

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЧЕРНІГІВСЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНОЛОГІЧНИЙ
УНІВЕРСИТЕТ**

ENGLISH FOR INTERNATIONAL TOURISM

*Методичні вказівки для практичних занять та самостійної роботи з
дисципліни «Іноземна мова професійного спрямування для міжнародного
туризму» для студентів IV курсу галузі знань
242 Туризм
освітньо-кваліфікаційний рівень бакалавр*

Обговорено і рекомендовано
на засіданні кафедри іноземних
мов
професійного спрямування
протокол №11 від 12.06.18

Чернігів 2018

English for international tourism *Методичні вказівки для практичних занять та самостійної роботи з дисципліни «Іноземна мова професійного спрямування для міжнародного туризму» для студентів IV курсу галузі знань 242 Туризм освітньо-кваліфікаційний рівень бакалавр* / уклад. О. В. Ніколаєнко, Т. О. Ушата. – Чернігів : ЧНТУ, 2018. – 88 с.

Укладачі: О. В. Ніколаєнко, старший викладач кафедри іноземних мов професійного спрямування,
Т. О. Ушата, старший викладач кафедри іноземних мов професійного спрямування

Відповідальна за випуск: Литвин С. В., кандидат педагогічних наук, доцент, завідувач кафедри іноземних мов професійного спрямування

Рецензент: Литвин С. В., кандидат педагогічних наук, доцент, завідувач кафедри іноземних мов професійного спрямування Чернігівського національного технологічного університету

ЗМІСТ

Вступ	4
Module 1	5
Module 2	12
Module 3	22
Supplementary texts for reading	28
Glossary	42
Grammar Practice	60
Рекомендована література	88

Вступ

Метою створення методичних вказівок є формування навичок професійного спілкування студентів на пряму підготовки 242 Туризм, освітньо-кваліфікаційного рівня бакалавр.

Зміст завдань, що поєднують в собі сучасні та традиційні методики, визначено згідно з навчальними потребами фахівців даної галузі. Розділи практикуму побудовано таким чином, щоб студент мав змогу зосередитися на таких видах діяльності як різнопланове читання, включаючи переглядове, вивчаюче, ознайомлююче та пошукове, виконання лексико-граматичних та письмових вправ, а також творчих завдань, що спрямовані на розвиток усного мовлення у професійному контексті. Велика кількість творчих завдань дозволяє розвивати аналітичне, критичне та творче мислення студентів. сприяє формуванню необхідних компетенцій та зміцненню конкурентоспроможності випускників на сучасному ринку праці. Практикум складається з чотирьох частин: 1) основна частина, що містить матеріали трьох тематичних модулів, 2) додаткові тексти для читання, 3) глосарій, 4) граматичний довідник, що містить стислий виклад теоретичного матеріалу та вправи на закріплення граматичних навичок.

Основна частина складається з трьох модулів, кожен з яких містить професійно орієнтовані тексти, завдання лексико-граматичної спрямованості, на перевірку розуміння текстів за змістом, а також завдання творчого характеру. Практикум також пропонує завдання на розуміння змісту основних навчальних текстів шляхом тлумачення відповідних термінів та вправи на переклад. Завдання мовленнєвого спрямування дозволяють перевірити загальне розуміння прочитаного, закріпити набуті лексичні навички.

Завдання, що містить практикум, спрямовані здійснювати контроль знань лексико-граматичного матеріалу, передбаченого діючою програмою навчальної дисципліни.

Module 1

Ecotourism

Task 1. Read the text carefully and translate the extract (Perfect ecotourism ... is causing controversy.) in writing.

What's ecotourism?

As more and more people travel for pleasure, often to the same destinations, there is increasing pressure not only on the cultural integrity of local populations but also on the fragile ecological balance of parts of our planet. Today's mass tourism poses real problems to the environment.

The term "ecotourism" appeared in the late 1980s. Ecological tourism came of age in 2002, when the United Nations celebrated the "International Year of Ecotourism". Ecotourism is environmentally responsible travel to relatively undisturbed areas, to appreciate nature and culture and to become aware of the need for preserving nature and culture. Ecotourism should have low impact and should contribute to the well-being of local populations.

Of course, the goal of a holiday is to have a good time. But if it's guilt-free, it is even better. All tourist activities should be practiced taking into consideration ecological problems. Touring a country or an area, tourists can find out what species are endangered there and why, what organizations work to preserve these species, what organizations help people to plant trees to fight pollution, to prevent soil erosion, or to add oxygen to the earth's atmosphere, what is done to protect the environment, to use recycled materials, to save water, air, and soil, etc. Tourists must feel themselves as part of a balanced ecosystem and be ready to protect the environment.

A tour operator should give a tourist some instructions on how to behave and what to do to preserve the cultures and places they are visiting. It means, for example, when visiting a protected area like the Antarctic, the people must respect the rules and not damage fragile plants or go too near the penguins. Also on an adventure holiday no detergents should be used in springs, and no rubbish should be left behind the camp. The key factor in minimizing damage through tourism is to keep groups to a manageable size so that their behavior can be controlled. For example, thirty on a safari is an absolute maximum.

Perfect ecotourism, however, probably doesn't exist. But many tourist companies are making an effort to ensure that the benefits of their holidays -both to local people and the area visited - outweigh their negative impact. The number of travel companies, for instance, that use local transport and local hotels, is growing now. Some have been able to prove economic benefits, too. More than 5.5 million people worldwide, for example, go whale-watching annually and that provides a better income than hunting them. Most ecotourists come from the United States, Europe, Canada and Australia. Ecotourism is supported by the government in such countries as Costa Rica and Australia. Currently there are various moves to create national and international Ecotourism certification programs, although the process is causing controversy.

The Association of Independent Tour Operators plays a special role in the tourist industry. The Association of Independent Tour Operators (AITO) represents the smaller holiday companies that are eco-friendly. AITO operators organize beach cleanings. They support charities at their destinations, in order to teach local children the importance of keeping their part of the world free from rubbish - both for the good of wildlife and for the commercial benefits it can bring to their home village or town.

Since 1991, AITO has been publishing Responsible Tourism Guidelines, a free directory of companies, which provide eco - friendly trips. AITO encourages the tour operators to have an environmental policy and to consider the impact on the environment of everything they do.

Task 2. Decide if the following statements are true or false.

1. Now environment is in great danger because of mass tourism.
2. The aim of ecotourism is to minimize the negative impact of tourism.
3. The word "ecotourism" appeared in 2002.
4. The Association of Independent Tour Operators represents the biggest eco-friendly holiday companies.
5. Each year more than 5.5 million people worldwide go whale-watching.
6. Most ecotourists come from Australia.
7. On a camping holiday you should not use detergents in springs and streams.

Task 3. Answer the following questions on the text:

1. What year was announced as "The International Year of Ecotourism"?
2. How can ecotourism be defined?
3. What is the goal of any holiday?
4. How can a tourist make their holiday guilt-free?
5. In what countries is ecotourism supported by the government?
6. What is the AITO? How does it encourage tour operators to be eco-friendly?
7. What information do Responsible Tourism Guidelines contain?

Task 4. Look at the following words in the text and explain them in English.

Ecological tourism, to come of age, to aim at, to become aware, to preserve, community, to take into consideration, species, to endanger, soil erosion, an adventure holiday, to detract from, to make an effort, to cause controversy, in order to, for the good of, to be eco-friendly.

Task 5.

A) Give names to the following definitions:

- 1) person or animal living in a place;
- 2) waste material; litter; trash;
- 3) synthetic cleansing agent used with water;
- 4) great variety of species;

- 5) tourist who takes care of environment;
- 6) natural home of an animal or plant;
- 7) large thick-skinned mammal with usually one horn on its nose;
- 8) medicine concerned with the diseases and injuries of animals;
- 9) very large marine mammal with a streamlined body and horizontal tail.

B) Find an odd word:

- 1) conservation, preservation, damage, to save, to prevent, to protect;
- 2) to provide, to support, to keep, to balance, to share, to control;
- 3) income, benefit, promotion, economic, commercial, sensitive;
- 4) rubbish, waste, litter, trash, pollution, garbage;
- 5) biodiversity, species, wildlife, ecotourism, ecosystem, environment;
- 6) trip, to tour, ecotourist, destination, tour operator, eco-friendly.

Task 6. Complete the following text with the words below. Put only one word in each gap.

Agritourism is a style of __ (1) __ in which hospitality is offered on __ (2) __. This may include the opportunity to help with farming tasks during the visit. Agritourism is often practised in wine growing regions such as __ (3) __ and Spain.

Agritourism is often used as a means to support a local agricultural economy when local producers are no longer economically __ (4) __. An example of an __ (5) __ enterprise can be found in Lansing, New York at Indian Chimney Farm, where alpaca, horses, goats, gardens, and __ (6) __ are available for farm tours. Indian Chimney farm is a unique agritourism __ (7) __ close to Ithaca, NY. Their gift shop specializes in quality alpaca yarn, clothing, locally produced crafts and __ (8) __.

farms, bee hives, France, gifts, agritourism, competitive, vacation, destination

Task 7. Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary	Definition
1. a water sprinkler	a) an improvement or help you get from something
2. a restaurant chain	b) products created by hand in a skilful way
3. handicrafts	c) a device that sprays water on plants
4. sustainable	d) a person who is responsible for a place and who makes sure visitors obey the rules
5. nature reserve	e) without causing damage to the environment
6. a benefit	f) plants and animals growing in natural conditions
7. wildlife	g) an area where plants and animals are protected
8. warden	h) a number of restaurants that are managed by the same company

Ecotourism

Imagine the scene. You're sitting in the hot sunshine beside the swimming pool of your international luxury hotel, drinking your imported gin and tonic. In front of you

is the beach, reserved for hotel guests, with motor boats for hire. Behind you is an 18-hole golf course, which was cleared from the native forest and is kept green by hundreds of water sprinklers. Around the hotel are familiar international restaurant chains and the same shops that you have at home. You've seen some local people – some of them sell local handicrafts outside the hotel. You bought a small wooden statue and after arguing for half an hour you only paid a quarter of what the man was asking. Really cheap! Is this your idea of heaven or would you prefer something different? 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. But what is ecotourism? There are lots of 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:

1. conserve the wildlife and culture of the area
2. benefit the local people and involve the local community
3. be sustainable, that is, make a profit without destroying natural resources
4. provide an experience that tourists want to pay for.

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

- Be prepared. 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.
- Have respect for the local culture. Wear clothes that will not offend people. Always ask permission before you take a photograph. Remember that you are a visitor.
- Don't waste resources. If the area doesn't have much water, don't take two showers every day.
- Remember the phrase 'Leave nothing behind except your 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 from endangered animals or plants.
- Walk or use other non-polluting forms of transport whenever you can.

- Be flexible and keep a sense of humour when things go wrong.
- Stay in local hotels and eat in local restaurants.
- Buy local products whenever possible and pay a fair price for what you buy.

Choose your holiday carefully. 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 says that one return flight from London to Miami puts as much carbon dioxide into the atmosphere as the average British car driver produces in a year. So don't forget that you don't have to fly to exotic locations for your 'eco' holiday. There are probably places of natural beauty and interest in your own country that you've never visited.

Task 8. Decide if the following statements are true or false.

1. Ideally, a holiday in line with the principles of ecotourism is sustainable.
2. Holidays that follow the principles of ecotourism are better for the local people, but not as memorable for the consumers.
3. Ecotourism is not just better for the local people, it's also cheaper for the consumer.
4. Chain restaurants and hotels are generally not compatible with ecotourism.
5. The principles of ecotourism include even the kinds of clothes we wear.
6. Choosing holiday destinations that don't require air travel can be an important part of ecotourism.

Task 9. Read the responsible tourists' code of behavior and comment on how important it is to follow each point. Give reasons.

Behaviour of a Responsible Tourist (Tourists' Code of Behaviour)

1. Travel in a spirit of humility and with a genuine desire to learn more about the people of the host country.
2. Be sensitively aware of the feelings of other people, thus preventing what might be offensive behavior on your part. This applies very much to photography.
3. Cultivate the habit of listening and observing, rather than merely hearing and seeing.
4. Realise that often the people in the country you visit have time concepts and thought patterns different from your own; this does not make them inferior, only different.
5. Instead of looking for that "beach paradise", discover the enrichment of seeing a different way of life, through other eyes.
6. Acquaint yourself with local customs - people will be happy to help you.
7. Remember that you are only one of the thousands of tourists visiting this country and do not expect special privileges.

Task 10. Read the following checklist of the environmental impacts caused by tourism, analyze them and suggest the proper way of organizing tourism in a destination in order to avoid the harmful impacts.

Green's checklist of the environmental impacts caused by tourism.

The Natural Environment

(a) Changes in floral and faunal species composition

- Disruption of breeding habits
- Killing of animals through hunting
- Killing of animals in order to supply goods for the souvenir trade
- Inward or outward migration of animals
- Destruction of vegetation through the gathering of wood or plants
- Change in extent and/or nature of vegetation cover through clearance or planting to accommodate tourism facilities
- Creation of a wildlife reserve/sanctuary

(b) Pollution

- Water pollution through discharges of sewage, spillage of oil/petrol
- Air pollution from vehicle emissions
- Noise pollution from tourist transportation and activities

(c) Erosion

- Compaction of soils causing increased surface run-off and erosion
- Change in risk of occurrence of land slips/slides
- Change in risk of avalanche occurrence
- Damage to geological features (e.g. tors, caves)
- Damage to river banks

(d) Natural resources

- Depletion of ground and surface water supplies
- Depletion of fossil fuels to generate energy for tourist activity
- Change in risk of occurrence of fire

(e) Visual impact

- Facilities (e.g. buildings, chairlifts, car parks)
- Litter

The Built Environment

(a) Urban environment

- Land taken out of primary production
- Change of hydrological patterns

(b) Visual impact

- Growth of the built-up area
- New architectural styles
- People and belongings

(c) Infrastructure

- Overload of infrastructure (roads, railways, car-parking, electricity grid, communications systems, waste disposal, and water supply)
- Provision of new infrastructure
- Environmental management to adapt areas for tourist use

(d) Urban form

- Changes in residential, retail or industrial land uses (move from houses to hotels/boarding houses)

- Changes to the urban fabrics (e.g. roads, pavements)

Emergence of contrasts between urban areas developed for the tourist population and those for the host population

(e) Restoration

- Re-use of disused buildings
- Restoration and preservation of historic buildings and sites
- Restoration of derelict buildings as second homes

(f) Competition

- Possible decline of tourist attractions or regions because of the opening of other attractions or a change in tourist habits and preferences

Module 2

Safety and Security in Tourism

Task 1. Imagine that you are going to travel abroad for the first time. You are a bit nervous. A friend of yours is going to help you. He brings you some tips. Read these notes and comment on them.

Travel safety tips for students

1. Leave copies of your itinerary and passport or visa papers with people at home, so you can be easily contacted.
2. Make sure your insurance covers you while on vacation.
3. Do not leave your belongings unattended or accept packages from strangers.
4. Avoid using illicit drugs or drinking excessive amounts of alcohol.
5. Avoid wearing expensive clothing or jewelry and carrying extra cash or credit cards.
6. Only deal with authorized agents when exchanging money.
7. Familiarize yourself with laws and customs of countries you are visiting. Remember, when in another country you are subject to their laws.
8. Make sure you have a signed and valid passport. Be sure to fill out the emergency information section of the document.
9. Read travel warnings and public announcements for countries you plan to visit.
10. Have fun!

Task 2.

What has gone wrong?

Look at the situations and what the people are saying on the next two pages, and decide what has happened in each case. Complete each situation with an appropriate word from the first box. You do not need all of the words in the box.

- broken	- killed	- re-routed
- bumped	- lost	- robbed
- burnt	- misinformed	- run over / knocked down (by a car)
- cancelled	- mugged	- short-changed
- damaged	- opened	- stolen
- delayed	- overcharged	- undercharged
- diverted	- overcooked	- undercooked
- double-booked	- poisoned	

Situation 1: A customer in a restaurant is talking to a waiter:

"I asked for it to be well-done, but this is rare. In fact, it's almost raw!"

His food has been _____.

Situation 2: The same customer is talking to the waiter again:

"I think there's a mistake on my bill. I didn't order half of these things".

He has been _____.

Situation 3: An airline passenger is at the airport:

"We were supposed to take off an hour ago. I keep checking the boards for information, but all it says is 'Wait in lounge'."

Her flight has been _____.

Situation 4: An airline passenger is talking to a member of the airline's ground-crew staff:

"Look, I've got two baggage checks, so where's my second item? I've been waiting here for half an hour and it hasn't come through on the luggage carousel."

Some of his luggage has been _____.

Situation 5: A tourist is talking to a police officer:

"I was walking back to my hotel when someone hit me on the head and stole my wallet"

The tourist has been _____ .

Situation 6: A hotel receptionist is talking to a customer.

"I'm sorry, madam, I don't know how it happened, but it looks like the room you reserved has been given to someone else".

The customer's room has been _____.

Situation 7: A train passenger is complaining to a member of railway staff.

"Your ticket booking office told me that the train leaves at nine o'clock every morning, but when I got to the station, I discovered it leaves at half past eight".

The passenger has been _____.

Situation 8: An airline passenger is calling her family from an aircraft phone.

"We can't land at O'Hare because of the snow, so they're flying us on to Des Moines and then putting us on a bus".

The passenger's flight has been _____ because of bad weather.

Situation 9: A passenger in a taxi is complaining to the driver.

"According to your meter, the fare from the airport is €18. I gave you a €50 note, and you've only given me €20 back."

The taxi driver has _____ his passenger.

Situation 10: A woman is at the doctor.

"I'm getting continual stomach cramps, I've got awful diarrhoea and I can't stop vomiting. It must have been the shellfish I had for dinner last night. I thought it tasted strange"

The woman has been _____ by eating bad seafood.

Situation 11: A customer in a bar is talking to the barman.

"I only put the mobile down on the table for a few moments, and when I next looked it had gone. Are you sure you didn't see anything?"

The customer's mobile phone has (probably) been _____.

Situation 12: A man is at the chemist.

"I didn't realise how strong the sun was. I fell asleep, and when I woke up I was red and sore from head to toe. Can you give me something to help it?"

He has been _____ by the sun.

Situation 13: A hotel guest is talking to the hotel manager.

"When I got back to my room, I discovered that my safe had been broken into, and my passport and money stolen".

The guest's hotel room has been _____.

Situation 14: A hotel guest is complaining to the hotel's laundry manager.

"This suit was in perfect condition when I gave it to you to be washed. Now there are three buttons missing and a large tear in one of the jacket sleeves".

The guest's suit has been _____.

Situation 15: An airline passenger is talking to the check-in assistant.

"I have a valid ticket for this flight, and I'm in plenty of time to check in, so why are you telling me there are no seats available?"

The passenger has been _____ by the airline.

Task 3. Match the words and word-combinations on the left with their Ukrainian equivalents on the right.

- | | |
|-------------------|----------------------------------|
| 1) safety | a) страхування |
| 2) security | b) шахрайство |
| 3) surety | c) обмежувати |
| 4) threat | d) руйнування, спустошення |
| 5) patrimony | e) захищеність |
| 6) uninjured | f) погіршення |
| 7) loss | g) ймовірність |
| 8) consequences | h) неушкоджений |
| 9) mishap | i) гарантія, записка, надійність |
| 10) insurance | j) помилка |
| 11) probability | k) наслідки |
| 12) crime | l) запевняти, гарантувати |
| 13) protection | m) невдача, нещасний випадок |
| 14) fraud | n) образа, погане поводження |
| 15) abuse | o) безпека |
| 16) to restrict | p) захист |
| 17) to assure | q) втрата |
| 18) havoc | r) загроза |
| 19) lapse | s) злочин |
| 20) deterioration | t) спадщина |

Task 4. Read and translate the text.

Safety comes first

“Safety isn't expensive. It's priceless”, said some wise and witty man. In tourism, safety is one of the first things to consider. For many countries, tourism is considered as having a great economic importance, with quite a large share in the country's GDP. Hence, the number of foreign tourists is highly important. But worldwide, the threats and dangers are more frequent, and consequently tourists are becoming more aware of the necessity of a safe destination. Foreign tourists are educated in the spirit of tourist safety, and when choosing a particular destination, this aspect is of utmost importance. The image of the country or any tourist destination depends on the quality of the tourist products, which include not only the natural and cultural patrimony or the economic environment, but also the social and political climate, state order and citizens' safety. A country with a good image for safe tourism can use it as a competitive advantage and attract different segments of the international tourism market.

Regular tourists, in turn, would definitely mention how much safety contributes to the trip's enjoyment, and how important it is to come back home uninjured and without any losses.

Although many disciplines make a clear distinction between security and safety, tourism scientists and professionals do not. Security is often seen as protection against a person or thing that seeks to do harm to another one. Safety is often defined as protecting people against unintended consequences of an involuntary nature. For example, a case of arson is a security issue while a spontaneous fire is a safety issue. In the case of the travel and tourism industry, both a safety and a security mishap can destroy not only a vacation but also the industry. It is for this reason that the two are combined into the term "tourism surety." Tourism surety is the point where safety, security, reputation, and economic viability meet. While we use terms such as tourism safety, security or surety, in reality there is no such thing as total travel (tourism) security/safety. No person or agency can ever guarantee one hundred percent security. This is another reason why the term "surety" (a term borrowed from the insurance industry) is now used. Surety refers to a lowering of the probability that a negative event will occur.

Many communities have established special police units to aid in the tourism industry. The most common term to describe these units is "TOPs". TOPs stands for *tourism oriented policing services*.

Students of tourism surety divide the field into six component parts or challenges. These challenges are:

- Visitor Protection. Tourism surety assumes that security professionals and police will need to know how to protect visitors from locals who might seek to do them harm, from other visitors who may be in transit for the purpose of committing crime, and less than honest staff members. Finally, tourism surety seeks to protect the visitor from tourism professionals who may be willing to commit fraud or sell them a product that is defective.
- Protection of Staff. A tourism industry that does not care about its staff cannot long survive. The second aspect of a tourism surety program is to find ways to assure that

honest staff members can work in an environment that is crime free and not hostile. Tourism is a high-pressured industry and it is all too easily for staff members to be abused.

- **Site Protection.** It is the responsibility of tourism surety specialists to protect tourism sites. The term site can mean anything from a place of lodging to an attraction site. While in an age of terrorism there are people whose purpose it is to destroy or harm a specific site; site protection must also take into account the careless traveller. Often, vacationers simply forget to care for furniture, appliances or equipment. Tourism surety then also takes into account the needs of cleaning staffs and hotel engineers and seeks to assure that site environment is both attractive and as secure/safe as possible.

- **Ecological and Health Management.** Closely related to and yet distinct from site security is the protection of the area's ecology. No tourism entity lives in a vacuum. The care of a locale's streets, lawns, and internal environment has a major impact on tourism surety. Ecology, however, should not only be restricted to the physical; it also involves the cultural ecology. It behooves specialists in tourism surety to protect the cultural ecology of an area. Strong cultures tend to produce safe places. On the other hand, when cultures tend to die, crime levels may tend to rise. Protecting the cultural ecology along with the physical ecology of a locale is a major preventative step that tourism surety professionals can do to lower crime rates and to assure a safer and more secure environment.

- **Economic Protection.** Tourism is a major generator of income on both national and local levels. As such it is open to attack from various sources. For example, terrorists may see a tourism site as an ideal opportunity to create economic havoc. Criminals do not wish to destroy a tourism locale, but rather view that locale as an ideal "fishing" ground from which to harvest an abundance of riches. Tourists and visitors do not distinguish between the treatment they are afforded by the local travel and tourism industry and by people living and working in the community. As such, law enforcement agents and tourism security professionals have a special role in protecting the economic viability of a locale.

- **Reputation Protection.** You only need to read the newspaper to note that crimes and acts of terrorism against tourism entities receive a great deal of media attention. The classical method of simply denying that there is a problem is no longer valid and is counterproductive to a tourism locale's best promotional efforts. When there is a lapse in tourism security, the effect is long term. Some of the consequences to a locale's reputation include the locale's moving from upper to lower class clientele, the need to drop prices, the general deterioration of the site, and the need for a major marketing effort to counteract the negative reputation.

A good tourism security program then is much more than simply hiring a few extra guards. While tourism surety programs do not promise that nothing can or will happen, they do lessen the risk of negative events and prepare a locale to minimize negative effects should an incident occur.

Task 5. Look through the text and find the English equivalents for:

безцінний	брати
надзвичайно / життєво важливий	місце подій, регіон
культурна спадщина	рівень злочинності
конкурентоспроможний	запобіжний крок
захищеність	безпечне середовище
підпал	ставлення
надійність	захист репутації
життєздатність	увага з боку засобів масової інформації
завдати шкоди	діючий, правомірний
вчинити злочин	зменшувати ризик

Task 6. Look through the whole text and give the Ukrainian equivalents for the following phrases:

threats and dangers	hostile
to contribute	place of lodging
of an involuntary nature	careless traveller
unintended	vacationer
security mishap	economic havoc
tourism surety	a great deal of media attention
to commit fraud	counterproductive
visitor protection	promotional efforts
to survive	long term effect
crime free	to counteract

Task 7. Match the words on the right with the suitable words on the left.

- | | |
|--------------------|-----------------|
| 1) economic | a) ecology |
| 2) safe | b) consequences |
| 3) cultural | c) free |
| 4) competitive | d) importance |
| 5) clear | e) industry |
| 6) unintended | f) havoc |
| 7) involuntary | g) guards |
| 8) spontaneous | h) nature |
| 9) tourism | i) destination |
| 10) economic | j) surety |
| 11) insurance | k) protection |
| 12) crime | l) distinction |
| 13) high-pressured | m) industry |
| 14) careless | n) viability |
| 15) cultural | o) efforts |
| 16) preventative | p) advantage |

- | | |
|-----------------|--------------|
| 17) economic | q) traveller |
| 18) reputation | r) fire |
| 19) promotional | s) step |
| 20) extra | t) patrimony |

Task 8. Answer the following questions.

1. Why are tourists becoming more aware of the issues of safety and security?
2. What does the image of the country or any tourist destination depend on?
3. What is the difference between safety and security?
4. How can safety and security mishap influence the tourism industry?
5. What is tourism surety?
6. What are “TOPs”?
7. What are the threats that visitors can face?
8. What is done for staff protection?
9. What is meant by site protection?
10. What is the preventative step that surety professionals do to prevent crime?
11. What do criminals and terrorists wish while attacking the locales?
12. Why is it important to protect reputation?

Task 9. Decide if the following statements are true or false.

1. Safety is too expensive.
2. The number of tourists is reducing, because threats and dangers are more frequent nowadays.
3. The image of the country depends on promotional efforts.
4. Safety and security are synonymous issues.
5. All travel agencies must guarantee one hundred percent security to their clients.
6. Visitor protection assumes protecting visitors from each other.
7. A tourism industry does not care about its staff.
8. Tourism surety must assure that site environment is both attractive and safe.
9. Tourism professionals must take into account not only physical but also cultural ecology.
10. Criminals’ and terrorists’ aim is to destroy a tourism locale.
11. Crimes and acts of terrorism are widely reported in mass media.
12. A good tourism security program assumes simply hiring a few extra guards.

Task 10. Summarize the text in some 15 – 20 sentences and get ready to present your summary orally.

Task 11. Fill in the crossword puzzle. Read the word written vertically and say what comes to your mind when you read this word in the light of the topic studied.

1. the common opinion that people have about someone or something, a high opinion generally held about a person or thing; esteem;

2. the state of being protected or safe from harm, things done to make people or places safe;
3. the organized civil force of a state, concerned with maintenance of law and order, the detection and prevention of crime, etc.;
4. freedom from danger or risk of injury;
5. the possibility that something bad or harmful could happen;
6. not taking or showing enough care and attention;
7. to keep from happening, esp. by taking precautionary action;
8. an illegal or immoral activity prohibited and punished by law;
9. unfriendly or relating to an enemy;
10. the agreement in which you pay a company money and the company pays the cost if you have an accident, injury, or loss.

				1										
		2												
					3									
		4												
			5											
						6								
7														
				8										
					9									
					10									

Task 12.

Travel, health and safety

Use the words and expressions in the box to complete the sentences.

air sickness	first aid kit
altitude sickness	food poisoning
assembly point	health declaration form
carbon monoxide detectors	hygiene
contagious	immunization
deep vein thrombosis (DVT)	motion sickness
emergency exits	notifiable
fire alarm	safety announcement
fire blankets	safety card
fire doors	smoke detectors
fire extinguishers	upset stomach

1. All restaurant kitchens should have a _____ containing bandages and other emergency medical equipment. _____ should also be available to wrap around anyone who is engulfed by fire.
2. Walkers in the Himalayas often experience _____ because they are not used to being so high up.

3. If a guest discovers a fire, he / she should alert other guests and staff in the hotel by setting off the nearest _____ and then evacuating the building.
4. Airlines recommend that air passengers should take light exercise (for example, a walk) during long haul flights to avoid _____ .
5. Passengers on a commercial flight should listen carefully to the _____, read the _____ in the seat pocket in front of them, and make a note of where the _____ are, bearing in mind that the nearest one might be behind them.
6. An ill feeling caused by being in a moving vehicle is called _____ (it is also called _____ when travelling in an aircraft).
7. Hotels should ensure that _____ are kept closed but unlocked at all times.
8. _____ should be installed in corridors and in all rooms, and tested on a weekly basis. Their batteries should be changed every six months. Buildings that use gas heating or have gas boilers should also consider installing _____.
9. *E. coli* and *Salmonella* are just two of the bacteria that can cause very serious _____.
10. In the event of a fire, guests should leave their rooms immediately and go to the _____, which is in the hotel car park.
11. There are two _____ on each floor to use in the event of a fire. One of these contains carbon dioxide and one contains water.
12. Before travelling to some countries, it is necessary to receive _____ against some of the diseases you could catch.
13. Some countries require visitors to provide a _____ to show that they are free from illness and _____ diseases.
14. _____ diseases are dangerous diseases which have to be reported to a health authority when a patient is diagnosed.
15. Many travellers experience an _____ when they visit foreign countries, usually as a result of a change in diet, but sometimes as a result of poor _____ in restaurants.

Task 13. Imagine, that as a travel agency employee, you were asked to translate a 'safety tips for tourists' booklet into English. Here it is. Render the text into English.

- У перші дні відпочинку слід обмежувати час перебування на пляжі.
- У далекі країни не варто відправлятися на короткий термін (менше 10-12 днів), оскільки на вас чекає нелегка дорога та акліматизація. Від короткотривалого відпочинку ви більше втомитесь, аніж відпочинете.
- Якщо ви перебуваєте в лісі або в горах, не ходіть босоніж та без головних уборів. Не зривайте рослин, котрі вам не відомі, і не збирайте грибів, тим більше не варто вживати їх у їжу. Бережіться диких тварин, котрих також не варто годувати.
- Перед поїздкою необхідно заpastись потрібними вам ліками, оскільки за кордоном вони можуть бути значно дорожчими, або ви не зможете придбати їх без рецепту місцевого лікаря.

- Перед поїздкою до ряду азійських, латиноамериканських, африканських, острівних держав вам необхідно зробити щеплення, щоб запобігти тропічних та інших рідкісних хвороб.
- Для поїздок користуйтеся послугами таксі, але уникайте приватних перевізників. Якщо маєте намір взяти авто в оренду, ознайомтесь з правилами дорожнього руху в країні. Замикайте дверцята автомобіля, навіть якщо залишаєте його на короткий час, і не залишайте в ньому ніяких цінних речей.
- За кордоном завжди пам'ятайте про імовірність терористичних актів, бандитизму, хуліганства, шахрайства. У великих містах уникайте темних безлюдних вулиць. Ніколи не беріть участь у лотереях та азартних вуличних іграх.
- Для екстрених непередбачуваних випадків заздалегідь дізнайтесь телефони посольства та консульства своєї країни, поліції та швидкої допомоги.
- Гроші обмінюйте тільки в банках та спеціальних пунктах обміну валют.
- В готелі всі цінні речі та документи здайте у сейф.
- Уважно ознайомтесь зі своїм страховим медичним полісом, котрий зазвичай поширюється тільки на раптові захворювання і травми. Якщо ж під час подорожі виникне загострення хронічних хвороб, то всі витрати ви будете змушені взяти на себе.

Гарного вам відпочинку! Нехай природні катаклізми, людська злоба та хвороби не зіпсують вашої подорожі!

Module 3

Present, past, and future of tourism. New technologies in tourism development

Task 1. Read the text carefully and put the paragraphs in the correct order. Translate the whole text in writing.

Past, Present and Future of Tourism

- (1) The Industrial Revolution opened up tourism to the working classes. As a result of social and technological reforms a new middle class grew up, who could afford travel. Other phenomena that helped develop the tourist industry were paid holidays. The working British public was given leisure time at no financial loss. The development of railways and steamships made travelling cheaper, easier and more comfortable.
- (2) The World Tourism Organization forecasts that international tourism will continue growing at the average annual rate of 4 percent. By 2020 Europe will remain the most popular destination. Space tourism is expected to take off in the first quarter of the 21st century. As computer technologies advance, virtual tourism is likely to become extremely popular around 2010 – 2015.
- (3) The father of modern mass tourism is Thomas Cook who, on 5 July 1841, organised the first tourist excursion. He arranged the first trip by railway. Two years later he organised the first group tour by train. He provided tourists with meals and tickets for races. So it was the first package tour. In 1855 he organised the first overseas trip to Paris. Thomas Cook set up the first travel agency.
- (4) The appearance of motor-cars in the late 19th century and airplanes in the early 20th century changed travel crucially. Jet planes made air travel available to all people. The term “holiday” was adopted after the World War I. In recent years holidays or vacations have been becoming more popular as people have more disposable income. Typical holiday nowadays is a package tour to the mass tourist resort, a winter skiing vacation or a weekend break to a city or a national park. Although mass tourism is growing continuously, there have been a few temporary setbacks, because of terrorist threats to tourist destinations.
- (5) The next important factor in the history of travel was the Renaissance. In the 18th century the Grand Tour of Europe became a part of the upbringing educated and wealthy British gentlemen. Grand Tours were taken by young people to complete their education. They travelled all over Europe, but mainly to places of cultural interest, such as France, Italy, Holland, Belgium, and Luxembourg. In the late 18th century sea water gained a reputation for its medical properties, and as a result many British coastal fishing villages were transformed into fashionable resorts. It was in the 19th century when health and leisure tourism appeared.
- (6) The most important travellers were explorers. The voyages of discovery by Marco Polo in the 13th century, Christopher Columbus and Vasco de Gama in the 15th century, Magellan and Amerigo Vespucci in the 16th century and many other adventurers gave rise to European colonization of a big part of the world. A lot of people started travelling to the colonies: governors, merchants, missionaries, architects and teachers.
- (7) People started travelling long ago. The first travellers were nomads and pilgrims, merchants and traders. Waterways were the most important means of

travelling. The first travellers used boats and ferries on the water and horses and camels on the land. Travel in Egypt was for both business and pleasure. In ancient Greece people travelled mainly to visit religious festivals, sporting events, the Olympic Games, and the cities, especially Athens. Travel for business was less important as Greece was divided into city-states that were very independent. The Romans travelled to Greece, to Egypt, a site of the sphinxes and the pyramids, and to Asia Minor, the scene of the Trojan War.

Task 2. Answer the following questions on the text:

1. When did people start travelling?
2. Who were the first travellers? What means of transport did they use?
3. Who were the most important travellers? Name some of them.
4. Who took the Grand Tours of Europe?
5. Why is Thomas Cook considered to be the father of the mass tourism?
6. What role did the Industrial Revolution play in the development of tourism?
7. When was the term “holiday” adopted?
8. What are the typical holidays nowadays?
9. What destination will be the most popular by 2020?
10. What kinds of tourism will appear in the future?

Task 3. Cross out one odd term in each line:

- 1) pilgrim, nomad, explorer, adventurer, desert, trader, merchant;
- 2) motor-car, raft, boat, steamship, space, jet;
- 3) meals, means, arts, overseas, races, sports, sales;
- 4) leisure centre, resort, spa, travel destination, health resort, society.

Task 4. Match the words with their definitions:

1) a raft	a) a popular place for recreation and treatment
2) a merchant	b) a flat boat made of pieces of wood or logs tied together
3) a spa	c) a person who travels buying and selling goods
4) a steamship	d) a person who travels to an important religious place
5) wealthy	e) a large passenger boat powered by steam
6) a desert	f) a tour abroad
7) a resort	g) a vast dry area
8) a pilgrim	h) rich, well-off
9) an overseas trip	i) a water resort

Task 5. Fill in the gaps using the given words:

1. The only means of travelling in the early 19th century were trains and ____.
a) motor cars b) bicycles c) steamships d) jets
2. Thomas Cook arranged the first trip by ____ in 1841.
a) railway b) coach c) plane d) car
3. When the first ____ appeared, they changed travel crucially.

- a) jets b) travel agencies c) adventurers d) package tours
4. Marco Polo, Christopher Columbus and Magellan were the world famous ____.
- a) tour operators b) explorers c) nomads d) holidaymakers
5. Thomas Cook organised the first ____ in 1855 to Paris.
- a) overseas trip b) races c) voyage of discovery d) space holiday
6. The first travellers used simple boats on the water and ____ in the desert.
- a) rafts b) horses c) camels d) jeeps
7. During the first group tour Thomas Cook provided his tourists with meals and tickets for the ____.
- a) movie b) theatre c) races d) tennis tournament

Task 6. Read the text and summarize it in 10-12 sentences.

Technology Trends

Alongside, the tourism industry is also passing through an incessant process of metamorphosis. For instance, technology in tourism has become a force for radical business process reengineering. The importance of Information and Communication Technologies (ICT) as strategic, tactical, and operational tools for businesses in the new millennium, especially businesses that are in the services sector, is widely recognized. The transformation from most of the world's industrial economies into service economies has been effected by the applications ICT. Now that the dot-com boom and burst are over, realistic appraisals of the impact of technology and technological futures are being reworked in various quarters. The structure as well as the conduct of the tourism industry has been radically altered by ICT revolution.

The networked travel industry has been a very quick development and hence our knowledge about the new surroundings, the rules and exceptions of the game, are but scanty. Also, remarkable variation and fuzziness are visible while one looks at the few studies conducted in other sectors and geo-cultural regions. In the context of developing countries, there have been a lot of differences in the preparation of businesses to adopt the electronic platform across a number of variables. The larger question here is what prompts and what inhibits entrepreneurs and managers in their decision making to go electronic, which remains by and large an unexplored area.

World Tourism Organization has portrayed a vivid picture about the evolving scenario of e-tourism highlighting the following:

- Increased popularity and capabilities of the Internet for a wide spectrum of applications for electronic services in tourism, making distribution channels less dependent from traditional CRS/GDS of airlines;
- Internet and supporting services will significantly transform, if not eliminate, the role of traditional travel intermediaries (travel agents working on commission basis);
- Direct on-line bookings by customers will make up a significant market share by 2010 with access available to most of the population in industrialized countries;
- "Virtual tourists" will have an increasing demand for multi-media travel information;

- Interactive TV and mobile devices will increasingly be used for the distribution of tourism products and services;
- The majority of tourism organizations will also use Intranets;
- Various types of smart agents supporting both tourism suppliers and customers will emerge;
- Products and services will reach a much higher level of personalization together with a corresponding demand;
- The increasing share of economically rich ageing population in the industrialized countries will affect a higher demand for e-services related to foreign travel, particularly to long haul destinations and travel for culture purposes as well as eco-tourism;

- Further growth of “time poor” – “money rich” people will entail a high demand for short time holidays while, on the other hand, all-inclusive holidays will be demanded by a large number of people with needs for complete, unburdened relaxation and release from job pressures;
- Particular uses of electronic technology will include smart cards for a variety of functions, including the management of destination loyalty schemes (discounts in exchange for customer data and loyalty), bonus schemes for environment-protective behavior, etc.;
- Internet video telephony will allow customers to take test-drives for a particular destination by pictures from cameras placed at various sites in the holiday locality and transmitted via Internet;
- Ticketing automation (satellite ticket printers) will be widespread and e-ticketing including mobile phone based forms will make up a major portion of air travel as well as railway travel during the next decade;
- Efforts to build up central databases of traveler information will be continued for use to get extensive insight into individual preferences and behavioral patterns so that the information can be used for active marketing;
- Mobile city guides will be widespread and electronic brochures in the form of CD-ROMs will increasingly replace paper brochures;
- Tourism providers will more easily and more often form e-strategic partnerships, offering complementary products;
- Small and medium sized businesses will be forced to take a more strategic approach on doing business; new mediators on the market will assist in doing so;
- Tourism regions will increasingly have to employ extensive e-based branding and marketing strategies;

Forecasted change

INFORMATION TECHNOLOGY

The penetration of the internet - and its use for information and the purchasing of tourism products and services - will continue to increase.

Consequences for the tourism sector

1. The ready availability of tourist information on destinations and products, and increasingly sophisticated search engines to analyze such information will lend itself to comparison, and thus influence competition more intensively via

For tourism, the role of the internet - including new means of visual presentation - will increase still further, and will prove to be of the utmost importance in future.

‘grazing’.

2. Experienced tourists will increasingly put together their own holidays on a modular basis with direct bookings.

3. The role of travel agents will decrease, as full package tours are increasingly bought directly via the net.

4. Internet will transform the classical role of the National Tourism Organizations (NTOs) and Tourist Boards at an increasing speed - but will create a new role in e-marketing, including the application of Customer Relation Management (CRM) destination marketing.

5. Destination marketing (e.g. better branding with public support) will increase in importance as the source to stimulate website visits.

6. The availability of in-depth information on suppliers’ products, either on the destination site or accessible through links, will become of more importance as the basic precondition for the success of websites.

7. The possibility of ‘shopping’ via the internet will stimulate later bookings.

8. The growing need for secure online reservations has to be stressed in relation to more experienced and self-assured tourists.

Task 7. Complete the text with the following words:

a) *media*

d) *design*

g) *marketed*

b) *impact*

e) *distribution*

h) *changing*

c) *contribution*

f) *technology*

i) *demand*

j) *window*

Information technology

Inevitably, information __1__ is a major contemporary issue in travel and tourism.

The __2__ of information technology, particularly the Internet, has been dramatic and far-reaching; fundamentally __3__ the manner in which travel and tourism is __4__ and purchased. At the same time, information technology more generally has made a significant __5__ to business practice. In short, access to and use of information through __6__ such as the Internet has revolutionized the business of travel and tourism.

For tourists, the Internet literally presents a __7__ to the world. It has also provided them with greater influence in the chain of __8__, since the industry now has to respond to __9__ rather than creating it – tour operators, travel agencies and principals all face challenges in the way they do business. For tourists, the Internet also represents a challenge in that they now __10__ their own holidays (but also, perhaps, take the responsibility when things go wrong). But how much further can information technology go? Will customers begin to reject the Internet in favour of the ‘human touch’? Will virtual travel become a reality?

Task 8. Translate into English.

1. Такі комунікативні технології, як Інтернет, мобільний телефон, Скайп та інш., значно розширюють можливості потенційних туристів щодо вибору напрямків, планування та організації подорожей, бронювання турів, розміщення, квитків, тощо.
2. Технології і надалі змінюватимуться, а отже всім, хто залучений до цієї галузі, доведеться постійно пристосовуватись до них.
3. Новітні технології значно спрощують процес придбання туристичного продукту, оминаючи посередників, взаємодіючи напряму з постачальниками, скорочуючи витрати.
4. Туристичним агентам вигідно встановлювати комп’ютеризовані системи бронювання в своїх офісах, оскільки вони отримують доступ до всієї необхідної інформації, лише натиснувши на кнопку або здійснивши один телефонний дзвінок.
5. Уряд відіграє важливу роль в контролі та управлінні туризмом, розробляючи політику, загальний курс розвитку, попереджаючи небажаний розвиток цієї галузі, підтримуючи стандарти якості, вивчаючи попит та пропозиції, захищаючи туристів від протизаконних дій персоналу, тощо.

Task 9. Make a presentation “The future of tourism: fantasy or reality?”

Supplementary texts for reading

Text 1.

Defining Sustainable Tourism

The World Tourism Organization defines sustainable tourism in the following manner: “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

While tourism is welcomed almost universally for the benefits and opportunities it creates, there is a growing recognition of the need to see tourism in its environmental context, to acknowledge that tourism and the environment are interdependent, and to work to reinforce the positive relationship between tourism, the environment and poverty reduction.

Guidelines and Principles for Sustainable Tourism

Many destinations are now pursuing strategies which aim to ensure a sensitive approach when dealing with tourism. Many of these strategies are based on a formal expression of principles for sustainable tourism. A list of guidelines, techniques and principles is presented below that are important for national governments, destinations and organizations who wish to be guided by the ethics of sustainable and responsible tourism. These guidelines and principles include:

(a) Participation

Residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation of strategies and the operation of the tourism infrastructure, services and facilities.

(b) Stakeholder Involvement

Tourism initiatives should be developed with the help of broad-based community input. Participants could include local NGO groups and institutions, volunteer service groups, the poor, women, municipal governments and their economic development departments, tourism associations, visitor bureaus, town business associations, regional representatives of provincial tourism development and any other party which might be involved in or impacted by tourism.

(c) Local Ownership

Tourism development must provide quality employment for community residents. The provision of fulfilling jobs has to be seen as an integral part of any tourism development at the local level. Part of the process of ensuring quality employment is to ensure, as much as possible, the tourism infrastructure (hotels, restaurants, shops, etc.) is developed and managed by local people. Experience has demonstrated that the provision of education and training for local residents and access to financing for local businesses and entrepreneurs are central to this type of policy.

(d) Establishing Local Business Linkages

Linkages must be established among local businesses in the tourism industry in order to ensure tourism expenditures stay within the destination rather than leak out to purchase imported goods and services for tourists. Local involvement in tourism facilitates the development of linkages among the service and goods providers within the tourism destination.

(e) Sustainability of the Resource Base

Sustainable tourism development has to provide for intergenerational equity. Equitable distribution of costs and benefits of tourism development must take place among present and future generations. To be fair to future generations of tourists and the travel industry, society should strive to leave a resource base no less than the one

inherited. Sustainable tourism development must, therefore, avoid resource allocation actions that are irreversible.

(f) Community Goals

Harmony is required between the needs of a visitor, the place and the community. This is facilitated by broad community support with a proper balance between economic, social, cultural and human objectives, and recognition of the importance of cooperation between government, host communities, the tourism industry and non-profit organizations involved in community development and environmental protection.

(g) Cooperation

Cooperation between local attractions, businesses and tourism operators is essential given that one business or operation can be directly affected by the performance or quality of another. Models of partnerships must be explored in the areas of planning, management, marketing and funding for tourism ventures.

(h) Carrying Capacity

There is a definite need for the impact assessment of tourism development proposals to distinguish between plans which encourage mass versus quality tourism. The capacity of sites must be considered, including physical, natural, social and cultural limits. Development should be compatible with local and environmental limits, and operations should be evaluated regularly and adjusted as required.

(i) Monitoring and Evaluating

Guidelines have to be established for tourism operations, including requirements for impact assessment. There should be codes of practice established for tourism at the national, regional and local levels. There is also a need to develop indicators and threshold limits for measuring the impacts and success of local tourism ventures. Protection and monitoring strategies are essential if communities are to protect the very resources that form the basis of their tourism product to protect the environment (the tourism resource base) on which it depends.

(j) Accountability

The management and use of public goods such as water, air and common lands should ensure accountability on behalf of users to ensure these resources are not abused.

(k) Training

Sustainable tourism development requires the establishment of education and training programmes to improve public understanding and enhance business, vocational and professional skills especially for the poor and women. Training should include courses in tourism, hotel management, creation and operation of small businesses and other relevant topics.

(l) Positioning

Sustainable tourism development involves promoting appropriate uses and activities to reduce poverty and draw from and reinforce landscape character, sense of place, community identity and site opportunities. These activities and uses should aim to provide a quality tourism experience that satisfies visitors while adhering to other principles of sustainable tourism.

Text 2.

Behaviour of a Responsible Tourist

Tourism involves the movement of large numbers of people from their normal places of residence to new locations. Tourism results in certain impacts on the environment, social, cultural and economy of the host destinations. (Detail of tourism impact on host community will be further elaborate in module 3). In order to minimize the negative impact of tourism on the host destination and so as to enable tourists to enjoy the originality of the destination, tourists should be aware of the effect of their behaviour on the host destination.

Understanding human differences

Do not impose your thinking on the others. The local community may have a different concept of time, thought pattern, customs, values and the way they behave may be different from your home country.

- It is necessary to understand the taboos and protocols of a destination and to avoid any acts that may offend the host community.
- Appreciate all aspects of the host destination
- By understanding the indifferences, tourists should appreciate all aspects of the destination including their customs, heritage and environment.
- Protect the environment, heritage and be concerned with the feelings of the host community
- Tourists should assist in protecting the physical environment so that the attractiveness of the destination would not be depreciated.
- It is necessary to respect the culture of the host community.
- The tourists' own culture is not superior than the others and they should not expect any privileges from them.

Understand → Appreciate → Protect

When cultural tourism and ecotourism are the major forms of tourism of a destination, the code of behaviour of the travellers on culture and environment of the community is very important. For example, the Himalayas in Nepal is a popular trekking destination and a culturally distinct area. The British-based organization, Tourism Concern has set up a voluntary code of conduct for tourists as a guideline when they visit the country. This guideline was launched in 1991 which aims to:

- promote greater understanding of the impact of tourism on host communities and environments;
- raise awareness of the forms of tourism that respect the rights and interests of people living in tourist receiving areas, promoting tourism that is just, sustainable and participatory;
- work for change in current tourism practice such as vast tract of forest depleted in order to fulfil fuel-wood needs and accommodation for tourists. This has resulted in soil erosion and flooding;
- to enable tourists and travellers to travel with critical insight and understanding.

The guidelines were distributed to all British tour operators carrying visitors to the Himalayas. They also encourage tour operators to include the Code in their

brochures. Copies were also sent to major ticket outlets, such as Campus, Trailfinders to ensure they reach independent travellers.

The set of tourist code is as follows:

- Limited deforestation– do not set open fires and discourage others from doing so on your behalf. Where water is heated by scarce firewood, use as little as possible. When possible choose accommodation that uses kerosene or fuel effective wood stoves

- Remove litter, burn or bury paper and taking away out all non-degradable litter. Graffiti are permanent examples of environment pollution.

- Keep local water clean and avoid using pollutants such as detergents in streams or springs. If no toilet facilities are available, make sure you are at least 30 metres away from water sources, and bury or cover wastes.

- Plants should be left to flourish in their natural environment –taking cuttings, seeds and roots is illegal in many parts of the Himalayas.

- Help your guides and porters to follow conservation measures.

- When taking photographs, respect privacy – ask permission and use restraint.

- Respect Holy places –preserve what you have come to see, never touch or remove religious objects. Shoes should be removed when visiting temples.

- Do not give to children as it may encourage begging. A donation to a project, health centre or school is a more constructive way to help.

- You will be accepted and welcomed if you follow local customs. Use only your right hand for eating and greeting. Do not share cutlery or cups, etc. It is polite to use both hands while giving or receiving gifts.

- Respect for local etiquette earns you respect – loose, light-weight clothes are preferable to revealing shorts, skimpy tops and tight fitting action wear. Hand holding or kissing in public are disliked by local people.

- Observe standard food and bed charges but do not condone overcharging. Remember that when you're shopping the bargains you buy may only be possible because of low income to others.

- Visitors who value local traditions encourage local pride and maintain local cultures, please help local people gain a realistic view of life in Western Countries.

Text 3

Safety and Security

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. This was highly evident in the aftermath of the tragic events of 11th September 2001.

In the weeks following the September 11th attacks in New York and Washington, passengers abandoned airports in their numbers as the effects of these attacks extended beyond U.S. borders with grave ramifications for many airlines. Soon after September 11th, 2001 a number of airlines collapsed. Most shocking of all was the fact that a number of these airlines had been in existence for decades, and were not all American carriers. These attacks, along with the Gulf Wars, the war in Afghanistan

and the terrorist attacks in Bali, have increasingly served to place tremendous and crucial importance on issues of traveller safety.

The inclination of tourists from various parts of the world to travel abroad also fell sharply in the post-9/11 period. According to the World Tourism Organization (WTO), international tourist arrivals slumped by 1.3 per cent in 2001 - the only significant decrease since World War II. In the Caribbean, CTO estimated that arrivals from the US fell an estimated 20 per cent between September and December 2001. Arrivals from Europe dropped by about 15 percent during the same period.

The changing attitudes of travellers in the wake of these attacks were reflected in the manner in which a number of independent travellers dealt with the fear of insecurity. Some of them even got involved in "home swapping", using home exchange programmes which allowed them to "stay at home" - someone else's home - providing a sense of security because the vacation base is a non-tourist location. In March 2003, as the United States and its allies went to war in Iraq, the Business Travel Coalition (BTC), an advocacy organization which represent the interests of corporate buyers of the business travel services, released an analysis of the impact of war on the U.S. commercial airline industry. The BTC said that 21 per cent of corporations had banned international travel for some period of time; 33 per cent said they would consider banning international travel under worsening circumstances; 54 per cent had tightened pre-approval processes for international travel and 48 per cent had adjusted domestic U.S. travel policy in anticipation of the war.

These numbers emphasized the major role that safety and security plays in making travel choices. They also demonstrate quite clearly that peace is the best friend of travel and tourism while war and insecurity are among its worst enemies.

Text 4

Crime prevention: safety tips

Safety for tourists

You have worked so hard and it is time you took a break and relax. You have saved enough and you think it is time for a holiday break. Unfortunately, tourists are targets for criminals. This is a tendency that is developing worldwide.

Take the following few basic precautions and ensure that your visit is as pleasant and as safe as possible-

At the Airport

- Stay especially alert and watch your bags and laptop at all times. Do not let anyone but uniformed airline personnel handle or watch your bags.
- Watch out for staged mishaps, like someone bumping into you or spilling a drink, as it is often a ploy to divert your attention and steal your bag or passport.
- Carry your purse close to your body, or your wallet in an inside front pocket.
- Better yet, wear a money pouch under your clothes.
- Keep a separate record of the content of checked luggage. And keep anything of value in a bag that stays with you at all times.

- Avoid displaying expensive cameras, jewellery and luggage that might draw attention. Your aim should be to blend in with the crowd.

At the hotel (Accommodation)

- Do not leave your luggage unattended unless it is locked away in your room.
- Store valuables in the safe deposit box.
- Keep your room locked at all times.
- Hand the key in at the desk when you leave the hotel.
- If someone knocks, check who it is before opening the door.
- Make sure that luggage is only given to the hotel's bell staff and a receipt is issued for stored luggage.

In the street

- Plan your route beforehand.
- Don't stop people to ask for directions or check your map on the street.
- Try not to look like a tourist by making obvious that it is your first time in the area.
- It is better to explore in groups and stick to well-lit busy streets.
- If you find yourself alone, try to make reference to yourself as part of the group.
- Avoid drawing attention to you by wearing lots of jewellery and showy displays of cameras and other valuables.
- It is definitely not advisable to carry large sums of money around. Carry just as much money as you require for the day.
- Keep your handbag and cellular phone with you and do not leave them unattended.
- Always keep an eye on what's going on around you.
- Never allow young children to wander off from parents.
- If you think someone is following you, take out your cell phone and pretend to make a call. Say the word police with enough volume for the person following you to hear.
- Don't confront them. You may, alternatively, just get yourself to the nearest public place as quickly as possible.
- Avoid going out unnecessarily after hours.
- If you want to call a taxi, your hotel or the nearest tourism info office can recommend a reliable service.
- A policeman or a traffic officer will be glad to direct you if you get lost.

On the Road

- Practice the same prevention skills you do in parking lots or garages at home.
- Become familiar with your route before you start the trip. Get a map of the route and study it.
- Make sure your rental car is in a good working order. Learn how all the windows, door locks and other equipment work before you leave the lot. Keep

your maps and rental agreement concealed, not lying on the seat or the dashboard where they can be seen by others.

- Keep car doors locked while you are driving.
- Store luggage in the car's boot (trunk) where it is out of sight.
- If your car is bumped by another car, think before you get out. If you are in doubt or feel uncomfortable, signal to the other driver to follow you to a nearby police station or a busy, well-lighted area where it is safe to get out.

In the car

- Plan your route in advance
- Keep the doors locked at all times and wind the windows up.
- Do not leave your cellular phone or other devices where it is visible from outside the car.
- Lock your valuables inside the boot (trunk) before your departure.
- Do not ask strangers to take you a group picture no matter how friendly they seem.
- At night, park in well-lit areas.
- Do not hitchhike.
- If in doubt about the safety of an area, phone a police station for advice.

How to avoid mugging

Mugging is unfortunately one of the common crimes that unaware people fall victims to in the streets and shopping malls every day. The following are just some of the simple measures that you can take to so that you don't get robbed.

- Look around you and be aware of your surroundings. Remember, an area is not safe just because you are familiar with it.
- Walk actively and confidently. You must always try to make eye contact with the people around you.
- Carry your bag around your neck and diagonally across your body. Do not carry it hanging over one shoulder. You may as well clutch your bag and hold it to the front.
- Put your wallet in an inside coat or front pants pocket not a back pocket.
- Walk in well-lit busy streets and walk in a group if possible.
- If you know or suspect that a pedestrian is following you, go to the nearest well-lit or busy area and call the police.
- If you are followed by a vehicle, never try to outrun it. Turn and walk in the opposite direction. React by yelling or shouting if possible.
- Carry money or phone cards for emergency phone calls.
- Hide your cell phone and do not walk around talking on a cell phone as it will distract you.
- Avoid going out unnecessarily after hours.
- Avoid taking short-cuts through deserted areas such as parks, empty areas and passages.

Text 5

Travelers are particularly vulnerable to becoming victims of crime while out and about. It is very difficult for a foreigner to blend in with the local populace.

Many things can give you away as a tourist, including your physical appearance, habits, clothing, and manner of walk or speech, even your smell. In most countries worldwide, tourists are assumed to be wealthier than the average local citizen and not savvy to local threats. This makes them attractive to thieves and other criminals.

General Security Considerations

- Have hotel management call for a taxi rather than trying to hail one yourself.
- Be knowledgeable of restricted areas requiring entry permits and obtain these documents before traveling to such locations.
- Do not photograph police stations, military installations, government buildings, airports, ports or train stations without first determining whether photography is permitted. If in doubt, ask permission from someone in authority before taking any photographs. Buy a good map. Mark key points on the map, such as embassies, police stations and your hotel. Study the map and make a mental note of alternative routes to your hotel or other local lodging.
- Learn how to use the local telephone system and keep the proper change, token or telephone card on hand. Carry with you emergency telephone numbers such as local police, fire, your hotel, a local contact and the nearest U.S. Embassy or Consulate. Learn a few key expressions in the local language so that you can signal your need for help and be clearly understood. Alternatively, carry such phrases with you, as written by a local person.
- Every morning, before departing, check the local situation with televised international and local networks, the hotel's concierge and local newspapers.
- Do not discuss travel plans or other personal matters with strangers. If planning a tour, hire a reputable guide recommended to you by the hotel.
- Try not to go out alone. Let someone at your home base know where you are going and when you plan to return.
- Dress conservatively and comfortably. Leave expensive jewelry at home or in the hotel safe; avoid wearing faux expensive jewelry (a thief may assume it is real); do not wear logo apparel marking you as an American such as college T-shirts or ball caps; avoid using identifiable luggage such as a backpack with an embroidered U.S. flag.
- Place all necessary loose items, such as a purse, camera, map and snacks in a sturdy and non-descript bag.
- Bring along a personal alarm or whistle, but avoid protective devices such as weapons, mace or pepper spray. These devices, if not used properly, may further antagonize a criminal and increase your risk of harm.
- Leave the fanny/tummy packs behind; those only advertise that you have something of value to protect. Disperse your cash and documents among various pockets.
- Know where you are going before you leave the hotel.

Text 6

The Role of Technology in the Travel and Tourism Industry

Technology has greatly influenced the way travel is carried out, sold and distributed from producers to consumers. It will continue to change and all participants in tourism will have to constantly adjust to new and often very different forms of technology.

Transportation

All tourists have to get to and from their holiday destinations by one form of transport or the other. In the 21st century means of transport have become faster, more reliable and more comfortable. Examples include:

- Airbus A380 and Boeing 787 Dream liner aircrafts
- Mega Ships
- Fast Trains
- Private cars
- Tourist Attractions

From the management of natural attractions to sophisticated, computer run theme park rides and IMAX cinemas technology has greatly impacted the attractions industry. Think about your last visit to a theme park such as Hong Kong Disneyland or Ocean Park.

Communications Technology

Traditional:

- Messengers
- Mail
- Telex
- Telegram
- Fixed line telephone
- Fax

21st century:

- E-mail
- Skype
- Internet
- SMS
- Mobile Phone
- Satellite phone (Iridium)
- Blackberry

Distribution of Travel Products

The vast majority of travel products are services and as such they are different from physical products in several ways.

- Consumers must travel to consume the product
- Intangibility (can't be touched from the distance) of product means that pre-testing of tourism products is not possible
- Perishable – hotel rooms, airline seats or events tickets can't be stored
- Simultaneous production and consumption
- Traditional Travel Product Distribution

The vast majority of travel products are services and as such they are different from physical products in several ways.

- Airlines, hotels, cruise companies, restaurants, attraction etc. ‘manufacture’ the product or service.

- Tour Wholesaler or consolidators package the various products and offer them as packages to the market.

- Travel agents acting as agents of the producers of the services or agents of the tour wholesalers sell the products and services for a commission.

- The consumer buys the travel product from the travel agent

21st Century Travel Product Distribution

- Supplier/Manufacturer direct to consumer via the Internet no need for middlemen like travel agents

- Advantages for both parties – cost effective and quick

- Fast, efficient and reliable communications are at the fore-front of modern tourism. The days when most bookings were made through travel agents are well and truly over and the internet now plays a major role in the provision of travel information and in the booking of trips.

Technological Advances for the Benefits of Services Providers and Tourists

Industry - Technological advances for the benefits of service providers:

Improve on cost effectiveness

- staff scheduling, catering production and fuel costs.

- a seamless GDS (Global Distribution System) or web-based system helps to reduce the bureaucracy and paper-work free employee time for better customer services and relations

- consolidate a better integration of departments and functions of organizations towards better services and reduction of operation costs

Enhance forecasting techniques

- reservation (yield management), routes planning and marketing programs.

- develop a better understanding of consumer needs thus reducing the gap between consumer expectations and perceived experience

- obtain accurate and much richer marketing research data from all transactions and enquire made by consumers through the Internet or GDS

Consolidate fragmented tourism products (distribution channel)

- offer one stop shopping for tourists via CRS or GDS

- destination promotions with airlines via CRS

- consolidate a better integration of departments and functions of organisations towards better services and reduction of operation costs

Tourist - Technological advances for the benefits of consumers

Ease of purchase

- Eliminate complicated distribution intermediaries, direct dealing with suppliers, reduce incurred costs such as commissions, shop at home.

- Automation of routine passenger check-in procedure by the passengers through the Internet is considered by the passengers as a personalized service.

- Transform the traditional multilateral tourism distribution channel to a unilateral channel via the Internet platform. Thus, enabling consumers to deal directly

with Internet-based travel intermediaries, and name the price they are willing to pay for their products

- Express check-in services for airline passengers at airports - Kiosks and touch-screen terminals

Speed up purchasing decision

- direct dealing with service providers' reservation department, one stop shopping

- ease of access of information on the Internet empower consumers to get information on products and services of interest

Provide more product information

- enhance travel experiences through consolidation of tourism products such as destination attractions, accommodation, and transportation

- massive availability of travel websites offer consumers more information and enjoy greater choice

- GDS provides a reliable yield management solution to service providers, therefore, consumers can enjoy great discounts for last-minute, targeted offers and special promotions.

- Mobile-based reservation systems.

The main roles of the key players in the CRS

Travel agents

The travel agents benefit from having CRS installed in their offices since they can get access to all the information about several airlines flights at the touch of a button, or through just one phone call. The airlines benefit since they have their flights advertized in a wider marketplace, in a competitive screen situation with other airlines.

Travel agents are the customer's representatives in the booking process. They act as a provider of information on prices, destinations and availability, and offer their own experience to the customer. Once the customer decides on the destination and flight, the travel agents act as a travel administrator for the customer by booking, confirming and ticketing the travel plans. Being the customer's representatives, the travel agents should be unbiased in the reporting of flight availability and prices to customers.

CRS

CRS is the key link between the airline computer (which controls all the selling of seats on the airline flights) and the travel agents. The CRS can act as a provider of information (price, seat availability, schedules) and can also help the travel agent administer the flight with computerized itinerary printing and ticketing. This computer holds a great deal of information and needs to be kept permanently up-to-date since new bookings, cancellations and travel arrangements are constantly changing.

Airlines

Airlines send their updated reservation availability and prices to the CRS, either on-line (immediately when they are changed) or on a periodic basis, e.g. once per day.

Text 7

Times are changing and so are the demands and expectations of the 'new' traveller, the search for different experiences, different adventures, different lifestyles has paved the way for this concept called the 'new tourism' Attention is being turned to exploring new frontiers or daring to go where traditional thought did not allow.

"New" tourists however, are increasingly being seen to be environmentally sensitive, displaying respect for the culture of host nations and looking to experience and learn rather than merely stand back and gaze. "New" tourists are participators not spectators. Things that would never appear on the list of the "mass" tourist such as adventure, getting off the beaten track and mingling with the locals are now the foundations of the new tourist experiences. Typically these tourists are turning away from travel and prefer to have a high level of involvement in the organization of their trip.

Responding to the shift in market dynamics towards a "New" style of tourist, a number of initiatives have or are likely to fuel the growth of experiential tourism, these include:

- Network tourism initiatives;
- The development of interpretive highways;
- The explosion of interpretive centers
- The latest trend towards regional base camps.

A new era has arrived, and a new kind of tourism is emerging, sustainable, environmentally and socially responsible, and characterized by flexibility and choice. A new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures, and insistent on value for money.

Attempt is made in this paper to study the expectations and desires of this new tourist in this new age of tourism.

Introduction

Until 19th century, travel for recreation was only undertaken by the elite. With the advent of rail, mass travel was available for the first time and destinations such as Brighton, UK and Coney Island, NY developed. Status was then defined by the mode of travel. In 20th century status was revealed by the nature of the destinations. Travel and tourism has been going on since time immemorial, and for the 'twentieth century tourist, the world has become one large department store of countrysides and cities'. By 21st century, travel became a new economy - *tourism* - available to all with enough money.

The focus of the tourism industry has shifted from air travel, overnights, meals and so on to total experiences or fantasy worlds associated with specific destinations. This new tourism phenomenon is not only influenced by economic factors but also by new cultures and a new generation of tourists. In tourism, the different destinations compete worldwide through globalization.

The paradigm shift from mass tourism (also known as *Fordian Tourism*), which was the norm for more than three decades, no longer suffices to achieve competitiveness in tourism enterprises and regions. A new paradigm, or new tourism, is gathering momentum owing to its ability to face prevailing circumstances.

Modern information and communication technology development in symbiosis with the transformation of tourism demand gave rise to a *new tourism*. This paradigm shift is not easy to define but is indicative of a new type of tourist who wants a new or different product. The new tourists are more experienced, more educated, more "green", more flexible, more independent, more quality-conscious and "harder to please" than ever before. Furthermore, they are well read and know what they want and where they want to go.

The different approach of the new tourist's creates a demand for new products. The small, medium and micro entrepreneurs within the tourism industry are dependent on major tourism developments. It is essential role of these small entrepreneurs be increased to deal with the changing demands of the new tourists. In Canada, 20% of the population is truly entrepreneurial while in South Africa the role of entrepreneurs is still extremely small. Only about 4% of the South African population is truly entrepreneurial.

What is New Tourism?

New Tourism is characterised mainly by *supersegmentation of demand*, the need for flexibility of supply and distribution, and achieving profitability through diagonal integration and subsequent system economies and integrated values, instead of economies of scale. This paradigm permits the tourism industry to offer products adapted to the increasingly complex and diverse needs of demand, while being competitive with the old standardized products. These markets of experience have become global, affecting the demand as well as the supply side of the tourism industry. The tourism industry has undergone profound changes, which have been categorized by Poon (1993) in the following groups: (a) new consumers, (b) new technologies, (c) new forms of production, (d) new management styles, and (e) new prevailing circumstances.

As a result of the super segmentation of demand there is a very strong need for *in-depth knowledge* of the market in order to identify the *clusters of consumer traits and needs*. This knowledge will enable the tourism enterprises to develop those products that will give a greater competitive edge, and to place them on the market using efficient methods of communication and distribution. *Flexibility* is also a very relevant factor since it can assist the enterprise in adapting to the new demand requirements. This factor is relevant in several areas: flexibility in the organization and in the production and distribution of tourism products; flexibility in reservation, purchasing and payment systems; and flexibility in ways in which the tourism product is consumed. New technologies are fundamental in this respect and, in particular, in the expansion and development of new systems of tourism information.

Diagonal integration is the final basic element. Compared with vertical and horizontal integration, which characterize the mass-standardized production paradigm, this is a process by which the tourism enterprise can develop and compete not only in one activity, but also within a wider framework, seeking profitability on the basis of system economies, obtaining synergies between different products and offering services well integrated in the value systems of consumers.

Key shifts in global tourism market trends are as follows:

- In the long term, the average standard of living in western developed countries will

increase, as will the amount of discretionary money available for travel;

- Rising affluence will bring with it increases in the amount of free time available.

Longer weekends and increased paid holidays have helped to stimulate expansion in attraction visitation;

- There is a shift in emphasis from passive fun to active learning;

- Activity or special interest holidays are likely to gain at the expense of conventional sightseeing, visiting and other passive experiences;

- There is growing concern about the impact of modern industry, including tourism, on the physical and social environment;

- There is growing awareness of risks to personal health and safety;

- Leisure time will be used more actively, for mental development as well as physical exercise;

- People aged 45 to 64 years of age will be growing significantly in number to the year 2010. In the United States alone, this age group is forecasted to grow by 31% by the year 2000;

- The potential visitor of the future will be: older, more affluent; more demanding; more thoughtful and discriminating; and more active physically and mentally;

- Timeframes for decision-making windows will be smaller. Hence, one-stop-shopping for all-inclusive packages will continue to be appealing; and

- Consumers will increasingly seek low impact tourism facilities, consistent with environmental values and the desire not to contribute to negative impacts.

Глосарій

AAA

ABA

American Automobile Association

ABTA

American Bus Association

ADA

Association of British Travel Agents

AH&LA

Americans with Disabilities Act

ARC

American Hotel & Lodging Association

ASAE

Airlines Reporting Corporation

ASTA

American Society of Association Executives

ATA

American Society of Travel Agents

A/V

Air Transport Association

B&B

audio/visual

BEO

bed & breakfast

BTA

banquet event order

CAE

British Tourist Authority

CIC

Certified Association Executive

CMP

Convention Industry Council

CSM

Certified Meeting Professional

CSP

Convention Service Manager

CTC	Certified Speaking Professional
CTP	Certified Travel Counselor
CVB	Certified Tour Professional
DMC	Convention & Visitors Bureau
DMO	destination management company
EIBTM	destination marketing organization
FAA	European Incentive & Business Travel & Meeting Exhibition
FAM	Federal Aviation Administration
FIT	familiarization tour
HSMAI	frequent independent travel
IACVB	Hospitality Sales & Marketing Association International
ICPA	International Association of Convention & Visitors Bureaus
ITME	Insurance Conference Planners Association
ITB	Incentive Travel & Meeting Executives
MPI	Internationale Tourismusbörse (German)
NTA	Meeting Professionals International
PCMA	National Tour Association
RCMA	Professional Convention Management Association
RevPAR	Religious Conference Management Association
RFP	revenue per available room
ROI	request for proposal
SATW	return on investment
SGMP	Society of American Travel Writers
SITE	Society of Government Meeting Professionals
SMERF	Society of Incentive & Travel Executives
TIA	social, military, educational, religious, fraternal
UCCCF	Travel Industry Association of America
URL	Universal Credit Card Charge Form
USTOA	uniform resource locator
WTM	United States Tour Operators Association
WTO	World Travel Market World Tourism Organization

A

à la carte French term meaning “from the menu.” Each item is individually priced.

acceptance Agreement to purchase products or services under specified terms.

accident report An accident report is a log obtained from police to scope a venue location and assess the risk feasibility.

accommodation Any seat, room or service provided and/or sold to a guest or passenger.

accompanying person Guest or spouse of an attendee.

accreditation To provide with credentials. Also an approval given by various trade associations to a travel agency allowing the sale of tickets and other accommodations.

act of God A weather-related or seismic event over which a travel provider has no control and, hence, no legal responsibility.

actual cash value Replacement cost of lost or damaged property less depreciation.

ad hoc tour A tour designed around a specific theme. Most such tours provide an expert tour leader and visit places and/or events of special interest to the participants.

advisory board A group that offers advice or counsel to management on strategic options such as conference content.

Air Transport Association (ATA) The trade association of American and Canadian scheduled airlines, including international, major, national, intra-Hawaiian, intra-Alaskan, helicopters and cargo carriers. www.airlines.org

airline fares Price charged for an airline ticket.

- **Advanced Purchase Excursion Fare (APEX)** Heavily discounted excursion fares for international travel, usually with cancellation penalties attached.
- **base fare** The price of an airline ticket without the taxes.
- **bulk fare** A discounted, net price offered only to tour operators who directly purchase a specified block of seats from a carrier. The operator must then sell the seats at a marked-up price.
- **excursion** A discounted airline ticket that has the following restrictions: must be round trip, comply to minimum and maximum stay, and be purchased in advance.
- **group** Usually round-trip travel in a specified period of time with a minimum number of participants required.
- **open jaw** Fare established where the passenger departs the originating city to a destination, but returns to the originating city from another destination.
- **promotional** Usually round-trip, restricted tickets that have been discounted for a limited amount of time to stimulate sales or introduce a new travel product or service.

- **regular** Unrestricted fare.

Airlines Reporting Corporation (ARC) A corporation consisting of airlines, both domestic and international, whose main purpose is to authorize and govern travel agencies. www.arccorp.com

air wall An operable wall panel system used to subdivide exhibit, meeting or ballroom space.

all-suite hotel A hotel whose entire inventory of sleeping rooms have separate bedroom, bathroom, living room or parlor areas, and possibly a kitchenette or other special features.

American Automobile Association (AAA) A nationwide organization that provides members with services, such as travel agencies, and travel and automobile insurance. www.aaa.com

American Bus Association (ABA) A trade organization consisting of member bus lines throughout the country. www.buses.org

American Hotel & Lodging Association (AH&LA) A federation of lodging industry trade associations covering the United States, Canada, Mexico, and Central and South America. www.ahma.com

American Society of Association Executives (ASAE) ASAE, considered the advocate for the nonprofit sector, has 25,000 members who manage leading associations, and represents vendors that offer products and services to the association community. www.asaenet.org

American Society of Travel Agents (ASTA) The oldest and largest travel agent organization in the world with travel agents being the primary members. Other companies providing travel industry products and services can be associate members. www.astanet.com

Americans with Disabilities Act (ADA) Civil rights statute passed in 1990 to meet the needs of disabled people, requiring public buildings to meet minimum standards to make their facilities accessible to individuals with physical disabilities.

amplifier (amp) Device enabling sound to be intensified.

analog Conveying data electronically in relation to a TV, radio or telephone signal by varying frequency or amplitude.

association An organized group of individuals and/or companies who band together to accomplish a common purpose, usually to provide for the needs of its members, and is usually nonprofit.

Association of British Travel Agents (ABTA) The principal trade association of United Kingdom travel agents and tour operators. www.abtanet.com

attendance Number of people at a meeting, event, show or exhibit.

attendees A combination of delegates, exhibitors, media, speakers and guests/companions who attend an event.

attraction A location or activity that offers items of specific interest. An attraction can be a natural or scenic wonder, a man-made theme park, a cultural or historic exhibition, or a wildlife/ecological park.

attrition Shortfall of sleeping room block pick-up or food-and-beverage projections from numbers agreed to in a contract. Penalties for attrition may be outlined in a contract's attrition clause.

audio/visual (A/V) Equipment used in audio/visual presentations, such as television monitors and video equipment.

average room rate The total guest room revenue for a given period's occupied rooms divided by the number of rooms occupied for the same period.

B

back of the house A term used in hotels to refer to areas for staff only.

back-to-back Travel program operating on a continuous uninterrupted basis so that one group arrives as another departs.

banner advertising An advertisement on a website that allows users to "click through" to the advertiser's website.

banquet event order (BEO) A form used to provide details to personnel concerned with a specific food or beverage function or meeting room setups.

bed and breakfast (B&B) A facility, often a home, that offers a room and breakfast.

bed tax Tax placed on hotel/motel room rentals. Generally all or part of revenues generated are used in financing convention facilities or CVBs. Also called room tax, hotel tax and transient occupancy tax.

block Number of rooms reserved for one group.

blocked space Sleeping rooms, exhibit, meeting or other space reserved for use by an organization intending to hold a meeting.

booth One or more standard units of exhibit space. In the United States, a standard unit is a 10' x 10' space. However, if an exhibitor purchases multiple units side-by-side or back-to-back, the combined space also is referred to as a booth.

break-out sessions Smaller group sessions, panels, workshops or any presentations that are offered concurrently within the meeting and are formed to focus on specific subjects.

British Tourist Authority (BTA) The official governmental travel promotion agency of Great Britain. www.visitbritain.com

business attire Business suits or jackets with shirts and ties for men, and day dresses or suits for women; usually means office wear.

business casual A style of dress that is less formal than the standard office attire of suit and tie or dress.

C

ceiling height The maximum height of the ceiling of an exhibition hall or meeting room. Dimensions quoted by halls and hotels often do not take into account any light fixtures hanging from the ceiling.

Certified Association Executive (CAE) Certification program offered by ASAE designed to elevate professional standards, enhance performance and designate those who demonstrate knowledge essential to the practice of association management.

Certified Meeting Professional (CMP) Certification program offered by the CIC certifies competency in meeting management.

Certified Speaking Professional (CSP) Accredited designation offered by the National Speakers Association. This is earned from extensive, documented speaking experience and client satisfaction.

Certified Tour Professional (CTP) A designation administered by the National Tour Foundation and conferred upon tour professionals who complete prescribed evaluation requirements.

Certified Travel Counselor (CTC) A designation conferred upon travel professionals who have completed a travel management program offered by the Institute of Certified Travel Agents.

chef's table The opportunity for a meeting professional to sample a menu in advance of the event, usually in the company of the chef.

- coach** The largest cabin in an aircraft; car on a train; the type of standard price paid for a ticket with no upgrades or discounts.
- commercial rate** A special rate given by a hotel or rental car company to an organization based on either the volume of business done or the type of accommodation or rental car. Also referred to as a corporate rate.
- commission** The varying amount paid by suppliers to travel agents for the sale of travel products and services.
- commissioned tours** A tour available for sale through retail and wholesale travel agencies, which provides for a payment of an agreed upon sales commission either to the retail or wholesale seller.
- complete meeting package** An all-inclusive plan offered by conference centers; includes lodging, all meals and support services.
- complimentary (comp)** Service, space or item given at no charge.
- complimentary ratio** The number of rooms provided at no cost based on the number of occupied rooms. The industry standard is one complimentary room per 50 rooms occupied per day.
- complimentary registration** Waiver of registration fees.
- concurrent sessions** Multiple sessions scheduled at the same time; programs on different themes or subjects offered simultaneously.
- conference** An event used by any organization to meet and exchange views, convey a message, or open a debate. No tradition, continuity or periodicity is required to convene a conference. Conferences are usually of short duration with specific objectives.
- consolidator** A person or company with the resources to contract bulk airline seats and resell to the public or through travel agencies.
- consortium** A trade association formed by travel agencies, tour operators and hotels to increase the buying power of its collective members. These associations help an independent company compete with a major chain in areas such as override commissions and availability of discounts.
- convention** An event where the primary activity of attendees is to attend educational sessions, participate in meetings and socialize. There is a secondary exhibit component.

Convention & Visitors Bureau (CVB) A nonprofit organization supported by bed taxes, government budget allocations, private memberships or a combination of these. A CVB promotes tourism, encourages groups to hold meetings and trade shows in its city, and assists groups before and during meetings.

Convention Industry Council (CIC) A federation of national and international organizations representing individuals, firms or properties involved in the meetings, conventions, expositions and travel and tourism industries.
www.conventionindustry.org

Convention Service Manager (CSM) Facility manager or CVB staff member responsible for the logistics of an event.

corporate meeting Gathering of employees of a commercial organization. Usually, attendance is required, and travel, room and most meal expenses are paid for by the organization.

corporate planner Meeting planner who works for a corporation.

cut-off date Designated date when the facility will release a block of sleeping rooms to the general public. The date is typically three to four weeks before a convention. Also called reservation review date.

D

definite booking Space reservations confirmed in writing.

departure date Date when majority of meeting participants check out of a facility.

destination A city, area or country that can be marketed to groups or individuals as a place to visit or hold a meeting.

destination management company (DMC) Company or professional individual engaged in organizing tours, meetings of all types and their related activities. Also referred to as a ground operator.

destination marketing organization (DMO) A nonprofit marketing organization for a city, state, province, region or area whose primary purpose is the promotion of the destination.

dine around Use of a number of restaurants in a destination with reservations and billing arrangements to one particular client.

direct flight A flight that does not require a passenger to change planes, although the flight may have intermediate stops.

double-occupancy rate The price per person for a room shared with another. Rate most frequently quoted in tour brochures.

double-room rate The full price of a room for two people.

E

eco-tour A tour to environmentally sensitive areas, or designed to focus on preserving the environment.

emerging market A group of customers who do not provide as much business as the target markets, but show interest in the destination.

European Incentive & Business Travel & Meeting Exhibition (EIBTM) A trade show for European incentive operators.

executive coach A luxury motor coach with seating of 25 or less that can include such amenities as TV, galley, wet bar, card tables, etc.

exhibit The display materials and product housed in a booth.

exhibit booth An individual display set up to show products or convey a message.

F

familiarization tour (FAM) A program designed to acquaint participants with specific destinations or services. Offered in groups and on an individual basis.

Federal Aviation Administration (FAA) The U.S. Department of Transportation agency that is primarily concerned with the promotion and regulation of civil aviation. www.faa.gov

feeder service Air service that provides convenient connections to other air services.

Force Majeure Clause Contract clause that limits liability should an event be prevented due to acts of God, acts of war, civil disturbances, labor strikes or other disruptive circumstances beyond a facility's control. Usually inclement weather does not apply.

frequent independent travel (FIT) A trip planned for an individual client's specifications, and is normally prepaid and usually unescorted.

G

general session A meeting open to all those in attendance at a convention.

group booking Reservation for a block of rooms for a single group.

group tour A prearranged, prepaid travel program for a group usually including transportation, accommodations, attraction admissions and meals. Also referred to as a package tour.

guarantee The minimum number of servings to be paid for by the client, whether they are actually consumed or not. Usually required at least 48 hours in advance.

H

headquarters hotel Facility, as the center of operations, where registration, general sessions, and conference staff office are located.

heads in beds Term that refers to sleeping room reservations at a hotel.

Hospitality Sales & Marketing Association International (HSMAI)

The leading international organization of sales and marketing professionals representing all areas of the hospitality industry.

hotel classifications Classification of a hotel by its amenities, facilities, service and cost. Qualifications and terms may vary by country.

- **limited service or economy** A hotel or motel reasonably priced, generally providing a bed, telephone, TV, shower and free parking. They often do not have room service or a restaurant.
- **moderate** A medium-priced hotel with services and amenities such as a restaurant and possibly conference rooms.
- **upper moderate** Hotel or motel that offers special services such as a first-rate restaurant, banquet and conference rooms, valet service, room service, cable TV, and a host of other amenities.
- **luxury or deluxe** A top-grade hotel or resort offering the highest service and the maximum variety of amenities. All rooms have a private bath, and all the usual public rooms and services are provided.

hotel meal plans

- **American plan (AP)** Includes three full meals and a room.
- **Bermuda plan** Includes an American-style breakfast and a room.
- **continental breakfast** Breakfast includes juice, toast, roll or sweet roll, and coffee or tea.
- **continental plan (CP)** Includes continental breakfast and room.
- **demi-pension** Includes breakfast, lunch or dinner, and a room.
- **European plan (EP)** Rate includes only a room; no meals.
- **modified American plan (MAP)** Rate includes breakfast, dinner and a room.

hotel staff abbreviations

- **GM** general manager
- **DOM** director of marketing
- **DOS** director of sales
- **MOD** manager on duty

I

incentive Reward offered to stimulate greater effort.

incentive event Celebratory event intended to showcase persons who meet or exceed sales or production goals.

incentive meeting Reward meeting, usually of high quality, in payment for achieving goals.

incentive travel A travel reward given by companies to employees to stimulate productivity. Also known as an incentive trip.

Incentive Travel & Meeting Executives (ITME) Also known as the Motivation Show. Each year, more than 20,000 top business executives attend this show to learn the latest in effective motivation program planning. In addition, more than 2,000 suppliers of merchandise and travel services exhibit their products.

incentive travel company Company that designs and handles some or all elements of incentive travel programs.

incidentals Expenses other than room and tax billed to a guest's account. Examples include phone charges and room service.

inclusive tour A specific package in which all components of the package are part of the price. Generally, an inclusive package includes transportation, lodging, meals, gratuities and taxes, and some form of sightseeing or rental car. The terms and conditions of a tour contract should specify exactly what is covered. Also referred to as an all-expense tour and an all-inclusive tour.

Insurance Conference Planners Association (ICPA) An association whose membership is comprised of meeting, convention and conference planning professionals who work for or under contract to insurance or financial services companies or associations. www.icpanet.com

International Association of Convention & Visitors Bureaus (IACVB) The professional association of CVBs in the United States and other countries.

Internationale Tourismusbörse (ITB) An annual German trade show that involves more than 50,000 tourism professionals from around the world, including travel agents, tour operators and media.

L

lead time Time between when arrangements are made and when an event occurs.

leads Requests for proposals generated by direct sales, participation in trade shows, etc. Leads also are provided to CVB members whose services and/or products meet the needs of a CVB client company.

lost business A group that was bid on, or was holding tentative dates, which was subsequently booked in another city or facility.

M

marketing A process of identifying human wants and needs, and developing a plan to meet those wants and needs for a profit.

market penetration pricing strategy Method by which cost of a room or service is derived, based on whether or not near term income is critical, and rapid market penetration for eventual market control is desired.

market segments Categorization of people, organizations or businesses by professional discipline or primary areas of interest for the purposes of sales analysis or assignment.

market share The sales made by an enterprise divided by the total sales of a service or product.

master account All items charged to a group. May include room, tax, incidentals, food and beverage, audio/visual equipment, decor, etc. Also known as a master bill.

meet and greet Pre-purchased service for meeting and greeting a client upon arrival in a city, usually at the airport, and assisting the client with entrance formalities, baggage and transportation.

meeting An event where the primary activity of the attendees is to attend educational sessions, participate in meetings, socialize or attend organized events. There is no exhibit component to this event.

meeting management company Handles site selection, negotiations and turnkey support. Also handles the day-to-day management of the organization.

meeting planner Person whose job it is to oversee and arrange every aspect of a meeting.

Meeting Professionals International (MPI) MPI is the largest trade association for the meetings industry and provides its members with the latest research and trends, professional development and net-working opportunities. www.mpiweb.org

meeting profile A written report outlining statistics of previous meetings, anticipated use of services, profile of attendees, etc.

meeting specifications Information about a meeting (e.g. function space, food and beverage requirements) that is sent directly to a venue or circulated by a CVB.

military meeting Groups where the members are affiliated with one of the armed forces, or are suppliers to the armed forces.

minimum Smallest number of covers and/or beverages served at a catered event. A surcharge may be added to the client's bill if the minimum is not reached.

motor coach A large, comfortable, well-powered bus that can transport groups and their luggage over long distances. Motor coaches are normally able to accommodate 46 to 54 passengers.

motor coach tour operator A company that creates tours in which group members are transported via motor coach to their destination, itinerary activities and back.

move-in/move-out dates Dates set for installation/dismantling of an exposition.

N

National Tour Association (NTA) A trade association of North American motor coach tour operators. www.ntaonline.com

no-show Reservation made, but participant did not attend, nor cancel according to cancellation guidelines.

non-stop flight A flight from one city to another with no stops in between.

O

occupancy rate The total number of rooms occupied during a given time period divided by the total number of rooms available for occupancy during that same period.

off-site event Activity scheduled away from headquarter facility.

operator A loose term that may mean contractor, tour operator, wholesaler, or a combination of any or all of those functions.

outbound operator (or outbound tour) A company or tour that takes groups from a given city or country to another city or country.

overbooked Accepting reservations for more hotel guest rooms than are available. Also refers to oversold airline flights.

overflow Attendees booked into other facilities after headquarters' facilities are full.

override A commission over and above the normal base commission percentage, often paid in conjunction with volume business. Also referred to as an incentive or incentive commission.

P

package Travel arrangements with two or more components offered for one price, inclusive of all taxes. Also refers to a single-fee booth package offered by show management.

packager An individual or organization that coordinates and promotes the development of a package tour and establishes operating procedures and guidelines for that tour.

peak night Referring to the night during a meeting when most rooms are occupied by those in attendance.

per diem A limited amount of money a meeting attendee can spend per day on food and other expenses.

permission marketing An e-mail marketing campaign that only sends messages to users who have requested (or opted-in) to receive specific types of information.

pick-up Number of guest rooms actually used from a room block.

pipe and drape Light-weight aluminum tubing and drapery used to separate exhibit booths, staging areas, and other similar locations.

Pow Wow International A computerized scheduled appointment show for international tour operators always held in the United States and sponsored by Travel Industry Association of America.

pre- and post-trip tours Optional extension or side trip package offered before or after a meeting, gathering or convention.

pre-con meeting A meeting at the convention center or hotel just before the show begins to set up. Attended by staff, contractors and building people to review the details of the event.

pre-function space Area adjacent to the main event location. Often used for receptions prior to a meal or coffee breaks during a meeting.

press release A prepared statement released to the news media about a company, product, service, individual or show.

Professional Convention Management Association (PCMA) A nonprofit international association of professionals in the meetings industry whose mission is to deliver education and promote the value of professional convention management.

publicity A media campaign, normally consisting of a series of public notices and advertising activities, aimed at ensuring maximum attendance by focusing attention on an event.

public space Space in a facility that is available for use by anyone willing to pay the rental fee.

R

receptive operator A tour operator who provides local services, transfers, sightseeing, guides, etc. Many large receptive operators develop packages and sell them through wholesale tour operators in foreign countries. Also referred to as a ground operator, an inbound tour operator, a land operator and a receiving agent.

Religious Conference Management Association (RCMA) RCMA, the society for religious meeting professionals, provides resources to enhance the professionalism of its members and improve the experience of religious meeting attendees worldwide.

rental charges Cost of renting equipment or exhibit space for a period of time. It may or may not include ancillary services.

request for proposal (RFP) A document that stipulates what services the organization wants from an outside contractor and requests a bid to perform such services.

resort Hotel facility that specializes in recreational attractions.

resort casual Attire for warm destinations, including mid- to knee-length shorts; collarless or golf shirts; khakis and sandals. Women can wear linen sheaths, casual skirts or sundresses.

return on investment (ROI) Net profit divided by net worth. A financial ratio indicating the degree of profitability.

revenue per available room (RevPAR) A measure used by hotels that divides revenue for a given time period by the number of available rooms for the same time period.

right of first refusal A courtesy extended to a previously booked party to approve/disapprove a concurrent booking or to save uncontracted space for program growth.

right-to-work state Joining a union is not a condition of employment.

room capacity Number of people that can function safely and comfortably in a room.

room pick-up The number of sleeping rooms actually used by show attendees and exhibitors.

room nights Number of rooms blocked or occupied multiplied by number of nights each room is reserved or occupied.

room rates The amount charged for the occupancy of a room.

- **convention rate** A discounted rate for a particular group.
- **corporate rate** Special rates assigned to corporations for a particular hotel.
- **day rate (or use rate)** Usually the regular rate of a room for use by a guest during a given day up to 5:00 p.m.
- **flat rate (or group rate)** Specific room rate for a group agreed upon by the hotel and group in advance.
- **group rate** Room rate negotiated for booking multiple guests. It usually reflects a percentage reduction from the rack rate.
- **inclusive** The amount charged for a room, usually including breakfast (or other meals), taxes and service charge.
- **net group rate** A wholesale rate for groups (usually a minimum of 10-15 people) to which an operator may add a mark-up.
- **rack rate** The regular published rate of a hotel or other tourism service. Not a discounted rate.

room setup

- **banquet round** Round table used for meal service; depending on the diameter, can comfortably seat up to 12 persons.
- **classroom** Tables lined up in rows, one behind the other with chairs facing forward.
- **conference** Tables set in rectangle or oval shape with chairs on both sides and ends. Same as boardroom setup.
- **crescent rounds** Uses rounds with seating on two thirds to three quarters of the table and no seating with its back to the speaker. Used for banquet-to-meeting or meeting-to-banquet quick set. Also called buzz style setup or half-moon seating.
- **herringbone** Rows of chairs or tables set in a V shape facing a head table, stage or speaker. Also referred to as chevron seating.
- **hollow square** Tables set in a square or rectangle with chairs around the outside of the table. The center of the tables is hollow.
- **reception** The room is typically empty with no chairs or tables. If tables are used, they tend to be tall, have a small diameter, and be used without chairs.
- **theater** Chairs are set up in rows with no tables. Also referred to as auditorium seating.
- **U-shape** Series of tables set up in the shape of a U with chairs set all around on one or both sides.

room types

- **double** A room for two people, normally with a double bed.
- **double-double** A hotel room for two with two double beds or two queen beds.
- **hospitality suite** A hotel suite, parlor or studio engaged for the entertaining of those attending a convention, meeting or event.

- **single** Accommodations for one person only.
- **suite** A room providing a separate bedroom and living room.
- **twin** A room for two guests with two single beds.

rooming list List of guests and room data supplied to facility prior to arrival.

S

sales mission Intense selling effort in a particular locality; cold calling to qualify leads. Usually performed by a group of people from one organization who may or may not all be in a sales capacity.

seasons

- **off-season** The time of year when tourist traffic, and often rates, are at their lowest because of decreased demand. Also referred to as low season, off-peak or value season.
- **peak season** The time of year when demand and price is at a premium. Also known as high season.
- **shoulder season** The season between peak season and off-season when demand is average and the travel product will not produce the highest price but does not need a deep discount to generate traffic.

series operator A travel agent, wholesaler, tour operator or broker who blocks space in advance for a series of movements over a given period of time, not necessarily on a back-to-back basis.

service charge A specified percentage of a hotel's daily rate (usually 10-15 percent) charged to the guest so a guest is relieved of the responsibility for tipping. Also a fee charged by a travel agent.

site Area, location, property or specific facility used for a meeting.

site inspection Personal, careful survey of property, facility or area.

site selection Choosing the location for an event.

SMERF Meetings acronym for a category of meeting market segments including social, military, educational, religious and fraternal type groups. These organizations often are looking for value when selecting a meeting destination.

Society of American Travel Writers (SATW) A professional association whose purpose is to promote responsible journalism and provide professional development. Members are writers, photographers, editors, electronic media, and public relations representatives. www.satw.org

Society of Government Meeting Professionals (SGMP) A nonprofit professional organization of persons involved in planning government meetings and those individuals who supply services to government planners. www.sgmp.org

Society of Incentive & Travel Executives (SITE) A worldwide organization of business professionals dedicated to the recognition and development of motivational and performance improvement strategies of which travel is a key component. www.site-intl.org

spouse programs Educational and/or social events planned for spouses and guests of meeting participants.

state tourism office An official government agency or privately run, nonprofit organization responsible for travel development and promotion of a state.

stopover An allowance made for leaving a flight for an indefinite period of 24 hours or more. Some flights offer stopovers en route, sometimes free and sometimes for a nominal fee.

supplier The actual provider of a travel product such as the hotel, airline or car rental agency; not the travel agent or tour operator selling the product.

T

T-1 line Transmitting data at speeds of up to 1.544 Mbps. Can be split to accommodate several users at once. Known as a fractional T-1

target market The group of customers who will be the focus of a company's marketing efforts.

teleconference Meeting that brings together three or more people through telecommunications. Also known as a conference call.

territory A salesperson's exclusive region or area of prospects and clients.

third party Person or organization who is not considered the end user of a product.

through fare The price of an airline ticket from origin to a destination; one price even though traveling may involve two or more airlines to reach the destination.

tour broker An individual licensed and bonded by the Interstate Commerce Commission to operate motor coach tours in the United States and, in some cases, Canada. Also known as a motor coach broker or tour operator.

tour catalog A publication produced by tour wholesalers listing all of their tour offerings. Catalogs are distributed to retail agents who make them available to their customers. Also referred to as a tour brochure or tour tariff.

tour consultant Individual within a travel agency selling and advising clients regarding a tour.

tour operator A person or company that negotiates discount rates, packages travel products, prints brochures, and markets these travel products through travel agents or to the general public.

tour vouchers Documents issued by tour operators to be exchanged for accommodations, meals, sightseeing, admission tickets and other services. Also referred to as coupons and tour orders.

tourism The business of providing and marketing services and facilities for leisure travelers.

trade association Group of persons employed in a particular trade.

trade publication A magazine that targets a specific industry.

trade show Exhibit of products and services that is targeted to a specific clientele and not open to the public.

transfer Local transportation and portage from one carrier terminal to another, from terminal to hotel, or from hotel to activity.

transit Passenger changing planes without going through security and/or customs.

transit visa An official document allowing the holder to stop over in a country for a brief visit in order to make a travel connection.

travel agent (or travel agency) Person or firm qualified to advise and arrange for travel needs such as hotel rooms, meals, transportation, tours and other travel elements. Represents all travel suppliers worldwide. Also referred to as a retailer.

Travel Industry Association of America (TIA) The national, non-profit association representing all components of the U.S. travel industry. www.tia.org

U

uniform resource locator (URL) Internet address for a website. Starts with <http://>.

United States Tour Operators Association (USTOA) A nationwide organization of tour operators offering protection for travelers purchasing member travel products by way of a multi-million-dollar bond.

Universal Credit Card Charge Form (UCCCF) The form travel agents use to apply travel charges to a traveler's credit card.

upgrade Provide a higher level of product or service than was ordered/expected.

V

value-added tax A tax that is added to a product at each step of the manufacturing and marketing process reflecting value that has been added to the product by processing.

vendor One who sells services or supplies.

venue Location, site or destination of meeting, event or show.

videoconference A meeting between two or more people or groups across a distance utilizing telecommunications or communications satellites for transmission of the signal.

virtual conferencing Any meeting where people at two or more distant locations are linked using video, audio and data for two-way communication via satellite communications or the internet. Each party sees and hears the other through a TV screen or computer monitor and audio speakers.

Visit USA Committee A volunteer committee formed by parties who have a common interest in promoting, increasing and generating Visit USA travel and tourism. www.visitusa.org

W

walk-through Review of meeting details, or inspection of function room or trade show floor prior to event.

web-conferencing Web-based videoconferencing.

welcome reception Opening event where drinks and food are served.

wholesaler A company that creates and markets inclusive tours and FITs for sale through travel agents. Often used interchangeably with "tour operator," but several distinctions should be drawn: a wholesaler presumably sells nothing at retail, a tour operator does both; a wholesaler does not always create his or her own products, a tour operator virtually always does; and a wholesaler is less inclined than a tour operator to perform local services.

World Tourism Organization (WTO) An organization created to promote and develop tourism in the interest of the economic, social and cultural progress of all nations. www.world-tourism.org

World Travel Market (WTM) A United Kingdom trade show that is a dedicated business-to-business forum with more than 40,000 industry professionals from 150 countries in attendance.

Y

yield management Computer program that uses variable pricing to maximize the return on a fixed (perishable) inventory, such as hotel rooms; based on supply-and-demand theory.

Z

zero-based budgeting The process of building a budget without benefit of a previous year's budget.

GRAMMAR PRACTICE**The Verb Дієслово**

Дієслово – частина мови, яка означає дію або стан. Воно має особові та не особові форми. Особові форми дієслова мають категорії особи, числа, часу, стану (активного та пасивного) та способу дії; виступають у реченні лише у функції присудка. В англійській мові є 3 способи дієслова:

1. Дійсний спосіб показує, що дія розглядається як реальний факт у теперішньому, минулому і майбутньому: Peter speaks (spoke/will speak) English.
2. Наказовий спосіб висловлює спонування до дії, тобто наказ, прохання, пораду та ін.: Come in! Give me your dictionary.
3. Умовний спосіб показує, що мовець розглядає дію не як реальний факт, а як щось допустиме чи бажане: If I were you, I would not go there.

Основні форми дієслова:

I– інфінітив (Infinitive)

II– минулий неозначений час (Past Indefinite Tense);

III– дієприкметник минулого часу (Past Participle або Participle II); IV– дієприкметник теперішнього часу (Present Participle або Participle I).

Неособові форми дієслова – інфінітив, герундій, дієприкметник.

Часи дієслова

В англійській мові є чотири групи часів дієслова (кожна з них має форми теперішнього (Present), минулого (Past), і майбутнього (Future) часу; а також Future-in-the-Past – майбутній час в минулому):

I - Indefinite (Simple) Tenses – неозначені часи;

II - Continuous (Progressive) Tenses – тривалі часи; III - Perfect Tenses – перфектні (доконані) часи;

IV - Perfect Continuous Tenses – перфектно-тривалі часи.

Кожна група часів вживається для вираження дії, що відбувається в певний час за певних обставин.

Дієприкметник теперішнього часу (Participle I)

Participle I – це неособова форма дієслова, що має властивості прикметника, дієприслівника та дієслова. Утворюється шляхом додавання суфікса **ing** до основи дієслова: **to speak - speaking** той, хто каже; кажучи;

to rest - resting відпочиваючий, відпочиваючи. Перекладається дієприкметником активного стану теперішнього часу або дієприслівником недоконаного виду.

Додавання суфікса – ing призводить до змін в основі дієслів, які закінчуються на:

- 1) наголошену голосну + приголосну:

stop – stopping; begin – beginning; prefer - preferring

2) голосну + I:

travel – travelling; compel – compelling

3) **-ie:** *lie – lying; die – dying; tie – tying*

4) приголосьну + e:

come – coming; make – making

Примітка: кінцева літера -у не змінюється:

fly – flying; play – playing

Дієприкметник може виконувати такі функції в реченні:

1) обставини:

Looking through the journal she found many interesting articles. Продивляючись журнал, вона знайшла багато цікавих статей.

2) означення:

The student reading the journal is my friend. Студент, який читає журнал - мій друг.

3) може бути частиною присудка. В цьому випадку Participle I разом з дієсловом **to be** є присудком речення в одному з тривалих часів:

I'll be waiting for you at 8 p.m. Я чекатиму тебе о 8-ій вечора.

Форми Participle I

Active Voice		Passive Voice		Present Participle
Present Participle	writing	being written	Дія одночасна з дією присудка	
Perfect Participle	having written	having been written	Дія, що передує дії присудка	

1) одночасну з дією, вираженою дієсловом-присудком:

Reading the English article Читаючи цю
англійську статтю,

- a) I wrote out a lot of new words; я виписав багато нових слів;
b) I'll write out a lot of new words. я напишу багато нових слів. Participle I може відноситись до теперішнього, минулого чи майбутнього часу.

2) що відноситься до теперішнього часу, незалежно від часу дієслова-присудка:

The students working in the field Студенти, що працюють у
Kyiv. полі, прибули з Києва. came from

3) що передує дії, вираженій присудком, якщо ці дії відбуваються одна за одною. У такому значенні в Participle I вживаються такі дієслова, як to arrive, to enter, to open, to close, to see, to hear, to receive та ін.

Participle I перекладається дієприслівником минулого часу, а дієслово-присудок в англійській мові вживається в Past Simple:

Coming home (When he came Прийшовши додому, він почав
began to work. home), he працювати.

Тренувальні вправи

1. Визначте, в якому з речень дієприкметник I вжито у функції обставини:

1. They often worked on the farms being students. 2. The girl writing the test is my neighbour.
3. Peter is painting the ceiling of his room now.

2. Прочитайте та перекладіть речення. Зверніть увагу на Participle I в ролі означення та обставини:

1. The chemists dealing with this problem exchange information.

2. Hydrogen and oxygen combine chemically, forming the molecule H₂O.
3. We increased the reaction rate increasing temperature.
4. They were sitting at the table discussing the article.
5. While (when) exploring the island, they found some plants never seen before.
6. Speaking at the conference he paid particular attention to this problem.

3. Переробіть речення з складнопідрядних на прості, використовуючи Participle I в ролі означення:

e.g. *The man who sells newspapers showed me the way to the post-office. The man selling newspapers showed me the way to the post-office.*

1. The students who spend their holidays in the country help the farmers with their field work.
2. Many students who learn English are members of our English club.
3. The man who is making the report is my father.
4. The women who are working in the field will go to the exhibition.
5. Most trees which grow near our building are broadleaved.
6. The girl who is going along the street is my friend.

4. Переробіть речення з складнопідрядних на прості, використовуючи Participle I в ролі обставини:

e. g. *When he reads English articles he writes out new words. Reading English articles he writes out new words.*

1. When I go to the Institute I usually meet our dean.
2. When they arrived in London, they went sightseeing the city.
3. When the students worked at this problem, they had to read many English journals.
4. While I was waiting for you, I read this article.
5. When my friend studied at the University, he published several scientific articles.

Дієприкметник минулого часу (Participle II)

Participle II є пасивним дієприкметником, який має лише одну форму і вживається тоді, коли іменник або займенник, до якого він відноситься, позначає об'єкт вираженої дії. Форма Participle II стандартних дієслів збігається з формою минулого часу цих дієслів: **to open відчиняти; opened відчинив; opened відчинений.**

Форма Participle II нестандартних дієслів утворюється різними шляхами: зміною кореневих голосних, кінцевих приголосних тощо. У таблиці нестандартних дієслів дієприкметник II завжди перебуває на третьому місці: to write – wrote – **written**.

У реченні Participle II може виконувати такі функції:

- 1) означення:

The article translated by our students was very interesting.

Стаття, перекладена нашими студентами була дуже цікавою.

- 2) обставини причини:

Packed in strong cases, goods arrived in good condition.

Упаковані в міцні ящики, товари прибули в хорошому стані.

- 3) обставини часу, що в українській мові відповідають підрядним реченням часу. Такі обставинні дієприкметникові звороти вводяться за допомогою сполучників when, while:

When given the journal read the article about environment protection.

Коли вам дадуть журнал, прочитайте статтю про охорону навколишнього середовища.

Тренувальні вправи

1. Визначте, в якому з речень вжито Participle II:

1. Peter solved a difficult problem. 2. Have you already solved this problem? 3. The problem solved by my friend was very difficult.

2. Прочитайте та перекладіть речення. Зверніть увагу на Participle II в ролі означення та обставини:

1. The problems discussed at the conference are of great interest to us.
2. The data obtained must be checked.
3. These scientific articles translated by our students are rather difficult.
4. When translated into Ukrainian these articles will be of great interest to our students.
5. When done this experiment will give good results.
6. Water becomes ice when cooled.
7. Asked whether he intended to return soon, he replied that he would be away for about three months.
8. The Opera House built many years ago is one of the finest buildings in our city.
9. They sent me some illustrated catalogues.
10. The improved methods of work gave good results.

3. Переробіть речення з складнопідрядних на прості, використовуючи Participle II в ролі означення:

e. g. They study at the university which was founded 100 years ago. They study at the university founded 100 years ago.

1. I received a telegram which was sent yesterday.
2. The problem which was solved by our students is rather difficult.
3. The method which was used is very important for this experiment.
4. The decisions which were adopted at the conference are supported by our scientists.
5. The cotton which is grown here is of good quality.
6. The machines which are made at this plant are exported to many countries of the world.

Sequence of Tenses

Узгодження часів

Узгодження часів (заміна часових форм) застосовується в підрядних реченнях, якщо дієслово у головному реченні стоїть в одному з минулих часів.

Якщо дієслово-присудок у головному реченні стоїть у теперішньому або майбутньому часі, то у підрядних реченнях час вживається за змістом речення.

Основні правила узгодження часів

Часова форма присудка у підрядному реченні, необхідна за змістом:

Часова форма присудка у підрядному реченні, на яку замінюється:

Present Simple

I know (that) he **lives** in Paris.

(Я знаю, що він живе в Парижі.)

Present Continuous

I think (that) she **is waiting** for me in the reading-room.

(Я думаю, що вона чекає на мене у читальній залі)

Present Perfect Continuous

I know (that) he **has been living** in Paris since 1995.

(Я знаю, що він живе в Парижі з 1995 р.)

Past Simple

She says, "He **left** Kyiv three days ago."

(Вона каже: "Він виїхав з Києва три дні тому.")

Present Perfect

I think she has already written the article.

(Я думаю, що вона вже написала статтю.)

Past Perfect¹

He says, "I **had worked** by 8 o'clock."

Past Simple

I knew (that) he **lived** in Paris.

(Я знав, що він живе в Парижі.)

Past Continuous

I thought (that) she **was waiting** for me in the reading-room.

(Я думав, що вона чекає на мене у читальній залі)

Past Perfect Continuous

I knew (that) he **had been living** in Paris since 1995.

(Я знав, що він живе в Парижі з 1995 р.)

Past Perfect

She said (that) he **had left** Kyiv three days before.

(Вона сказала, що він виїхав з Києва три дні тому.)

Past Perfect

I thought she had already written the article.

(Я думав, що вона вже написала статтю.)

Past Perfect

He said (that) he **had worked** by 8 o'clock."

Future Tenses: Future Simple

She said, "I **will write** a letter to my brother."

Future Continuous

He said, "I **will be writing** the composition the whole evening."

He said, "I **will have done** it by 6 o'clock."

Future Perfect Continuous

He said, "I'll **have been translating** the text for an hour when she comes."

(Він сказав: "Я перекладатиму текст вже годину, коли вона прийде.")

Future-in-the-Past:**Future****Simple-in-the-Past**

She said (that) she **would write** a letter to my brother."

Future Continuous-in-the-Past He said (that) he **would be writing** the composition the whole evening.

Perfect-in-the-Past

He said (that) he **would have done** it by 6 o'clock."

Future Perfect Continuous-in-the-Past

He said (that) he **would have been translating** the text for an hour when she came.

(Він сказав, що він перекладатиме текст вже годину, коли вона прийде.")

Past Perfect та Past Perfect Continuous залишаються без змін.

Випадки, коли правила узгодження часів не застосовуються:

1. Якщо в підрядному реченні мова йде про вічні істини або загальновідомі факти – переважно вживається Present Simple:

The teacher told the children that water boils at 100 degrees centigrade.

2. Якщо в реченні точно зазначено час виконання дії (обставиною часу чи підрядним реченням часу), то ця дія виражається за допомогою

Past Simple та Past Continuous:

He said that his parents **graduated** from the University in 1988. I thought that you **were working** in the library at five o'clock yesterday.

She said that she **was working** when I rang her up.

3. Дієслово-присудок в підрядних реченнях причини, а також в означальних та порівняльних підрядних реченнях може вживатися в Present і Future:

He told me about the book which you **are reading**.

He refused to go to the theatre as he **will have** an examination in History in a few days.

He was once stronger than he **is** now.

4. Дієслова must, should та ought вживаються в підрядному реченні без змін незалежно від часової форми дієслова-присудка головного речення:

She tells (told) him that he should consult a doctor. He says (said) that I ought to visit my grand-parents.

The teacher tells (told) the children that they mustn't cross the road against the red light.

Непряма мова (Indirect Speech)

При перетворенні прямої мови на непряму утворюється складнопідрядне речення з підрядним додатковим реченням із сполучником **that** або без нього:

He says, "I have read this book"

He says (that) he has read that book. Якщо

вказано особу, до якої звернено пряму мову і вживається *to say* з прийменником *to*, то перед непрямою мовою **to say to** замінюється на дієслово **to tell**:

She says to me, "I saw him yesterday"

She tells me (that) she saw him the day before.

При перетворенні прямої мови на непряму вказівні займенники, деякі обставини місця і часу змінюються на наступні:

this	that
these	those
now	then
here	there
today	that day
yesterday	the day before
the day before yesterday	two days before
tomorrow	the next day
the day before tomorrow	two days later
ago	before
next	the next
last (year)	the previous (year)

Непрямі запитання (**Indirect Questions**) мають структуру розповідного речення: з прямим порядком слів.

Загальні запитання замінюються підрядними реченнями із сполучниками **if** або **whether**:

We asked him, "Do you know this girl?" - We asked him **if/(whether)** he knew that girl.

При відтворенні непрямою мовою *спеціальних запитань* – питальні слова стають сполучними словами:

He asked me, "Where do you live?"
I asked him, "Why have you come so late?"

He asked me **where** I lived.
I asked him **why he had come** so late.

Наказовий спосіб дієслова при перетворенні в непряму мову наказових речень замінюється **інфінітивом**. Дієслово **to say** замінюється на **to tell, to order**, а при проханні – на **to ask**:

She *said to him*, "Come at five o'clock."

She *told him to come* at five o'clock.

He *said to me*, "Don't go there."

He *told me not to go* there.

I *said to her*, "Please give me a glass of water."

I *asked her to give* me a glass of water.

Тренувальні вправи

Вправа 1. Перекладіть наступні речення українською, визначте час присудків та поясніть вживання часів:

1. I didn't expect that you would come two days later. 2. The mother was angry with the children because they had been making a terrible noise since early morning. 3. He said that he was there in 1945. 4. They knocked because they didn't know that the children were sleeping then. 5. When she woke up in the morning she saw that it had already stopped raining. 6. I learnt from this book that elephants never forget.

Вправа 2. Поставте присудок головного речення в Past Simple, зробивши всі необхідні зміни в реченні:

1. I can't understand why you are doing this. 2. He doesn't like the shoes he bought last year. 3. I am surprised that you finished the work yesterday. 4. They look at the picture she has drawn today. 5. She can't tell the time because her watch has stopped. 6. He knows that you have received a letter from Helen. 7. I know you are a person I can trust completely.

Вправа 3. Розкрийте дужки, поставивши дієслово у відповідному часі та стані:

1. He posted the letter he (to write) two days before. 2. He said he (to leave) tomorrow morning. 3. I knew they (to wait) for me at the metro station and I decided to hurry. 4. He says that he (to know) the laws of the country. 5. He thought that all his dreams (to come) true very soon, when he finished school. 6. He understood why she (not to come) the previous evening. 7. She promised that she (to answer) all the questions at the conference.

Вправа 4. Замініть пряму мову на непряму:

1. "I'm waiting for my parents," Nick said. 2. Mary said, "I didn't recognize him." 3. "I was here with my friends," said Jane. 4. "Do you have a photograph of your son with you?" Helen asked. 5. "You should be careful," my friend said to me. 6. "The Sun isn't a planet, it is a big star," the teacher explained. 7. "Don't make so much noise, will you?" the neighbour said to Pete. 8. "I promise I'll write to you as soon as I arrive, Jane," said Nick. 9. She asked, "Are there skyscrapers in London?" 10. "Why didn't you say that to me?" she asked her boyfriend.

Пасивний стан дієслова (Passive Voice)

В англійській мові дієслово має дві форми стану: активний (Active Voice) – коли підмет (особа чи предмет) в реченні виконує дію та пасивний (Passive Voice) – коли підмет (особа, предмет) підлягає дії з боку іншої особи чи предмета, тобто є не суб'єктом, а об'єктом дії. Порівняйте:

Captain Cook discovered Australia.

Australia was discovered by Captain Cook.

У пасивному стані суб'єкт дії здебільшого не вказується, оскільки в центрі уваги знаходиться особа чи предмет, на які спрямована дія: *They will not deliver the new sofa on Monday.*

The new sofa will not be delivered on Monday.

Особливо це стосується випадків, коли підмет виражений одним із наступних слів: *people, one, someone/somebody, they, he, etc.*

Зазначення виконувача дії або діючої сили дається у формі прийменникового звороту з прийменником *by*:

This experiment was conducted by our research workers. The rate of chemical reaction is influenced by many factors.

Слід пам'ятати про дієслова, що вживаються з прийменником *by*: *To judge by* – судити по кому, судити з чого, міркувати; *to mean by* – мати на увазі; *to take by* – взяти (тримати, схопити) за, та ін.

Для позначення предмета, за допомогою якого виконується дія – вживається прийменник *with*:

The paper was cut with a knife.

The letter was written with a ball-pen.

В українській мові тільки перехідні дієслова вживаються в пасивному стані; і підметом речення пасивного стану може бути тільки прямий додаток з відповідного речення активного стану:

Студент написав тест.

Тест був написаний студентом.

В англійській мові з дієсловами, наприклад, такими як *to ask, to bring, to tell, to send, to show, to teach, to promise, to offer, to give, to pay, to lend*, що приймають два додатки, можна утворювати пасивний стан двома шляхами:

Active: Someone sent me flowers. Passive: a) I was sent some flowers.

a) Some flowers were sent for me.

В англійській мові навіть неперехідні дієслова, що потребують прийменникового додатка, можуть вживатися в пасивному стані, причому прийменник зберігає своє місце після дієслова:

They laughed **at** him.

He was laughed **at**.

Вони сміялися з нього.

З нього сміялися.

They can depend **on** Bill.
покластися на Білла.

Bill can be depended **on**. Вони можуть
На Білла можна покластися.

Утворення пасивного стану дієслова

Часові форми пасивного стану утворюються за допомогою дієслова **to be** у відповідному часі, особі, числі та дієприкметника минулого часу (the past participle) смислового дієслова:

to be + past participle (pp)

Tense Form	Indefinite		Continuous
Present	I am	} asked	I am
	He is		He is } being asked
Past	We are	} was	We are
	I		He is } being asked
Future	He	} be asked	We are
	We		I shall (will)

Future in the Past	I	}	would
	He		be
	We		asked

Tense Form	Perfect			Perfect Continuous
Present	I have has have	He We } }	been asked	Замість відсутніх форм Perfect Continuous вживаються форми Perfect
Past	I He We	He We } }	had been asked	
Future	I He We	He We } }	will have been asked	
Future in the Past	I He We	He We } }	would have been asked	

Часові форми пасивного стану вживаються за тими самими правилами, що й відповідні часи активного стану.

SIMPLE (INDEFINITE) PASSIVE TENSES

Tense	Affirmative	Interrogative	Negative
Present Simple	The office <u>is cleaned</u> twice a week.	Is the office <u>cleaned</u> twice a week?	The office <u>is not cleaned</u> twice a week.
Past Simple	The office <u>was cleaned</u> yesterday.	<u>Was</u> the office <u>cleaned</u> yesterday?	The office <u>was not cleaned</u> yesterday.
Future Simple	The office <u>will be cleaned</u> next day.	<u>Will</u> the office <u>be cleaned</u> next day.	The office <u>will not be cleaned</u> next day.

1. Часи групи Simple пасивного стану виражають одноразову, повторювану або постійну дію в теперішньому, минулому або майбутньому часі:

а) TV is watched all over the world. б) Jim's car was stolen last night.

в) His portrait will be painted by a famous artist.

2. Present Simple вживається для вираження майбутньої дії в підрядних реченнях часу та умови:

а) I shall be very glad if my article is published in the newspaper. Я буду дуже радий, якщо моя стаття буде опублікована в газеті.

б) The director will sign the documents when they are checked. Директор підпише документи, коли вони будуть перевірені.

3. Як і в активному стані, вживання часів в підрядному реченні, що залежить від головного з дієсловом-присудком в минулому часі, підпорядковується правилам послідовності часів:

а) I knew that very interesting articles were published in the magazine.

Я знав, що в цьому журналі друкуються дуже цікаві статті. б) He said that the bridge would be built next year.

Він сказав, що міст побудують в наступному році.

в) Mary said that she would show us the article when it was typed. Мері сказала, що покаже нам статтю, коли вона буде опублікована.

4. Присудку в активному стані, що виражений словосполученням одного з модальних дієслів must, can (could), may (might), should, ought, to have, to be з інфінітивом активного стану, відповідає в пасивному звороті словосполучення цього ж модального дієслова з інфінітивом пасивного стану:

а) You ought to translate this article at once. Вам слід перекласти цю статтю відразу. The article ought to be translated at once. Цю статтю слід перекласти відразу.

б) They must finish their work as soon as possible.

Вони повинні закінчити свою роботу якомога швидше. Their work must be finished as soon as possible.

Їх робота повинна бути закінчена якомога швидше.

5. Пасивні звороти з формальним підметом **it**.

Звороти, що складаються із займенника **it** і дієслова в пасивному стані

– **it is said, it was said, it is reported, it was reported** та ін., відповідають в українській мові дієсловом в 3-ій особі множини з неозначено-особовим значенням: *кажуть, казали, повідомляють, повідомляли* та ін. в таких зворотах **it** є формальним підметом і немає самостійного значення:

a) It is reported that the delegation has arrived in Kyiv. Повідомляють, що делегація прибула в Київ.

б) It was expected that he would return soon.

Сподівалися, що він скоро повернеться.

У таких зворотах часто зустрічається сполучення модального дієслова з інфінітивом пасивного стану: **it can be said** *можна сказати*, **it should be mentioned** *слід нагадати*, **it was be expected** *треба було очікувати* та ін.

Тренувальні вправи

Вправа 1. Перекладіть українською мовою речення з дієсловами в пасивному стані, при потребі починайте переклад з прийменників:

1. This engineer's design was much spoken of at the conference.
2. This research was given particular attention because of its prime importance for the development of this branch of physics.
3. This book is written mainly for researchers.
4. New electronic devices are dealt with in this article.
5. New methods will be developed as a result of this experimental work.
6. The First Congress of Biochemistry was held in Cambridge in 1949.
7. The opening plenary session was followed by a concert.

Вправа 2. Поставте запитання до поданих речень:

1. The Houses of Parliament were built *in the nineteenth century*.
2. *Twenty* people were hurt in the train crash.
3. *Three* teenagers were given an award for bravery yesterday.
4. The telephone was invented by Bell *in 1876*.
5. *20,000* cars will be produced next year.
6. *Ten* pictures have been stolen from the National Gallery.
7. During the centuries *the famous Tower of London* was used as a fortress, a royal residence and a prison.

Вправа 3. Заповніть пропуски необхідною формою дієслова:

1. These pictures are beautiful. They ... (paint) by my father while he was on holiday last summer.
2. Volkswagen cars ... (make) in Germany.
3. The Pyramids ... (build) by the Ancient Egyptians.
4. Those flowers are great. They ... (send) to her yesterday by one of her fans.
5. Who does the washing-up in your house? The dishes ... (wash) by my brother and then ... (dry) by my sister.
6. Who looks after your baby when you're at work? Well, he ... (look after) by my mother.
7. When will I have my car? It ... (deliver) to your house the day after tomorrow.

Вправа 4. Перетворіть подані речення з активного стану на пасивний:

1. They use a computer to do that job nowadays.
2. Where will your company send you next year?
3. The pop star sang the song.
4. They won't take him home after the party.
5. Tom didn't break the window.
6. Mary sent Peter a birthday card.
7. His mother cooked this delicious turkey.

8. An international company publishes these books.

Вправа 5. Перетворіть подані речення з активного стану на пасивний, звертаючи увагу на модальні дієслова з інфінітивом пасивного стану:

1. You must take the dog for a walk.
2. We should eat this cake immediately.
3. You ought to put these clothes away.
4. I have to finish my homework tonight.
5. You must tidy your bedroom.
6. They should inform the citizens as soon as possible.
7. You can use this saucepan for cooking spaghetti.
8. He must finish the project by Friday afternoon.
9. You must post these letters today.
10. Employers must pay all travel expenses for this training course.

CONTINUOUS (PROGRESSIVE) PASSIVE TENSES

Часи групи Continuous (or Progressive) пасивного стану, як і активного, виражають тривалу дію, що відбувається в якийсь момент або період часу в теперішньому чи минулому часі. Майбутній час – Future Continuous – в пасивному стані не вживається.

Present Continuous Passive: A very interesting film is being shown on TV.

Past Continuous Passive: An ice hockey game was being shown on TV when he returned home.

Present (Past) Continuous Passive утворюються за допомогою допоміжного дієслова to be в Present (Past) Continuous Active Voice та дієприкметника минулого часу основного дієслова.

Tense	Affirmative	Interrogative	Negative
Present Continuous	The office <u>is being cleaned</u> now.	Is the office <u>being cleaned</u> now?	The office <u>is not being cleaned</u> now.
Past Continuous	The office <u>was being cleaned</u> when the boss arrived.	<u>Was the office being cleaned</u> when the boss arrived?	The office was not being cleaned when the boss ____ arrived.
Future Continuous	-	-	-

Як і в активному стані, дієслова, що не виражають дію як процес, як правило, не вживаються в формі Continuous. До них відносяться дієслова, що виражають відчуття: *to see, to smell, to hear, to seem, to taste*;

волевиявлення: *to refuse, to prefer, to object, to agree, to disagree, to deny, to impress, to promise*; бажання: *to wish, to want, to desire*; почуття: *to like, to hate, to love*; розумову діяльність: *to know, to understand, to believe, to doubt, to see* (= 'understand'), *to imagine, to realise, to suppose, to remember, to think* (= 'have an opinion'), *to forget, to recognise*; дієслова, що виражають відношення між предметами: *to be, to belong, to concern, to involve, to consist, to contain, to depend, to lack, to need, to include, to owe, to possess, to weigh* (= 'have weight'), та ін.

Тренувальні вправи

Вправа 1. Прочитайте та перекладіть речення. Зверніть увагу на форми часу дієслів в пасивному стані:

- Excuse the mess, the house is being painted.
- I felt as if I was being watched.
- The roof is being repaired by a friend of ours.
- A multistoried house is being built near our school.
- The children are being taught by Mr. Rice at the moment.
- I think the film is being shown on TV now.
- The factory was still being built when we came to that place.

Вправа 2. Підкресліть присудки в реченнях. Перетворіть речення у Passive Voice, звертаючи увагу на часову форму дієслів:

- Some people are considering a new plan.

A new plan is being considered.

- The grandparents are watching the children.

The children _____ by their grandparents.

- The author is writing a new book.

A new book _____ by the author.

- They are planting the trees in the garden.

The trees _____ in the garden.

- According to one scientific estimate, we are losing 20,000 species of plants and animals each year due to the destruction of rain forests. According to one scientific estimate, 20,000 species of plants and animals _____ each year due to the destruction of rain forests.

Вправа 3. Утворіть питальну та заперечну форми речень:

- The sick man is being operated on.
- The network of transmitting stations is being built in this region now.
- The children are making a birthday cake in the kitchen.
- The road is being repaired by our workers.
- The film was being shown from 7 till 9.
- The orchestra was being conducted by our music teacher.
- Water-power stations are being built on the Mountain Rivers.
- Students from about 30 countries are being trained at Kyiv University.

Вправа 4. Замініть наступні речення на Passive Voice:

- Someone is organizing a student trip to the art museum. A student trip to the art museum _____.

- We couldn't use our classroom yesterday because someone was painting it. We couldn't use our classroom yesterday because _____.

- Someone is considering Jack for the job. Jack _____ for the job.

- The police are questioning two boys in connection with the accident. Two boys _____ by the police in connection with the accident.

- Look! Someone is feeding the seals. The seals _____.

PERFECT PASSIVE

1. Часи групи Perfect пасивного стану, як і активного, виражають дію, що передують іншій дії або якомусь моменту в теперішньому, минулому або майбутньому часі. Крім цього, перфектні часи, особливо Present Perfect Passive, вживаються для підкреслення результату дії, що відбулася.

The windows **have** still not **been repaired**. – Вікна ще не відремонтовані.

I was thinking of all that **had been said**. – Я думав про все, що було сказано.

The goods **have** just **been examined** by the customs officers. – Товари щойно оглянуті (були оглянуті) митниками.

2. Present (Past, Future) Perfect Passive утворюються за допомогою допоміжного дієслова **to be** в Present (Past, Future) Perfect та дієприкметника минулого часу основного дієслова.

Tense	Affirmative	Interrogative	Negative
Present Perfect	The office <u>has been cleaned</u> today.	<u>Has the office been cleaned</u> today?	The office <u>has not been cleaned</u> today.
Past Perfect	The office <u>had been cleaned</u> by two o'clock.	<u>Had the office been cleaned</u> by two o'clock?	The office <u>had not been cleaned</u> by two o'clock.
Future Perfect	The office <u>will have been cleaned</u> by the time we come.	<u>Will the office have been cleaned</u> by the time we come?	The office <u>won't have been cleaned</u> by the time we come.

Future Perfect-in-the-Past Passive утворюється так само, як і Future Perfect Passive, але замість допоміжних дієслів **shall/will** вживаються відповідно **should/would**.

Future Perfect-in-the-Past Passive: I (we) should have been invited.

He (she, you, they) would have been invited.

1. Замість Present Perfect Continuous та Past Perfect Continuous, які не мають форм пасивного стану, відповідно вживаються Present Perfect і Past Perfect Passive.

The dissertation **has been discussed** for two hours.

Дисертація обговорюється уже дві години.

The dissertation **had been discussed** for two hours when he came. Дисертація вже обговорювалась дві години, коли він прийшов.

2. Як і в активному стані, в підрядних обставинних реченнях часу та умови для вираження майбутньої дії замість форми Future Perfect Passive вживається форма Present Perfect Passive:

After the goods have been examined we shall take them to the ware- house.

Після того як товари будуть оглянуті, ми відвеземо їх на склад.

3. Узгодження, як і в активному стані, вживання часів в підрядному реченні з дієсловом-присудком в минулому часі, з правилами послідовності часів.

I knew that the plant **had been built** for two years. Я знав, що завод будується вже два роки.

She showed me the article which **had been translated** by her brother. Вона показала мені статтю, яка була перекладена її братом.

He said that the house **would be built** by January. Він сказав, що будинок (вже) буде побудований (побудують) до січня. She said that

you **would have been shown** a new film before he left. Вона сказала, що вам покажуть новий фільм, до того як він піде.

3. **Perfect Infinitive Passive** та модальні дієслова. Perfect Infinitive Passive вживається:

- після модальних дієслів **must** і **may** для вираження припущення, що дія вже здійснилася:

The letter **may have been sent** to the wrong address.

Лист, мабуть, був відісланий за неправильною адресою.

- після дієслів can, cannot для вираження здивування, сумніву з приводу того, що дія могла здійснитися:

Can this work **have been done** in such a short time? Невже ця робота була зроблена за такий короткий строк?

- після дієслів **should, would, could, might, ought** та **was (were)** для вираження дії, яка повинна була б чи могла б здійснитися, але не здійснилася:

The goods **were to have been delivered** at the beginning of May. Товари повинні були бути доставлені на початок травня (але не були доставлені).

The windows **should have been cleaned** yesterday. Вікна слід було (потрібно було) вимити вчора.

Тренувальні вправи

Вправа 1. Прочитайте речення та перекладіть їх. Зверніть увагу на Passive Voice:

1. Jim didn't know about the change of plans. He hadn't been told.
2. During the last decades a great number of researchers have been involved in the study of cancer problems.
3. Various ideas have been proposed to explain the origin of the moon.
4. An advertisement have not been placed in the newspaper yet.
5. I'm not going to the party. I haven't been invited.
6. In recent years much of our interest has been centred round the problem of the evolution of comets.
7. The letters have already been posted by the time the boss came in.
8. He said that he would show us the letter when it was typed.
9. This room looks different. Has it been painted since I was last here?
10. A tree was lying across the road. It had been blown down in the storm.

Вправа 2. Підкресліть перфектну форму дієслова. Закінчіть речення відповідною часовою формою дієслова у пасивному стані:

1. They have changed the date of the meeting

The date of the meeting has been changed.

2. The chef hasn't made dinner.

The dinner _____.

3. Brian told me that somebody had attacked and robbed him in the street. Brian told me that he _____.

4. The doctor had already told him to go on a diet. He _____.

5. They have been built excellent shelters for tourists in these mountains.

Excellent shelters for tourists _____.

6. Richard has offered Helen a watch.

Helen _____.

Вправа 3. Утворіть питальну та заперечну форми речень:

1. The light has not yet been turned off.
2. He has been told everything, so he knows what to do now.
3. The door has been left open.
4. The article will have been published by the time you arrive.
5. This crop had been sown by the end of the month.

Неособові форми дієслова

(Non-Finite Forms of the Verb)

Неособові форми дієслова (non-finite forms of the verb) – інфінітив (the Infinitive), герундій (the Gerund), дієприкметник (the Participle) – не мають граматичних ознак особи, числа і способу, не виражають часу дії, тому не можуть бути присудком речення, а можуть тільки входити до його складу. Вони вказують лише на співвіднесеність у часі дії, що вони виражають, до дії присудка: одночасна вона чи передує їй.

The Infinitive (Інфінітив)

Інфінітив – це неособова форма дієслова, яка тільки називає дію і відповідає на запитання *що робити?, що зробити?* – **to read** читати; **to understand** розуміти.

В англійській мові інфінітив має одну просту і п'ять складних форм. Інфінітив перехідних дієслів має форми часу й стану, а неперехідних – тільки часу.

Форми інфінітиву

	Active	Passive
Indefinite	to write to come	to be written
Continuous	to be writing to be coming	-
Perfect	to have written to have come	to have been written
Perfect Continuous	to have been writing to have been coming	-

Якщо дієслово не вживається в пасивному стані або в формі Continuous, то кількість форм інфінітива відповідно менша. Ознакою інфінітива в англійській мові є частка **to**.

Частка **not**

перед інфінітивом вказує на заперечну форму.

Але слід пам'ятати, що в деяких випадках інфінітив вживається без частки to:

- 1) після модальних дієслів (окрім дієслова *ought*);
- 2) в об'єктному інфінітивному звороті після дієслів: **to see, to hear, to feel, to watch, to observe, to notice; to let, to make;**
- 3) після виразів **would rather, would sooner, had better...**

Значення і вживання форм інфінітиву

I. Інфінітив у формі **Indefinite** вживається:

1. Якщо дія, яку він виражає, одночасна з дією, вираженою дієсловом-присудком речення:

I am sorry to hear it.

Мені прикро чути це.

He was glad to see them.

Він був радий бачити їх.

It will be very interesting to read these books.

Буде дуже цікаво прочитати ці книжки.

2. З дієсловами, що вказують намір, надію та ін. Indefinite Infinitive означає дію, майбутню щодо відношення до дії, вираженої дієсловом-присудком:

I hope to see you on Monday.

Я сподіваюсь побачитися з вами в понеділок.

I want to make a report.

Я хочу зробити доповідь.

3. З модальними дієсловами Indefinite Infinitive часто виражає майбутню дію:

They may come tomorrow.

Може, вони прийдуть завтра.

II. **Continuous Infinitive** виражає тривалу дію, що відбувається одночасно з дією, вираженою дієсловом-присудком:

It was pleasant to be driving a car again.

Приємно було знову вести автомобіль.

III. **Perfect Infinitive** виражає дію, що передує дії, вираженій дієсловом-присудком:

I was pleased to have done something.

Я була задоволена, що я дещо зробила.

З модальними дієсловами **should, ought, could, might** у стверджувальній формі, а також після **was/were** в модальному значенні Perfect Infinitive показує, що дія не відбулася:

He should have stayed at home.

Йому слід було залишитися вдома (але він не залишився).

He was to have done it.

Він мав зробити це (але не зробив).

Таке саме значення має Perfect Infinitive після минулого часу дієслів **to expect** сподіватися, чекати; **to hope** надіятися; **to intend** мати намір та ін.:

I hoped to have found him at home.

Я сподівався застати його вдома (але не застав).

IV. **Perfect Continuous Infinitive** виражає тривалу дію, що відбувалася протягом певного часу перед дією, вираженою дієсловом-присудком:

I am happy to have been living in Kyiv for 25 years.

Я щасливий, що 25 років живу в Києві.

V. Інфінітив вживається в активному стані, якщо іменник або займенник, до якого він відноситься, означає суб'єкт дії, вираженої інфінітивом:

But they don't want to play with me.

Але вони не хочуть гратися зі мною.

Інфінітив вживається в пасивному стані, якщо іменник або займенник, до якого він відноситься, означає об'єкт дії, вираженої інфінітивом:

She didn't want to be found. Вона не хотіла, щоб її знашли.

VI. Інфінітив також вживається:

1. Після таких дієслів, як: **advise, afford, agree, appear, attempt, decide, dare, forget, fail, expect, hope, manage, offer, plan, pretend, promise, refuse, seem, tend, threaten, want, etc.**

e.g. He refused to answer my questions. I hope to see you again soon.

He promised not to be late.

Інфінітивні конструкції

Складний підмет (Суб'єктний інфінітивний комплекс)

Інфінітив вживається в суб'єктному інфінітивному звороті – **Complex Subject** - ("складний підмет"), де іменник чи займенник стоїть в загальному відмінку:

а) після таких дієслів в пасивному стані, як: *say, report, think, believe, expect, consider, suppose, see, hear, feel, notice, observe, watch, order, allow, permit, etc.*

e. g. Mark was seen to cross the street. Бачили, як Марк переходив вулицю.

He was made to do it. Його примусили це зробити. The Moon is known to be the Earth's satellite. Відомо, що Місяць - satellite. супутник Землі.

He is known to be a good poet. поет.

Кажуть, що він хороший

б) після наступних дієслів в активному стані: *seem, appear (здаватися), happen, chance (трапитися), turn out, prove (виявлятися)*:

e.g. They seemed not to listen to their teacher. Здавалося, що вони не слухали свого вчителя. He appears to be a good psychologist. Здається, він хороший психолог.

в) після словосполучень *to be sure, to be certain, to be likely, to be unlikely*:

e.g. They are likely to meet often.

Вони, мабуть, часто зустрічатимуться. He is unlikely to change his mind.

Несхоже, щоб він передумав. They are sure to win the match.

Вони обов'язково виграють цей матч.

Складний додаток (Об'єктний інфінітивний комплекс)

Інфінітив вживається в конструкції: Verb + Pro(noun) + Infinitive

– в об'єктному інфінітивному звороті (**Complex Object**), де додатком (object) є іменник у загальному відмінку або особовий займенник в об'єктному відмінку, після якого вживається інфінітив, що виражає дію, яку виконує або якої зазнає особа чи предмет, позначений цим іменником або займенником.

Цей об'єктний інфінітивний зворот (Complex Object) вживається:

1) після дієслів: *consider, believe, think, find, know, expect, suppose, want, wish, desire, like, would like, dislike, hate, intend, request, ask (просити), allow, permit, recommend, cause, force, make* (примушувати), *let* (веліти, дозволяти):

e.g. Mr. Lee expected them to be here at ten o'clock. The police ordered the driver (him) to stop.

2) після дієслів to make, to let, to see, to hear, to feel, to watch, to observe, to notice – частка **to** перед інфінітивом не вживається:

e.g. I saw Mark cross the street. Я бачив, як він переходив вулицю. They made him do it. Його примусили це зробити.

Об'єктний інфінітивний зворот перекладається на українську мову здебільшого підрядним додатковим реченням, де іменник чи займенник відповідає підмету, а інфінітив – присудку цього підрядного речення.

For+ Інфінітив

Інфінітив вживається також в прийменниковому інфінітивному комплексі – в конструкції "for + noun/pronoun + infinitive" (де займенник вживається в об'єктному відмінку):

e.g. They asked for the data (them) to be published. Вони просили, щоб ці данні були опубліковані.

For this work to be done successfully conditions must be favourable. Для того щоб ця робота була виконана успішно, необхідні сприятливі умови.

Цей інфінітивний зворот може знаходитися в будь-якій частині речення. На українську мову частіше за все перекладається підрядним реченням з сполучником "щоб/для того щоб".

Функції інфінітива в реченні

1. Інфінітив може вживатися в реченні в ролі підмета:

e.g. To apply fertilizers is very important for growing crops in this region.

Вносити добрива (внесення добрив) – дуже важливо для вирощування врожаїв в цьому регіоні.

2. Інфінітив може вживатися в ролі предикатива (іменної частини складного присудка):

e.g. The point is to achieve the aim. Головне – досягти мети.

3. Інфінітив може вживатися в ролі частини дієслівного складного присудка:

а) з модальними дієсловами:

e. g. They must do it at once.

б) з дієсловами, що вживаються з інфінітивом іншого дієслова (to want, to wish, to try, to intend, to expect, to hope та ін.):

e. g. He wants to read a newspaper.

в) з дієсловами, що означають початок або продовження дії (to begin, to start, to continue та ін.):

e. g. She began to look through the journals on her speciality.

4. Інфінітив може вживатися в ролі додатка до дієслів та прикметників:

e. g. She asked me to speak loudly.

I'll be happy to accept your invitation.

5. Інфінітив може вживатися як обставина мети:

e.g. We often use heating (in order) to increase the reaction rate.

Ми часто використовуємо нагрівання для того, щоб підвищити швидкість реакції.

6. Інфінітив також вживається як означення:

e.g. He described some phenomena to be observed there only in winter. Він описав деякі явища, які можна спостерігати тільки взимку

Тренувальні вправи

1. Перекладіть українською, звертаючи увагу на форму інфінітиву:

1. She wants to be invited to the party. 2. They must be working in the garden. 3. We expect them to have returned. 4. She is said to have been working at school for many years.

2. Поставте дієслова у відповідній формі інфінітиву. Перекладіть речення українською:

- This film turned out (show) ... in our club last month.
- He is expected (take part) ... in the conference next week.
- Pluto is known (discover) ... in 1930.
- We expect them (return) ... in 2 days.
- This question is likely (discuss) ... tomorrow.
- We know this phenomenon (explain) ... by astronomers in the distant past.

3. Поставте частку *to* перед інфінітивом там, де це необхідно:

1. I think you ought ... apologize. 2. Make him ... speak louder. 3. Help me ... carry this bag. 4. My son asked me ... let him ... go to the theatre. 5. I must ... go to the country. 6. He said that she might ... come in the evening. 7. She was made ... repeat the song.

4. Прочитайте та перекладіть наступні речення з об'єктним інфінітивним комплексом. Зверніть увагу на вживання або відсутність частки *to* перед інфінітивом:

- We expected her to return.
- He allowed me to use his car.
- I expect you to be on time.
- The doctor told me to take these pills.
- I want you to be happy.
- I saw my friend run down the street.
- I heard the rain fall on the roof.
- I heard a famous opera star sing at the concert last night.
- She watched the children play in the yard.
- His parents intended him to go with them to the farm.

5. Доповніть речення, поставивши, де необхідно, частку **to** перед інфінітивом та займенники в об'єктному відмінку:

1. The teacher made ... (he/ to learn) the poem by heart.
2. I wanted ... (they/ to work) here.
3. They expect ... (we/ to answer) the letter at once.
4. You noticed ... (she/ to approach) the river.
5. I heard ... (he/ to read) it aloud.
6. His parents want ... (he/ to become) an agronomist.
7. We watched ... (they/ to play) in the yard.
8. You forced ... (he/ to do) the exercise again.
9. I let ... (she/ to leave) the room.
10. The rain ... (we/ to go) home.

6. Перефразуйте наступні складнопідрядні речення в прості, вживаючи **Complex Subject** (суб'єктний інфінітивний зворот). Зверніть увагу на форму інфінітиву:

e.g. It is reported that the delegation arrived in Paris on the 10th of September. – *The delegation is reported to have arrived on the 10th of September.*

1. It is known that he works hard.
2. It is said that she has been teaching chemistry at our University for thirty years.
3. It seems that our students are working in the field.
4. It is believed that this house was built in the 19th century.
5. It is supposed that his article will be published next week.
6. It turned out that the translation was very difficult.
7. It was supposed that the weather would be fine in May.

The Participle (Складні форми дієприкметника)

Перфектний дієприкметник (Perfect Participle)

Perfect Participle має дві форми — активного та пасивного стану. Форма активного стану утворюється за допомогою Present Participle допоміжного дієслова **to have** і Past Participle основного дієслова: **having asked**.

Форма пасивного стану Perfect Participle утворюється за допомогою **having been** і Past Participle основного дієслова: **having been asked**. Неперехідні дієслова не мають форми пасивного стану (напр. to go):

<u>Форми</u>	<u>Active</u>	<u>Passive</u>
Perfect	having having gone	asked having been asked

Значення та вживання

Perfect Participle виражає дію, яка передуює дії, вираженій дієсловом- присудком. Perfect Participle відповідає українському прислівнику доконаного виду:

Having learned about it, they stopped speaking. Дізнавшись про це, вони припинили розмову.

Perfect Participle Active вживається тоді, коли іменник чи займенник, до якого він відноситься, означає суб'єкт вираженої ним дії:

Having taking the book, he left the library. Взявши книгу, він вийшов з бібліотеки.

Пасивна форма дієприкметника.

(Present Participle Passive та Perfect Participle Passive)

Пасивна форма дієприкметника вживається тоді, коли іменник чи займенник, до якого він відноситься, означає об'єкт вираженої ним дії. Present Participle Passive вживається для вираження дії, що відбувається на теперішній момент чи теперішній період часу, на відміну від Past Participle, який виражає дію, що відбувається звичайно, взагалі.

The question now **being discussed** is very important.

Питання, що обговорюється зараз at the meeting
На зборах, - дуже важливе.

The large house **being built** in our building of the

Велика будівля, що будується на street is a new
нашій вулиці, новий корпус University.
університету.

Perfect Participle Passive вживається в функції обставини причини і часу та вказує на дію, що відбулася до дії присудка:

Having been invited to a party, she could not stay at home.

Оскільки її запросили на вечірку, вона не змогла залишитися вдома.

Дієприкметникові конструкціїСкладний додаток

Складний додаток з дієприкметником вживається після дієслів **see, hear, feel, want, like, find, catch, leave, keep, have, get, etc.**, і має таку ж структуру, що й складний додаток з інфінітивом. Але замість інфінітива вживається дієприкметник:

I saw him running. =

Я бачив, як він біг.

I saw him run.

I heard her shouting. = Я чув, як вона кричала.

I heard her shout.

Present Participle вживається замість інфінітива, якщо дію не завершено:

I saw him driving off.

Я бачив, як він від'їжджає.

I saw him drive off.

Я бачив, як він від'їхав. Past

Participle вживається замість пасивного інфінітива:

He had his hair cut.

Йому підстригли волосся.

The Absolute Participle Complex (Незалежний дієприкметниковий зворот)

Незалежний дієприкметниковий зворот (НДЗ) складається з

дієприкметника, перед яким стоїть іменник у загальному відмінку або займенник у називному відмінку. НДЗ завжди відокремлюються від головного речення комою.

Коли НДЗ стоїть на початку речення, він перекладається підрядним реченням обставини за допомогою сполучників "коли"; "після того, як"; "тому що"; "через те, що"; "оскільки"; "якщо":

The rain having stopped, we went out.
ущух, ми вийшли з дому.

Коли (після того, як) дощ

Weather permitting, we'll go for a walk.
підемо на прогулянку.

Якщо погода дозволить, ми

The professor being ill, the lecture was
put off.

Оскільки професор був
хворим, лекцію відстрочили.

Коли НДЗ стоїть після головного речення, він перекладається сурядним реченням за допомогою сполучників "і"; "а"; "при цьому"; "до того ж" або без сполучника:

Farmers grow a lot of grain crops in our
wheat being the most important. зернових, при чому пшениця

Фермери вирощують багато, country,

є найважливішою.

They went quickly out of the house, **he**
accompanying her to the station.

Вони швидко вийшли з дому,
і він провів її до вокзалу.

Тренувальні вправи

1. В якому з речень вжито Perfect Participle?

1. While reading an interesting English story she used a dictionary.
2. Entering the room we found nobody there.
3. He looked through the newspaper received this morning.
4. Having cleaned the room they went shopping.
5. The contract signed last year is useful for both sides.

2. Прочитайте та перекладіть українською:

1. Having finished the experiment he described its results in his article
2. Having solved many scientific and technical problems, our scientists could launch the first spaceship in outer space.
3. Having travelled about the country nearly two months, he returned to the capital.
4. The questions now being discussed at the meeting are very important.
5. Having collected all the material, she was able to write her report to the conference.
6. Having been sent to the wrong address, the letter didn't reach them.
7. Yesterday the professor told us about the experiments now being carried on in his laboratory.

4. В якому реченні незалежний дієприкметниковий зворот слід перекласти підрядним реченням з сполучником «після того як»?

1. This crop being used for different purposes, man cultivates it all over the world.
2. Water covers nearly three fourths of the Earth, most being sea water.
3. The distribution of water on our planet varying greatly, some places get too much water or too little.
4. The experiments having been carried out, they started new investigations.
5. The bridge being destroyed, we couldn't cross the river.

The Gerund (Герундій)

Герундій - це неособова форма дієслова, що має властивості дієслова та іменника. Як і інфінітив, герундій називає дію: reading — читання, seeing — бачення.

В українській мові немає форми, яка відповідала б герундію. Слова читання, бачення - іменники, що утворились від дієслів, але вони не мають граматичних ознак дієслова. Герундій перекладається іменником, інфінітивом, дієприкметником, дієсловом, підрядним реченням.

Дієслівні властивості Герундій має такі дієслівні властивості:

- 1) герундій перехідних дієслів вживається з прямим додатком: I like **reading books**. Я люблю читати книжки.
She began **preparing food**. Вона почала готувати їжу.
- 2) герундій може мати означення, виражене прислівником:
They continued **listening attentively**. Вони продовжували уважно слухати.
- 3) герундій має неозначену й перфектну форми, вживається в активному і пасивному стані. Форми герундія співпадають з формами дієприкметника.

<u>Форми</u>	<u>Active</u>	<u>Passive</u>
Indefinite	writing	being written
Perfect	having written	having been written

Неозначена форма герундія (Indefinite Gerund) вживається:

- а) для вираження дії, одночасної з дією, вираженою дієсловом- присудком речення:
He sat without **turning** his head. Він сидів, не обертаючись, б) для вираження дії безвідносно до якогось певного часу:
Seeing is believing. Бачити — значить вірити.

в) після дієслів to intend, to suggest, to insist та деяких інших Indefinite Gerund виражає майбутню дію по відношенню до дії, вираженої дієсловом-присудком:

He insisted on **telling** her about it. Він наполягав на тому, щоб розказати їй про це.

г) для вираження дії, що передує дії, вираженій дієсловом-присудком, зокрема після дієслів to thank, to forget, to remember, to excuse, to apologize, а також після прийменників on і after:

I **don't remember seeing** her. Я не пам'ятаю, щоб я бачив її. Перфектна форма герундія (Perfect Gerund) виражає дію, що передує дії, вираженій дієсловом-присудком речення:

Thank you for **having helped** me. Спасибі, що допомогли мені. Герундій вживається в пасивному стані, якщо іменник чи займенник, до якого він відноситься, позначає об'єкт вираженої ним дії:

He does not come without **being invited**.

Він не приходять, якщо його не запрошують. She remembers **having been showing** this article.

Вона пам'ятає, що їй показували цю статтю.

Функції герундія в реченні.

Герундій у реченні може виконувати такі властиві іменнику синтаксичні функції:

1) підмета:

Smoking is harmful. Палити - шкідливо.

2) предикатива:

His hobby is **collecting** stamps. Його улюблене заняття - колекціонувати поштові марки.

3) додатка (прямого і прийменникового):

Forgive my **saying** it. Пробач мені те, що я сказав.

She is fond of **painting**. Вона любить малювати.

4) обставини (мети, причини, умови, часу, способу дії): She improved the text **by changing** a few sentences.

Вона покращила текст, замінивши декілька речень. They never obtain high yields **without applying** fertilizers.

Вони ніколи не отримують високих врожаїв, не застосовуючи добрив.

Вживання

1) Після дієслів: to avoid, to finish, to suggest, cannot help, to enjoy, to excuse, to forgive, to postpone, to delay, to mind, та ін. - вживається тільки герундій (з усіх неособових форм дієслова):

We finished **dressing**. Ми закінчили одягатися.

2) Після дієслів та дієслівних словосполучень з прийменниками: to leave off, to give up, to go on, to keep on, to put off, to insist on, to agree to, to prevent from, to thank for, to be busy in, to be capable of, to be fond of, to be proud of, to be surprised at, та ін.:

Mary left off **ironing**. Мері перестала прасувати.

Fancy **going** for a walk in such weather. Уявіть собі прогулянку в таку погоду.

3) Після прикметників **worth** та **busy** (з дієсловом to be):

These fertilizers **are worth buying**. Ці добрива варто купити. Yesterday he **was busy working** in the garden. Вчора він був зайнятий роботою в саду.

4) Герундій або інфінітив вживається після таких дієслів, як: to begin, to start, to continue, to propose, to like, to try, to refuse, to intend, to forget, to remember, to prefer:

The children **began playing**. = The children **began to play**.

Порівняйте:

(1) stop + gerund: When the professor entered the room, the students stopped talking. (The room became quiet.)

(2) stop + infinitive of purpose: While I was walking down the street, I ran into an old friend. I stopped to talk to him. (I stopped walking in order to talk to him.)

Комплекс з герундієм

Перша частина герундіального комплексу — іменник у присвійному чи загальному відмінку або присвійний займенник. Друга частина — герундій, що виражає дію, яку виконує чи зазнає особа або предмет, позначений першою частиною комплексу. Такий зворот часто перекладається підрядним реченням, де займенник чи іменник є підметом, а герундій - присудком:

I don't like **him going** here.
туди.

Мені не подобається, що він іде

I remember **his friend taking part**
in the conference.

Я пам'ятаю, що його
друг брав участь у конференції.

They told us about **his coming** here.
приходив сюди.

Вони сказали нам про те, що він

Тренувальні вправи

1. Перекладіть на українську мову, звертаючи увагу на функцію герундія в реченні та його форму:

1. He likes translating scientific articles from English into Ukrainian.
2. After having changed the temperature twice he decided to change conditions of the experiment.
3. The manager has finished dictating a text to her secretary.
4. Having been read and corrected by the secretary, the text contained no mistakes.
5. On carrying out his experiments, he could make a lot of calculations.
6. Instead of translating the article himself, he asked his friend to do it.

2. Доповніть речення, вживаючи форму герундія наступних дієслів:

to watch, to go, to stay, to write, to talk, to forget, to clean

1. I think people should stop ... television so much.
2. He has finished ... the flat.
3. Nobody thought of ... to bed.
4. Don't fear my ... her.
5. I insist on my sister's ... at home.
6. I don't enjoy ... letters.
7. He likes ... to me.

3. Складіть речення, користуючись таблицею:

- | | |
|-----------------------|------------------------------|
| 1. Thank you for | seeing my parents next week. |
| 2. I'm thinking of | disturbing you. |
| 3. How about | dancing and singing. |
| 4. I apologise for | telling me the truth. |
| 5. I'm tired of | understanding this. |
| 6. She's very good at | going to the cinema tonight? |

7. He's not capable of _____ answering that child's questions.

4. З наведеного переліку дієслів, виберіть ті, після яких вживається герундій:

Agree, avoid, can't help, decide, expect, fancy, finish, give up, happen, hope, mind, manage, prepare, postpone, promise, put off, refuse, seem, suggest, wish.

5. Виберіть правильну форму дієслова (інфінітив чи герундій):

1. Do you remember (meet) her last year?
2. I regret (not visit) her when she was ill.
3. Do you want to go on (learn) English?
4. He doesn't allow us (make) personal phone calls.
5. He's stopped (smoke).
6. He stopped for a few minutes (rest).
7. I like (watch) TV in the evenings.
8. Do you think this book is worth (read)?
9. I can't help (worry) about it.
10. I managed (find) a taxi. 11. She suggested (go) to a movie.
12. They can't afford (buy) this car.

Умовний спосіб (The Subjunctive Mood)

Умовний спосіб виражає дію не як реальну, а як таку, що могла б відбутися за певних умов, а також необхідну, бажану або нереальну, нездійсненну.

В англійській мові вживаються чотири форми умовного способу: the Conditional Mood, the Suppositional Mood, Subjunctive I, Subjunctive II.

The Conditional Mood.

3 types of Conditional Sentences (3 типи умовних речень).

Conditional Mood утворюється з допоміжних дієслів *should* або *would*, у другій і третій особах – *would*. За формою Conditional Mood збігається з Future-in-the-Past дійсного способу, але відрізняється від нього за значенням.

Conditional Mood вживається для вираження дії, яка відбулася б за певних умов у теперішньому, минулому або майбутньому часі, але не відбудеться з якихось причин:

If she knew his addree (now), she would write to him. - Якби вона знала його адресу, вона б написала йому.

Conditional Mood має дві часові форми: present і past.

Present Conditional утворюється з допоміжних дієслів *should* і *would* та інфінітива основного дієслова без частки *to* (збігається з Future Simple-in-the-Past):

I (we) **should/would work**

He (she, it, you, they) **would work**

Present Conditional виражає дію, що за певних умов могла б відбутися в теперішньому або майбутньому часі.

Past Conditional утворюється з допоміжних дієслів *should* і *would* та перфектної форми інфінітива основного дієслова без частки *to* (збігається з Future Perfect-in-the-Past):

I (we) **should/would have worked**

He (she, it, you, they) **would have worked**

Past Conditional виражає дію, що за певних умов могла б відбутися в минулому, але через відсутність цих умов не відбулася.

3 типи умовних речень

I	Реальна умова, тип що відноситься до теперішнього або майбутнього часу	1) If Present Simple; Present Simple.	If I <u>have</u> enough time, I <u>visit</u> granny every week.
		2) If Present Simple; Future Simple.	If the weather <u>is</u> fine tomorrow, we' <u>ll go</u> to the country.
II	Малоймовірна умова, тип що відноситься до теперішнього або майбутнього часу	If Past Simple; Future-in-the-Past ²	If he were ¹ here, he would help us. If I <u>saw</u> my friend tomorrow, I <u>should ask</u> him about it.
III	Нереальна умова, що тип відносяться до минулого часу	If Past Perfect; would + Perfect Infinitive	If I <u>had seen</u> him yesterday, I <u>should have asked</u> him about it.

Примітка:

¹ Дієслово *to be* має форму **were** в 1-ій та 3-ій ос. однини, оскільки вживається у формі Past Subjunctive.

² В умовних реченнях II типу в головному реченні може вживатися сполучення **could** або **might** з Indefinite Infinitive.

Аналогічно, в умовних реченнях III типу в головному реченні може вживатися сполучення **could** або **might** з Perfect Infinitive. На українську перекладається – міг би, могли б з інфінітивом:

He could do it if he tried.

He could have done it if he had tried.

Він міг би це зробитиб якби
спробував.

Умовні речення з дієсловом WISH

Має відношення I wish you would read Як би мені хотілося, щоб ви
до майбутнього more in future. читали більше в
часу майбутньому.

I wish we would (could) Як би мені хотілося, щоб ми
meet next summer. зустрілися (змогли
зустрітися) наступного літа.

Має відношення I wish I had time. Шкода, що в мене немає
до теперішнього часу часу. Мені б хотілося розмовляти
I wish I could speak німецькою.
German.

Має відношення I wish I had had more time Шкода, що вчора я мав
до минулого часу yesterday. мало часу.
I wish you hadn't done this. I Шкода, що ти це зробив.
wish he had been here then Шкода, що його тоді тут не
було.

Тренувальні вправи

1. Вправа 1. Розкрийте дужки, поставте дієслово у відповідному часі: She (to buy) the dress tomorrow but the shop will be closed.
2. She (to buy) the dress but the shop was closed.
3. The teacher was absent today, so class was canceled. If she (be) absent if again tomorrow, class (cancel) tomorrow, too.
4. If she (to learn) English, I (to buy) her this book.
5. If my brother (to have) time now, he (to help) us.
6. I am not an astronaut. If I (to be) an astronaut, I (to take) my camera with me on the rocket ship next month.
7. I (to do) the same if I (to be) in your shoes.
8. It is expensive to call across the ocean. However, if transoceanic telephone calls (be) cheap, I (call) my family every day and (talk) for hours.

Вправа 2. Розкрийте дужки, вживаючи потрібну форму умовного речення після wish. Перекладіть українською:

1. I wish you (to come) with us.
2. I wish you (to be) with us yesterday.
3. I wish we (to meet) again next summer.
4. I wish I (to be) at yesterday's party: it must have been very merry.
5. If only she (to tell) me the truth then.
6. I wish you (not to be) so impatient. It wasn't wise of you.
7. They wished they (not to see) this horrible scene again.
8. I wish you (to phone) me last Sunday.

9. I wish I (to have) a season ticket to the Philharmonic next winter.
10. I wish you (not to speak) on the telephone so much.
11. I wish you (to send) word as soon as you arrive
12. They wish they (not to quarrel) with their neighbours a year ago.

Вправа 3. Перефразуйте речення за зразком, використовуючи відповідні часові форми умовного способу:

Model: If my brother has time, he will help them. If my brother had time, he would help them.

1. If there is much snow in January, they will go skiing every day.
2. If you've spoken the truth, you won't have anything to complain about.
3. If the rain stops, the children will go for a walk.
4. If I send the money at once, my dog will be returned alive and well.
5. If the water is warm, we shall have a picnic.

Вправа 4. Перефразуйте речення за зразком, використовуючи відповідні часові форми умовного способу відносно минулого часу: Model: If he saw his friend, he would ask him about it

If he had seen his friend (yesterday), he would have asked him about it.

1. If she were attentive, she wouldn't make so many mistakes.
2. If he were here, he would help us.
3. If he knew the number of her telephone, he would ring her up.
4. She would buy that book, if she had money with her.
5. If Nick worked hard, he would pass his examination.
6. If we had time, we would play chess.
7. If she came in time, she would join us.

Рекомендована література

1. Ніколаєнко О.В., Ушата Т.О. English for Tourism: навчальний посібник з англійської мови професійного спрямування для студентів спеціальності «Туризм» / О.В. Ніколаєнко, Т.О. Ушата. – Чернігів: ЧНТУ, 2016. – 336 с.
2. Воробьева С.А. Деловой английский для сферы туризма. Филоматис, Москва, 2003.
3. Robin Walker and Keith Harding. Oxford English for Careers. Tourism 1, 2. Oxford University Press, 2006.
4. Письменная О.А. Английский для международного туризма. Айрис пресс, Москва, 2005.
5. Сербиновская А.М. Английский язык для турбизнеса и сервиса., Учебник для вузов. – М.: издательско-торговая корпорация «Дашков и К^о», 2006. – 428с.
6. English Vocabulary in Use interm., Michael McCarthy and Felicity O’Dell, Cambridge, 2008.
7. English Vocabulary in Use advanced., Michael McCarthy and Felicity O’Dell, Cambridge, 2009.
8. Захаров В. Б. Tourism as Business: Учеб. пособие для студентов вузов /В.Б. Захаров. - М.: ЮНИТИ-ДАНА, 2004. - 207 с.
9. Королева Н.Е. Английский язык. Сервис и туризм. English For Tourism: учебное пособие/ Н.Е. Королева. – Изд. 2-е. – ростов н/Д: Феникс, 2007. – 407 с
10. С. Частник, Г. Коробка. Английский язык для менеджеров туризма и гостиничного бизнеса. Харьков „Торсинг”, 2003.
11. Інтернет ресурс <http://www.ufgop.org/pdf/the-magic-multiplier-lesson-1-activity-21/>
12. Dave Willis. Student’s Grammar. Collins Cobuild. Bill Mascull. The Universiti of Birmingham. Москва, „Астрель. АСТ”, 2003.
13. Macmillan English Grammar in Context Intermid., Michael Vince, 2007.
14. Macmillan English Grammar in Context Advanced, Michael Vince, 2008.