern coast of the Crimean Peninsula are the Crimean Mountains. The highest point in Ukraine is Mount Hoverla in the Carpathians, with an elevation of 2,061 metres. Most major rivers flow south to the Black Sea. the Dnieper courses through the country for 1,204 kilometres. Other major rivers include the Dniester, Donets, Bug, and Danube. The Danube is an important water route linking the country with many European countries. There are many lakes throughout Ukraine. Lake Svytiaz, one of the largest natural lakes, has an area of 28 square kilometres. Ukraine has extremely fertile black-earth soils in the central and southern portions, totaling nearly two-thirds of the territory.

The climate of Ukraine is temperate continental, with a long summer and a short winter. The southern shores of the Crimea have a warm Mediterranean-type climate. Precipitation generally decreases from north to south; it is greatest in the Carpathians and least in the coastal lowlands of the Black Sea.

Ukraine is the second most populous country of the former USSR; only Russia has more people. Ukraine has a population of about 45,700,000 people. Average population density is 82 people per sq km. Settlement are densest in the far eastern and western regions. Around 67 percent of population inhabits urban areas. Population growth is relatively low. Ukrainians constitute 72 per cent and Russians constitute 22 per cent. Other minorities include Belarussians, Moldovans, Hungarians, Bulgarians and Crimean Tatars.

Ukraine is richly supplied with mineral resources, with many important deposits grouped closely together. Coal is Ukraine's most abundant and heavily exploited mineral resource. Large iron ore deposits are located in the southeast, near the bituminous coal and anthracite deposits of the Donets Basin, the famous Donbas fields. The Nikopol region boasts one of the world's richest concentrations of manganese ores. There are also commercial deposits of titanium ores, bauxite, mercury ores, mineral salts and sulphur.

Ukraine's economy is highly industrialized. Industry contributes more than 40 per cent of total net material product and accounts for more than one-quarter of total employment. Industry is based largely on the republic's vast mineral resources. Ukraine is the fourth largest steel producer in the world, and has a broad and diverse industrial base. However, economic policy since the world economic and financial crisis has had serious consequences for Ukraine's competitiveness. Agriculture accounts for about 30 per cent of total net material product and one-quarter of total employment. Ukraine is a major producer and exporter of a wide variety of agricultural products, including wheat and sugar beet, being the world's largest sugar beet producer. Other crops include potatoes, vegetables, fruit, sunflowers and flax. Animal husbandry is also important.

Ukraine is an independent democratic republic, as stated in the declaration of independence issued in August 1991. The head of state is president who is elected by a national ballot. The prime minister heads the council of ministers, which serves as the cabinet. Ukraine has the unicameral state legislature, the 450-member Supreme Council. Members are freely elected for a four-year term. The highest judicial court is the Supreme Court of five judges, elected for five-year terms by the legislature. At the regional level justice is administered by popularly elected "people's courts".

III. Reading comprehension. Answer the following questions:

- 1. Where is Ukraine situated?
- 2. What countries does Ukraine border on?
- 3. What is the total area of Ukraine?
- 4. What is the population of the country?
- 5. What are the main features of Ukraine's climate?
- 6. What can you say about Ukrainian natural resources and economy?
- 7. What is the political system of Ukraine?

IV. Vocabulary and Grammar exercises

1. Give English equivalents to the following words:

Друга за розміром країна у Європі; велика рівнина; помірно континентальний клімат; населяти міську місцевість; приріст населення; поклади залізної руди; широка й різноманітна промислова база; найбільший у світі виробник цукрового буряка; Верховна Рада; народні суди.

2. Give the Ukrainian equivalents for:

The total area; to intrude at the extreme west; coastal lowland; settlement; minorities; to be richly supplied with; to boast; commercial deposits; steel producer; a major producer and exporter; to be elected by a national ballot, the highest judicial court; to be represented in the legislature.

3. Fill in the gaps with the words given below:

Republic, urban, entire, continental, populous, competitiveness, ballot, elevation

1) The most ______ territory of Ukraine is the eastern region.

2) The _____ coastline of the Black Sea is a resort area.

3) Victor Yanukovych won in the second run of presidential _____.

4) A ______ is a form of government in which the people possess the supreme power.

5) The average ______ of Ukraine is 175 metres above sea level.

6) Most of Ukraine's population is _____ and live in cities and towns.

7) The features of the Ukrainian climate intensify in an eastward direction.

8) One of the main tasks today is to strengthen the ______ of the national products worldwide.

4. Fill in the gaps with the necessary prepositions:

After, at, for, from, in (3 times), inside, of, on, to, with

Lviv, the capital of Western Ukraine, is one of the best places (1) ______ the country. It was founded as a fort (2) ______ the mid- 13th century by Danylo Halytsky and was named (3) ______ his son Lev, which means lion. The lion is the historic symbol (4) ______ the city. Lviv's main street is Freedom Avenue. (5) ______ the middle of the avenue there is a monument (6) ______ Taras Shevchenko, and there are always a lot of flowers (7) ______ its feet. Shevchenko Avenue attracts people (8) ______ its beautiful buildings and various shops. Lviv Picture Gallery has one of the largest collections of European paintings in the country, with over 1000 paintings (9) ______ display. (10) ______ the Town Arsenal there is the Museum of Old Arms, with a display of various arms taken (11) ______ over 30 countries. Lviv is also famous (12) ______ its churches and monasteries.

V. Speech Exercises

1. Make up dialogues, using the questions below and your own ones.

1) What is geographical position of Ukraine?

- 2) What is Ukraine rich in?
- 3) What is the relief of the country?
- 4) What are the largest cities in Ukraine?
- 5) What can you say about the climate of Ukraine?

6) What can you say about the political system of Ukraine?

TEXT 2

I. Read the text about Kyiv.

Essential vocabulary

confluence	з'єднання (річок)
junction	перетинання доріг
highway	магістраль
diverse	різноманітний

metalworking	обробка металів
interior	інтер'єр
monk	монах
thoroughfare	головна вулиця
steep	крутий
winding	звивистий
cobbled	мощений бруківкою
picturesque	живописний

Kyiv

Ancient Kyiv is now the capital of Ukraine. Situated on the banks of the Dnieper River below its confluence with the Desna River, Kyiv is a major port and one of the largest and most important cities of Eastern Europe. Because of its many parks it is often called the "green city".

Kyiv has a moderately continental climate. January temperatures average -6°C. Snow covers the ground usually from mid-November to the end of March. Summers are warm, and July temperatures average 19°C.

The city's favourable location has made it a major junction of railroads, highways and air routes. Kyiv, as the capital city, has major administrative functions. It is also an important industrial centre with a diverse economy. The principal industries are machine building and metalworking. Kyiv is also a major publishing centre.

The surviving historical and architectural monuments are most prominent in the ancient Upper Town. The Cathedral of St. Sophia, completed in 1037 and reconstructed in the 17th century, is decorated with frescoes and mosaics in its interior. Much of the Kyiv-Pechery Lavra monastery, built during the 11th century, was destroyed during World War II. Now a museum, it is also still in use as a monastery. This striking building is the most holy place in Ukraine. The caves on the property serve as burial grounds for monks. Nearby is the main thoroughfare, Khreshchatyk. Another Kyiv's oldest and most beloved streets Andrew's Descent has been the centre of city activity since ancient times. The steep and winding cobbled streets are the setting for outdoor concerts and festivals in the summer, and home to several art galleries selling traditional Ukrainian crafts. Mariyinsky Palace is a picturesque Baroque palace with a charming park around it on the hilly bank of the Dnieper River designed by Rastrelli and constructed in 1744. It is an official ceremonial residence of the President of Ukraine.

Kyiv is the cultural and academic centre of Ukraine. Research institutes, the National Scientific Library, the Central Botanical Garden and the Main Astronomical Observatory are located there. There are many government-funded museums in Kyiv. The most famous are the Natural History Museum, the Historical Museum, the National Art Museum and the Western and Eastern Art Museum. Pirogovo is an outdoor museum devoted to folk architecture and traditional village life in Ukraine.

Among many professional theatres in Kyiv the most magnificent is the National Opera House which stages world class ballets and operas. Kyiv has also been the centre of Ukrainian film and mass media. In 1928 the Dovzhenko Artistic Film Studio was founded there.

Many monuments have been erected in Kyiv's squares, parks and other public places. The oldest are the monuments to the Magdeburg law on the right bank of the Dnieper, St. Volodymyr in Volodymyr Hill Park and B. Khmelnytsky in St. Sophia Square. Most have been erected in honour

Ukrainian political and scholarly figures and the heroes and victims of the wars and the Chernobyl accident.

II. Decide if the following statements are true or false:

1. Kyiv is situated on the confluence of the Dnieper River and the Desna River.

2. The processing of metals is one of the main branches of industry.

3. The Cathedral of St. Sophia and the Kyiv-Pechery Lavra monastery were built in the same century.

4. Andrew's Descent is a main street of Kyiv.

5. The official residence of the President of Ukraine is Pirogovo.

III. Match the endings of the sentences.

1. Kyiv bears the name of prince Kyi, a) on both banks of the Dnieper.

2. Under the rule of Yaroslav the Wise Kyivan Rus with Kyiv as its capital b) you should start your sightseeing from Khreshchatyk.

3. The city lies c) can be reached by a funicular lift.

4. If you have never been to Kyiv d) reached the height of its power.

5. The 'pleasure cruises' that depart from the river terminal e) is the usual way of getting from place to place by most people in Kyiv.

6. St. Michael's Golden Domed Cathedral f) who lived on the old Kyiv Hill in the sixth century.

7. The cost of the Metro is very cheap and g) offer stunning views of Kyiv's sights.

IV. Supply the missing members of these words families. Check your answers with the dictionary.

1) product - production, to produce, productive.

- 2) location
- 3) to develop
- 4) favourable
- 5) to complete
- 6) processing

V. Complete the following dialogue with the proper verbs in the right forms and role-play it: to go (2 times), to leave, to look, to love, to take (2 times), to walk.

Looking at vacation pictures

Kathy : Jim, I heard you _____ a trip to Kyiv. Is that right?

Jim : Yeah, I just got back this morning.

Kathy : That sounds really nice. What did you do there?

Jim : Well, we were only there for three days, so we didn't do too much. We ______ shopping to the Metrograd Shopping Complex and went out to dinner a few times. At night we ______ around the city with some friends.

Kathy : Did you _____ any pictures?

Jim : Yes, I have them with me. Do you want to look at them?

Kathy : Sure, I _____ looking at photos.

Jim : This one is of my wife and me in the Hydropark, an island in the Dnieper river, and this one is our daughter Emily standing next to my wife. Kathy : Your daughter _____ like her mother. Where was this picture taken? Jim : That was taken at the Boryspil airport before we _____. Kathy : Did you have time to go to St. Sophia's Cathedral? Jim : No, not this time. We _____ there last time. Kathy : It looks like you all had a nice time. Jim : Yeah, it was a lot of fun.

UNIT 2. TRADITIONAL HOLIDAYS IN UKRAINE, GREAT BRITAIN AND THE USA

I. Answwer the following questions:

What is the most favourite holiday in your family? What do you usually do before it? Do you decorate your house/flat? Do you cook anything special? Do you invite guests or arrange parties?
 Do you observe all the traditional rituals on Christmas? Who cooks traditional Christmas dishes in your family and what are they? What kind of weather do you like to have on Christmas?
 What associations do you have with Easter? Can you describe what is going on in your house before Easter Sunday?

4. Do you remember any funny April Fool's Day experiences? Did you like to play practical jokes on your friends? Have you ever suffered from these jokes?

II. Reading. Read the following text

0	<i>v</i> 0
	Essential vocabulary
prosperity	розквіт, добробут
near and dear	близькі люди
gradually	поступово
Sermon	проповідь
signpost	вказівний стовп, покажчик
to commemorate	вшановувати пам'ять
Coup	державний переворот
Firework	фейсрверк
holly and mistletoe	падуб та омела
Christmas rush	різдвяна метушня
the Lenten fast	Великий піст
Pancake	млинець

TRADITIONAL HOLIDAYS IN UKRAINE, GREAT BRITAIN AND THE USA

Like most European nations Ukraine sees the New Year in on December, 31. You can hardly find a person who doesn't hope that the Old Year with all its troubles will leave forever and the New Year will bring health, prosperity and happiness.

New Year celebrations gradually glide into one of the most important religious holidays – Christmas. Now it is an official state holiday and a day off. It is favourite with children who like to go from door to door, sing carols and get sweets from the hosts. Mothers of the family cook a traditional Ukrainian Christmas dish «kutya» which all the family eat together. Many people now like to go to church to listen to Christmas sermons.

Not long ago young people and lovers of all ages started to follow the English tradition of celebrating St. Valentine's Day on February, 14 by sending special postcards and giving lovely gifts to their sweethearts.

The next official holiday in Ukrainian calendar is Women's Day. Very few people remember now how it originated, but it is an important signpost in the women's feminist movement in the world, because it commemorates the beginning of women's struggle for their economic, political and social rights. Today, it is the day to show love and respect to women of all ages.

By Orthodox canons Easter, the day of Christ's Resurrection, is celebrated in Ukraine later than in other European countries. Only several years ago it was proclaimed an official state holiday and many people celebrate it by attending the all-night service in church and having a tasty meal at home on Red Sunday. Children enjoy painting Easter eggs and eating Easter bread.

Victory Day which is annually marked on May, 9 commemorates the victory of Soviet people over Nazi Germany in 1945. So many people died or were killed in that war that there is hardly a family in Ukraine that didn't suffer a loss.

The new Constitution of Ukraine as an independent, sovereign, democratic, social and legal state was adopted by the Verkhovna Rada on June 28, 1996 as the Fundamental Law of the country. The day of its adoption is a state holiday - the Day of the Constitution of Ukraine.

August, 24 is a new national state holiday - the Day of Independence of Ukraine, which was pro¬claimed in 1991 on the decision of the Verkhovna Rada of Ukraine after the military coup in Moscow. This day is marked with parades and fireworks.

Most Ukrainian people enjoy holidays both old and new because they are good breaks in everyday work, an opportunity to see their friends and relatives and just to have a good time.

National Days in Britain are not celebrated to the same extent as in France or America. Scotland's National Day is St. Andrew's Day (30 November). St. David's Day (1 March) is the National Day of Wales. England National Day is St. George's Day (23 April) which coincides with William Shakespeare's birthday. St. Patrick's Day is an official Bank Holiday in Northern Ireland.

For many British people (with the exception of Scotsmen), Christmas is the favourite holiday. It is celebrated much earlier than in our country, on December, 25. Preparation for the holiday begins several weeks before it with sending dozens of cards, buying presents and food, decorating the Christmas tree and the house. The cities and towns are decorated with thousands of coloured lights, and the biggest Christmas tree in Britain is put up in Trafalgar Square in London.

In the homes there is a great air of expectation. Holly and mistletoe are hanging on the wall waiting for the English traditional kissing when a girl standing under these evergreen plants can't refuse being kissed. Mothers of the family are busy in the kitchen getting ready for the next day's dinner of turkey, pudding and other tasty things. Before going to bed children may hang Christmas stockings on their beds in the hope of getting presents from Father Christmas or Santa Claus. The next day, on December 26 people get up late, have big meals, go to church and have a good rest after the Christmas rush.

New Year in Britain (with the exception of Scotland) is not celebrated as widely as in our country. Some people may even completely ignore it and go to bed at the usual time without waiting for the clock to strike twelve.

In Scotland New Year is called Hogmanay and is the most favourite holiday of the year. It begins with a thorough cleaning of the house and cooking plenty of tasty food. Though February is a winter month, many British people start feeling spring on February, 14 when they get Valentine cards and symbolic love gifts.

Pancake Day is the popular name for Shrove Tuesday, the eve of the Lenten fast. In medieval times all Christians made their compulsory confessions or «shifts» from which the words «Shrove Tuesday» derives. Nowadays only pancake eating has remained.

Easter in Britain is the time of giving and receiving presents which traditionally take the form of Easter eggs and hot cross buns. Nowadays eggs are usually made of chocolate with surprises in them, but the old custom is dying and painting eggs is still, kept in some country districts. Other emblems of Easter are fluffy little chicks, the Easter Bunny and spring flowers.

April Fools' Day is not an official holiday but few people are indifferent to it. Everyone who has a sense of humor likes to play practical jokes on their friends and family neighbors.

Bank Holidays are public holidays called so because the banks as well as most offices and shops are closed. There are winter, spring and summer Bank Holidays.

Another popular holiday in Britain is Guy Fawkes Day, which commemorates the discovery of the so-called Gunpowder Plot, a conspiracy to destroy the English Houses of Parliament and King James I on November, 5 1605. It is usually marked with bonfires and dummies of Guy Fawkes.

Each of the fifty states in the USA establishes their own legal holidays. The federal government, through the President and Congress, can legally set holidays only for federal employees and for the District of Columbia. Most states however accept the federal legal holidays which are: New Year's Day, Martin Luther King's Day, Washington's Birthday, now called «President's Day» (the third Monday in February), Memorial Day (last Monday in May), Independence Day, Labor Day (first Monday in September), Columbus Day, Veterans' Day (November, 11th), Thanksgiving Day and Christmas.

There are many other traditional holidays, observed by a large number of Americans, which are neither legal nor official. Among these are Valentine's Day, St. Patrick's Day (not just people with Irish ancestry will «wear the green» on March 17th), Mother's Day and Halloween.

Perhaps the two «most American» of the holidays are the Fourth of July- Independence Day, and Thanksgiving. The first one is like a big nationwide birthday party. Some towns and cities have parades with bands and flags, and most politicians will try to give a patriotic speech. But what makes this holiday special is the atmosphere and enjoyment of, for instance, the family picnic with hot dogs, hamburgers and volleyball, fireworks and rockets at night

Like Christmas, Thanksgiving is a day for families to come together. Traditional foods are prepared for the feast-turkey or ham, cranberry sauce, bread rolls and pumpkin pie. At the same time Thanksgiv¬ing is a solemn occasion, a day to remember the many who are less well off, in America and throughout the world.

III. Reading comprehension

Sort these holidays into the table according to the countries they are celebrated in.

Ukraine Great Britain The USA

Speak on the following:

1. What holidays celebrated in Britain and the USA are also marked in Ukraine? Do they have the same traditions and rituals? Name at least 3 differences in celebrating Christmas and Easter. 2. Which holiday do you think is the most important for each of the three countries?

3. Which holiday in the USA and Great Britain would you like to take part in?

IV. Vocabulary and Grammar exercises

1. Give English equivalents to the following words:

Добробут та щастя, близькі люди, різдвяний гімн, різдвяна проповідь, важливий вказівний стовп, воскресіння Христа, падуб та омела, вічнозелені рослини, ігнорувати, в середньовічні часи, обов'язкова сповідь, змова, ірландське походження, соус із журавлини.

2. Give the Ukrainian equivalents for:

Like most European nations, you can hardly find, it is especially popular with, it commemorates the beginning, to show love and respect, by Orthodox canons, the Fundamental Law of the country, the military coup, great air of expectation, completely ignore, fluffy little chicks, fireworks, a solemn occasion.

3. Put the following verbs into the right forms (use Active and Passive Voice):

Observe, celebrate, proclaim, mark, cook, commemorate

- 1. The annual parade ______ the soldiers who died in the two World Wars.
- 2. The republic's independence _____ by the President three years ago.
- 3. Most people ______ the tradition of going to church and having a tasty dinner.
- 4. This tasty Christmas dinner _____ by our grandma a few hours ago.
- 5. April Fool's day is not a national holiday, but it _____ in many countries.
- 6. This state holiday ______ with military parades and peaceful demonstrations.

4. Fill in the gaps with the necessary prepositions:

In (5 times), on (6 times), for (2 times), of (3 times), to (2 times), at (2 times), from, with, before.

1. Thanksgiving Day is observed _____ the fourth Thursday _____ November.

the feast, families usually pause to give thanks _____ all they have, including the joy _____ being together _____ this day.

3. Memorial Day was originally a day_____ which flags or flowers were placed _____ the graves of soldiers who died _____ the American Civil War.

4. Halloween has a special significance _____ children who dress _____ funny costumes and knock ______ neighbourhood doors.

5. ____ Christmas Eve groups carol singers go _____ house _____ house to wish good luck and prosperity _____ the hosts.

6. Christmas stockings are hung _____ hope that Santa Claus will come _____ night and fill them _____ toys and sweets.

7. Many women _____ Ukraine may say that March, 8 is their favourite holiday and they would like to be loved and take care _____ not only _____ this day but all the year round.

V. Speech Exercises

1. Interview your partner about his or her favorite holiday. Find the answers to these questions:

- 1. What is the name of your favourite holiday?
- 2. When do people celebrate the holiday?
- 3. What do people wear?

4. What do people do?

5. Why is the holiday special?

Tell the group about your partner's special holiday. Write the names of everyone's holiday on the board. Compare them. Which holiday is the most fun? Which holiday is the most interesting?

2. Writing

Write 10-12 sentences about any special holiday.

UNIT 3. HIGHER EDUCATION IN UKRAINE

I. Answer the following questions:

- 1. Are there many higher educational establishments in Ukraine?
- 2. What education have you already received?
- 3. What education will you receive after finishing the university?
- 4. What degree will you get?
- 5. Which speciality will you get in future?
- 6. Are you going to have a post graduate course?
- 7. Is it difficult for young people in the city you live in to get a good job without higher education?

Essential vocabulary

to realize more fully one's human	повніше реалізувати людський
potential	потенціал
to enrich one's understanding of life	збагачувати розуміння життя
in various fields	в різних сферах
regardless of	незважаючи на
apart from	поряд з
a great deal of scientific work	великий обсяг наукової роботи
to provide excellent facilities	забезпечувати відмінні умови
higher educational establishment	вищий навчальний заклад
full-time students	студенти стаціонару
to receive state grants	одержувати державні пільги
to combine work with studies	поєднувати роботу з навчанням
to take correspondence courses	навчатися заочно
to receive a leave	отримувати відпустку
according to	відповідно до

II. Reading. Read the following text

HIGHER EDUCATION IN UKRAINE

Higher education is generally recognized as preparing individuals to realize more fully their human potential, enrich their understanding of life and make them more productive to society.

Future specialists in various fields of science, technology, economies and art get a fundamental general and specialized training, all students regardless of their specialty study foreign languages.

Apart from educational work and schooling Ukrainian higher schools carry out a great deal of scientific work in all branches of knowledge. They have either a students' research Society (Club) or a Technological Design Bureau which provide excellent facilities for young researches.

Our country needs specialists in all fields of science and all branches of industry and agriculture. Institutes exist not only in big cities like Kyiv, Kharkiv, Lviv, but in many towns of Ukraine like Irpin.

Higher educational establishments of our country fall into three main types. The first type includes the universities and institutes where there are only full-time students, which receive state grants. Students who do not live at home get accommodation in the hostels.

The second and third types of higher schools provide educational facilities for factory and office workers who combine work with studies. The second type of higher education in establishments includes evening faculties and evening higher schools for those who study in their spare time.

The third type covers extra-mural higher schools where students take correspondence courses. Every year extra-mural students receive from 30 to 40 days' leave to prepare for their exams.

The diplomas by the evening faculties and extra-mural higher schools have the same value as the diplomas of all other institutes and universities.

The period of study at higher schools is from 4 to 6 years. According to the subjects studied there exist three groups of higher schools' universities, polytechnic and specialized institutes.

III. Reading comprehension

Answer the following questions:

1. Does higher education help to develop your human potential and enrich your understanding of life? 2. What training do the future specialists get? 3. What can you say about the role of foreign languages in gaining higher education? 4. What is the role of scientific work in training future specialists? 5. What specialists does our country need? 6. Where do institutes and universities exist in our country? 7. How many types of higher educational establishments do we have in our country? 8. What higher schools does the first type include? 9. Which is the second type? 10. What schools does the third type cover? 11. What do extra-mural students receive every year? 12. Is there any difference between the diplomas by the evening faculties, extra- mural schools and full-time schools? 13. How long does the period of studies at higher schools last? 14. What groups of higher schools exist in your country?

IV. Vocabulary and Grammar exercises

1. Give English equivalents to the following words:

Одержувати державні пільги, в різних сферах, отримувати відпустку, поєднувати роботу з навчанням, вищий навчальний заклад, забезпечувати відмінні умови, великий обсяг наукової роботи, навчатися заочно.

2. Give the Ukrainian equivalents for:

Higher educational establishments, future specialists, spare time, evening faculties, students' research society, a great deal of scientific work, to provide excellent facilities, to combine work with studies, to receive state grants.

3. Fill in the blanks with the words given below:

The same value, spare, full-time students, to fall into, to carry out, general, specialized

1. Future specialists in various fields of science, technology, economies and art get a fundamental ... and ... training. 2. Ukrainian higher schools ... a great deal of scientific work in all branches of knowledge. 3. Higher educational establishments of our country ... three main types. 4. The first type includes the universities and institutes where there are only which receive state grants. 5. Evening schools are for those who study in their ... time. 6. The diplomas by the evening faculties and extra-mural higher schools have as the diplomas of all other institutes or universities.

4. Choose the correct variant of the answer (a, b, c,)

- 1. The period of study at higher schools is from
- a) 2-3 years
- b) 1-4 years
- c) 4-6 years
- 2. The diplomas of extra mural students have
- a) the same value as all other students
- b) much less value than the others have
- c) no value at all
- 3. Higher education in our country fall into
- a) many different types
- b) 3 main types
- c) 5 types
- 4. Higher education is.....in modern life.
- a) very important
- b) not important at all
- c) important but not to all young people
- 5. The higher school is thestage of the public educational system.
- a) Middle
- b) First
- c) Final

5. Match the words in the left and the right columns to form word combinations.

1. To take

- a) Master's Degrees
- 2. To get b) research work

c) devoted to something d) knowledge

e) part in different activities

- To give
 To live in
- 5. To do
- 6. To make
- 7. To be
- 8. To get
- 9. To get
- 10. To submit

h) a choicei) hostel

f) diploma

g) higher education

i) appointment

TEXT 2 MY FUTURE SPECIALITY

I. Reading. Read the following text

Essential vocabulary

future speciality – майбутня спеціальність the department of Hotel-Restaurant Business and Tourism– факультет готельно-ресторанної справи та туризму 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 і місця 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

MY FUTURE SPECIALITY. TOURISM.

I am a second-year student of Mykolaiv National Agrarian University. 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 4 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.

II. 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? Why?
- 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).

III. Fill in the gaps using the words in the box

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.

IV. Reading. Read the following text

Essential vocabulary

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

Text 3 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.

V. 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.
- $F_{\cdot}\left(\right)$ Let's look at an example of an ecotour.
- G. () Choose your holiday carefully.
- H. () Benefit the local people.

VI. Match a word with its definition.

a. responsible travel to natural areas supporting
the fauna, flora, and local economy;
b. to process (as liquid body waste, glass, or
cans) in order to regain material for human use;
c. the introduction of harmful substances or
products into the environment;
d. an endangered species is a population of an
organism which is at risk of becoming extinct;
e. a colorless, odorless, incombustible gas, CO2,
formed during respiration, combustion, and
organic decomposition
f. to derive advantage, benefit:
g. an outline or indentation left by a foot on a
surface
h. a group of people living in the same locality
and under the same government

UNIT 4. MY FUTURE CAREER.

Eccontial wasabulary

I.Answer the following questions:

- 1. What working position is the best for you?
- 2. What qualities do you need for your future career?
- 3. What is meant by "professional qualification" for a job?
- 4. Are you accustomed to working under pressure?

5. What personal characteristics does an employer consider when choosing an employee?

II. Reading. Read the following text

	Essential vocabulary
convention	звичай, умовність
to apply	звертатися
application	заява, прохання
curriculum vitae	біографія
resume	стислі анкетні данні
relevant	доречний,
personnel department	відділ кадрів
panel	комісія, група фахівців
hostile	ворожий, неприязний
employee	службовець
employer	роботодавець
trade	професія
grade	ранг, ступінь
benefit	вигода, користь, прибуток
loan	позика

MY FUTURE CAREER. APPLYING FOR A NEW POSITION

In different countries, different conventions apply to the process of job application and interviews. In most parts of the world, it's common to submit a typed or laserprinted CV (curriculum vitae – British English) or resume (American English). This contains all the unchanging information about you: your education, background and work experience. This usually accompanies a letter of application, which in some countries is expected to be handwritten, not wordprocessed. A supplementary information sheet containing information relevant to this particular job may also be required, though this is not used in some countries.

Many companies expect all your personal information to be entered on a standard application form.

Unfortunately, no two application forms are alike, and filling in each one may present unexpected difficulties.

Some personnel departments believe that the CV and application letter give a better impression of a candidate then a form.

There are different kinds of interviews: traditional one-to-one interviews, panel interviews where one or more candidate are interviewed by a panel of interviewers and even 'deep-end'

interviews where applicants have to demonstrate how they can cope in actual business situations. The atmosphere of an interview may vary from the informal to the formal and interviewers may take a friendly, neutral or even hostile approach.

Different interviewers use different techniques and the only rules that applicants should be aware of may be 'Expect the unexpected' and 'Be yourself'!

Progress interviews are interviews where employees have a chance to review the work they are doing and to set objectives for the future. Such interviews usually take place after a new employee has been working with a company for several months, and after that they may take place once or twice a year.

In different countries, and in different trades and different grades, the salary that goes with a job may be only part of the package: extra benefits like a company car or cheap housing loans, bonuses paid in a 'thirteenth month', company pension schemes, free canteen meals, long holidays or flexible working hours may all contribute to the attractiveness of a job.

III. Reading comprehension

Answer the following questions:

- 1. What is it common to submit in most parts of the world when applying for a job?
- 2. What do many companies expect?
- 3. What kinds of interviews are there?
- 4. What are the only rules that applicants should be aware of?
- 5. What are progress interviews?

IV. Vocabulary and Grammar exercises

1. Give English equivalents to the following words:

Різні звичаї, процес подання заяви на роботу, біографія, стислі анкетні дані, додаткова інформація, стандартна форма заяви, відділ кадрів, інтерв'ю при комісії, неприязне ставлення, новий працівник, різні професії, додатковий прибуток

2. Give the Ukrainian equivalents for:

In most parts of the world, a letter of application, particular job, unexpected difficulties, personnel department, traditional 'one-to-one' interviews, 'deep-end' interviews, may vary, hostile approach, to set objectives, the salary that goes with a job, cheap housing loans

3. Fill in the gaps with the words given below:

Better impression, salary, CV, atmosphere, resume, employees application forms, personal information

- 1) In most parts of the world, it's common to submit a typed or laserprinted _____(British English) or _____(American English).
- 2) Many companies expect all ______ to be entered on a standard application form.
- 3) Unfortunately, no two_____ are alike.
- 4) Some personnel departments believe that the CV and application letter give a ______ of a candidate than a form.
- 5) The ______ of an interview may vary from the informal to the formal.

- 6) Progress interviews are interviews where _____ have a chance to review the work they are doing.
- 7) The ______ that goes with a job may be only part of the package.

4. Fill in the gaps with the necessary prepositions:

Of, after, to, in, of, with, in, for, in, for, with, after

Progress interviews are interviews where employees have a chance to review the work they are doing and to set objectives _____ the future. Such interviews usually take place _____ a new employee has been working _____ a company _____ several months, and _____ that they may take place once or twice a year.

_____ different countries, and _____ different trades and different grades, the salary that goes _____ a job may be only part _____ the package: extra benefits like a company car or cheap housing loans, bonuses paid ___ a 'thirteenth month', company pension schemes, free canteen meals, long holidays or flexible working hours may all contribute ___ the attractiveness __ a job.

V. Speech Exercises

1. Make up dialogues, using questions below and your own ones

- 1) What applies to the process of job application and interviews in different countries?
- 2) What do many companies expect your personal information to be entered on?

3) What are panel interviews?

4) How may the atmosphere of an interview vary?

5) When do progress interviews usually take place?

6) What are extra benefits of the salary that goes with a job?

2. Writing

What are the ways of applications and interviews in your country? Write in short about jobs in your culture that might seem unusual to a person from another culture.

TEXT 2

1. Read the text about CV

CURRICULUM VITAE

The Curriculum Vitae (CV) is a summary of your personal details, achievements and experience, and should be presented – preferably on a single sheet of A4 paper – in such a way that a prospective employer can quickly and easily assess your quality and suitability. It should be typed and structured under relevant headings. You must be prepared to insert additional sections if you think they are necessary, and omit any which are not relevant to your own background and experience.

Here are some tips for preparing CVs:

- ✓ Don't include too much information. The employer must want to find out more about you
- ✓ Always address your letter to an individual if possible. You might ring the company to establish the name and position of the appropriate person.
- ✓ Present a positive image emphasize things you have done and competences you have demonstrated.

- ✓ Include information on team or group activities, situations where you have demonstrated initiative, relevant academic, vocational or professional training.
- ✓ Exclude comments on your physical appearance, politics, religion or other possibly contentious subjects.
- ✓ Do not submit a CV which contains any errors. Make sure all spelling, punctuation and grammar is correct, and keeps a copy of the CV.
- \checkmark Keep it simple and clear one page, two pages at most.
- ✓ Avoid pronoun "I". Use action words which vividly bring your CV to life.
- \checkmark Don't sign or date the CV.
- \checkmark Always send an original of your CV, don't send a copy.
- ✓ Keep copies of CVs on file for future reference. Once you have a job, update your CV on a regular basis.
- 2. Read the sections of a CV and write your CV for a job of your choice

CURRICULUM VITAE

Personal details
Name:
Address:
Telephone:
E-mail:
Age:
Date of birth:
Personal status:
Education and qualifications
Work experience
Languages
Interests
Other information
Referees

III. Read the job adverts below. Discuss the qualifications and experience applicants need.

Sunny Travel Wants a Marketing Information Manager to work in their new offices in Munich.

Responsibilities include:

- maintaining good relationships with customers
- managing large marketing campaigns
- training staff in offices all over the world

Apply to: Sunny Travel Group, 45 Queen Victoria Street, London EC4

Tourist Services Manager

The city of Cambridge is the home of one of Britain's oldest universities. We have a new position managing visitors' facilities. The successful applicant will have responsibility for:

- improving and updating facilities for visitors
- managing a team of 20 employees
- promoting the city, both in the UK and abroad. Apply in writing, with CV, to: Director of Leisure Services, City of Cambridge.

PART II UNIT 5. WHAT IS TOURISM?

I. Read and translate the text.

	Essential vocabulary
to define	визначати
lodging тимчасове	житло
tourist attractions	туристичні атракції
to comprise	вміщати в себе
to generate the revenue	виробляти, заробляти (річний) дохід
the economic impact	економічний вплив
to have a tremendous stake	мати велику частку
an overnight stay	зупинка на ніч під час подорожі
the purpose of travel	мета подорожі

What Is Tourism?

Tourism has become one of the fastest growing industries in recent years. It can be defined in a variety of ways, but the broad focus is on travellers away from home and the services they utilize, including transportation, food, lodging, entertainment, and tourist attractions. So, tourism is a business providing goods and services to travellers. It comprises hundreds of component businesses, including airlines, cruise lines, railroads, rental car agencies, lodging, restaurants, businesses that arrange travel such as travel agencies and 7 tour operators, and public attractions such as national parks and theme parks which provide entertainment for visitors, etc.

According to the World Tourism Organization (WTO) tourism is the world's largest industry. Worldwide, 127 million people work in it. It is a great job stimulator. For every \$1 million of revenue generated by the industry, 20 000 new jobs are created.

International travel, according to the World Tourism Organization, is expected to grow by 3,3% annually and to reach 1,8 billion people by the year 2030 (compared with 935 million people in 2010, 500 million people who travelled abroad in 1993, and up from the 25 million international tourists in 1950).

Tourism became a significant international item of trade in Europe as early as the 1900s. The economic impact of tourism is great. The automobile industry, for example, has a tremendous stake in tourism. The same can be applied to a camera and film company like Eastman Kodak, sporting goods manufactures, and hundreds of other companies whose products are economic components of tourism. Nowadays tourism is an economic activity involving billions of dollars exchanged each month.

The World Tourism Organization classifies a traveller or a tourist as a person who stays more than 24 hours, or makes an overnight stay, away from home for tourism purposes.

In some countries a tourist may be defined somewhat differently. He or she is a person who goes to a place at least 100 miles away from home and returns. The overnight stay is not necessarily a part of the trip.

The purpose of travel must also enter into the definition of tourism. People may travel for the purpose of recreation or pleasure; for reasons of health; to visit friends or relatives; to educate themselves because travel is broadening; for the purpose of business, etc.

But such people as residents, students, temporary immigrants, border workers, nomads, other groups like diplomats, members of the armed forces and people like that are not regarded as tourists.

Tourism may be internal and international.

Internal tourism is tourist travel within the same country of which the tourist is a resident. This is also called domestic tourism.

International tourism means tourist travel between two or more countries. It consists of inbound and outbound tourism.

Inbound tourism, that's when people who live in another country come to visit the country where you live.

Outbound tourism, that's when the residents of a particular country go abroad for one of the reasons mentioned earlier.

II. According to the text choose the correct item.

1. Tourism can be defined as ...

A a travel from a person's home.

B a business providing goods and services to travellers.

C a travel to different destinations.

D a business providing lodging and catering to travellers.

2. What does "it" in line 5 refer to?

A business

B transportation

C tourism

D lodging

3. According to the WTO tourism is ...

A one of the world's largest industries.

B the fastest growing industry.

C the second world largest industry.

D the world's largest industry.

4. Why is the economic impact of tourism great? It's because ...

A hundreds of companies produce goods which are economic components of tourism.

B all industries have a tremendous stake in tourism.

C tourism is a kind of international trade.

D tourism is an economic activity.

5. International travel is expected

- A to reach more than 935 million people by the year 2010.
- B to almost double the 500 million people as compared with 1993.
- C to exceed 935 million people by 2010.
- D to reach 1,8 people by 2030.

III. Find in the text answers to these questions.

- *1.* How can tourism be defined?
- 2. Why is tourism the world's largest industry?
- 3. How does the WTO classify a traveller or a tourist?
- 4. What are the main purposes of travel?
- 5. What kinds of tourism are mentioned in the text?

IV. Some words are very similar in meaning, and it is important to know exactly when, where and how you can use them.

journey	flight
trip	voyage
crossing	drive
tour	ride

Study the definitions and then complete the sentences.

1. journey, **n** - an act of travelling from one place to another, especially to a place that is far away to make a journey bus / car / train journey (a 12 hour journey that takes 12 hours, a five mile journey is five miles long)

2. trip, \mathbf{n} - the act of travelling to a place and coming back, especially when you stay in the place for a short time boat / car / plane / trip business / school / skiing trip go on a trip

3. flight, n - a journey in a plane (a 30 minute flight that takes 30 minutes, a 12 hour flight that takes 12 hours 13)

4. voyage, n - a long journey in a boat or a ship

5. **crossing, n** - a short journey in a boat or ship which goes from one side of a sea,, lake, or other area of water to the other side; the ferry crossing

6. drive, **n** - a journey in a car go for a drive drive somewhere, just for enjoyment

7. **ride**, **n** - a short journey in a vehicle such as a car, or on a bicycle or a horse bike / car / horse ride go for a ride ride somewhere just for enjoyment

8. tour, n - a planned journey during which a politician, entertainer, or sports team visits several places, usually within a fixed period of tim

1. If you are visiting Madrid, why not go on a day _____ to Toledo?

- 2. The ______ was delayed because of air traffic congestion over Heathrow.
- 3. The _____ on the ferry was very rough.
- 4. The train ______ from Madras to Bangalore was uncomfortable.
- 5. The Titanic sank on its maiden _____.
- 6. Why not hire a car and go for a _____ in the country?

7. There's a volleyball team on ______ and they want hotel accommodation.

8. The museum is a short bus ______ from the tourist information office.

V. Study the words in the box below. If you don't know their meanings, look them up in your dictionary. Match the people in the box to these sentences

a) holidaymaker d) tripper g) commuter b) migrant e) nomad h) passenger c) globetrotter f) itinerant i) hike

1. I travel daily on this route to work.

2. I travel from place to place looking for grass for my cattle.

3. I travel to a nearby attraction for a short period, usually a day, for pleasure.

4. I travel widely around the world but not necessarily for pleasure, sometimes for my work.

5. I am travelling in this vehicle but I am not driving it.

6. I travel by walking across country. It is not my normal means of transport and I usually do it for pleasure.

7. I travel from place to place because I do not have a permanent home.

8. I am travelling for my vacation.

9. I am travelling because I wish to make another country my home.

UNIT 6. CAREERS IN TOURISM

I. Read and translate the text.

Essential vocabulary

	Listeninii rocubininy
service industry	індустрія обслуговування
labour-intensive industry	промисловість, яка охоплює роботою велику кількість
людей	
to estimate	оцінювати
the range of jobs	асортимент, (ряд) професій
skilled employee	досвідчений робітник
to solve a problem	вирішувати завдання
background	освіта, кваліфікація
facilities for training засоби	(послуги, обладнання) для навчання (тренування,
підвищення кваліфікації)	
to be eager to do smth	палко прагнути робити щось

Jobs in Tourism

Like most service industries, tourism is labour-intensive; that is, it employs a high proportion of people. The World Tourism Council estimated that at the end of the XX century the tourism industry was the world's largest employer. At that moment travel and tourism employed one of 15 workers worldwide. Nowadays this industry creates one of every 11 jobs in the world.

Thousands of people take a package holiday abroad, travel within their own countries, attend international conferences, go on business, etc. All these travellers require an army of people to service their needs.

There are jobs in tourism for young and old, male and female, school leavers and university graduates, people of all nationalities. The range of jobs is very wide, from unskilled, like a dish washer in a restaurant, to semi-skilled, like a waiter or a chambermaid, to skilled, like a travel agent or a tour operator.

The ability to solve practical problems knows no limits of age, nationality, sex or background. It is one of the few industries where sex discrimination is minimal. Many heads of companies are women particularly in conference organizing.

Everyone involved with the travel industry agrees that personality is more important in this sector than in most others, and in many cases even more important than qualifications and experience.

Knowledge of a foreign language is becoming more valued. Anyone who can demonstrate an ability to interpret the culture of foreign countries will have an advantage. For certain jobs a background in history, architecture or other professional qualifications is more useful than general tourism training.

A majority of the jobs in the tourist industry have one common feature: contact with the public. Anyone who has chosen a career in tourism should enjoy working with people.

There are many facilities for training in the tourist industry. Many hotel companies, airlines have training programmes and courses for those who is eager to work in tourism. No matter what aspect of the industry a person may work in, the final result of the effort should be a satisfied customer who remembers his trip and his holiday with pleasure.

II. According to the text choose the correct item.

1. Tourism as one of the service industries employs a lot of people, so it is ...

- A the world's largest employee
- B labour-intensive

C labour effective

D labour efficient

2. What is the range of jobs in tourism?

A from the unskilled, the semi-skilled to the high skilled

B from the unskilled to the semi-skilled

C from the semi-skilled to the high-skilled

D from the unskilled to the high-skilled

3. Everyone in tourism agrees that ... is more important in this sector than in most others. A qualification

B experience

C special education

D personality

4. What is common to a majority of jobs in the tourism industry?

A career

B training

C contact with people

D knowledge of a foreign language

5. The final result of the tourism employee's effort should be ...

A a complaining customer

B a satisfied customer

C a pleasant customer

D a smiling customer

III. Find in the text answers to these questions.

- 1. Why is tourism labour-intensive?
- 2. What is the range of jobs in tourism?
- 3. What personal qualities are very important for those working in the tourism industry?
- 4. What qualifications are needed for some jobs in tourism?
- 5. What is common feature of a majority of the jobs in the tourism industry?
- 6. What result must each person working in tourism seek for?

IV. Read the passages about six people talking about their jobs. Match the people to their job titles.

- a. Product Manager
- b. Trainee Hotel Manager
- c. Conference Coordinator
- d. Travel Consultant
- e. Cabin Attendant
- f. Business Travel Consultant

1. I've been working in the local office of a major travel agency group in the US for the last three years. I have to try to find corporate clients who will regularly use us when their personnel has to come for a meeting or a conference or a negotiation – something like that. It's a pretty competitive market because when a company is going through a bad patch then travel is often one of the first things that gets cut. So we try to include a number of incentives, but of course that cuts our own profit margins.

2. I'm on a programme where every month or so I change departments, so I started off in the restaurant and then spent some time in the kitchen and went into the reception and at the moment I'm working in one of the offices and learning accountancy and financial management, and then, at the end of that I hope I'll get a job in a position of responsibility either generally or in a particular department.

3. I basically have to be friendly to passengers, make sure everyone is in the right seat, then show them the safety procedures and serve drinks and a snack. It's not easy to combine this job with a social life because I'm frequently away from home. This week we're stopping over in Dubai so we won't be back for another couple of days. But I enjoy the contact with people and we're part of a good team.

4. I have a checklist of points which I go over beforehand to make sure that everything is ready. I check that the equipment is in the right place and in working order, that all the catering has been looked after, the hotel reservations have been made and things like that. Then when people arrive I welcome them and give them their badges and information folders. Next week we're having a big do with about 600 participants.

5. I have to deal with the public and take their bookings for flights, hotels, tours, car hire and that sort of things. It's quite hard work and the basic salary isn't brilliant, but I get a performance-related bonus and commission so I don't do too badly. I'm doing a training course

at the moment because I'd like to specialize in incentive travel. In fact, I have an interview next week.

6. What I have to do is to plan ahead so that in two or three years' time we have another destination or resort to offer in the catalogue. This means that I have to visit and travel around the region, contract with hoteliers and service providers and so on. Obviously, I have to deal with a lot of money matters and negotiate terms and conditions. At the moment we're thinking of opening up a resort in Albania.

V. Answer the questions to the passages in pair.

- A 1. How long has the business travel consultant been working for the travel agency?
- 2. What is her main job task?
- 3. Why is this market highly competitive?
- 4. Why do they have to cut their own profit margins?
- B 1. What kind of training programme is there for hotel managers?
- 2. What is he doing at the moment?
- 3. What job does he hope to get in future?
- C 1. What are the main job duties of a cabin attendant?
- 2. What qualities does she need for her job?
- 3. What are the disadvantages of the job?
- 4. What does she enjoy about her job?
- D 1. What is the conference coordinator responsible for?
- 3. How does she manage to arrange everything?
- E 1. What does the job of a travel consultant involve?
- 2. What kind of job is that? Is it well-paid?
- 3. What does he want to specialize in?
- F 1. What does the job of a product manager involve?
- 2. What kind of matters does he deal with?
- 3. What are his plans at the moment?

VI. Decode the anagram adjectives to find words used to describe personality.

- 1. Mr. Thomas has a reputation for being very **ricesen**. However, people don't always appreciate hearing the truth.
- 2. If you could be a little more **cultunap** in the future, our meetings could start on time for a change.
- 3. She's extremely **blareeli**. I wouldn't hesitate to give her more responsibility.
- 4. A good host should always be **utocusero** and serve his guests first.
- 5. I'm not terribly **carticlap**, I'm afraid. I can't even fix a plug when it goes wrong.
- 6. You have to be **lebelfix** in this job because half of the year we work shifts.
- 7. I'm really **suiteachtins** about my new job. There are great opportunities for me.
- 8. People who are **usitomabi** will get promotion more easily.
- 9. To get the work done in time you'll need to be very **nicefitfe**.
- 10. She is very **nitfecnod** that she's able to get the work done in time without any problems.

UNIT 7. TYPES OF TOURISM

I. Read and translate the text.

adventure tourism hitch-hiking special interest tourism gambling fascinating surroundings disabled people to keep physically fit to attend a convention convention tourism incentive tourism to cover expenses familiarization tourism *Essential vocabulary* пригодницький туризм туризм автостопом спеціалізований туризм азартні ігри чарівне оточення люди з фізичними вадами підтримувати фізичну форму брати участь у конгресі конгресний туризм заохочувальний туризм

Types of Tourism

There are many types of tourism nowadays. They depend on the purposes of travellers. They are international and domestic tourism, inbound and outbound, recreational and business, etc. Tourism is not only pleasure. The more purposes travellers may have, the more types of tourism there will be. The various purposes of travel are holidays, business, health, study, sports and many others. So, there are such types of tourism as cultural and educational, ecological and adventure, hiking and hitch-hiking, pilgrimage and special-interest tourism, health and sports, holiday and resort tourism and others.

What is a special-interest tourism? As a matter of fact, there are a great deal of specialinterest holidays popular with tourists connected with their hobbies, for example, cookery and birdwatching, gambling and painting, motor racing and horse riding, botany and survival. It may be an adventure holiday somewhere on an uninhabited island or there may be fascinating tours where travellers will watch exotic birds and plants in natural surroundings.

Some of the new types that will continue developing in future are third-age and fourth-age tourism. The third-age tourism concerns retired people. The fourth-age tourism involves disable people.

What is leisure tourism? It is also called pleasure or holiday tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation. So this kind of travellers go to sea resorts or holiday camps, stay at resort hotels. They enjoy organized entertainment and sport. A resort hotel usually offers tours and visits to different tourist attractions: local sights, amusement or theme parks.

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water. Within sports tourism there is water tourism, mountain tourism and mountaineering, skiing, etc.

Business tourism is a travel for business purposes. Businessmen and government officials travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar. Business travellers often travel to attend an international exhibition or a trade fair. There are tourist companies that provide

business services: they collect information on markets and trade partners, arrange negotiations, propose secretarial services and so on.

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses. On the one hand, the company does it as a reward to a person for his successful work. On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company. Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe.

Familiarization tourism (FAM) means that a business company sends its staff on educational tours to its branches or other business companies in other cities or countries. The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. If a travel agency sends its travel clerks on FAM tours, the clerks will get familiar with local facilities, hotels, restaurants, and attractions. They will study a tour operator's or a local travel agency's practice. When the clerks return home, they will know what to offer and what to explain to their customers about the destination. FAM tourism is very popular and will become even more popular in future (Internet resources).

II. Give Ukrainian equivalents to the following:

the various purposes of travel as a matter of fact to be popular with tourists – horse-riding - uninhabited island – third-age (fourth-age) tourism – to involve disabled people – to travel on a FAM tour – to enjoy organized entertainment – local sights - to exercise – government officials – trade fair – to arrange negotiations – to bring profit to the company –

III. Mark the following statements as True or False.

- 1. The more purposes travelers may have, the more types of tourism there will be.
- 2. Special-interest tourism is actually connected with tourist's job.
- 3. New types of tourism just third-age and fourth-age tourism will continue developing in the distant future.
- 4. On recreation tour tourists go to sea resorts or holiday camps, stay at resort hotels.
- 5. The purpose of a sporting tour is to go in for water, mountain kinds of sports.
- 6. There are special tourist companies that provide business services.

IV. Answer the questions to the text

- 1. What do the types of tourism depend on?
- 2. What purposes of travel can you mention?
- 3. What is a special-interest tourism?
- 4. What do you know about pleasure or holiday tourism?

- 5. Sports tourism is a type of active holiday, isn't it?
- 6. What services are provided by tourist companies for their business clients?
- 7. When and where did incentive tourism emerge?
- 8. What is FAM tourism?
- 9. Why is FAM tourism becoming so popular?

V. Write questions to the answers.

1. There are many types of tourism, nowadays such as cultural, educational, ecological, adventure, business, etc.

2. The third-age tourism concerns retired people and the fourth-age tourism involves disabled people.

3. Leisure tourism is also called pleasure or holiday tourism.

4. The purpose of a sporting tour is to exercise and to keep physically fit.

5. Businessmen and governmental officials travel on different missions, e. g., to attend a convention, to visit an international exhibition or trade fair.

6. The company hopes that the employee will work even better in future and bring profit to the company after his incentive tour.

7. When the clerks return home after their FAM tour they know what to offer and what to explain to their customers about the destination.

VI. Give definitions to the following terms. Do it as in the example: E. g. Special-interest tourism is a type of tourism which involves journeys for people who share the same hobby.

Leisure tourism is a type of tourism which involves ...

Sports tourism is a type of tourism which ...

Incentive tourism is a type of tourism ...

Convention tourism is ...

Third-age tourism ...

Fourth-age tourism ...

Familiarization tourism ...

VII. Find the English equivalents to the following word combinations:

різноманітні туристичні атракції

взяти участь у роботі конференції чи семінару

підготувати переговори

службовець, працівник, який працює за наймом

приносити користь, прибуток

автоперегони

відвідувати міжнародні виставки та ярмарки

запропонувати послуги секретаря

залежати від мети подорожі

розваги, веселощі

з одного боку, з іншого боку

тур на виживання

велика кількість спеціалізованих турі

UNIT 8. HOTELS OF THE WORLD

I. Reading. Read the following text

Essential vocabulary

curving bridge – криволінійний міст elaborate – вигадливий, гарно спланований dhow – однощоглове арабське каботажне судно vessel – корабель, судно mast - щогла atrium – атріум, 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

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 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.

11. Muich a word with its definition	n
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

II. Match a word with its definition

III. 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.

Text 2

I. Read and translate the text. Pay attention to the pre-text words.

	<i>v</i> 1
high-speed	високошвидкісний
broadband	широкосмуговий
wireless	бездротовий
unique	унікальний, особливий
take responsibility for	брати відповідальність за
check-in	заїжджати до готелю, реєструватися
check-out	від`їжджати з готелю
round-the-clock	цілодобово
butler	дворецький

ST REGIS

The St Regis is a five-star hotel in Shanghai, just 35 minutes from the city's new international airport (distance: less than 20km). It is in the Pudong area, one of the most dynamic financial and commercial centres in the world. But for the business traveller interested in culture and history, there are also many attractions, such as the Jade Buddha Temple and traditional Chinese gardens. St Regis has 328 luxurious rooms. Each room offers 10 voicemail, free access to high-speed broadband and wireless Internet connection, as well as in-room movies, a CD and video library and flat-screen TV. A unique feature of the hotel is that each guest can enjoy the services of a personal assistant called the St 15 Regis Butler. The butler takes full responsibility for your comfort from check-in till check-out and can also help you with the organization of your business meetings. There is also a sauna, a fitness centre, a tennis court, an indoor swimming pool and a spa where you can 20 relax. On the top floor, the award-winning Italian restaurant offers fantastic panoramic views of the city. There are two other restaurants: one is authentic Chinese and the other offers a wide variety of 25 international dishes. St Regis has a round-the-clock business centre and 13 meeting rooms with multimedia equipment and space for up to 880 people.

II. Answer the following questions:

How far is it from the airport to the hotel? How long does it take to travel from the airport to the hotel? How many rooms does St Regis have? What does each room provide? Which is the unique feature of the hotel? What else can you find at the hotel? What does the hotel offer for business meetings?

III. Match the words on the left (1-8) with the words on the right (a-h) to make word partnerships from the text.

1 voice	a) centre
2 meeting	b) library
3 fitness	c) swimming pool
4 Internet	d) views
5 personal	e) mail
6 indoor	f) assistant
7 panoramic	g) room
8 video	h) connect

IV. You are a manager of the LUXE hotel and you have received the letter of complaint from a regular customer of your hotel chain which is given below. Write an answer. Remember to use formal style and appropriate constructions making your language more polite.

Dear Mr. ***,

My husband and I recently got married and stayed at the LUXE hotel on our way back from our honeymoon. We were traveling from Palm Beach. In the past, I have had positive experiences when staying at the LUXE hotels, however, this time we had an unpleasant experience. When we got to our room, we noticed that the air conditioner was not properly cooling the room. We called the front desk staff. She was very impolite and said, "We'll get to it when we can." We never had anyone check it out, and were not offered a new room. We were very hot, but managed to sleep okay. Also, we were very disappointed with the breakfast the next morning. The bacon was very greasy and cold. There was no sugar for the coffee. I am writing you this letter, Mr. ***, to let you know of the poor service at your hotel. I am giving you a chance to provide a refund. I would like to hear your side of the story, and allow a chance for you to comment, before posting a review on-line. I have enclosed a copy of our receipt. You may call me at +** *** 07 -07-007, or email me at annajones@gmail.com.

Thank you. Respectfully, Anna Jone

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Навчальне видання

АНГЛІЙСЬКА МОВА

Методичні рекомендації

Укладач: Глумакова Оксана Ігорівна

Формат 60х84 1/16. Ум. друк. арк. 2,8 Тираж 50 пр. Зам. №___

Надруковано у видавничому відділі Миколаївського національного аграрного університету 54020, м. Миколаїв, вул. Георгія Гонгадзе, 9

Свідоцтво суб'єкта видавничої справи ДК № 4490 від 20.02.2013 р.