

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСПЛКИ
«ПОЛТАВСЬКИЙ УНІВЕРСИТЕТ ЕКОНОМІКИ І ТОРГІВЛІ»
Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 1

I. Match the definitions of the terms

1. Attractions	a) an individual who arranges travel for individuals or groups.
2. Package	b) people who buy products or services
3. Travel agent	c) a pleasure voyage by ship
4. Motel	d) a tour for sightseeing purposes, that is accompanied by a guide
5. Deluxe	e) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.
6. Airport hotel	f) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive.
7. Customers	g) a place where the people gather for recreational purposes.
8. Cruise	h) provides accommodation for people going to or coming from other countries, usually only staying for one night.
9. Guided tour	i) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.
10. Resort	j) a shortened form for motor hotel

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

MENU AND NUTRITION

The writing of a menu is probably the most difficult job for any chef or food service manager. There is a framework of constraints that sometimes challenges the imagination of the menu writer. Nutrition is becoming another factor to be taken into account when writing a menu.

There are few times that a menu can be improved to a customer. Even when that occurs the nutritionist does not always succeed in providing a balanced diet. The best example is the ton of vegetables that end in the food disposals of those American schools that serve lunch. We may say that nutrition

education should start in the family, but evidently it does not always. Today there seems to be more awareness of the importance of nutrition. How can the menu help this new trend?

Assuming that the customer knows his needs, we may provide the choices to satisfy them. In many restaurants, few people could follow a low fat diet. The many versions of chicken tetrazzini, tuna casseroles and stroganoff on noodles are becoming the rule rather than the exception. However, the quantity should not replace quality.

The nutrients we need are proteins, fat, vitamins, carbohydrates and minerals. In addition, we need water and fibres. The amounts we need of each category are moderate. An excessive amount of fat proteins and carbohydrates will be stored by our body and create “obesity”. An individual who consumes potato chips, hamburgers, deep fried fish, carbonated beverages and candies omitting milk, eggs, fruits and vegetables is on a high calorie diet, but an unbalanced diet. Vitamin pills can only help if the right diet is followed. In fact in most cases natural vitamins are contained in sufficient quantities in the food we eat. An excessive amount of vitamins may harm people.

The food service industry may help nutrition by preparing food that is healthy, eliminating useless fats and retaining the natural nutrients in the preparation process.

1. The text primarily discusses the point of

- a) franchising
- b) menu and nutrition
- c) banking
- d) advertising

2. Which of the following is true?

- a)..... the quantity should not replace quality.
- b)..... the quantity should replace quality.
- c)..... the quality should not replace quantity.
- d)..... the quantity should replace nutritiousness.

3. The word “nutrition” is closest in meaning to

- a) food
- b) meals
- c) nourishment
- d) vitamins

4. The word “harm” is closest in meaning to

- a) damage
- b) benefit
- c) handle
- d) accept

Зав. кафедри _____ доц. Іщенко В.Л.

Провідний викладач _____ доц. Артюх В.М.

Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

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Комплексна контрольна робота № 2

I. Match the definitions of the terms

1. Destination	a) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
2. Tour operator	b) leisure travel
3. Hospitality industry	c) a tourist travel between two or more countries
4. Travel	d) a place at which travelers can obtain a bed and food while on a trip
5. Package tour	e) a hotel, resort, attraction, city, region, or state
6. International tourism	f) a person in charge of a tour or an excursion
7. Accomodation	g) a company that arranges travel tours
8. Tourism	h) someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.
9. Tour guide	i) leisure and other travel including travel for business, medical care, education, etc
10. Traveller	j) another term for the travel industry

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

SERVICE IN THE HOSPITALITY INDUSTRY

An element of chance is always present in the purchase of any service and, where the purchase must *precede* the actual consumption of the product, as with tourism, the risk for the consumer is increased. In order for us to understand what service is and what it means to those of us involved in a service industry, we must expose some basic human needs. Abraham Maslow, a noted psychologist, identifies five needs: (1) *physiological* such as hunger, thirst and sleep; (2) *safety* or protection from danger, threat or deprivation; (3) love or the need to associate with others and receiving affection; (4) *esteem* for our own self- respect and the respect of others; and (5) *self-actualization* or self-fulfillment.

When we think of giving service to another person, what we are doing is attempting to satisfy the human needs of love and esteem. When we fail to give good service, we are failing to support our guests' needs for his self-respect and his need to feel loved or, at the least, cared for. As a consequence our guests may feel, perhaps in a small way, rejected, isolated and resentful. When we succeed in giving good service, we have met some of our guests' basic needs by appealing to their status, self-respect or need to be cared for.

Lately we have seen our service industry concentrate on increasing employee productivity by using computers and a host of mechanical and electronic labour-saving devices. While this change is not

only justified, but necessary, some hotels and restaurants have let the very essence of our industry take a back seat to mechanization and computerization.

What does giving good service mean to our guests and, in turn, for our business? A hotel and a restaurant depend on return business or repeat guests to provide them with a certain market base. Offering good service builds on the base and develops loyal customers for our operation. Advertising and promotion techniques are necessary in today's media-filled world. Yet there is probably no equal to a fair value for the guest's dollar and an environment where our guest knows he is welcome.

1. The text primarily discusses the point of

- a) income
- b) service
- c) market
- d) advertising

2. Which of the following is true?

- a) we must expose some basic human needs.
- b) we must not expose any basic human needs.
- c) we must not reveal the truth about basic human needs.
- d)we must study the basic needs of people.

3. The word “consumption” is closest in meaning to

- a) use
- b) work
- c) eating
- d) need

4. The word “self-actualization” is closest in meaning to

- a) realisation
- b) expectation
- c) suspesion
- d) self-fulfillment

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Комплексна контрольна робота № 3

I. Match the definitions of the terms

1. Tourist	a) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
2. Inclusive tour	b) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.
3. Package	c) places where a traveler or another member of the public can find food and drink.
4. Catering facilities	d) a hotel, resort, attraction, city, region, or state
5. Tourism	e) any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile
6. Resort	f) a tourist travel within the same country of which the tourist is a resident
7. Attractions	g) a pleasure voyage by ship
8. Destination	h) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.
9. Internal tourism	i) a place where the people gather for recreational purposes
10. Cruise	j) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE TOURIST PRODUCT

The first characteristic of the tourist product to note is that this is a **service** rather than a tangible good. The intangibility poses particular difficulties for those whose job it is to market tourism. A tourist product cannot, for example, be inspected by prospective purchasers before they buy, as can a washing machine, DVD player or other consumer durable. The purchase of a package tour is a speculative investment, involving a high degree of trust on the part of the purchaser, the more so as a holiday is often the most expensive purchase made each year (although, with increasing affluence, many consumers are now able to purchase two or more such holidays annually). The necessary element of

trust is heightened by the development of sales via the World Wide Web and the introduction of ticketless booking for much air travel.

It has often been said that ‘selling holidays is like selling dreams’. When tourists buy a package tour abroad, they are buying more than a simple collection of services, such as an airline seat, hotel room, three meals a day and the opportunity to sit on a sunny beach. They are also buying the temporary use of a strange environment, incorporating what may be, for them, novel geographical features – old world towns, tropical landscapes – plus the culture and heritage of the region and other intangible benefits, such as service, atmosphere and hospitality. The planning and anticipation of the holiday may be as much a part of its enjoyment as is the trip itself. Then, recalling the experience later and reviewing videos or photos are further extensions of the experience. These are all part of the product, which is, therefore, a psychological as well as a physical experience.

Because a tour comprises a range of different products, an added difficulty in maintaining standards is that each element of the product should be broadly similar in quality. A good room and fine service at a hotel may be spoiled by poor food or the flight may mar an otherwise enjoyable hotel stay. An element of chance is always present in the purchase of any service and, where the purchase must precede the actual consumption of the product, as with tourism, the risk for the consumer is increased.

Another characteristic of tourism is that it cannot be brought to the consumer. Rather, the consumer must be brought to the product. In the short term, at least, the supply of this product is fixed – the number of hotel bedrooms available at a particular destination cannot be varied to meet the changing demands of holidaymakers during the season, for example. Similarly, the unsold hotel room or aircraft seat cannot be stored for later sale, as is the case with tangible products, but is lost forever – hence the great efforts that must be made by those in the industry to fill empty seats or rooms by last-minute discounting or other techniques. If market demand changes, as it does frequently in the business of tourism, the supply will take time to adapt. A hotel is built to last for many years and must remain profitable over that period. These are all problems unique to tourism and call for considerable marketing ingenuity on the part of those in the business.

1. The text primarily discusses the point of

- a) tours
- b) geography
- c) tourist product
- d) consumption

2. Which of the following is true?

- a) tourist product is both a service and a tangible good.
- b) tourist product is a service.
- c) the supply of tourist product is not fixed.
- d)there are no unique problems in tourism.

3. The word “consumer” is closest in meaning to

- a) tourist
- b) customer
- c) producer
- d) person

4. The word “book” is closest in meaning to

- a) precede
- b) ask
- c) reserve
- d) order

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Комплексна контрольна робота № 4

I. Match the definitions of the terms

Inclusive tour	a) a place at which travelers can obtain a bed and food while on a trip
Traveller	b) leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism
Accommodation	c) a place where the people gather for recreational purposes
Resort	d) a tour for sightseeing purposes, that is accompanied by a guide
Customers	e) things such as buildings, shops or services that are useful or help one to do something
Guided tour	f) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
Facilities	g) reasonable in price
Travel	h) people who buy products or services
Inexpensive	i) someone who owns or works in a travel agency and sells tours
Travel agent	j) someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE MOTIVATION FOR A TRIP

Motivation identifies, first, the purpose of a visit. Purposes themselves fall into three distinct categories:

- holidays (including visits to friends and relatives, known as VFR travel);
- business (including meetings, conferences and so on);
- other (including study, religious pilgrimages, sport, health and so on).

It is important to be aware of the underlying purpose behind the tourist's travels, because each of these categories will reveal a different set of characteristics. Let us consider, for example, how business travel differs from leisure travel. The business traveller will have little discretion in choice of destination or the timing of the trip. In general, destinations will bear little similarity to the destinations of the leisure traveller, as enjoyment of the attractions and facilities do not form part of the purpose of the trip. Business trips frequently have to be arranged at short notice and for specific and brief periods of time – often only a day, even where substantial journey time is involved.

For these reasons, business travellers need the convenience of frequent, regular transport, efficient service and good facilities at the destination. Because their company will usually be paying for all the travel arrangements, business travellers will be less concerned about the cost of travel than they would if they were paying for it themselves. Higher prices are not likely seriously to deter travel, nor will lower prices encourage more frequent travel. We can say, therefore, that business travel is relatively **price inelastic**. Holiday travel, however, is highly **price elastic** – lower prices for holidays to a particular destination will tend to lead to an increase in the aggregate number of travellers, as tourists find the holiday more affordable, while others may be encouraged by the lower prices to switch their planned destination. Leisure travellers will be prepared to delay their travel or will book well in advance of their travel dates if this means that they can substantially reduce their costs.

For these travellers, service is becoming more important than price. At the same time, narrowing profits in the business world are driving up elasticity among business travellers. In the latter case, the growth of the low-cost air carriers has made discounted air travel so attractive by comparison with fares on the established carriers that low-cost airlines now claim a large proportion of their passengers are people travelling on business.

Beyond price, we must also identify other reasons for a specific type of holiday or resort being chosen. Different people will look for different qualities in the same destination. A particular ski resort, for example, may be selected because of its excellent slopes and sporting facilities, its healthy mountain air or the social life it offers to skiers and non-skiers alike.

1. The text primarily discusses the point of

- a) destinations
- b) price
- c) motivation
- d) accomodaton

2. Which of the following is true?

- a) holiday travel is not highly price elastic.
- b) leisure travellers are not prepared to delay their travel.
- c) it is not important to know purpose behind the tourist's travels.
- d) business travel is relatively price inelastic.

3. The word “consumer” is closest in meaning to

- a) tourist
- b) customer
- c) producer
- d) person

4. The word “motivation” is closest in meaning to

- a) purpose
- b) task
- c) wish
- d) discretion

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Комплексна контрольна робота № 5

I. Match the definitions of the terms

1. Fashionable	a) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
2. Catering facilities	b) a hotel, resort, attraction, city, region, or state
3. Resort hotel	c) provides every facility a wealthy guest might need
4. Destination	d) made according to the latest fashion
5. Inclusive tour	e) a tourist travel between two or more countries
6. Luxury hotel	f) is situated in a place where tourists like to stay, often near the sea, lake or in the mountains. Guests usually book it in advance
7. International tourism	g) places where a traveler or another member of the public can find food and drink
8. Transportation	h) another term for the travel industry
9. Hospitality industry	i) any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile
10. Tourist	j) a means or system of carrying passengers or goods from one place to another

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE CHARACTERISTICS OF A TRIP

The characteristics define what kind of visit is made and to where. Accordingly, different types of tourism are singled out. First, one can differentiate between **domestic** tourism and **international** tourism. The former refers to travel taken exclusively within the national boundaries of the traveller's home country. The decision to take one's holidays within the borders of one's own country is an important one economically as it will have an impact on the balance of payments and reduce the outflow of money from that country. Many governments therefore encourage residents to holiday in their own countries in order to aid the economy.

Next, what kind of destination is being chosen? Will travel be to a seaside resort, mountain resort, country town, health spa or major city? Is it to be a single-centre visit, a multi-centre one or a longitudinal tour that will involve extensive travel with brief overnight stays along the route? If a cruise is to be taken, statisticians have to decide whether or not to count this as international travel if the vessel visits foreign ports and, if so, whether to count each country visited as a separate visit to a

foreign country or include only the main port visited. Does a one-night stopover in Miami before boarding a cruise vessel bound for the Caribbean count as a separate visit to the USA for the European or Asian visitor?

Next, what length of time is being spent on the trip? A visit that does not involve an overnight stay is known, as we saw earlier, as an excursion or is frequently referred to as a 'day trip'. The expenditure of day trippers is generally less than that of overnight visitors and statistical data on these forms of tourism are often collected separately. A visitor who stops at least one night at a destination is termed a 'tourist', but can, of course, make day trips to other destinations which could even involve an international trip. For instance, a visitor staying in Rhodes may take a trip for the day by boat to the Turkish mainland; another in Corfu can go on an excursion to the nearby coastal resorts of Albania. For the purposes of Turkey's and Albania's records, that visitor will be recorded as an excursionist. Domestic American tourists travelling through New England often make a brief visit to the Canadian side of the Niagara Falls and, hence, are excursionists as far as the Canadian tourism authorities are concerned.

Finally, in order to maintain accurate records, some maximum length of time must be established beyond which the visitor can no longer be looked on as a tourist. There are different approaches here – some using a low figure of three months, others six months and, in some cases, a full year is viewed as the maximum period.

1. The text primarily discusses the point of

- a) resorts
- b) excursionists
- c) trip characteristics
- d) residents

2. Which of the following is true?

- a) international tourism is travel within the traveller's home country.
- b) a visitor who stops at least one night at a destination is termed a 'consumer'.
- c) many governments do not encourage residents to holiday in their own countries in order to aid the economy.
- d) domestic tourism refers to travel taken exclusively within the national boundaries of the traveller's home country.

3. The word "border" is closest in meaning to

- a) boundary
- b) barrier
- c) limit
- d) line

4. The word "expenditure" is closest in meaning to

- a) pay
- b) overcharge
- c) costs
- d) account

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Комплексна контрольна робота № 6

I. Match the definitions of the terms

Tourism	a) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
Cruise	b) shelter, food, drink and other services for travelers or transients
Deluxe	c) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Resort	d) provides accommodation for people going to or coming from other countries, usually only staying for one night
Accommodation	e) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive
Package tour	f) a tour for sightseeing purposes, that is accompanied by a guide
Airport hotel	g) a pleasure voyage by ship
Guided tour	h) a hotel, resort, attraction, city, region, or state
Destination	i) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Attractions	j) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE TOURIST DESTINATION

We can now examine the tourist destination itself. A **destination** can be a particular resort or town, a region within a country, the whole of a country or even a larger area of the globe. For example, a package tour may embrace visits to three separate countries in Latin America that have quite distinct attractions – say, an initial visit to Peru to see the cultural life of the Peruvian Indians and the ruins at Macchu Pichu, followed by a flight to Buenos Aires, Argentina, for a typical capital city experience of

shopping and nightlife, returning home via Cancún, Mexico, where a few days' recuperation are enjoyed at a beach resort.

This 'pick and mix' approach to the varieties of destination and their relative attractions is becoming increasingly common, with the earlier concept of being expected to choose between a beach holiday, cultural holiday, short break city tour or some other uniform package arrangement no longer holding true. Cruise companies have come to recognize this and now commonly market fortnight combination holidays, consisting of several days of cruising, preceded or followed by a few days at a beach resort close to the port of embarkation.

In the case of cruises, for many tourists, the 'destination' is the ship itself, and its actual ports of call may be secondary to the experience of life on board. Indeed, it is by no means unusual for regular cruise passengers to fail to disembark at ports of call, preferring to enjoy the company of the cruise staff and entertainment on board while the ship is in port.

In other examples, the destination and accommodation are inseparable – as in the case of a resort hotel that provides a range of leisure facilities on site. In such cases, it may be the tourist's objective to visit the hotel purely and simply because of the facilities that hotel provides and the entire stay will be enjoyed without venturing beyond the precincts of the hotel grounds. This is a characteristic that is commonly found among certain long-established resort hotels in the USA, but an example more familiar to UK holidaymakers would be the Sandals all-inclusive resorts in the Caribbean.

Destinations are of two kinds – either 'natural' or 'constructed'. Most are 'managed' to some extent, whether they are natural or constructed. National parks, for example, are left in their natural state of beauty as far as possible, but nevertheless have to be managed, in terms of the provision of access, parking facilities, accommodation (such as caravan and campsites), litter bins and so on.

Broadly, we can categorize destinations according to geographical features into seaside, rural and urban tourism. **Seaside tourism** will include seaside resorts, natural beaches, boating holidays along coasts, coastal footpaths and so on.

Rural tourism will include the most common category of lakes and mountains, but also countryside touring, 'agritourism' such as farm holidays, visits to vineyards, gardens, visits and stays at villages or rural retreats, river and canal holidays, wildlife parks and national parks.

Urban tourism will include visits to cities and towns. Health resorts, including spas, may be based in rural, seaside or urban areas.

All destinations share certain characteristics. Their success in attracting tourists will depend on the quality of three essential benefits that they offer them: attractions, amenities (or facilities) and accessibility (or ease with which they can travel to the destination).

1. The text primarily discusses the point of

- a) tourism
- b) destination
- c) cruise companies
- d) resorts

2. Which of the following is true?

- a) seaside tourism includes the most common category of lakes and mountains, countryside touring, 'agritourism' such as farm holidays, visits to vineyards, gardens, visits and stays at villages or rural retreats, river and canal holidays, wildlife parks and national parks.
- b) urban tourism includes visits to cities and towns.
- c) rural tourism includes seaside resorts, natural beaches, boating holidays along coasts, coastal footpaths and so on.
- d) the destination and accommodation are separable – as in the case of a resort hotel that provides a range of leisure facilities on site.

3. The word "cruise" is closest in meaning to

- a) trip

- b) travel
- c) sea voyage
- d) tourism

4. The word “destination” is closest in meaning to

- a) point of destination
- b) the port of embarkation
- c) attraction
- d) facility

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Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСПЛКИ
«ПОЛТАВСЬКИЙ УНІВЕРСИТЕТ ЕКОНОМІКИ І ТОРГІВЛІ»
Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 7

I. Match the definitions of the terms

Luxury hotel	a) a hotel, resort, attraction, city, region, or state
Travel Agent	b) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Fashionable	c) a tourist travel between two or more countries
Resort	d) a company that arranges travel tours
International tourism	e) made according to the latest fashion
Tour operator	f) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Tourism	g) an individual who arranges travel for individuals or groups
Accommodation	h) reasonable in price
Inexpensive	i) provides every facility a wealthy guest might need
Destination	j) a place to work or live in; lodging, food and services

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

ATTRACTIONS, AMENITIES AND ACCESSIBILITY

All destinations require adequate attractions, amenities and accessibility if they are to appeal to large numbers of tourists. The more attractions a destination can offer, the easier it becomes to market that destination to the tourist. Listing and analysing attractions is no easy matter, especially when one recognizes that what appeals to one tourist may actually deter another.

In looking at the destinations, it will become clear that many of the attractions of a destination depend on its physical features: the beauty of mountains, the fresh air of a seaside resort and the qualities of a particular beach, the historical architecture, shopping and entertainment opportunities and 'atmosphere' of a great city. To these can be added numerous purpose-built attractions to increase the pulling power of the destination. For example, Blackpool maintains its lead among the seaside resorts in Britain by investing in indoor entertainments, a conference centre and other features that appeal to a cross-section of tourists. Key cities and capitals build new museums, art galleries or exhibition centres, while former stately homes or castles are transformed by development into focal points for visits by tourists and day trippers alike.

Sometimes, the constructed attraction becomes a destination in its own right, as is the case with theme parks such as the Disney complexes in Anaheim (California), Orlando (Florida), near Paris, France,

and in the Far East. Similarly, the success of many spa towns on the Continent rests on their ability to combine constructed attractions such as casinos with the assumed medical benefits of the natural springs, while the popular ski resorts must provide adequate ski runs, ski lifts and après-ski entertainment to complement their combinations of suitable weather and mountain slopes.

At this point, therefore, it is sufficient to highlight certain distinctions between attractions. First, attractions may be either *site* or *event* attractions. Site attractions are permanent by nature, while event attractions are temporary and often mounted in order to increase the number of tourists to a particular destination. Some events have a short timescale, such as an air display by the famed Red Devils' close formation flyers, as part of a one-day event; others may last for many days (the Edinburgh Festival, for example) or even months (for instance, the Floriade Garden Festival in Holland). Some events occur at regular intervals – yearly, biennially (the outdoor sculpture exhibition at Quenington in the Cotswolds, England, is such an event), four-yearly (the Olympic Games) or even less frequently (the Oberammergau Passion Play in Germany and the Floriade Festival mentioned above occur only once every ten years), while other festivals are organized on an ad hoc basis and may, indeed, be one-off events. A destination that may otherwise have little to commend it to the tourist can, in this way, succeed in drawing tourists by mounting a unique exhibition, while a site destination can extend its season by mounting an off-season event, such as a festival of arts.

Second, destinations and their attractions can be either *nodal* or *linear* in character. A nodal destination is one in which the attractions of the area are closely grouped geographically.

Seaside resorts and cities are examples of typical nodal attractions, making them ideal for packaging by tour operators. This has led to the concept of 'honey pot' tourism development, in which planners concentrate the development of tourism in a specific locality. With its extensive range of accommodation, attractions and amenities, it now draws high-spend tourists throughout the year from all over the world.

1. The text primarily discusses the point of

- a) tourism
- b) entertainment
- c) festivals
- d) attractions, amenities and accessibility

2. Which of the following is true?

- a) many of the attractions of a destination depend on its artificial features.
- b) the constructed attraction never becomes a destination in its own right.
- c) site attractions are permanent by nature.
- d) a nodal destination is one in which the attractions of the area are closely grouped culturally.

3. The word combination “off-season event” is closest in meaning to

- a) denoting or occurring during a period of little activity in a trade or business
- b) timely period
- c) appropriate time
- d) at the right time

4. The word “suitable” is closest in meaning to

- a) good
- b) appropriate
- c) due
- d) certain

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Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 8

I. Match the definitions of the terms

Tourist	a) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.
Accommodation	b) reasonable in price
Package	c) things such as buildings, shops or services that are useful or help one to do something
Resort	d) any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile
Inexpensive	e) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Facilities	f) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Package tour	g) someone who owns or works in a travel agency and sells tours
Travel agent	h) a place at which travelers can obtain a bed and food while on a trip
Tourism	i) a pleasure voyage by ship
Cruise	j) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE DEVELOPMENT OF THE SPAS

Spas were already well established during the time of the Roman Empire, but their popularity, based on the supposed medical benefits of the waters, had lapsed in subsequent centuries. They were never entirely out of favour, however. The sick continued to visit Bath throughout the Middle Ages. Renewed interest in the therapeutic qualities of mineral waters can be traced to the influence of the Renaissance in Britain and other European centres.

In 1562, Dr William Turner published a book drawing attention to the curative powers of the waters at Bath and on the Continent. Bath itself, along with the spa at Buxton, had been showing a return to

popularity among those ‘seeking the cure’ and the effect of Dr Turner’s book was to establish the credibility of the resorts’ claims.

In 1626, Elizabeth Farrow drew attention to the qualities of the mineral springs at Chalybeate in Scarborough, which became the first of a number of new spa resorts. In the same year, Dr Edmund Deane wrote his *Spadacrene Anglica*, which praised what he claimed were ‘the strongest sulphur springs in Great Britain’ at Harrogate. This rapidly led to the popularity of the town as a spa resort – a role it continues to enjoy today.

Soon, an astonishing number of other spa resorts sprang up, sometimes in unlikely places. Streatham in south London, for instance, became briefly fashionable following the discovery of mineral springs there in 1659. Between 1560 and 1815, at one time or another as many as 175 different spas were operating in England, although only 3 of these – at Bath, Buxton and Hotwells in Bristol – actually incorporated thermal springs in their cures. By 1815, 7 of the spas had purpose-built theatres to provide entertainment.

‘Taking the cure’ rapidly developed social status and the resorts changed in character as pleasure rather than health became the motivation for visits. Bath in particular became a major centre for social life for high society during the eighteenth and early nineteenth centuries, aided by visits from the monarchs of the day. Under the guidance of Beau Nash at the beginning of the eighteenth century, it soon became a centre of high fashion, deliberately setting out to create a select and exclusive image. The commercial possibilities opened up by the concentration of these wealthy visitors were not overlooked and facilities to entertain or otherwise cater for these visitors proliferated, changing the spas into what we would today term holiday resorts rather than watering places. The building of the Pump Rooms as a focal point within Bath was a key development, leading to the town’s success as a resort, while Harrogate, similarly, benefited from the construction of its own Pump Room in 1841–1842.

Eventually, in the early nineteenth century, the common tendency of resorts to go ‘downmarket’ in the course of their lifecycle led to a changing clientele, with the landed gentry being replaced by wealthy merchants and the professional class. By the end of the eighteenth century, the heyday of the English spas was already over, although they were to have a far longer lifecycle on the Continent.

1. The text primarily discusses the point of

- a) leisure
- b) resorts
- c) catering
- d) spas

2. Which of the following is true?

- a)..... the resorts did not change in character.
- b)..... Elizabeth Farrow published a book drawing attention to the curative powers of the waters at Bath and on the Continent.
- c)..... the sick continued to visit Bath throughout the Middle Ages.
- d)..... bath was not a major centre for social life for high society during the eighteenth and early nineteenth centuries.

3. The word “spa resort” is closest in meaning to

- a) recreation
- b) resort with mineral springs
- c) bath
- d) cure

4. The word “commercial” is closest in meaning to

- a) trading
- b) beneficial
- c) fashionable
- d) incorporable

Зав. кафедри _____ доц. Іщенко В.Л. Провідний викладач _____ доц. Артюх В.М.

Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

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Комплексна контрольна робота № 9

I. Match the definitions of the terms

Tour operator	a) a place where the people gather for recreational purposes
Attractions	b) a tourist travel between two or more countries
Travel	c) reasonable in price
International tourism	d) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites
Resort	e) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc
Inexpensive	f) leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism
Package tour	g) a place at which travelers can obtain a bed and food while on a trip
Accommodation	h) a means or system of carrying passengers or goods from one place to another
Transportation	i) a company that arranges travel tours
Facilities	j) things such as buildings, shops or services that are useful or help one to do something

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE RISE OF THE SEASIDE RESORT

Until the Renaissance, bathing in the sea found little favour in Britain. Although not entirely unknown before then, such bathing as did occur was undertaken unclothed and this behaviour conflicted with the mores of the day. Only when the sea became associated with certain health benefits did bathing gain popularity.

The association of sea water with health did not find acceptance until the early years of the eighteenth century and, initially, the objective was to drink it rather than bathe in it. It is perhaps to be expected that health theorists would eventually recognize that the minerals to be found in spa waters were also present in abundance in sea water.

By the early eighteenth century, small fishing resorts around the English coast were beginning to attract visitors seeking 'the cure', both by drinking sea water and by immersing themselves in it. Not surprisingly, Scarborough, as the only traditional spa bordering the sea, was one of the first to exploit

this facility for the medical benefits it was believed to offer and both this town and Brighton were attracting regular visitors by the 1730s.

The growing popularity of taking the cure, which resulted from the wealth generated by the expansion of trade and industry in Britain at the time, meant that the inland spas could no longer cater satisfactorily for the influx of visitors they were attracting. By contrast, the new seaside resorts offered almost boundless opportunity for expansion. Moral doubts about exposing one's body in the sea were overcome by the invention of the bathing machine and the resorts prospered.

Undoubtedly, the demand for seaside cures could have been even greater in the early years if fast, cheap transport had been developed to cater for this need. In the mideighteenth century, however, it still took two days to travel from London to Brighton and the cost was well beyond the reach of the average worker, at the equivalent of six weeks' pay. Accommodation provision, too, grew only slowly, outpaced by demand, but all this was to change in the early nineteenth century.

First, the introduction of steamboat services reduced the cost and time of travel from London to the resorts near the Thames Estuary. In 1815, a service began operating between London and Gravesend and, five years later, to Margate. The popularity of these services was such that other pleasure boat services were quickly introduced to more distant resorts. This development required the construction of piers to provide landing stages for the vessels. The functional purpose of the seaside pier was soon overtaken by its attraction as a social meeting point and a place to take the sea air.

It was the introduction of steamboat services also linking Britain and Continental Europe, however, that posed the first threat to the British seaside resorts. Brighton established a ferry link with Dieppe as early as 1761 and later this was followed by links between Shoreham and Newhaven and France. It has been estimated that by the 1820s some 150,000 visitors a year were travelling from Britain to mainland Europe, many for the purposes of visiting coastal resorts.

1. The text primarily discusses the point of

- a) accomodation
- b) seaside resorts
- c) travel
- d) sun bathing

2. Which of the following is true?

- a) the new seaside resorts did not offer boundless opportunity for expansion.
- b) small fishing resorts around the English coast never attracted visitors seeking 'the cure'.
- c) the growing popularity of taking the cure did not mean that the inland spas could no longer cater satisfactorily for the influx of visitors they were attracting.
- d)the introduction of steamboat services reduced the cost and time of travel from London to the resorts near the Thames Estuary.

3. The word "purpose" is closest in meaning to

- a) aim
- b) entertainment
- c) achievement
- d) wish

4. The word "seaside" is closest in meaning to

- a) watering place
- b) seashore
- c) countryside
- d) sea air

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Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 10

I. Match the definitions of the terms

Accommodation	a) a condition of great comfort provided without any consideration of the cost
Traveller	b) a shortened form for motor hotel. A motel provides accommodation for the traveller and a parking place for his or her automobile
Inclusive tour	c) a place to work or live in; lodging, food and services
Resort hotel	d) someone who owns or works in a travel agency and sells tours
Travel agent	e) provides every facility a wealthy guest might need
Luxury	f) is situated in a place where tourists like to stay, often near the sea, lake or in the mountains. Guests usually book it in advance
Motel	g) someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight
Luxury hotel	h) leisure travel
Destination	i) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
Tourism	j) a hotel, resort, attraction, city, region, or state

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE RAILWAYS

Two technological developments in the early part of the nineteenth century were to have a profound effect on transport and the growth in travel generally. The first of these was the advent of the railway. The first passenger railway was built in England, between Stockton and Darlington, in 1825. It was to herald a major programme of railway construction throughout the world and a huge shift in the ability to travel. The problems of travelling by road existed up to that point and, although travel by canal had become possible by 1760. It was too slow a mode to attract travellers as it was used essentially for the carriage of freight. As a means of transport for all purposes, canals were to suffer a rapid decline after 1825, when railways made travel at 13 mph possible for the first time – which was also at least 3 miles an hour faster than the fastest mail coaches.

Invicta, the first steam-driven passenger train (based on the design of Stephenson's *Rocket*), made the first passenger journey between Whitstable Bay and Canterbury on 3 May, 1830, carrying day trippers.

In the decade that followed the construction of a rail link between Liverpool and Manchester in the same year, trunk routes sprang up between the major centres of population and industry in Britain, on mainland Europe and throughout the world. In the USA, for example, passenger services on the east coast were being built from the 1820s and, by 1869, a transcontinental link was in place. One of the last great rail routes – the Trans-Siberian – opened in 1903, connecting Moscow with Vladivostok and Port Arthur (now Lüshun).

In the UK, after their initial function to serve the needs of commerce, new routes emerged linking these centres to popular coastal resorts such as Brighton, for the first time bringing these within reach of the mass of those travelling for pleasure. On the whole, however, the railway companies appeared to be slow to recognize the opportunities for travel for pleasure offered by the development of rail services, concentrating instead on providing for the needs of business travellers. Certainly, in the 1840s, the growth of regular passenger traffic was enough to occupy them. Between 1842 and 1847, the annual number of passengers travelling by train rose from 23 million to 51 million.

Competition between the railway companies was initially based on service rather than price, although from the earliest days of the railways a new market developed for short day trips. Before long, however, entrepreneurs began to stimulate rail travel by organizing excursions for the public at special fares. In some cases, these took place on regular train services, but, in others, special trains were chartered in order to take travellers to their destinations, setting a precedent for the charter services by air that were to become so significant a feature of tour operating a century later. As an indication of the speed with which these opportunities were put in place, within 12 days of the rail line to Scarborough being opened in 1845, an excursion train from Wakefield was laid on to carry a thousand passengers to the seaside.

1. The text primarily discusses the point of

- a) transportation
- b) railways
- c) travel by canal
- d) passenger services

2. Which of the following is true?

- a) the first passenger railway was built in Scotland.
- b) in the UK new routes did not emerge.
- c) competition between the railway companies was initially based on price rather than service.
- d)the first technological development of the nineteenth century was the advent of the railway.

3. The word “transcontinental” is closest in meaning to

- a) landing
- b) linking
- c) carrying day trippers
- d) crossing a continent

4. The word “route” is closest in meaning to

- a) station
- b) itinerary
- c) walkthrough
- d) port

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Комплексна контрольна робота № 11

I. Match the definitions of the terms

Tour guide	a) a pleasure voyage by ship
Catering facilities	b) people who buy products or services
Cruise	c) leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism
Customers	d) places where a traveler or another member of the public can find food and drink
Travel agent	e) a person in charge of a tour or an excursion
Travel	f) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
Resort hotel	g) a condition of great comfort provided without any consideration of the cost
Package tour	h) someone who owns or works in a travel agency and sells tours
Luxury	i) is situated in a place where tourists like to stay, often near the sea, lake or in the mountains. Guests usually book it in advance
Attractions	j) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE DEVELOPMENT OF THE PACKAGE TOUR

Inclusive tours by coach soon regained their former appeal after the war. The Italian Riviera was popular at first – French resorts proving too expensive – and resorts such as Rimini became affordable for the North European middle market. The inclusive tour by air – or ‘package tour’ as it has become known – was soon to follow.

Cheap packages by air depend on the ability of tour operators to charter aircraft for their clientele and buy hotel beds in bulk, driving down costs and allowing prices to be cut. Initially, the UK government’s transport policy had restricted air charters to the movement of troops, but, as official policy became more lenient, the private operators sought to develop new forms of charter traffic. Package holidays were the outcome, as the smaller air carriers and entrepreneurs learned to cooperate. In the late 1950s, the larger airlines began to purchase the new jets, allowing smaller companies to buy the stock of second-hand propeller-driven aircraft coming on to the market, which were then put into service for charter operations. For the first time, holiday tourists could be transported to Mediterranean

destinations faster than, and almost as cheaply as, trains and coaches. These new charter services soon proved highly profitable. Meanwhile, across the Atlantic, the first stirrings of an air package holiday industry emerged as regional operators began chartering aircraft from so-called 'supplemental' carriers on routes between major cities in the USA and Canada and the Caribbean Islands.

Although there are instances of charter flights as early as the 1920s and the National Union of Students is known to have been organizing charter flights for its members as early as 1949, Vladimir Raitz is generally credited with founding the mass inclusive tour business using air charters as we know it today. In 1950, under the Horizon Holidays banner, he organized an experimental package holiday trip using a charter flight to Corsica. By chartering the aircraft and filling every seat instead of committing himself to a block of seats on scheduled air services, he was able to reduce significantly the unit cost of his air transport and, hence, the overall price to his customers. He carried only 300 passengers in the first year, but repeated the experiment the following year and was soon operating profitably. Other budding tour operators, both in Britain and on the Continent, were soon copying his ideas and, by the early 1960s, the package holiday to the Mediterranean had become an established product for the mass holiday market.

The Spanish coastline and the Balearic Islands were the first to benefit from the new influx of mass tourism from Britain, Germany and the Scandinavian countries, carried by the workhorse Douglas DC-3 aircraft. First, the Costa del Sol, then other coasts along the eastern seaboard, the islands of Majorca, Ibiza and, finally by the 1970s, the Canaries became, in turn, the destinations of choice for millions.

By 1960, Spain was already welcoming 6 million tourists every year and this was to grow to 30 million by 1975. Italy, Greece and other Mediterranean coastal regions all benefited from the 'rush to the sun'. Greece in particular, although slower to develop than Spain, provided a cheaper alternative as prices in the latter country rose. Only 50,000 visited in 1951, but a decade later this had grown to 500,000 and, by 1981, Greece was vying with Spain, welcoming 5,500,000.

1. The text primarily discusses the point of

- a) package tour
- b) charter services
- c) sea vessels
- d) tourists

2. Which of the following is true?

- a) the UK government's transport policy encouraged movement of air charters.
- b) holiday tourists could not be transported to Mediterranean destinations faster than, and almost as cheaply as, trains and coaches.
- c) new charter services soon proved highly profitable.
- d)Greece provided higher prices than Italy.

3. The word "charter" is closest in meaning to

- a) transport
- b) licence
- c) hire or lease of transportation
- d) service

4. The word "route" is closest in meaning to

- a) station
- b) itinerary
- c) walkthrough
- d) port

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Комплексна контрольна робота № 12

I. Match the definitions of the terms

International tourism	a) made according to the latest fashion
Resort	b) places where a traveler or another member of the public can find food and drink
Deluxe	c) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
Inclusive tour	d) a place to work or live in; lodging, food and services
Airport hotel	e) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Catering facilities	f) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive
Tour operator	g) a tour for sightseeing purposes, that is accompanied by a guide
Guided tour	h) a tourist travel between two or more countries
Fashionable	i) a company that arranges travel tours
Accommodation	j) provides accommodation for people going to or coming from other countries, usually only staying for one night

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE GROWING IMPORTANCE OF BUSINESS TRAVEL

The growth in world trade in these decades saw a steady expansion in business travel, individually and in the conference and incentive travel fields, although recession in the latter part of the century caused cutbacks in business travel as sharp as those in leisure travel. As economic power shifted between countries, so emerging nations provided new patterns of tourism generation. In the 1970s, Japan and the oil-rich nations of the Middle East led the growth, while in the 1980s, countries such as Korea and Malaysia expanded both inbound and outbound business tourism dramatically. The acceptance of eight Eastern European nations (together with Malta and Cyprus) into the EU in May 2004 led to new growth areas in the movement of tourists during the first decade of the century, plus the rise of a new, free-spending elite within the Russian community and adjacent countries has resulted in those nationalities being among the fastest-growing sector in international tourism, albeit from a low base.

Meanwhile, uncertainty in the Western world – particularly the fall and slow recovery of the stock market since the events of September 2001, followed by a deepening recession and escalating oil prices – has continued to limit the recovery of business and leisure travel well into the twenty-first century.

Nevertheless, business travel of all kinds remains of immense importance to the tourism industry, not least because the per capita revenue from the business traveller greatly exceeds that of the leisure traveller. It should be stressed here that business travel often complements leisure travel, spreading the effects of tourism more evenly in the economy. A major factor is that business travellers are not generally travelling to areas that are favoured by leisure travellers. Businesspeople have to go to locations where they are to conduct business, which generally means city centres. And often those cities have little to attract the leisure tourist. Travel also takes place all year round, with little peaking, and the demand for hotels occurs between Mondays and Fridays, encouraging the more attractively situated hotels to target the leisure market on weekends. Often, spouses will travel to accompany the business traveller, so their leisure needs will have to be taken into consideration, too. Thus, in practice, it becomes difficult to distinguish between business and leisure tourism.

Although business travel is less price-elastic than leisure travel, as was noted earlier, efforts to cut costs in the world of business today are ensuring business travellers no longer spend as freely as they did formerly. Fewer business travellers now travel first class or business class on airlines than before, less expensive hotels are booked and there is even a trend to travel on weekends to reduce prices. Companies are buying many more tourism products, particularly air tickets, through the Internet, where they can shop around for the cheapest tickets. These changes are not seen as short-term trends and, in future, any distinction between the two major tourist markets is likely to become less apparent. Travel needs to be arranged on weekdays rather than weekends – most businesspeople like to spend their weekends with their families. Above all, businesspeople will require that those they deal with – agents, carriers, travel managers – have great, in-depth knowledge of travel products. It is known that many business travellers will undertake their own searches online for information, frequently competing with their own travel managers for data on prices and flights, in the belief that their own research ability is superior to that of the travel experts.

1. The text primarily discusses the point of

- a) leisure tourism
- b) recession
- c) business travel
- d) weekends

2. Which of the following is true?

- a) business travel of all kinds does not remain of immense importance to the tourism industry.
- b) business travel is more price-elastic than leisure travel.
- c) companies are buying many more tourism products.
- d) travel needs to be arranged on weekends.

3. The word combination “shop around” is closest in meaning to

- a) buy
- b) to visit a number of shops or stores to compare goods and prices
- c) research
- d) wait

4. The word “to conduct” is closest in meaning to

- a) lead
- b) organise
- c) manage
- d) arrange

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Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 13

I. Match the definitions of the terms

Travel	a) provides every facility a wealthy guest might need
Travel Agent	b) a company that arranges travel tours
Inexpensive	c) tourist travel within the same country of which the tourist is a resident
Luxury hotel	d) an individual who arranges travel for individuals or groups
Internal tourism	e) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
Transportation	f) reasonable in price
Tour operator	g) a place where the people gather for recreational purposes
Resort	h) a person in charge of a tour or an excursion
Package tour	i) leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism
Tour guide	j) a means or system of carrying passengers or goods from one place to another

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

EMPLOYMENT

The WTTC anticipates that employment in tourism will rise from 238.3 million jobs in 2008, accounting for 8.4 per cent of total employment, to more than 296 million jobs by 2018.10 The industry's importance to many economies as a generator of employment is therefore clear.

As noted, several of the leading tourist destinations in the world are developing countries and, in some tourism-dependent economies such as the Caribbean, as many as 25 per cent of all jobs are associated with the industry. Estimates suggest that some three million tourism jobs will be created in the ten nations that joined the European Union in 2004, most of which are expected to be in Poland and Hungary.

Jobs are created in travel agencies, tour operators and other intermediaries who supply tourist services in both the generating and destination areas. Transport companies such as airlines also employ staff to serve tourists in both areas, but the bulk of employment is in the destination country. The jobs range from hotel managers to deckchair attendants, from excursion-booking clerks to cleaners employed in the stately homes that are open to the public or maintenance staff who keep the rides going at leisure centres or theme parks in the resort.

Many of these jobs are seasonal or part-time, so tourism's contribution to full-time employment is considerably less than the total employment figures may suggest. While this is a criticism of the industry in economic terms – and one that has resulted in large sums of money being spent in an effort to lengthen the tourist season in many resorts – it is important to realize that these jobs are often being created in areas where there is little alternative employment. It is also worth making the point that many of the jobs attract those who wish to work seasonally, such as students seeking jobs as resort representatives during the summer or householders who wish to open their house for summer periods only as bed-and-breakfast establishments. For countries that are major receiving destinations or enjoy a strong domestic demand for tourism, employment figures will be far higher. On balance, tourism as a form of employment is economically beneficial, although efforts must be made to create more full-time jobs in the industry. The extent to which tourism benefits employment can be seen when it is appreciated that, given the figure quoted earlier, roughly 1 job in 12 in the world is directly ascribed to tourism. Tourism is considered by many to be the largest industry in the world and it is believed to be growing the fastest.

Just as tourism is globally important, so it is important for regions within an economy. The multiplier that affects income in a region affects employment in the same way. If tourists stay at a destination, jobs are directly created by the tourism industry there. Those workers and their families resident in the neighbourhood must also buy goods and services locally, their families require education and need medical care. This, in turn, gives rise to jobs in shops, schools and hospitals to serve their needs. The value of the employment multiplier is likely to be broadly similar to that of the tourism income multiplier, assuming that jobs with average rates of pay are created.

Recent developments in technology however, are threatening labour opportunities in tourism. For example, computer reservation systems (CRS) are rapidly replacing manual reservation systems and, as a result, many booking clerk jobs in large companies such as airlines, tour operators and hotel chains are disappearing.

1. The text primarily discusses the point of

- a) economy
- b) travel agencies
- c) tourist destinations
- d) employment

2. Which of the following is true?

- a) tourism is considered the smallest industry in the world.
- b) jobs are created in airports.
- c) tourism as a form of employment is economically beneficial.
- d) computer reservation systems (CRS) are slowly replacing manual reservation systems.

3. The word combination “theme park” is closest in meaning to

- a) forest
- b) an area planned as a leisure attraction
- c) watering place
- d) destination area

4. The word combination “to work seasonally” is closest in meaning to

- a) work by fits and starts
- b) work at a certain season
- c) part-time job
- d) full-time job

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Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 14

I. Match the definitions of the terms

Hospitality industry	a) things such as buildings, shops or services that are useful or help one to do something
Attractions	b) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Resort	c) a tourist travel between two or more countries
Deluxe	d) people who buy products or services
International tourism	e) made according to the latest fashion
Customers	f) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites
Facilities	g) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive
Fashionable	h) another term for the travel industry
Tour guide	i) a hotel, resort, attraction, city, region, or state
Destination	j) a person in charge of a tour or an excursion

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE SOCIO-CULTURAL EFFECTS OF TOURISM

With this overview of legislation and directives encouraging a more sustainable approach to tourism development, we can go on to examine the specific cultural and social impacts on a host country that result from the influx of large numbers of people, often sharing different value systems and away from the constraints of their own environment.

The sociocultural impact of mass tourism is most noticeable in less developed countries, but is by no means restricted to them as tourism has contributed to an increase in crime and other social problems in such diverse centres as New York and London, Hawaii and Miami, Florence and Corfu.

Any influx of tourists, however few, will make some impact on a region, but the extent of that impact is dependent on not just numbers but also the kinds of tourists the region attracts. Those who generally go on package holidays are less likely to adapt to the local cultures and will seek amenities and standards found in their home countries, while independent travellers or backpackers will adapt more readily to an alien environment.

This has been exemplified in a model devised by Valene Smith. According to Smith's model, explorers – tourists whose main interest is to meet and understand people from different cultures and backgrounds – will fully accept and acclimatize to the foreign culture. Such travellers generally travel independently and blend in as much as possible. As increasingly remote areas of the world are 'packaged' for wealthy tourists, however, and as ever larger numbers of tourists travel further afield to find relaxation or adventure, they bring with them their own value systems, often expecting or demanding the lifestyle and facilities to which they are accustomed in their own countries.

At its simplest and most direct, the flow of comparatively wealthy tourists to a region may attract petty criminals, as evidenced by increases in thefts or muggings – a problem that has become serious in some areas of the Mediterranean, Florida, Latin America, the Caribbean and Russia. For example, as tourism expands in Central and Eastern Europe, taxi drivers in those countries have been found to overcharge gullible tourists, in some cases by manipulating their meters. Tourists may also be seen as easy prey when making purchases in shops or from street vendors. This has become a noted problem in London, where street vendors have overcharged tourists for items such as ice-cream. A familiar anecdote in Continental European nations is that the pricing policy of shop goods in resort regions falls into three bands: the cheapest price is available to locals, a slightly higher price is demanded from visitors with sound knowledge of the local language and the highest price is applied to visitors with little or no knowledge of the language.

There are a number of less direct, and perhaps less visible, effects on tourist localities, including the phenomenon known as 'relative deprivation'. The comparative wealth of tourists may be resented or envied by the locals, particularly where the influx is seen by the latter as a form of neo-colonialism, as in the Caribbean or some African countries. Locals can experience dissatisfaction with their own standards of living or way of life and seek to emulate those of the tourists. In some cases, the effect of this is superficial, as in the adoption of the tourists' dress or fashions, but in others the desire to emulate the tourists can threaten deep-seated traditions in the community, as well as leading to aspirations that are impossible to achieve.

Job opportunities and the higher levels of pay that workers in the tourist industry earn will attract workers from agricultural and rural communities who, freed from the restrictions of their families and home environments, may abandon their traditional values. This can result in an increase in promiscuity and the breakdown of marriages. There can be a problem regarding interactions between hosts and tourists in that any relationships which develop are usually fleeting and superficial, often conducted for commercial ends.

1. The text primarily discusses the point of

- a) sociocultural impact of tourism
- b) criminals
- c) gambling
- d) job opportunities

2. Which of the following is true?

- a) according to Smith's model, tourists will not fully accept and acclimatize to the foreign culture.
- b) the sociocultural impact of mass tourism is most noticeable in less developed countries.
- c) increasingly remote areas of the world are 'packaged' for poor tourists.
- d) the comparative wealth of tourists may be admired by the locals.

3. The word "manipulate" is closest in meaning to

- a) overuse
- b) abuse
- c) to handle or use, esp with some skill, in a process or action
- d) overcharge

4. The word “abandon” is closest in meaning to

- a) forbid
- b) lose
- c) stop
- d) leave

Зав. кафедри _____ доц. Іщенко В.Л. Провідний викладач _____ доц. Артюх В.М.
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Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 15

I. Match the definitions of the terms

Inclusive tour	a) a pleasure voyage by ship
Luxury hotel	b) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental
Cruise	c) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
Catering facilities	d) a place to work or live in; lodging, food and services
Customers	e) someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight
Accommodation	f) is situated in a place where tourists like to stay, often near the sea, lake or in the mountains. Guests usually book it in advance
Traveller	g) provides every facility a wealthy guest might need
Resort hotel	h) people who buy products or services
Tourism	i) places where a traveler or another member of the public can find food and drink
Package	j) leisure travel

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

ACCOMODATION INDUSTRY

Travel and hotels have always been closely related. In Europe and America, *inns* and taverns were spaced along the roads at the distance a horse could travel in a day. The inns were primitive by modern standards. The traveller usually had to share his bed with at least one other person, and as many as four other persons in some remote areas. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality. Indeed, the word "inn" has been used recently by many modern hotels and motels.

Modern mass transportation, that is, the movement of large numbers of people at relatively low prices, began with the development of the railroads in the 19th century. Up to that time, accommodations had been provided by country inns or by family-owned and -operated hotels in the cities. As the railroads carried larger numbers of people further and more rapidly, large hotels were constructed near the train

stations. The cluster of hotels around Grand Central terminal in New York is a good surviving example of this stage of development of the hotel industry.

The other means of transportation – the automobile and the airline – resulted in the growth of corresponding accommodations facilities. In the case of automobile, motels that serve people travelling by car have sprung up along highways all over the world. The word "motel" was created by combining motor and hotel. When automobiles were first used, flimsy and inexpensive tourist cabins were built beside the highways. Then, as people demanded greater comfort, the cabins were replaced by tourist courts and then by the modern hotels. Motel or motor hotels providing parking facilities for cars were also constructed in many large cities, where they now compete with the other commercial hotels. The airline extended the distances that people could travel in a short period. For the accommodations industry it was a boom in the construction of resort hotels. A resort is a place to which people travel for recreation. It may offer mountain scenery, the combination of sun and sea, or features that are entirely man-made, like Disneyland in California.

1. The text primarily discusses the point of

- a) comfort
- b) travel
- c) accommodation industry
- d) motels

2. Which of the following is true?

- a) modern mass transportation began with the development of the railroads in the 17th century.
- b) the inns were luxurious by modern standards.
- c) when automobiles were first used, expensive tourist cabins were built.
- d) a resort is a place to which people travel for recreation.

3. The word “inn” is closest in meaning to

- a) house
- b) hotel
- c) restaurant
- d) resort

4. The word “motel” is closest in meaning to

- a) roadside hotel
- b) court
- c) apartment
- d) residence

Зав. кафедри _____ доц. Іщенко В.Л. Провідний викладач _____ доц. Артюх В.М.
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Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 16

I. Match the definitions of the terms

International tourism	a) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Package tour	b) a hotel, resort, attraction, city, region, or state
Travel agent	c) reasonable in price
Destination	d) a tourist travel between two or more countries
Guided tour	e) to products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites
Facilities	f) someone who owns or works in a travel agency and sells tours
Resort	g) a person in charge of a tour or an excursion
Attractions	h) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
Inexpensive	i) a tour for sightseeing purposes, that is accompanied by a guide
Tour guide	j) things such as buildings, shops or services that are useful or help one to do something

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

CATEGORIES OF HOTELS

All hotels do not serve the same clientele, that is, the same kind of guests. In fact, it is possible to place hotels in four broad categories. The first is the commercial hotel, which provides services essentially for transients, many of them travelling on business. Many city hotels and diversely located motels fall into this group. The second category is resort hotels. Located in vacation areas, they often provide recreational facilities of their own as well. A third type of hotel aims its services largely at the convention trade. Conventions are meetings, usually held yearly, of various business or professional groups. Not so long ago, most conventions were held in large urban centres such as New York and Washington D.C. The fourth category is resident hotels. People who do not wish to keep house themselves can rent accommodations on a seasonal basis or even permanently in many hotels. No firm distinction exists between the different kinds of hotels. In large cities that are also tourist centres, such as New York, Paris, Tokyo, London and Rome, one hotel may offer all types of service.

And even a small hotel may have banquet rooms and meeting rooms in addition to its accommodations for transients.

Another way of categorising hotels by its quality of service they offer. At the top there are the luxury hotels, which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep. A system for rating hotels according to quality is widely used in France and a number of other countries. This system puts the top hotels in a special deluxe category, with others receiving from five stars to one star or "A's". The standard features include private bathrooms, room telephones, recreational facilities and so on.

1. The text primarily discusses the point of

- a) services
- b) hotel categories
- c) facilities
- d) conventions

2. Which of the following is true?

- a) resort hotels often provide recreational facilities of their own as well.
- b) a third type of hotel aims its services largely at the rich people.
- c) in large cities one hotel may offer some services.
- d)at the top there are second-class hotels.

3. The word “clientele” is closest in meaning to

- a) guests
- b) customers
- c) businessmen
- d) traveller

4. The word “categorise” is closest in meaning to

- a) outline
- b) prescribe
- c) describe
- d) classify

Зав. кафедри _____ доц. Іщенко В.Л. Провідний викладач _____ доц. Артюх В.М.
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Напрямок підготовки 6.140103 «Туризм»

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Комплексна контрольна робота № 17

I. Match the definitions of the terms

Package	a) made according to the latest fashion
Deluxe	b) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Tour operator	c) price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental
Travel Agent	d) people who buy products or services
Hospitality industry	e) an individual who arranges travel for individuals or groups
Tourism	f) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive
Catering facilities	g) another term for the travel industry
Transportation	h) a company that arranges travel tours
Customers	i) a means or system of carrying passengers or goods from one place to another
Fashionable	j) places where a traveler or another member of the public can find food and drink

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

SPECIAL SERVICES AND HOTEL FACILITIES

Nowadays large, modern hotels contain not only guest rooms, but many other facilities as well. They usually contain restaurants and cocktail lounges, shops and recreational facilities for social functions, conventions and conferences – ballrooms, auditoriums, meeting rooms of different sizes, exhibition areas and so forth.

Not so long ago, convention facilities were ordinarily found only in large cities or in intensively developed resort areas like Miami Beach. Nowadays they are more often included in resort hotels so that the people who attend conventions there can combine business with pleasure.

Another trend in the hotel industry is the construction of the self-contained resort complex. Recreational facilities are another feature of many hotels and motels. A swimming pool is the most

common of these, particularly in warmer climates and in resort areas. A swimming pool in front of the building is a form of advertisement for a motel in places such as Florida, California, Egypt, Turkey and other resorts. Other recreational facilities include tennis courts and golf courses at resort hotels. Many resorts are designed for winter sports such as skiing and ice skating; others provide horseback riding and other outdoor activities.

Casinos, wherever they are legal, are another feature of some hotels. In Las Vegas, Nevada, the hotels feed, house and entertain guests, but the real profits come from the casinos. In Puerto Rico and other places, gambling usually acts as an additional, rather than principal, attraction for hotels.

A few hotels, most of them in resort areas or large cities, include nightclubs as a part of their operation. A nightclub offers entertainment, such as dancing, a singer, a band, or a floor show, in addition to food and drink. The engagement of a well-known entertainer obviously gives the hotel an excellent promotional opportunity. The hotels in the gambling resort of Las Vegas, Nevada, for example, publicize not only the entertainers in their nightclubs, but also the huge salaries that they receive, perhaps on the theory that the higher the fee, the better the entertainer.

Catering, providing food and drink for transients, has always gone together with accommodations. The typical modern "packaged hotel" includes a restaurant, a coffee shop for quicker and less expensive meals, and a bar or cocktail lounge. Many larger hotels have several restaurants, often featuring different kinds of foods, as well as different prices.

1. The text primarily discusses the point of

- a) catering
- b) special hotel services and facilities
- c) recreation
- d) resorts

2. Which of the following is true?

- a) convention facilities were never found only in large cities.
- b) recreational facilities are not a feature of many hotels and motels.
- c) a swimming pool is a form of advertisement for a motel.
- d)modern "packaged hotel" includes a bar or cocktail lounge.

3. The word "casino" is closest in meaning to

- a) gambling
- b) apartment
- c) room
- d) public building or room in which gaming takes place

4. The word "gambling" is closest in meaning to

- a) a game for winning money
- b) horseback riding
- c) entertainer
- d) making money

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Комплексна контрольна робота № 18

I. Match the definitions of the terms

11. Attractions	a) an individual who arranges travel for individuals or groups.
12. Package	b) people who buy products or services
13. Travel agent	c) a pleasure voyage by ship
14. Motel	d) a tour for sightseeing purposes, that is accompanied by a guide
15. Deluxe	e) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.
16. Airport hotel	f) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive.
17. Customers	g) a place where the people gather for recreational purposes.
18. Cruise	h) provides accommodation for people going to or coming from other countries, usually only staying for one night.
19. Guided tour	i) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.
20. Resort	j) a shortened form for motor hotel

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

MENU AND NUTRITION

The writing of a menu is probably the most difficult job for any chef or food service manager. There is a framework of constraints that sometimes challenges the imagination of the menu writer. Nutrition is becoming another factor to be taken into account when writing a menu.

There are few times that a menu can be improved to a customer. Even when that occurs the nutritionist does not always succeed in providing a balanced diet. The best example is the ton of vegetables that end in the food disposals of those American schools that serve lunch. We may say that nutrition

education should start in the family, but evidently it does not always. Today there seems to be more awareness of the importance of nutrition. How can the menu help this new trend?

Assuming that the customer knows his needs, we may provide the choices to satisfy them. In many restaurants, few people could follow a low fat diet. The many versions of chicken tetrazzini, tuna casseroles and stroganoff on noodles are becoming the rule rather than the exception. However, the quantity should not replace quality.

The nutrients we need are proteins, fat, vitamins, carbohydrates and minerals. In addition, we need water and fibres. The amounts we need of each category are moderate. An excessive amount of fat proteins and carbohydrates will be stored by our body and create “obesity”. An individual who consumes potato chips, hamburgers, deep fried fish, carbonated beverages and candies omitting milk, eggs, fruits and vegetables is on a high calorie diet, but an unbalanced diet. Vitamin pills can only help if the right diet is followed. In fact in most cases natural vitamins are contained in sufficient quantities in the food we eat. An excessive amount of vitamins may harm people.

The food service industry may help nutrition by preparing food that is healthy, eliminating useless fats and retaining the natural nutrients in the preparation process.

1. The text primarily discusses the point of

- a) franchising
- b) menu and nutrition
- c) banking
- d) advertising

2. Which of the following is true?

- a)..... the quantity should not replace quality.
- b)..... the quantity should replace quality.
- c)..... the quality should not replace quantity.
- d)..... the quantity should replace nutritiousness.

3. The word “nutrition” is closest in meaning to

- a) food
- b) meals
- c) nourishment
- d) vitamins

4. The word “harm” is closest in meaning to

- a) damage
- b) benefit
- c) handle
- d) accept

Зав. кафедри _____ доц. Іщенко В.Л.

Провідний викладач _____ доц. Артюх В.М.

Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСПЛКИ
«ПОЛТАВСЬКИЙ УНІВЕРСИТЕТ ЕКОНОМІКИ І ТОРГІВЛІ»
Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 19

I. Match the definitions of the terms

1. Destination	a) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
2. Tour operator	b) leisure travel
3. Hospitality industry	c) a tourist travel between two or more countries
4. Travel	d) a place at which travelers can obtain a bed and food while on a trip
5. Package tour	e) a hotel, resort, attraction, city, region, or state
6. International tourism	f) a person in charge of a tour or an excursion
7. Accomodation	g) a company that arranges travel tours
8. Tourism	h) someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.
9. Tour guide	i) leisure and other travel including travel for business, medical care, education, etc
10. Traveller	j) another term for the travel industry

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

SERVICE IN THE HOSPITALITY INDUSTRY

An element of chance is always present in the purchase of any service and, where the purchase must *precede* the actual consumption of the product, as with tourism, the risk for the consumer is increased. In order for us to understand what service is and what it means to those of us involved in a service industry, we must expose some basic human needs. Abraham Maslow, a noted psychologist, identifies five needs: (1) *physiological* such as hunger, thirst and sleep; (2) *safety* or protection from danger, threat or deprivation; (3) love or the need to associate with others and receiving affection; (4) *esteem* for our own self- respect and the respect of others; and (5) *self-actualization* or self-fulfillment.

When we think of giving service to another person, what we are doing is attempting to satisfy the human needs of love and esteem. When we fail to give good service, we are failing to support our guests' needs for his self-respect and his need to feel loved or, at the least, cared for. As a consequence our guests may feel, perhaps in a small way, rejected, isolated and resentful. When we succeed in giving good service, we have met some of our guests' basic needs by appealing to their status, self-respect or need to be cared for.

Lately we have seen our service industry concentrate on increasing employee productivity by using computers and a host of mechanical and electronic labour-saving devices. While this change is not

only justified, but necessary, some hotels and restaurants have let the very essence of our industry take a back seat to mechanization and computerization.

What does giving good service mean to our guests and, in turn, for our business? A hotel and a restaurant depend on return business or repeat guests to provide them with a certain market base. Offering good service builds on the base and develops loyal customers for our operation. Advertising and promotion techniques are necessary in today's media-filled world. Yet there is probably no equal to a fair value for the guest's dollar and an environment where our guest knows he is welcome.

1. The text primarily discusses the point of

- a) income
- b) service
- c) market
- d) advertising

2. Which of the following is true?

- a) we must expose some basic human needs.
- b) we must not expose any basic human needs.
- c) we must not reveal the truth about basic human needs.
- d)we must study the basic needs of people.

3. The word “consumption” is closest in meaning to

- a) use
- b) work
- c) eating
- d) need

4. The word “self-actualization” is closest in meaning to

- a) realisation
- b) expectation
- c) suspesion
- d) self-fulfillment

Зав. кафедри _____ доц. Іщенко В.Л.

Провідний викладач _____ доц. Артюх В.М.

Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

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Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 20

I. Match the definitions of the terms

1. Tourist	a) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
2. Inclusive tour	b) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.
3. Package	c) places where a traveler or another member of the public can find food and drink.
4. Catering facilities	d) a hotel, resort, attraction, city, region, or state
5. Tourism	e) any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile
6. Resort	f) a tourist travel within the same country of which the tourist is a resident
7. Attractions	g) a pleasure voyage by ship
8. Destination	h) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.
9. Internal tourism	i) a place where the people gather for recreational purposes
10. Cruise	j) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE TOURIST PRODUCT

The first characteristic of the tourist product to note is that this is a **service** rather than a tangible good. The intangibility poses particular difficulties for those whose job it is to market tourism. A tourist product cannot, for example, be inspected by prospective purchasers before they buy, as can a washing machine, DVD player or other consumer durable. The purchase of a package tour is a speculative investment, involving a high degree of trust on the part of the purchaser, the more so as a holiday is often the most expensive purchase made each year (although, with increasing affluence, many consumers are now able to purchase two or more such holidays annually). The necessary element of

trust is heightened by the development of sales via the World Wide Web and the introduction of ticketless booking for much air travel.

It has often been said that ‘selling holidays is like selling dreams’. When tourists buy a package tour abroad, they are buying more than a simple collection of services, such as an airline seat, hotel room, three meals a day and the opportunity to sit on a sunny beach. They are also buying the temporary use of a strange environment, incorporating what may be, for them, novel geographical features – old world towns, tropical landscapes – plus the culture and heritage of the region and other intangible benefits, such as service, atmosphere and hospitality. The planning and anticipation of the holiday may be as much a part of its enjoyment as is the trip itself. Then, recalling the experience later and reviewing videos or photos are further extensions of the experience. These are all part of the product, which is, therefore, a psychological as well as a physical experience.

Because a tour comprises a range of different products, an added difficulty in maintaining standards is that each element of the product should be broadly similar in quality. A good room and fine service at a hotel may be spoiled by poor food or the flight may mar an otherwise enjoyable hotel stay. An element of chance is always present in the purchase of any service and, where the purchase must precede the actual consumption of the product, as with tourism, the risk for the consumer is increased.

Another characteristic of tourism is that it cannot be brought to the consumer. Rather, the consumer must be brought to the product. In the short term, at least, the supply of this product is fixed – the number of hotel bedrooms available at a particular destination cannot be varied to meet the changing demands of holidaymakers during the season, for example. Similarly, the unsold hotel room or aircraft seat cannot be stored for later sale, as is the case with tangible products, but is lost forever – hence the great efforts that must be made by those in the industry to fill empty seats or rooms by last-minute discounting or other techniques. If market demand changes, as it does frequently in the business of tourism, the supply will take time to adapt. A hotel is built to last for many years and must remain profitable over that period. These are all problems unique to tourism and call for considerable marketing ingenuity on the part of those in the business.

1. The text primarily discusses the point of

- a) tours
- b) geography
- c) tourist product
- d) consumption

2. Which of the following is true?

- a) tourist product is both a service and a tangible good.
- b) tourist product is a service.
- c) the supply of tourist product is not fixed.
- d)there are no unique problems in tourism.

3. The word “consumer” is closest in meaning to

- a) tourist
- b) customer
- c) producer
- d) person

4. The word “book” is closest in meaning to

- a) precede
- b) ask
- c) reserve
- d) order

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Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 21

I. Match the definitions of the terms

Inclusive tour	a) a place at which travelers can obtain a bed and food while on a trip
Traveller	b) leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism
Accommodation	c) a place where the people gather for recreational purposes
Resort	d) a tour for sightseeing purposes, that is accompanied by a guide
Customers	e) things such as buildings, shops or services that are useful or help one to do something
Guided tour	f) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
Facilities	g) reasonable in price
Travel	h) people who buy products or services
Inexpensive	i) someone who owns or works in a travel agency and sells tours
Travel agent	j) someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE MOTIVATION FOR A TRIP

Motivation identifies, first, the purpose of a visit. Purposes themselves fall into three distinct categories:

- holidays (including visits to friends and relatives, known as VFR travel);
- business (including meetings, conferences and so on);
- other (including study, religious pilgrimages, sport, health and so on).

It is important to be aware of the underlying purpose behind the tourist's travels, because each of these categories will reveal a different set of characteristics. Let us consider, for example, how business travel differs from leisure travel. The business traveller will have little discretion in choice of destination or the timing of the trip. In general, destinations will bear little similarity to the destinations of the leisure traveller, as enjoyment of the attractions and facilities do not form part of the purpose of the trip. Business trips frequently have to be arranged at short notice and for specific and brief periods of time – often only a day, even where substantial journey time is involved.

For these reasons, business travellers need the convenience of frequent, regular transport, efficient service and good facilities at the destination. Because their company will usually be paying for all the travel arrangements, business travellers will be less concerned about the cost of travel than they would if they were paying for it themselves. Higher prices are not likely seriously to deter travel, nor will lower prices encourage more frequent travel. We can say, therefore, that business travel is relatively **price inelastic**. Holiday travel, however, is highly **price elastic** – lower prices for holidays to a particular destination will tend to lead to an increase in the aggregate number of travellers, as tourists find the holiday more affordable, while others may be encouraged by the lower prices to switch their planned destination. Leisure travellers will be prepared to delay their travel or will book well in advance of their travel dates if this means that they can substantially reduce their costs.

For these travellers, service is becoming more important than price. At the same time, narrowing profits in the business world are driving up elasticity among business travellers. In the latter case, the growth of the low-cost air carriers has made discounted air travel so attractive by comparison with fares on the established carriers that low-cost airlines now claim a large proportion of their passengers are people travelling on business.

Beyond price, we must also identify other reasons for a specific type of holiday or resort being chosen. Different people will look for different qualities in the same destination. A particular ski resort, for example, may be selected because of its excellent slopes and sporting facilities, its healthy mountain air or the social life it offers to skiers and non-skiers alike.

1. The text primarily discusses the point of

- a) destinations
- b) price
- c) motivation
- d) accomodaton

2. Which of the following is true?

- a) holiday travel is not highly price elastic.
- b) leisure travellers are not prepared to delay their travel.
- c) it is not important to know purpose behind the tourist's travels.
- d) business travel is relatively price inelastic.

3. The word “consumer” is closest in meaning to

- a) tourist
- b) customer
- c) producer
- d) person

4. The word “motivation” is closest in meaning to

- a) purpose
- b) task
- c) wish
- d) discretion

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Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 22

I. Match the definitions of the terms

1. Fashionable	a) a tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)
2. Catering facilities	b) a hotel, resort, attraction, city, region, or state
3. Resort hotel	c) provides every facility a wealthy guest might need
4. Destination	d) made according to the latest fashion
5. Inclusive tour	e) a tourist travel between two or more countries
6. Luxury hotel	f) is situated in a place where tourists like to stay, often near the sea, lake or in the mountains. Guests usually book it in advance
7. International tourism	g) places where a traveler or another member of the public can find food and drink
8. Transportation	h) another term for the travel industry
9. Hospitality industry	i) any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile
10. Tourist	j) a means or system of carrying passengers or goods from one place to another

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE CHARACTERISTICS OF A TRIP

The characteristics define what kind of visit is made and to where. Accordingly, different types of tourism are singled out. First, one can differentiate between **domestic** tourism and **international** tourism. The former refers to travel taken exclusively within the national boundaries of the traveller's home country. The decision to take one's holidays within the borders of one's own country is an important one economically as it will have an impact on the balance of payments and reduce the outflow of money from that country. Many governments therefore encourage residents to holiday in their own countries in order to aid the economy.

Next, what kind of destination is being chosen? Will travel be to a seaside resort, mountain resort, country town, health spa or major city? Is it to be a single-centre visit, a multi-centre one or a longitudinal tour that will involve extensive travel with brief overnight stays along the route? If a cruise is to be taken, statisticians have to decide whether or not to count this as international travel if the vessel visits foreign ports and, if so, whether to count each country visited as a separate visit to a

foreign country or include only the main port visited. Does a one-night stopover in Miami before boarding a cruise vessel bound for the Caribbean count as a separate visit to the USA for the European or Asian visitor?

Next, what length of time is being spent on the trip? A visit that does not involve an overnight stay is known, as we saw earlier, as an excursion or is frequently referred to as a 'day trip'. The expenditure of day trippers is generally less than that of overnight visitors and statistical data on these forms of tourism are often collected separately. A visitor who stops at least one night at a destination is termed a 'tourist', but can, of course, make day trips to other destinations which could even involve an international trip. For instance, a visitor staying in Rhodes may take a trip for the day by boat to the Turkish mainland; another in Corfu can go on an excursion to the nearby coastal resorts of Albania. For the purposes of Turkey's and Albania's records, that visitor will be recorded as an excursionist. Domestic American tourists travelling through New England often make a brief visit to the Canadian side of the Niagara Falls and, hence, are excursionists as far as the Canadian tourism authorities are concerned.

Finally, in order to maintain accurate records, some maximum length of time must be established beyond which the visitor can no longer be looked on as a tourist. There are different approaches here – some using a low figure of three months, others six months and, in some cases, a full year is viewed as the maximum period.

1. The text primarily discusses the point of

- a) resorts
- b) excursionists
- c) trip characteristics
- d) residents

2. Which of the following is true?

- a) international tourism is travel within the traveller's home country.
- b) a visitor who stops at least one night at a destination is termed a 'consumer'.
- c) many governments do not encourage residents to holiday in their own countries in order to aid the economy.
- d) domestic tourism refers to travel taken exclusively within the national boundaries of the traveller's home country.

3. The word "border" is closest in meaning to

- a) boundary
- b) barrier
- c) limit
- d) line

4. The word "expenditure" is closest in meaning to

- a) pay
- b) overcharge
- c) costs
- d) account

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Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 23

I. Match the definitions of the terms

Tourism	a) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.
Cruise	b) shelter, food, drink and other services for travelers or transients
Deluxe	c) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Resort	d) provides accommodation for people going to or coming from other countries, usually only staying for one night
Accommodation	e) of a highest quality. Hotels rated as deluxe offer the greatest possible convenience, comfort and service to their guests. Such hotels are often called luxury hotels and are generally the most expensive
Package tour	f) a tour for sightseeing purposes, that is accompanied by a guide
Airport hotel	g) a pleasure voyage by ship
Guided tour	h) a hotel, resort, attraction, city, region, or state
Destination	i) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Attractions	j) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE TOURIST DESTINATION

We can now examine the tourist destination itself. A **destination** can be a particular resort or town, a region within a country, the whole of a country or even a larger area of the globe. For example, a package tour may embrace visits to three separate countries in Latin America that have quite distinct attractions – say, an initial visit to Peru to see the cultural life of the Peruvian Indians and the ruins at Macchu Pichu, followed by a flight to Buenos Aires, Argentina, for a typical capital city experience of

shopping and nightlife, returning home via Cancún, Mexico, where a few days' recuperation are enjoyed at a beach resort.

This 'pick and mix' approach to the varieties of destination and their relative attractions is becoming increasingly common, with the earlier concept of being expected to choose between a beach holiday, cultural holiday, short break city tour or some other uniform package arrangement no longer holding true. Cruise companies have come to recognize this and now commonly market fortnight combination holidays, consisting of several days of cruising, preceded or followed by a few days at a beach resort close to the port of embarkation.

In the case of cruises, for many tourists, the 'destination' is the ship itself, and its actual ports of call may be secondary to the experience of life on board. Indeed, it is by no means unusual for regular cruise passengers to fail to disembark at ports of call, preferring to enjoy the company of the cruise staff and entertainment on board while the ship is in port.

In other examples, the destination and accommodation are inseparable – as in the case of a resort hotel that provides a range of leisure facilities on site. In such cases, it may be the tourist's objective to visit the hotel purely and simply because of the facilities that hotel provides and the entire stay will be enjoyed without venturing beyond the precincts of the hotel grounds. This is a characteristic that is commonly found among certain long-established resort hotels in the USA, but an example more familiar to UK holidaymakers would be the Sandals all-inclusive resorts in the Caribbean.

Destinations are of two kinds – either 'natural' or 'constructed'. Most are 'managed' to some extent, whether they are natural or constructed. National parks, for example, are left in their natural state of beauty as far as possible, but nevertheless have to be managed, in terms of the provision of access, parking facilities, accommodation (such as caravan and campsites), litter bins and so on.

Broadly, we can categorize destinations according to geographical features into seaside, rural and urban tourism. **Seaside tourism** will include seaside resorts, natural beaches, boating holidays along coasts, coastal footpaths and so on.

Rural tourism will include the most common category of lakes and mountains, but also countryside touring, 'agritourism' such as farm holidays, visits to vineyards, gardens, visits and stays at villages or rural retreats, river and canal holidays, wildlife parks and national parks.

Urban tourism will include visits to cities and towns. Health resorts, including spas, may be based in rural, seaside or urban areas.

All destinations share certain characteristics. Their success in attracting tourists will depend on the quality of three essential benefits that they offer them: attractions, amenities (or facilities) and accessibility (or ease with which they can travel to the destination).

1. The text primarily discusses the point of

- a) tourism
- b) destination
- c) cruise companies
- d) resorts

2. Which of the following is true?

- a) seaside tourism includes the most common category of lakes and mountains, countryside touring, 'agritourism' such as farm holidays, visits to vineyards, gardens, visits and stays at villages or rural retreats, river and canal holidays, wildlife parks and national parks.
- b) urban tourism includes visits to cities and towns.
- c) rural tourism includes seaside resorts, natural beaches, boating holidays along coasts, coastal footpaths and so on.
- d) the destination and accommodation are separable – as in the case of a resort hotel that provides a range of leisure facilities on site.

3. The word "cruise" is closest in meaning to

- a) trip

- b) travel
- c) sea voyage
- d) tourism

4. The word “destination” is closest in meaning to

- a) point of destination
- b) the port of embarkation
- c) attraction
- d) facility

Зав. кафедри _____ доц. Іщенко В.Л. Провідний викладач _____ доц. Артюх В.М.
Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСПЛКИ
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Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 24

I. Match the definitions of the terms

Luxury hotel	a) a hotel, resort, attraction, city, region, or state
Travel Agent	b) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Fashionable	c) a tourist travel between two or more countries
Resort	d) a company that arranges travel tours
International tourism	e) made according to the latest fashion
Tour operator	f) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Tourism	g) an individual who arranges travel for individuals or groups
Accommodation	h) reasonable in price
Inexpensive	i) provides every facility a wealthy guest might need
Destination	j) a place to work or live in; lodging, food and services

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

ATTRACTIONS, AMENITIES AND ACCESSIBILITY

All destinations require adequate attractions, amenities and accessibility if they are to appeal to large numbers of tourists. The more attractions a destination can offer, the easier it becomes to market that destination to the tourist. Listing and analysing attractions is no easy matter, especially when one recognizes that what appeals to one tourist may actually deter another.

In looking at the destinations, it will become clear that many of the attractions of a destination depend on its physical features: the beauty of mountains, the fresh air of a seaside resort and the qualities of a particular beach, the historical architecture, shopping and entertainment opportunities and 'atmosphere' of a great city. To these can be added numerous purpose-built attractions to increase the pulling power of the destination. For example, Blackpool maintains its lead among the seaside resorts in Britain by investing in indoor entertainments, a conference centre and other features that appeal to a cross-section of tourists. Key cities and capitals build new museums, art galleries or exhibition centres, while former stately homes or castles are transformed by development into focal points for visits by tourists and day trippers alike.

Sometimes, the constructed attraction becomes a destination in its own right, as is the case with theme parks such as the Disney complexes in Anaheim (California), Orlando (Florida), near Paris, France,

and in the Far East. Similarly, the success of many spa towns on the Continent rests on their ability to combine constructed attractions such as casinos with the assumed medical benefits of the natural springs, while the popular ski resorts must provide adequate ski runs, ski lifts and après-ski entertainment to complement their combinations of suitable weather and mountain slopes.

At this point, therefore, it is sufficient to highlight certain distinctions between attractions. First, attractions may be either *site* or *event* attractions. Site attractions are permanent by nature, while event attractions are temporary and often mounted in order to increase the number of tourists to a particular destination. Some events have a short timescale, such as an air display by the famed Red Devils' close formation flyers, as part of a one-day event; others may last for many days (the Edinburgh Festival, for example) or even months (for instance, the Floriade Garden Festival in Holland). Some events occur at regular intervals – yearly, biennially (the outdoor sculpture exhibition at Quenington in the Cotswolds, England, is such an event), four-yearly (the Olympic Games) or even less frequently (the Oberammergau Passion Play in Germany and the Floriade Festival mentioned above occur only once every ten years), while other festivals are organized on an ad hoc basis and may, indeed, be one-off events. A destination that may otherwise have little to commend it to the tourist can, in this way, succeed in drawing tourists by mounting a unique exhibition, while a site destination can extend its season by mounting an off-season event, such as a festival of arts.

Second, destinations and their attractions can be either *nodal* or *linear* in character. A nodal destination is one in which the attractions of the area are closely grouped geographically.

Seaside resorts and cities are examples of typical nodal attractions, making them ideal for packaging by tour operators. This has led to the concept of 'honey pot' tourism development, in which planners concentrate the development of tourism in a specific locality. With its extensive range of accommodation, attractions and amenities, it now draws high-spend tourists throughout the year from all over the world.

1. The text primarily discusses the point of

- a) tourism
- b) entertainment
- c) festivals
- d) attractions, amenities and accessibility

2. Which of the following is true?

- a) many of the attractions of a destination depend on its artificial features.
- b) the constructed attraction never becomes a destination in its own right.
- c) site attractions are permanent by nature.
- d) a nodal destination is one in which the attractions of the area are closely grouped culturally.

3. The word combination “off-season event” is closest in meaning to

- a) denoting or occurring during a period of little activity in a trade or business
- b) timely period
- c) appropriate time
- d) at the right time

4. The word “suitable” is closest in meaning to

- a) good
- b) appropriate
- c) due
- d) certain

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСПЛКИ
«ПОЛТАВСЬКИЙ УНІВЕРСИТЕТ ЕКОНОМІКИ І ТОРГІВЛІ»
Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 25

I. Match the definitions of the terms

Tourist	a) A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. It offers a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.
Accommodation	b) reasonable in price
Package	c) things such as buildings, shops or services that are useful or help one to do something
Resort	d) any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile
Inexpensive	e) travel away from a person's usual place of residence for a period longer than twenty-four hours, for pleasure or recreation
Facilities	f) a place or area to which people travel for recreational purposes. Hotels are important features of resort areas
Package tour	g) someone who owns or works in a travel agency and sells tours
Travel agent	h) a place at which travelers can obtain a bed and food while on a trip
Tourism	i) a pleasure voyage by ship
Cruise	j) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc.

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE DEVELOPMENT OF THE SPAS

Spas were already well established during the time of the Roman Empire, but their popularity, based on the supposed medical benefits of the waters, had lapsed in subsequent centuries. They were never entirely out of favour, however. The sick continued to visit Bath throughout the Middle Ages. Renewed interest in the therapeutic qualities of mineral waters can be traced to the influence of the Renaissance in Britain and other European centres.

In 1562, Dr William Turner published a book drawing attention to the curative powers of the waters at Bath and on the Continent. Bath itself, along with the spa at Buxton, had been showing a return to

popularity among those ‘seeking the cure’ and the effect of Dr Turner’s book was to establish the credibility of the resorts’ claims.

In 1626, Elizabeth Farrow drew attention to the qualities of the mineral springs at Chalybeate in Scarborough, which became the first of a number of new spa resorts. In the same year, Dr Edmund Deane wrote his *Spadacrene Anglica*, which praised what he claimed were ‘the strongest sulphur springs in Great Britain’ at Harrogate. This rapidly led to the popularity of the town as a spa resort – a role it continues to enjoy today.

Soon, an astonishing number of other spa resorts sprang up, sometimes in unlikely places. Streatham in south London, for instance, became briefly fashionable following the discovery of mineral springs there in 1659. Between 1560 and 1815, at one time or another as many as 175 different spas were operating in England, although only 3 of these – at Bath, Buxton and Hotwells in Bristol – actually incorporated thermal springs in their cures. By 1815, 7 of the spas had purpose-built theatres to provide entertainment.

‘Taking the cure’ rapidly developed social status and the resorts changed in character as pleasure rather than health became the motivation for visits. Bath in particular became a major centre for social life for high society during the eighteenth and early nineteenth centuries, aided by visits from the monarchs of the day. Under the guidance of Beau Nash at the beginning of the eighteenth century, it soon became a centre of high fashion, deliberately setting out to create a select and exclusive image. The commercial possibilities opened up by the concentration of these wealthy visitors were not overlooked and facilities to entertain or otherwise cater for these visitors proliferated, changing the spas into what we would today term holiday resorts rather than watering places. The building of the Pump Rooms as a focal point within Bath was a key development, leading to the town’s success as a resort, while Harrogate, similarly, benefited from the construction of its own Pump Room in 1841–1842.

Eventually, in the early nineteenth century, the common tendency of resorts to go ‘downmarket’ in the course of their lifecycle led to a changing clientele, with the landed gentry being replaced by wealthy merchants and the professional class. By the end of the eighteenth century, the heyday of the English spas was already over, although they were to have a far longer lifecycle on the Continent.

1. The text primarily discusses the point of

- a) leisure
- b) resorts
- c) catering
- d) spas

2. Which of the following is true?

- a)..... the resorts did not change in character.
- b)..... Elizabeth Farrow published a book drawing attention to the curative powers of the waters at Bath and on the Continent.
- c)..... the sick continued to visit Bath throughout the Middle Ages.
- d)..... bath was not a major centre for social life for high society during the eighteenth and early nineteenth centuries.

3. The word “spa resort” is closest in meaning to

- a) recreation
- b) resort with mineral springs
- c) bath
- d) cure

4. The word “commercial” is closest in meaning to

- a) trading
- b) beneficial
- c) fashionable
- d) incorporable

Зав. кафедри _____ доц. Іщенко В.Л. Провідний викладач _____ доц. Артюх В.М.

Затверджено на засіданні кафедри, протокол № 3 від 28.11.2012 р.

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСПЛКИ
«ПОЛТАВСЬКИЙ УНІВЕРСИТЕТ ЕКОНОМІКИ І ТОРГІВЛІ»
Кафедра ділової іноземної мови**

Освітньо-кваліфікаційний рівень бакалавра

Напрямок підготовки 6.140103 «Туризм»

Навчальна дисципліна «Іноземна мова (за професійним спрямуванням)»

Комплексна контрольна робота № 26

I. Match the definitions of the terms

Tour operator	a) a place where the people gather for recreational purposes
Attractions	b) a tourist travel between two or more countries
Travel	c) reasonable in price
International tourism	d) products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites
Resort	e) a holiday organized by a company at a fixed price which includes the cost of travel, hotel, etc
Inexpensive	f) leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism
Package tour	g) a place at which travelers can obtain a bed and food while on a trip
Accommodation	h) a means or system of carrying passengers or goods from one place to another
Transportation	i) a company that arranges travel tours
Facilities	j) things such as buildings, shops or services that are useful or help one to do something

II. After reading the text, choose the best answer to each question. Answer all questions following the text on the basis of what is stated or implied in the text.

THE RISE OF THE SEASIDE RESORT

Until the Renaissance, bathing in the sea found little favour in Britain. Although not entirely unknown before then, such bathing as did occur was undertaken unclothed and this behaviour conflicted with the mores of the day. Only when the sea became associated with certain health benefits did bathing gain popularity.

The association of sea water with health did not find acceptance until the early years of the eighteenth century and, initially, the objective was to drink it rather than bathe in it. It is perhaps to be expected that health theorists would eventually recognize that the minerals to be found in spa waters were also present in abundance in sea water.

By the early eighteenth century, small fishing resorts around the English coast were beginning to attract visitors seeking 'the cure', both by drinking sea water and by immersing themselves in it. Not surprisingly, Scarborough, as the only traditional spa bordering the sea, was one of the first to exploit

this facility for the medical benefits it was believed to offer and both this town and Brighton were attracting regular visitors by the 1730s.

The growing popularity of taking the cure, which resulted from the wealth generated by the expansion of trade and industry in Britain at the time, meant that the inland spas could no longer cater satisfactorily for the influx of visitors they were attracting. By contrast, the new seaside resorts offered almost boundless opportunity for expansion. Moral doubts about exposing one's body in the sea were overcome by the invention of the bathing machine and the resorts prospered.

Undoubtedly, the demand for seaside cures could have been even greater in the early years if fast, cheap transport had been developed to cater for this need. In the mideighteenth century, however, it still took two days to travel from London to Brighton and the cost was well beyond the reach of the average worker, at the equivalent of six weeks' pay. Accommodation provision, too, grew only slowly, outpaced by demand, but all this was to change in the early nineteenth century.

First, the introduction of steamboat services reduced the cost and time of travel from London to the resorts near the Thames Estuary. In 1815, a service began operating between London and Gravesend and, five years later, to Margate. The popularity of these services was such that other pleasure boat services were quickly introduced to more distant resorts. This development required the construction of piers to provide landing stages for the vessels. The functional purpose of the seaside pier was soon overtaken by its attraction as a social meeting point and a place to take the sea air.

It was the introduction of steamboat services also linking Britain and Continental Europe, however, that posed the first threat to the British seaside resorts. Brighton established a ferry link with Dieppe as early as 1761 and later this was followed by links between Shoreham and Newhaven and France. It has been estimated that by the 1820s some 150,000 visitors a year were travelling from Britain to mainland Europe, many for the purposes of visiting coastal resorts.

1. The text primarily discusses the point of

- a) accomodation
- b) seaside resorts
- c) travel
- d) sun bathing

2. Which of the following is true?

- a) the new seaside resorts did not offer boundless opportunity for expansion.
- b) small fishing resorts around the English coast never attracted visitors seeking 'the cure'.
- c) the growing popularity of taking the cure did not mean that the inland spas could no longer cater satisfactorily for the influx of visitors they were attracting.
- d)the introduction of steamboat services reduced the cost and time of travel from London to the resorts near the Thames Estuary.

3. The word "purpose" is closest in meaning to

- a) aim
- b) entertainment
- c) achievement
- d) wish

4. The word "seaside" is closest in meaning to

- a) watering place
- b) seashore
- c) countryside
- d) sea air