

**КАЗАНСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ  
ИНСТИТУТ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ**

*Кафедра теории и практики перевода*

*Кафедра иностранных языков*

# English for HOSPITALITY



**Учебное пособие**

**Казань-2024**

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**Букина Т.В., Винникова М.Н., Липатова Ю.Ю.**

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Данное пособие предназначено для студентов уровня «Intermediate+» и содержит материалы по теме Индустрия гостеприимства, которые могут использоваться для развития навыков устного и письменного перевода, говорения и письма. Пособие может быть использовано как для аудиторной, так и для самостоятельной работы студентов.

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## Предисловие

Настоящее пособие предназначено для работы со студентами уровня «Upper-Intermediate» и «Advanced» ФГАОУ ВО «Казанский (Приволжский) федеральный университет», г.Казань, разработан для дисциплины «Перевод текстов сферы гостиничного и ресторанного бизнеса» и также может использоваться в рамках дисциплины «Иностранный язык» у студентов, обучающихся по направлению 43.03.02 "Туризм". Тексты и задания подобраны с учетом требований Федерального государственного образовательного стандарта высшего образования и ориентировано на студентов, продолжающих изучение английского языка в рамках программы Высшей школы.

Целью настоящего пособия является активизация таких видов речевой деятельности на иностранном языке, как чтение, говорение и письмо. Структура пособия обусловлена его целью: каждый из десяти разделов (юнитов) содержит тексты и задания, проверяющие усвоение прочитанного; задания на развитие навыков устного и письменного перевода, задания на развитие навыков говорения. В конце пособия имеется приложение с глоссарием по урокам, которые необходимо изучить и использовать при переводе текстов и выполнении заданий. Отобранный материал является аутентичным, что позволяет познакомиться и поработать с оригинальными языковыми структурами. Данный формат в том числе способствует развитию лингвокультурологической компетенции. Материалы для текстов, заданий и обсуждения выдержаны в одной тематике.

Пособие может быть использовано как в рамках аудиторных занятий, так и в качестве материалов для самостоятельной работы студентов и всех желающих повысить свой уровень владения английским языком.

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## ВВЕДЕНИЕ

Индустрия гостеприимства является неотъемлемой частью социальной и культурной сферы общества. Люди хотят путешествовать, знакомиться с новой культурой, узнавать историю и традиции других народов. Они хотят жить в комфортных отелях, ходить в рестораны. Страны всего мира заинтересованы в увеличении числа иностранных гостей, т.к. помимо распространения своей культуры из этого можно извлекать экономическую выгоду. Именно поэтому на сегодняшний день развивается и становится общедоступным все большее количество международных туристических сайтов, содержание которых должно соответствовать потребностям и ожиданиям представителей различных культур всего мира.

Чтобы облегчить взаимопонимание и способствовать развитию культурных отношений между различными народами и для осуществления максимального охвата создаются мультязычные туристические сайты, сайты гостиниц, мест общественного питания.

Количество туристических сайтов как источников информации о предоставляемых услугах и достопримечательностях растёт и для того, чтобы эти тексты привлекали, а не отпугивали иностранных туристов, необходимо качественно их переводить. При этом переводчику следует учитывать особенности языка индустрии гостеприимства, в котором преобладают средства выразительности, создающие неординарные, яркие образы, привлекающие внимание адресата.

Индустрия гостеприимства - это более емкое и общее понятие, чем туризм. Его задачей является удовлетворение потребностей не только туристов, путешественников, но и потребителей вообще, находящихся на территории объектов гостеприимства (размещения, питания, развлечений, отдыха и и тд) Однако говоря о дискурсе, его принято называть туристическим.

# ЧАСТЬ I

## ТЕОРЕТИЧЕСКИЕ ОСНОВЫ ПЕРЕВОДА ТЕКСТОВ ИНДУСТРИИ ГОСТЕПРИИМСТВА

### Глава 1 ОСОБЕННОСТИ ТЕКСТОВ ИНДУСТРИИ ГОСТЕПРИИМСТВА

Туристический дискурс подразумевает коммуникацию людей, которые не принадлежат к определенной социальной группе или языковому сообществу. Несмотря на данный факт, участники коммуникации имеют четкое представление о жанровых особенностях туристического дискурса, а также об организации и способах обмена информацией.

Важным моментом, который необходимо учесть при выявлении характеристик туристического дискурса, является тип коммуникантов, участвующих в ситуациях, представляющих сферу туристического бизнеса. В качестве участников общения выступают, с одной стороны, широкие слои населения, рассматриваемые как реальные и потенциальные туристы, и, с другой стороны — различные организации туристической индустрии (туристические фирмы и агентства, авиа- и железнодорожные кассы, агентства гидов и гидов-переводчиков, работники сферы обслуживания и т. д.).

Согласно определению К. Вестито, «Туристический дискурс – это употребление языка в устной речи и на письме, форма деятельности, в которой создаются и распространяются социальные и культурные значения мест и народа; язык, участвующий в продвижении туризма, представленный определенными жанрами».

Туристический дискурс делят на профессиональный, академический и публичный подвид в зависимости от ситуации общения, целей и типа адресата.

Каждый вид - свой набор коммуникативных стратегий, отличные по лексическому составу и жанрово-стилистической организацией. В профессиональной и академической сферах - аргументативные стратегии, в публичной сфере - манипулятивные. Что касается лексики, профессиональному и академическому дискурсу присущи узкоспециальные термины, а публичный туристический дискурс отличается использованием широкого пласта оценочной и эмотивной лексики.

Одним из важнейших подвидов туристического дискурса является публичный подвид, где участники общения это:

1. Туристы (потенциальные и реальные);

2. Организации туристической индустрии (турфирмы, авиакомпании, железнодорожные компании, услуги гидов, переводчиков, работники сферы обслуживания и т. д.).

Для организаций туристической индустрии - основная цель это получение прибыли, для туристов - получение экскурсионно-туристической услуги, сведения о конкретном месте.

Задачи текстов туристического дискурса:

1. Заинтересовать потенциальных клиентов и удержать существующих;
2. Охватить максимальную аудиторию - с разным уровнем дохода, образованием, возрастом и т.д.;
3. Предоставить наиболее точную, полную информацию о неизвестных объектах и местах, которые впоследствии нужно сопоставить с реальными объектами.

Места, где применяется туристический дискурс: офис турагентства, туристический автобус, музей, улица, виртуальное пространство (сайты отелей, сайты с информацией о достопримечательностях, местах города, афиши событий и т.д. видео блоги о путешествиях), текстовое пространство (рекламные проспекты, карты, гиды, путеводители).

Туристический дискурс строится вокруг концепта путешествия, с активным использованием стратегии позитива, т.е. тексты направлены на создание приятного образа и появление желания путешествовать (по работе, для отдыха, по религиозным причинам и т.д.).

Туристический дискурс заимствует некоторые черты делового дискурса, а именно:

1. Тональность, зависящая от типа адресата: нейтральный, официальный стиль общения базирующийся на штампах в случае коммуникации представителей организаций; преувеличенная эмоциональность, преднамеренный переход на дружественные отношения, психологическое воздействие и т. п. при общении с туристами;
2. Статусность (отношения предполагают социальную дистанцию);
- . Наличие деловой проблемы (необходимость в получении услуги);
4. Конкретное время и место.

1.2. Жанры туристического дискурса



Традиционно в лингвистике под жанром считается набор таких характеристик текста, как манера изложения, речевая форма и общепринятые традиционные методы построения речи и объединения речевых единиц.

Согласно этим характеристикам жанры туристического дискурса разделяют на две большие группы:

1) вербальные, которые зависят от ситуации и обстоятельств, при которых происходит вербальное общение (диалог с туроператором, экскурсия с гидом и т.д.);

- Диалог с туроператором носит формальный характер и отличается наличием у туроператора заранее прописанных клише и скриптов, которые помогают ему ответить на все вопросы клиента.
- Экскурсия с гидом - это рассказ с одновременно параллельно идущей демонстрацией объектов. Все пояснения, которые дает экскурсовод группе тоже считаются рассказом. Задача экскурсионного рассказа - проинформировать, интерпретировать культурные факты и ценности и вызвать интеллектуально-эмоциональный отклик, поэтому он комбинирует черты диалога и монолога. Экскурсионный рассказ это не только слова, но и интонация, жесты, мимика, наглядные пособия и туристические карты, выступающие в роли компенсаторных элементов, сопровождающих монолог и помогающих лучше усвоить услышанное.

2) невербальные, т.е. письменные или печатные разновидности туристических текстов (брошюры, буклеты, путеводители, разговорники, дневники путешествий, личные блоги и статьи туристов в интернете, статьи в энциклопедиях, периодических изданиях, на сайтах туристических агентств и т.п.; книги про страны, города, достопримечательности. и т.д.).

- Туристические проспекты подают информацию через сжатоупрощенный синтаксис и сокращенные слова, отбор ключевой информации.
- Брошюры подают информацию в чрезмерном объеме - множество повторений, уточнений, исторических, культурологических и географических справок, сложные предложения.

Креолизация текста путеводителя способствует реализации главной стратегии туристического дискурса - формированию высокой положительной оценки предлагаемого туристического продукта.

Можно сказать, что туристов разных стран путеводитель помещает в единое культурное пространство, является главным источником информации о традициях, укладе жизни страны.

Материал, который указывается в путеводителях:

- 1) факты из истории;
- 2) культурные события и праздники;
- 3) описание достопримечательностей с фотографиями и иллюстрациями;
- 4) координаты памятников, музеев, кафешек и сувенирных магазинчиков, карта;
- экскурсионные направления;
- 6) расписание туров, цены;
- 7) телефоны, контактная информация
- 8) информация для людей с ограниченными возможностями.

## **Глава 2. ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ ТЕКСТОВ ТУРИСТИЧЕСКОГО ДИСКУРСА**

В туристических текстах грамотно соединяются различные языковые средства. Прагматический аспект данного текста проявляется в выборе фонетических, лексических, грамматических и стилистических приемов, а также особом синтаксисе. Изложение в туристических текстах представлено упрощенными грамматическими конструкциями, в сжатой и лаконичной форме. Однако, несмотря на это тексты должны быть ёмкими, без воды. О.С. Насонова и Ю.В. Привалова выделяют следующие средства выразительности, которые создают эффект яркой подачи материала, ощущение экспрессивности:

- а) фонетические: использование аллитерации, звукоподражания, повторы, частичная или полная схожесть слов, омонимия/паронимия. Когда сложно передать «звук в звук», авторы и переводчики прибегают к использованию нестандартного ритма, порядка слов, рифм и повторов;

б) лексические средства: употребление метафор; популярных, часто встречающихся прилагательных (отменный, чудесный, лучший, простейший, яркий, высшего качества, знаменитый);

в) грамматические средства выразительности: использование риторических вопросов и сокращений, аббревиатур; употребление личных и притяжательных местоимений. Конструкции типа «мы – наш», «Вы – Ваш», которые позволяют тексту звучать убедительно. Использование повелительного наклонения, команд для призыва к действию: (попробуйте, получите, возьмите, отправьте, используйте), скрытая команда;

г) применение графического выделения слов с целью сделать акцент на определенном смысле.

### **Фонетические средства.**

**Аллитерация** - это повторение одинаковых или однородных согласных в стихотворении, придающее ему особую звуковую выразительность:

- *Tour to Turkey!!!* - «ТУР в ТУРцию!!!»

- *Tourдом* - название туристического агентства

**Звукоподражание** (ономатопея, идеофон) - употребление слова, которое служит для имитации звуков окружающей действительности средствами языка. Когда слышишь такие слова, то сразу же понимаешь, с чем они связаны. Например:

– *Katzenhotel Miau!* - гостиница для кошек, практически в любом языке *мияу, мяу, миу* ассоциируются с кошкой и легко считываются, когда написаны графически, даже если человек не умеет читать на иностранном языке

– *Plitsch Platsch Bad Häring* - спа-комплекс в Германии, плитш, плетш воспроизводят шум воды. Данные ономатопы стилистически нейтральны, тогда как русские эквиваленты «плюх! бултых!» имеют четко выраженную разговорную окраску, их почти не встретишь в названиях.

Частичная или полная схожесть слов, **омонимия/паронимия**:

– *Туристическая компания «Время»* - выбери «Время» для отдыха

– *Мондо* - это модно!

Вычленение в составе **звукокомплекса слов-омофонов**:

– *We invite our friends* - развлекательный комплекс «CABARET» - *art-Cafe-BAr-REstaurant*.

**Рифма:**

*Лето в разгаре, пора отдыхать  
Куда-нибудь съездить, куда-то слетать,  
Поездка на море в другую страну,  
собирай чемодан точка РУ.*

### **Повтор:**

*T  
h  
e*

*world's only 'drive-in volcano' at nearby Soufrière is well worth a visit and nature*  
*t*

### **Лексические средства**

Лексику в рассматриваемых текстах можно разделить на такие группы:

- s* • нейтральные слова - monument, museum, local, cultural, ar-chitecture,  
*o* sight;  
*f* • общенаучные слова - phenomenon, relic, circular, erect; архитектурные,  
*t* • исторические, искусствоведческие термины - pinnacles, masonry,  
*h*

*e*  
Также широко представлена лексика, характерная для сферы туризма: отель, транспорт, трансфер, кемпинг, номер-люкс.

*s*  
*h* Выбор лексических средств в туристическом дискурсе исходит из задач текста  
*r* и туристического дискурса в целом, поэтому язык текстов туристического  
*a* дискурса полон образов. Для создания экспрессивности авторы используют  
*i* следующие приёмы:

**Приём гиперболизации**, т.е. преднамеренное преувеличение всех описываемых объектов: реализуется за счёт прилагательных в превосходной степени.

*h*  
*e* *Many of the lowest priced airfares can include a stopover for no extra cost at all».*  
*e* *Многие, даже самые дешевые пакеты, включают возможность остановки*  
*s* *без всяких доплат.*  
*t*

*h*  
*e* *Relax on a lake cruise and take in the majestic scenery as you glide over the*  
*r* *reflections of some of Lakeland's finest peaks».* *Возьмите круиз по озеру,*  
*h* *расслабьтесь и погрузитесь в невероятно сказочный пейзаж, скользя по глади*  
*r* *реки с отражениями лучших гор Лейкленда.*

*i*  
*h* *В этом месте вы увидите слепящие головокружительные украшения,*  
*e* *драгоценные камни и всевозможные изделия из золота и серебра. In this place*

*r  
a  
l*

*you will see dazzling dizzying jewelry, precious stones and all kinds of gold and silver items.*

### **Прием образного изложения:**

Реализуется при помощи эпитетов, метафор, прилагательных, фразеологизмов, олицетворений, зевгмы, эвфемизмов, оксюморонов, иронии и фонетических средств выразительности.

Наиболее употребляемые в англоязычной рекламе прилагательные:

*Good, better, friendly, best, free, fresh, full sure, wonderful, welcoming, special, fine, big, real, easy, bright, extra, rich. Хороший, лучшие, дружелюбный, лучший, свободный, новый, полный уверенности, замечательный, гостеприимный, особенный, прекрасный, большой, настоящий, легкий, яркий, высшего качества, богатый.*

### Оценочные эпитеты:

*Holiday in Rome is an unforgettable journey into the world of ancient myths and legends, into a city where you can «find everything». This charming homeland of ancient authors with the atmosphere of a permanent holiday. Отдых в Риме - это незабываемое путешествие в мир древних мифов и легенд, в город, в котором «есть все». Это очаровательная родина античных авторов с атмосферой постоянного праздника.*

*Хорошо упакованный отдых. (Туроператор Nataly Tours).*

*Отдых, отличный от других. Бронируйте Online. (Туроператор по Кипру «Зевс Трэвел»).*

*Тропико-тур. Жизнь в розовом цвете. (Туристическое агентство Тропико-тур).*

### Идиомы и фразеологизмы, игра слов, каламбуры:

Уделите внимание живописному круизу по Сейме, который внесет приятную лепту в ваш «финский» отпуск.

Уже не первый год гости города воздают почести вкуснейшей баранине «сяря», которая готовится по стародавнему рецепту в корыте из натуральной березы.

### Метафоры:

*The country we offer you to visit – is a paradise on earth, where there are hospitable people, delicious cuisine, and rich culture. Страна, которую мы предлагаем вам*

посетить – это рай на земле, где гостеприимные люди, вкусная кухня и богатая культура.

*Cornwall is a land of myths and legends, from King Arthur and his supposed birthplace at Tintagel Castle to the pixies and giants that roam along the 50 miles of heritage coastline. Корнуэлл это земля мифов и легенд, от короля Артура и его предполагаемого месторождения в замке Тинтагель до эльфов и великанов, которые бродят неподалеку, где то в 50 милях от наследуемого побережья.*

#### Олицетворения:

*«The twin volcanic peaks of the Pitons in the south west rise majestically from clear blue waters. Две вершины вулканов – Питонов на юго-западе волшебным образом возвышаются над превосходной голубой водой реки».*

ЗЕВГМЫ (соотнесение одного однородного члена с прямым значением управляющего слова, а другого – с переносным):

*«Revitalise the body & mind on a beach holiday to Saint Lucia». Обнови своё тело и сознание на пляжном отдыхе в Сент Лусии.*

*Discover quaint crofting communities and thousands of years of history on Orkney and Shetland. Исследуй уникальные Оркнейские и Шетландские фермерские угодья с тысячелетней историей.*

#### Эвфемизмы:

*Many of the lowest priced airfares can include a stopover for no extra cost at all. Многие, даже самые дешевые билеты включают в цену возможность остановки без дополнительных переплат.*

Оксюмороны, представляющие собой соединение противоположных по смыслу слов, образно раскрывающих противоречивую сущность обозначаемого:

S

Ирония:  
a

*«Mauritius beach holidays promise luxurious resorts, breathtaking beaches and dramatic scenery for those who can drag themselves away from their sun lounger. Маврикийские пляжный отпуск гарантирует вам обилие роскошных курортов, захватывающих дух пляжей и прекрасных пейзажей, если вы конечно сможете поднять себя с шезлонга».*

*These park is definitely worth dragging yourself off the beach for. Этот парк точно стоит того, чтобы вы вытащили себя с пляжа. stop. Начни с остановки.*

*«Whether you're a man looking for the challenge of famous summits, such as Ben Nevis or the iconic Buachaille Etive Mor, or you prefer to wander through unspoilt wilderness, spotting wildlife as you go, fantastic walks abound. Не важно кто вы, покоритель знаменитых горных вершин вроде Бен Невис или знаковых Буачаилле Этив Мор или любитель бродить по нетронутым пустынным местам и дикой природе, фантастические прогулки здесь в избытке».*

**3. Прием диалогизации,** который реализуется с помощью таких риторических фигур как:

- Употребление личных и притяжательных местоимений за счёт которых авторы создают иллюзию диалога и доверительного общения.

Авторы туристических текстов часто используют конструкции «мы – наши» «we – our» , «Вы – Ваш», «you – your», чтобы сообщение звучало убедительным. Яркий образец - реклама туристического агентства:

*W*

*Wherever you choose, these Lakeland landscapes will set your spirit soaring».*

*Что бы вы ни выбрали, эти пейзажи Лейкленда позволят вам чувствовать себя в самом лучшем расположении духа. «So what do you do if you want to chill on a sunbed and your partner wants to go explore or get involved in activities? Как вы поступите, если хотите расслабленно лежать на пляже, а ваш партнёр – хочет исследовать местность или заняться какими-то делами?»*

У Использование риторического вопроса:

*Isn't it time you treated yourself to a holiday? - Разве не время устроить себе ~~авиапутешествие~~ to». («Мы работаем – Вы отдыхаете»);*

- Повелительное наклонение, чтобы сообщение звучало динамично:

*Open, feel, touch, try, get, take, send for, use, call, make, let, come on, catch, hurry, come, see, give, remember, discover, choose, look for. Откройте, почувствуйте, попробуйте, получите, возьмите, отправьте, используйте, позвоните, сделайте, впустите, вперед, поспешите, поймайте, приезжайте, посмотрите, дайте, запомните, узнайте, выбирайте, найдите.*

*Let the sunshine in your heart. Come to Bali. Впустите солнечный свет в свое сердце. Приезжайте на Бали.*

- Призыв к действию:

*Our spa treatment is certainly worth trying. Вам просто необходимо попробовать наши спа-процедуры.*

- Прямые обращения к читателю:

Проведите свой отпуск с пользой и наберитесь приятных впечатлений на всю жизнь! Поверьте, путешествие не будет скучным – прекрасные пейзажи и чистый воздух не оставят вас равнодушными.

**4. Прием создания эффекта быстроты оказания услуг**, что подсознательно удовлетворяет нужду людей в комфорте никто не хочет долго ждать, чтобы получить услугу. Для этого приёма свойственны:

- Неполные номинативные предложения:

*«Уютные парки и аллеи, пещеры, замки и крепости, прекрасные города, изящные соборы и церкви, мостики и переходы. Cozy parks and alleys, caves, castles and fortresses, beautiful cities, elegant cathedrals and churches, bridges and passages».*

*«Красивая природа, карибская экзотика, роскошные пляжи и никаких визовых трудностей. Beautiful nature, Caribbean Exotica, luxurious beaches and no visa difficulties».*

*«Здесь неспешно гуляют или катаются на велосипеде, наслаждаясь красотой и свежестью воздуха. Here they walk or ride a bicycle slowly, enjoying the beauty and freshness of the air».*

*«Итак, добро пожаловать! So, welcome!».*

- Использование аббревиатур:

*Alaska B4UDIE. - Alaska, before you die. Посети Аляску, пока не умер!»;*

*New York, I love U. Нью Йорк, я люблю Тебя.)*

### **Глава 3. ОСНОВНЫЕ ТРУДНОСТИ ПЕРЕВОДА ТЕКСТОВ ТУРИСТИЧЕСКОГО ДИСКУРСА**

Для того чтобы переводить тексты туристического дискурса нужно не просто хорошо владеть иностранным языком, но понимать и учитывать специфику туристической отрасли, а также понимать и учитывать при переводе различия в культурах, понятиях и т.д, чтобы достоверно передать оригинал.

При переводе необходимо добиться того, чтобы читатели, на которых ориентирован текст, поняли его и совершили конкретные действия, исходя из функции текста (купить товар или услугу, поехать). Если аудитория не поймёт текст так, как задумывал автор, функция будет нарушена, а цель не



будет достигнута. Различия культур ставят перед переводчиком вопрос: адаптировать текст под реципиента или передать культуру оригинала?

Данн выделяет 4 характеристики, которые присущи языку индустрия гостеприимства и поэтому не должны теряться при переводе:

Не случайно некоторые лингвисты определяют туристический дискурс как подвид рекламного, потому что тексты, описывающие достопримечательности, слоганы турагентств – своего рода реклама. Для языка рекламы в туристической сфере характерно сжатое, тезисное изложение, при этом полное ярких образов и описаний, которые помогают склонить к выбору услуги. Наиболее частыми в туристической рекламе являются следующие приемы манипулирования:

- Социальные установки, т.е. подчёркивание элитности, уникальности услуги, обращение к общественному мнению. *Discovering Cape Town Table Mountain: is one of the must-see sights. No visit to the city would be complete without a jaunt to the summit of Table Mountain. Вы просто обязаны посетить Столовую гору в Кейптауне. Знакомство с Кейптауном будет считаться неполным без занимательной поездки на вершину Столовой горы.*
- Провоцирование эмоций, чтобы впоследствии потребитель связывал их с конкретным товаром: *Купр. Время ехать в отпуск! Время стать красивой!*
- Картина мира – формирование определенного образа места, достопримечательности, который подается как всем известная аксиома: *В Бад-Кляйнкирххайм, в Каринтию, первые жаждущие здоровья стали приезжать в конце XIX века, а всё потому, что здесь лучшие термальные источники в Европе.*
- Различные формы сравнений: *Земле осталось немного. Путешествуйте сейчас. The world has less time left. Travel now. WHITE COLLAR HIPPIES, туристическая компания.* Переводчик должен произвести такой же коммуникативный эффект на читателей на целевом языке, какой производит оригинал на носителей языка. Иначе читатели посчитают текст чересчур сложным и перестанут его читать.

Кроме того, есть пять видов воздействий, которые должны учитываться при переводе туристических текстов:

- влияние ассоциативных и коннотативных значений;
- влияние различных пониманий и мыслей;
- влияние метафор и выражений;

- влияние религий и мифов;
- влияние ценностей и образа жизни.

Это объясняется тем, что цель туристических текстов заключается в передаче иностранных культур для читателя, и в этом смысле переводчик несет ответственность за передачу оригинальной культуры читателю целевого языка. В связи с этим наибольшую сложность при переводе текстов туристического дискурса вызывает необходимость максимально точно и доступно передать реалии, топонимы и микротопонимы, на чём мы и остановимся подробнее.

Перевод реалий:

**Реалии** - лексические единицы, значения которых наиболее подвержены процессам символизации и дифференциации различных коннотативных оттенков, которые детерминируют формирование национального образа.

Лингвист М. Бейкер, который занимался изучением проблемы перевода реалий, называет реалиями слова, которые «выражают абстрактные (обычай, религиозный обряд) и конкретные (блюдо, предмет быта) понятия, чуждые целевой культуре». В туристическом дискурсе реалии присутствуют в таких жанрах, как путеводитель и энциклопедическая статья. Адресаты этих жанров должны получить исчерпывающую информацию об описываемой стране, поэтому переводу реалий необходимо уделять особое внимание.

Как было установлено в процессе изучения жанровой системы туристического дискурса, тексты путеводителей и энциклопедических статей – это вербальное наполнение туристических сайтов, наряду с рекламной информацией, для которой не типична стратегия глубокого ознакомления потенциального туриста с культурой другой страны.

С. Влахов и С. Флорин выделяют следующие ситуативно - обусловленные приёмы для перевода реалий: транскрипция; транслитерация (маршрутка-marshrutka, чебурашка-cheburashka); перевод. В результате этого появляется:

**Неологизм:**

- а) калька (экскурсионная программа-programme of excursions)
- б) полукалька (спагетти болоньезе – spaghetti bolognese)
- в) освоение (болеадоры —boleadoras)
- г) семантический неологизм (безбарьерный индустрия гостеприимства -

## **2. Приблизительный перевод:**

- а) родо-видовое соответствие (пельмени –meat dumplings)
- б) функциональный аналог (баня – sauna , шашлык – barbecue),
- в) описание, объяснение, толкование (квас – mildly alcoholic drink made

### **3. Контекстуальный перевод:**

«Сколько стоит путевка на советский курорт? » – «How much are

Все примеры взяты из туристических текстов, т.е. они используются переводчиками, однако, по мнению Виноградова введение неологизмов не сохраняет аутентичные реалии, т.к. не может обеспечить необходимый уровень понимания без дополнительных переводческих комментариев, а приемы приблизительного перевода дают лишь приближенное значение оригинальных лексических единиц, стирая межкультурную дистанцию и национальный колорит.

Задача переводчика - сохранить уникальность исходной культуры в рамках специфики туристического дискурса, и при этом сделать их максимально доступными. Данная трудность оставляет открытым и нерешенным вопрос о наилучшей форме передачи реалий во вторичных текстах.

Реалии оказывают большое значение на реализацию когнитивной и эстетической функций туристического текста, но т.к. они не являются референтными, их перевод средствами иностранного языка не является ключевым требованием и допускает использование буквального перевода. Приведенные примеры подтверждают замечание И. С. Алексеевой о том, что уникальные различия бытовой и духовной культур, которые складывались на протяжении многих веков, не могут быть восприняты другими народами в полной мере, и задачей переводчика становится обеспечение как можно более приближенного представления о специфике чужой культуры.

Специфическую проблему перевода содержит в себе такая группа лингвоэтнических реалий, которые звучат в текстах как явные или скрытые цитаты текстов, известных носителям данного языка из их культурноисторического опыта. Например, во Владивостоке есть антикварный магазин, в тексте о котором есть отсылка к монологу Гамлета из одноименной пьесы Уильяма Шекспира: *«Быт или не Быт»*. Оптимальное решение для переводчика при осуществлении смыслового способа перевода, включая перевод национальных туристскоотраслевых концептов - использование приемов приблизительного контекстуального перевода, т.к. неологизмы не обеспечивают необходимый уровень адаптации.

#### **Перевод топонимов:**

На данный момент отсутствует единый подход к переводу географических названий. Некоторые названия калькируются, т. е. переводятся по частям с последующим их сложением в одно целое, для других используется транскрипция или транслитерация.

Например:

*The Shard* - *Шард*, *Hampton Court* - *Хэмптон-корт*, *West End*- *Вест-энд*, *Сити (City) Empire State Building* - *Эмпайр Стэйт Билдинг* – транскрипция. – *Новая Гвинея* (полукалька), (транскрипция), *Чукотский полуостров* – *Chukotski peninsula* (полукалька), *Saratov* – *Саратов* (транслитерация). Тем не менее, общепринятые названия некоторых, наиболее распространенных топонимов указываются в словарях. Задача переводчика - проверять все топонимы на наличие общепринятого перевода, чтобы не создавать новые географические названия. Например, по данным британской энциклопедии официальное название *Карского моря* на английском- '*Kara Sea*', но на туристическом портале Архангельской области используется вариант «*Karskoye Sea*», т.к., вероятно, переводчик не проверил это название в словарях. Такие лингвисты, как Л. В. Щерба и М. В. Сергиевский активно боролись за создание единых стандартов передачи имен собственных при переводе, но даже сейчас при наличии Интернета и легкодоступности многой информации появляются ошибки перевода топонимов.

Стоит также учесть, что традиции или правила перевода топонимов, развиваются вместе с развитием языка. Современные тенденции в переводе географических названий диктуют замену русских предлогов английскими. Так, родина Шекспира до конца прошлого века называлась *Стратфорд-на-Авоне*, в начале 21 века - *Стратфорд-на-Эвоне*, а в последних атласах и картах принято название *Стратфорд он Эйвон*.

Когда в туристическом тексте речь идёт о географических объектах, названия которых не на слуху, переводчик может добавить родовое существительное, даже если его нет в оригинале, например: *деревня Роба* *Roba*, *the city of Arromanches*, *регион Голд Кост*, *квартал Хоумбуш* и др. Делается это для того, чтобы читатели без труда поняли, к какому классу топонимов относится слово, если понимание этого имеет большое значение в рамках текста. Чтобы не перепутать разные географические объекты с одинаковыми названиями также стоит указывать родовые существительные при переводе:

Например, существует город Москва - столица России и те же названия носят маленький городок в штате Канзас, США и город в Вермонте, США. Есть известная почти каждому русскому человеку Одесса - город на Украине, но город в канадской провинции Онтарио носит такое же название, Somerset название одновременно для графства Англии, острова в Канадском Арктическом архипелаге и округа штата Нью-Джерси, США. Один из приемов перевода топонимов - дополнение топонима описанием, выполняющим информативную функцию: *д. Григорчиково, п/о Володарское, по Каширскому или Домодедовскому шоссе, поворот на*

Молоково, далее до д. Григорчиково. Поворот направо сразу за указателем «Валеско Отель & СПА».

На машине вы отправляетесь до туристической базы Вольный (14 км от города Пенза, по трассе М5 в сторону Кузнецка). Буквальный перевод названия города может привести к смысловой потере и необходимости со стороны читателя искать признаки родового существительного данного топонима, поэтому описательный вариант иногда понятнее и удобнее:

. Таким образом, при переводе текстов туристического дискурса особое внимание следует уделить переводу топонимов.

### **Перевод микропонимов:**

**Микропонимы** – названия природных и созданных человеком объектов окружающей среды, которые имеют огромное значение для реализации информативной функции текстов туристического дискурса. Микропонимы – это названия площадей, улиц, парков, музеев, театров, ресторанов и других объектов, которые имеют культурное значение или представляют интерес для туристов. *Vyksa Park for Recreation and Leisure; Ресторан Ги Савуа вновь возглавил мировой рейтинг; В коммуне Клиши-ла-Гаренн, расположенной к северо-западу от Парижа, запущен новый городской проект.* Любая населенная местность создаёт свой, особый набор микропонимов, который может быть свойственен только для этой местности. Для туристов в микропонимах содержится культурная и эстетическая ценность, поэтому в данном исследовании мы считаем важным обратить внимание переводчиков на некоторые трудности, которые может вызывать их перевод.

Среди микропонимов есть названия улиц, проспектов, отелей, аэропортов, бизнес-центров, компаний и других объектов, которые не являются прямыми туристическими объектами, однако являются фоном на протяжении всей туристической поездки. С указанием категории места, к которой относится данное имя собственное такие названия не вызывают сложностей и могут передаваться без перевода, например: *отель Residence Heliopark, гостиница Voyage; магазин Marc&Spencer, улица Grapevine Street, остановка Zemskaya.* Самым распространенным эквивалентным способом передачи микропонимов является калькирование: *le musée d'Orsay (the Orsay museum), Champ-de-Mars (Марсово поле), Фонтан Дружба (Friendship Fountain), Королевский замок (Royal Castle), Краснодарский краевой театр кукол (Krasnodar Regional Puppet Theater), Statue of Liberty (Статуя Свободы), Giant's Causeway (Тропа Великана), и др.*

Но если название происходит от имени собственного, возникают сложности и ограничения, например:

Возможности калькирования ограничены, когда название объекта образуется от имени собственного или географического наименования, самым адекватным вариантом передачи данного средства семантической экспликации может стать описательный перевод.

*Усадьбы Паукова и Жомини. Fast beside the Pashkov estate there is an estate of Baron Antoine-Henri Jomini, which is both a tourist destination and the object of historical and cultural heritage. A manor house and a nearby village (later named Baronskaya) were granted to Baron Antoine-Henri Jomini, a former Napoleon general, who defected to Russia, by Emperor Alexander I. Между виноградниками и течением реки, вдоль зеленых холмов и живописных дорог, Сент-Эмильон простирается на 75 кв. километров вокруг прекрасно сохранившегося средневекового города. Расположенный всего в 30 мин езды от Бордо, в 1 часе от Бержерака и Перигё, Сент-Эмильон – идеальное место для знакомства с местными виноградниками, простирающимися до самого Перигора. Согласно легенде, своим названием город обязан бретонскому монаху-чудотворцу по имени Эмильон. Если переводчики будут упускать подобные особенности в названиях, то информативная, когнитивная и апеллятивная функции текста будут нарушены. Если в тексте присутствуют непереуведенные понятия это говорит о неуместной форенизации контекста. Амтракционы «Bungee Jump» и «Turbo Boost», «Space-Shot extreme» и «Ejektion Seat» взбудоражат своей экстремальной скоростью.*

Лингвист С. Влахов в своей работе описывает такие имена собственные, значение которых очевидно для носителей языка, и раз они очевидны для носителей, то должны быть переданы и в переведенном тексте. Имена собственные могут отсылать туристов к конкретным местам, которые им неизвестны, но должны стать понятны после прочтения и сформировать определенные ожидания, поэтому обладают ещё большей значимостью и нуждаются в грамотном переводе.

Передача иностранных слов методом транскрипция/транслитерация + калька и наоборот может ввести читателя в заблуждение, т.к. читатель не видит оригинальное название и не получает полное семантическое значения слова. Множество подобных дезориентирующих примеров встречается как в русскоязычных, так и англоязычных вторичных текстах: *Rurik's gorodishche;*

*Sophia; Vechnaya Slava monument; Кингз-парк; амтракцион Edge Walk и др.* Решением данной проблемы может стать использование сразу двух наименований объекта - на языке оригинала и его перевод. Об использовании в текстах туристической направленности переключений с родного языка адресата на иностранный, как в форме иноязычных вкраплений, так и в форме транскрипции, пишет Н. В. Филатова, приводя в качестве примера двуязычные названия площадей (*площадь Потсдамерплац (Potsdamer-Platz); площадь*

*Большая Звезда (Гроссер-Штерн, Großer Stern)*. Данная тактика применяется при переводе туристических текстов часто, но характеризуется спонтанностью и отсутствием принципиальных обоснований.

Не нуждаются в вышеупомянутых пояснениях только такие микротопонимы, которые стали интернациональными и в результате этого

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Исходя из вышесказанного следует, что перевод микротопонимов заключается не только в экспликации семантики, но и в обеспечении возможности распознать объекты в реальном инокультурном и виртуальном пространствах.

Таким образом, тексты туристического дискурса обладают множеством особенностей, которые осложняют перевод. Чтобы переводчику адекватно и точно передать текст на другой язык, необходимо до начала перевода детально проанализировать текст оригинала на наличие сложных моментов, связанных с особенностями другой страны и культуры. Выработать стратегию перевода можно путём осуществления следующих действий:

1. проанализировать специфику и коммуникативную ситуацию текста оригинала;

2. Определить цель перевода в рамках данной коммуникативной ситуации;

3. Разработать собственный план действий, который будет осуществляться в процессе перевода; Мулен Руж, the Kremlin и т.д.

Подобная тактика перевода приводит к ошибкам при переводе микротопонимов (трансформация) в предложениях официальных туристических порталах англоговорящих стран версии на русском языке зачастую отсутствуют. Источником названий на русском являются сайты турагентств, которые могут даже в рамках одного сайта давать разное название одному и тому же объекту. *London Eye – Лондонский глаз, Око Лондона, Лондонское око*. В подобных случаях указание названия объекта на оригинале наряду с переводом увеличивает шанс верного сопоставления туристом названия в тексте с реальным объектом.

Для текста гостеприимства характерны переводческие трансформации, предложенные В.Н. Комиссаровым. Согласно его теории, все





*Taste a pastel de Belém* - Попробовать пирожное «паител-де-Белен» (*pastel de Belém*). В переводе появляется конкретизирующее слово пирожное.

**4. Генерализация** - опущение или замена узкого термина общим: *Paris has a thriving student population*. В Париже живет множество студентов. Переводчик не уточнил слово «*thriving*», генерализировав значение как «множество студентов». Данный приём иногда влечет за собой потерю смысла и национального колорита, что недопустимо для индустрии гостеприимства.

**5. Модуляция** - *It offers enviable views over this old part of Lisbon, and it is a privilege to travel in this elevator designed by Ponsard, a disciple of the great master of iron works, Gustave Eiffel, more than a hundred years ago*. Можно не только прокатиться на столетнем лифте, построенном по проекту архитектора Понсара, ученика великого мастера железных конструкций Густава Эйфеля, но и полюбоваться сверху изумительным видом на старую часть Лиссабона. Если дословно перевести «*it offers enviable views over this old part of*», то получится «он (лифт) предлагает завидный обзор старой части Лиссабона», что в русском звучит коряво, поэтому переводчик меняет порядок слов и переводит эту конструкцию как «полюбоваться сверху изумительным видом на старую часть Лиссабона». *After an afternoon shopping in the elegant Chiado district, there's nothing like a late afternoon at one of the viewpoints of Santa Catarina or São Pedro de Alcântara, then staying for dinner in the Bairro Alto*. В конце второй половины дня, посвященной хождению по магазинам в элегантном районе Шиаду (*Chiado*), нет ничего лучше, чем провести остаток дня на одной из смотровых площадок – «мирадоуру» Санта-Катарина (*miradouro de Santa Catarina*) или Сан-Педру-де-Алкантара (*São Pedro de Alcântara*), оставшись на ужин в Байрру-Алту. Особенно это касается тех, кто любит вечером куда-нибудь сходить, чтобы отдохнуть и поразвлечься.

*And for those who just like strolling around and making the most of the good weather, there is also the option of relaxing on one of the café loungers set up along the river banks*. А те, кто хочет просто погулять и насладиться солнечными днями, смогут расслабиться в одном из шезлонгов кафе на берегу реки.

В оригинале автор использовал выражение «*make the most of the good*», что при дословном переводе на русский язык означает «максимально использовать хорошую погоду», переводчик отказался от «прямого» перевода выражения и развил его по смыслу, в результате чего получилось выражение «наслаждаться солнечными днями», что является прямым следствием «использования хорошей погоды». *Whether in the country or by the sea, we open up our palaces, farms and*

*manor houses to romance, giving a big-hearted welcome to anyone who visits. На фоне деревенского или морского пейзажа перед нами откроют свои двери дворцы, фамильные усадьбы и поместья, где всех гостей принимают с особой теплотой и гостеприимством. A ride in a horse-drawn carriage, a dinner by candlelight, a sunset over the sea, all provide fond memories. Прогулка в карете, ужин при свечах, солнечный закат у моря – все эти моменты навсегда станут* *памяти.*

**б. Опускание,** т.е. не ведущее к искажению общего смысла предложения отсутствие в переводе слова или сочетания слов: *To help you organise your honeymoon, contact a travel agent or tour operator in your country, or take a look at the programmes offered by our 4- and 5-star hotels and by pousadas. Чтобы получить помощь в организации медового месяца, обращайтесь к туроператору в своей стране или проведите поиск соответствующих программ в наших 4-х и 5-ти звездочных отелях.* При переводе однородное перечисление «*travel agent or tour operator*» переведено словом туроператор, т.к. в русском языке понятия «*travel agent* и «*tour operator*» не имеют особых различий, поэтому будут выглядеть как тавтология.

*A watch tower which was part of the system for defending the entrance to the Tagus estuary. The tower is in a poor state of repair, but maintains its original structure and is classified as a building of public interest. Сторожевая башня Фаиу являлась частью оборонительного комплекса, прикрывавшего вход в устье реки Тежу. Несмотря на значительные разрушения, башня сохранила свой первоначальный облик.* Переводчик не стал передавать фразу «*classified* – представляет общественный интерес. В данном случае сложно понять причину опущения и оценить его уместность, т.к. если место описано на туристическом портале, то уже понятно, что оно представляет общественный интерес. Зачастую опущение каких-либо фрагментов текста может напрямую зависеть от такого принципа Интернет текста как краткость. Тем не менее, в оригинале она присутствует. Ещё один пример опущения, который нам показался интересным, описание антикварного магазина во Владивостоке, в тексте которого есть интерпретированная фраза «*Быт или не Быт*», отсылающая к монологу Гамлета из одноименной пьесы Уильяма Шекспира. *Самое главное - здесь вы точно найдете массу вещей, связанных с Владивостоком и морской тематикой. Так что в следующий свой приезд вопрос «Быт или не Быт» останется за бортом.* В версии сайта на английском языке этот текст переведен следующим образом: «*But most importantly, here you will find a lot of things related to Vladivostok and the sea*». Отсылка к Шекспиру не передана, т.е. переводчик использовал прием опущения. В своей работе И. С. Алексеева пишет, что «для

удачного перевода подобных отсылок, переводчикам следует передавать когнитивные компоненты».

**7. Добавление**, в следующем примере данный прием сочетается вместе с пояснительным переводом: *Among the specialities of these bouchons, the «mâchon» is a must. Легендарный лионский завтрак – машон – в основном состоит из свиных шкварок, баранины, колбасы и сыра в сопровождении щедрой порции Божоле.* Как мы видим, в оригинале автор не конкретизировал значение лексической единицы «*mâchon*» в то время как переводчик уточнил это значение добавлением. Переводчик в данном случае не просто конкретизировал понятие, но и передал культурную особенность страны, показав, что входит в состав традиционного французского завтрака, что несомненно реализует информативную функцию туристического текста. *It's the place to be for those who enjoy a night out having fun. Особенно это касается тех, кто любит вечером куда-нибудь сходить, чтобы отдохнуть и поразвлечься.* Т.к. понятие «*night life*» английским языком понятие «ночная жизнь» в русском не являются идентичны по объему значений, переводчик раскрывает это понятие используя модуляцию и добавление, раскрывая это понятие как «*сходить куда-нибудь вечером, чтобы отдохнуть и поразвлечься*». Такой перевод с добавлением позволяет избежать неверного понимания фразы.

Тексты туристического дискурса носят преимущественно информационно-просветительский и рекламный характер. Рекламная направленность текста должна быть в переводе передана в той же степени, что и в оригинале. Следовательно, переводчик должен уметь максимально распознавать эти особенности. Для этого нужно всегда помнить, что текст адресован людям разного пола и возраста, относящимся к совершенно разным социальным группам и должен носить характер убеждения. Проанализировав переводы нескольких туристических порталов, мы пришли к выводу, что для успешного и грамотного перевода текстов туристического дискурса переводчик должен:

1. Определить цель перевода, в условиях данной коммуникативной ситуации.
2. Заранее и на родном языке найти информацию о культурных особенностях страны или места, текст о котором нужно перевести для более простого понимания и перевода специфической лексики, реалии и т.д.
3. Перевести текст, учитывая принцип логичности.
5. Адаптировать текст перевода под определенную культуру и язык, на который осуществляется перевод.
6. Выполнить редакторскую корректировку перевода – единство аббревиатур, различных наименований, учёт невербальных элементов.

## Глава 5. ОСОБЕННОСТИ ПЕРЕВОДА АББРЕВИАТУР И СОКРАЩЕНИЙ

Система сокращений в любом языке является неотъемлемой частью его общей лексико-семантической системы и поэтому системы сокращений в разных языках несхожи. Существуют аббревиатуры, перевод которых не вызывает трудностей, поскольку их эквиваленты одинаково распространены как в русском, так и английском языках. Трудности могут быть вызваны тем, что большое количество аббревиатур омонимичны. Зачастую одинаковое буквенное сочетание может быть расшифровано более чем двумя способами.

Выделяют четыре основных способа перевода аббревиатур:

1. Перевод соответствующей аббревиатурой из русского языка.
2. Описательный перевод сокращения его полной формой. Этот способ применим в тех случаях, когда в русском языке нет соответствия понятию, которое означает аббревиатура, то есть понятие присуще только другой стране.
3. Без перевода часто оставляют интернациональные аббревиатуры.
4. Названия политических организаций и других обществ часто транслитерируют.

Существует разработанная система аббревиатур для отелей и прочих аккомодационных ресурсов, где сокращение включает в себя режим проживания, питания отдыхающих. Например, термин *RO* обозначает 'размещение без питания', *BB (Bed and breakfast)* 'проживание и завтрак', *НВ* 'полупансион - завтрак и ужин (шведский стол), бесплатные: чай, кофе, вода на завтрак'; *НВ+* 'полупансион - завтрак и ужин (шведский стол), плюс алкогольные и безалкогольные напитки местного производства во время приема пищи'; *FB* 'полный пансион - завтрак, обед и ужин (шведский стол)'; *FB+ (EFB)* 'полный пансион - завтрак, обед и ужин (шведский стол), плюс напитки (в ряде отелей пиво и вино) во время приема пищи'.

Широко распространены также аббревиатуры, обозначающие тип номера из номерного фонда гостиницы (*DBL* 'стандартный двухместный номер для размещения двух взрослых'); *DBL+EXB* 'стандартный двухместный номер для размещения 3 взрослых (один взрослый размещается на доп. кровати)'; *SG L* 'стандартный одноместный номер для размещения одного взрослого', *SGL+ 2CHD* 'стандартный двухместный номер для размещения одного взрослого и двух детей (один из детей размещается на доп. кровати) и т. д.

Отельеры, рестораторы, компании-поставщики и производители оборудования, продуктов питания и услуг для отелей / гостиниц, ресторанов,

баров и кафе, а также иные участники международного гостиничного и ресторанного бизнеса часто используют сложносокращенное наименование *HoReCa*, которое происходит от первых двух букв в словах *Hotel, Restaurant, Cafe / Catering* 'отель - ресторан - кафе / кейтеринг'. Большое количество туристических терминов являются интернациональными, пришедшими в русский язык из английского.

Даже при наличии аналогов в русском языке транскрибированные или транслитерированные англоязычные термины в абсолютном большинстве случаев используются в национальных туристских индустриях и культурах параллельно с национальными, ассимилируясь в языке и речи, например, *отель (hotel)* 'гостиница', *инсентив-индустрия гостеприимства (incentive tourism)* 'поощрительный индустрия гостеприимства', *familiarization trip (tour), famtrip* 'ознакомительный или рекламно-информационный тур', *плейс маркетинг (place-marketing)* 'маркетинг территорий', *ивент менеджмент (event management)* 'событийный менеджмент' и др. Необходимо отметить, что развитие сферы туристических услуг с активным использованием узкой специализированной лексики обуславливает необходимость дальнейшего изучения и описания специфики текстов данного коммуникативного пространства.

Таким образом, даже минимум приведенных примеров показывает, насколько осторожно и внимательно следует подходить к переводу аббревиатур. Поэтому можно сделать вывод, что аббревиатуры упрощают жизнь переводчика настолько же, насколько и усложняют.

## Часть 2

# ПРАКТИКА ПЕРЕВОДА ТЕКСТОВ ИНДУСТРИИ ГОСТЕПРИИМСТВА

## UNIT 1

### HOSPITALITY INDUSTRY

**hospitality**

*noun* [U]

UK /,hɒs.pɪ'tæl.ə.ti/ US /,hɑː.sprɪ'tæl.ə.ti/

**C1**

- the act of being friendly and welcoming to guests and visitors:
- food, drink, entertainment, etc. that an organization provides for guests or business partners:
- the work or business of providing food and drink, entertainment, hotels, etc. for customers:



<https://dictionary.cambridge.org/dictionary/english/hospitality>

### Task 1. Before you read answers to 3 main questions:



- When did hospitality appear?
- What is hospitality to your mind?
- What are the largest sectors within the hospitality industry?

### Task 2. Read the text and check your answers.

#### Part 1.

#### **HISTORY OF HOSPITALITY**

Hospitality is the relationship of a host towards a guest, wherein the host receives the guest with some amount of goodwill and welcome. This includes the reception and entertainment of guests, visitors, or strangers. Louis, chevalier de Jaucourt describes hospitality in *the Encyclopédie* (published in 1751–1772) as the virtue of a great soul that cares for the whole universe through the ties of humanity. Hospitality is also the way people treat others, for example in the service of welcoming and receiving guests in hotels. Hospitality plays a role in augmenting or decreasing the volume of sales of an organization.

## **ETYMOLOGY OF THE WORD**

"Hospitality" derives from the Latin *hospes*, meaning "host", "guest", or "stranger". *Hospes* is formed from *hostis*, which means "stranger" or "enemy" (the latter being where terms like "hostile" derive). By metonymy, the Latin word *hospitalis* means a guest-chamber, guest's lodging, an inn. *Hospes/hostis* is thus the root for the English words host, hospitality, hospice, hostel, and hotel.

## **EVOLUTION OF HOSPITALITY INDUSTRY**

In the year 1980, the United Nations World Tourism Organization announced the day of September 27 as "World Tourism Day". The idea of this celebration is to bring sustainability to the tourism sector all around the world. UN World Tourism Organization defines tourism as "Activities of persons travelling to and staying in different places for not more than a consecutive year for leisure, business or travelling purpose." The inception of travelling is as old as mankind. Our ancient civilizations traveled great lengths in search of food and shelter. Over the period of time, the purpose of travelling changed. The mere act of travelling has now become a giant industry. The tourism industry is a collage of various services like transportation, food, and beverages, lodging, travel agencies, entertainment, etc... Back in the old times, land and water were the only means of transportation. And they were often considered risky. But as the innovations gave birth to more convenient and safer ways of transportation, the tourism industry saw humongous growth in the number of travelers all around the globe. The tourism industry that we see today is the product of evolution in the hospitality sector, Innovations in transportations, advancements in communication technology, etc.

The idea of hospitality is what lies in the center of the tourism industry. In Old times, locals used to let the travelers rest on kitchen floors or other extra spaces during their journey. There were no purpose-built resting facilities for tourists until monasteries decided to build one. This gave birth to lodging services. In the late 1700s, Inns came into being. Inns were nothing but a shelter by the road where travelers can stop to take rest and get some food. They would also take care of traveler's horses while they rest. This is the time when the seeds of the modern hospitality facility were planted. What we see today is the growth of the past two millennia. Here's how the lodging facilities evolved with time.

### **19TH CENTURY: INDULGENCE OF LUXURY INTO THE EVOLUTION OF HOSPITALITY INDUSTRY**

In the early 1800s, "Inns" were the only lodging facility available for the tourists. A lot of Inns were established prior 19th century. But, lodging was not just about bedding and resting facility anymore. They started providing food and drinks to the travelers. And soon the element of luxury started to blend in. This gave birth to hotels. Hotels emerged as more sophisticated facilities which provided better rooms and dining areas. *The year of 1829 is considered as a landmark in the timeline of the American hospitality industry.* It was the year when an American architect Isaiah

Rogers designed and constructed the first luxury hotel “Tremont Hotel” in Boston, Massachusetts. It was the first hotel with private attached bathroom and lock on the doors. It used a steam-powered pump to lift up water to the storage tank on the roof. “Tremont Hotel” had set a benchmark for the luxurious hotels in those days. The hotels and Inns then on started giving more importance to services to stand out different than other hotels. They kept improving their services and facilities. At the later stage, hotels started to have bars. And soon the bars became an important selling point for the hotels. The architecture and aesthetics of the hotels were improving alongside. There were more multistory hotels and they had the beautiful exterior to stand out different from other hotels. Soon it was a trend for well-decorated ceilings and beautiful crystal chandeliers.

### ***20TH CENTURY: BEGINNING OF MODERN HOSPITALITY ERA***

Hospitality, which was rather a part of the culture, emerged as a huge business opportunity. A lot of people are approaching Architectural Design Firm to change the Hotel Design Architecture by incorporating more and more facilities. Innovations in transportation systems enabled more and more people to travel. Some people saw the opportunity and jumped into the hotel business. That is why in the early to mid 20th Century, a lot of giant hotel chains started doing their business. The industry had become more competitive than ever. *In the year 1919, Conard Hilton opened his first hotel in Texas.* Later on, Conard also bought the Ellsworth Statler’s chain of hotels in the year 1954. Marriot (est. 1927), Sheraton (est. 1937) and Hyatt (est. in 1957) also emerged as giant players in the industry.

There is an interesting story behind why Kemmon Wilson started Holiday Inn series of hotels and inns. Once Kemmon Wilson had gone for a holiday to Washington DC with his family. He had to pay extra for his five children in all the hotels they stayed in. Kemmon found the accommodations very expensive and uncomfortable for families. So he decided to start his own hotel. That is how the first Holiday Inn started in the year 1952. Holiday Inn went on to set better hospitality standards. Their main focus was to build family-friendly hotels. With their first hotel built in 1952, Holiday group went on to build its 1000th Holiday Inn in the year 1968. It was indeed a phenomenal growth for any hotel brand in those days.

Cars became extremely popular in the mid 20th century. Intercity travelling became more convenient because of the well-connected network of roads. These factors favored the growth of Motels. The word motel is made up of “Motor and Hotel”. Motels were small 10×10 Ft wooden cabins for the travelers to take rest during the night journeys. These motels were built alongside the main highways to host more and more people who might want to take rest for a few hours or stay overnight during their journey. The concept of the motel was well received and they grew exponentially in numbers in a later stage. The motels were affordable and convenient and that is the reason why the concept of Motels was well received.



## ***21ST CENTURY: TECHNOLOGICAL INTEGRATIONS IN THE EVOLUTION OF HOSPITALITY INDUSTRY***

While it all started with providing only a place for sleeping, the traditional hospitality industry has evolved to become what we see today. Despite all the changes the industry saw, the customer has always been the center. It is consistently evolving to become more advanced. In this new century, the hotels reached the new heights, literally. Some of the tallest hotels were built in the 21st century. The technological advancements in the Engineering Design Services made it all possible. Hotel Fairmont Makkah and Burj al Arab are some examples of it.

**Founded in the year 2008, Airbnb opened up a new segment in the hospitality industry.** It acts as a marketplace connecting people who wanted to rent their property with those who want to rent it. Since more and more people are travelling for business or for leisure, this gives them a very convenient and affordable option. Also, there has been seen a great hike in the number of solo travelers globally. These solo travelers not much bothered about the amenities. They don't mind sharing spaces. They love meeting and interacting with locals as well as fellow travelers. And that is why concepts of youth hostels and home-hospitality have become new trends. The Internet helps a lot to such hospitality businesses. People can see the availability, photos, and reviews from other users. Today, we can browse through all our possible option for staying in any part of the world. We can know about services and amenities. Not only we can reserve our stay but we can also pay in advance. The recent trends in the evolution of hospitality industry favor the construction of hotels which has a classic historic touch integrated with modern services.

The hotel industry has always contributed largely in terms of revenue for any healthy economy. The modern hotel industry in 1960 valued around \$3 Billion, which crossed the mark of \$25 Billion in the year 1990. These numbers went down due to attacks of 9/11 and recession in the early 2000s. But the industry and its people stood strong and got back its lost pace soon in the new decade. Today, the hotel industry is worth more than \$500 Billion providing jobs to 4.5 million people.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

1. What is the origin of the word "hospitality"?
2. How did ancient civilizations travel for food and shelter?
3. When did hotels become more luxurious and offer more amenities?
4. How did the Industrial Revolution impact the hospitality industry?
5. How did the rise of air travel impact the hospitality industry?



6. What were the only lodging facilities available for tourists in the early 1800s?
7. What did hotels and Inns start giving more importance to in order to stand out from other hotels?
8. When did bars become an important selling point for hotels?
9. What was the beginning of the modern hospitality era?
10. What is the word "motel" made up of?
11. What is the role of the customer in the hospitality industry?
12. When was Airbnb founded and what does it offer?
13. What are the recent trends in the evolution of the hospitality industry?
14. What caused a decline in the hotel industry in the early 2000s?
15. How much is the hotel industry worth today?
16. What are some examples of the tallest hotels built in the 21st century?
17. How has the hotel industry contributed to the economy?
18. How has Airbnb disrupted the traditional hospitality industry?
19. What are some future trends that can be expected in the hospitality industry?
20. How does the hospitality industry benefit society as a whole?

## ***Part.2***

### ***THE DIFFERENT HOSPITALITY SECTORS EXPLAINED***

The hospitality industry is vast and can be broken down into separate sectors. The top four sectors consist of; 'Food and Beverage', 'Accommodation', 'Travel and Tourism' and 'Entertainment and Recreation'. Although the industry is segmented, there is significant overlap to improve customer experience.

#### ***FOOD AND BEVERAGE***

Food and Beverage is the largest of the four hospitality sectors in the UK, and is integrated through all segments of the industry. For example, when a restaurant is part of a hotel, the service it provides can enhance the guest experience by presenting excellent food and first-class customer service.

There are different levels of service within the sector. Quick-service establishments, which offer snack food, have fewer employees in comparison to larger full-service restaurants because they rely on self-service. Restaurants themselves hire differently

depending on their style – fast-food and takeaway restaurants tend to hire cheaper, lower-skilled people, whereas fine-dining establishments need to secure more experienced staff.

There are also the food and beverage companies that come to you! Catering businesses offer food and beverage services for any special occasion – from weddings and conferences to buffet and al a carte. More standalone businesses tend to be found in this part of the sector, as opposed to the big brand chains seen in fixed locations.

### ***ACCOMMODATION***

The accommodation sector is incredibly broad, ranging from caravan grounds right up to luxurious resorts. Essentially, any business that provides a place for people to sleep overnight are all players in this industry.

These businesses market to other market segments based largely on location. Those in cities target business people, long-stay visitors, backpackers, and special travellers (government, airlines, and military). Resorts in more scenic areas are mostly popular among holiday makers where they provide a space for the customer to have a break from their ‘everyday’.

### ***ENTERTAINMENT AND RECREATION***

Recreation is any activity that people do for rest, relaxation, and enjoyment. The goal of recreation is to refresh a person's body and mind. The entertainment industry relies on its consumers having disposable income. Entertainment businesses such as cinemas or theatres and attractions such as zoos and museums, spectator sports and participatory sports are all parts of the recreation business.

### ***TRAVEL AND TOURISM***

Many people consider tourism synonymous to hospitality, but it is in fact a different sector within the hospitality industry. The major function of tourism is to encourage people to travel in order for people to spend money on hospitality.

All other parts of hospitality rely heavily the success of this all-encompassing sector. Without travel and tourism, all other businesses in any given that location would not be able to grow or even sustain themselves.

You’ll find it hard to locate a business within hospitality that doesn’t combine sectors together. Whether you spend a night away or take a trip to the cinema, you will find that the segments work together to create a greater customer experience. This is why studying a hospitality degree, which covers all four sectors, is imperative for your ascension into the hospitality industry.

**Task 4. Read the text again and translate it, then answer the questions.**



1. What are the four main sectors of the hospitality industry?
2. How does the food and beverage sector integrate with other parts of the industry?
3. What are the different levels of service within the food and beverage sector?
4. How do fast-food and fine-dining restaurants differ in terms of hiring staff?
5. What types of businesses provide catering services for special occasions?
6. What types of businesses are included in the accommodation sector?
7. How do businesses in the accommodation sector market to different customer segments?
8. What is the goal of the recreation sector?
9. What types of businesses are included in the entertainment and recreation sector?
10. What is the major function of the tourism sector?
11. How do all parts of hospitality rely on the success of the travel and tourism sector?
12. How do different sectors of the hospitality industry work together to create a better customer experience?
13. Why is it important to study a hospitality degree that covers all four sectors?
14. How does the food and beverage sector contribute to the economy?
15. How has technology influenced the accommodation sector?
16. What are some challenges faced by businesses in the entertainment and recreation sector?
17. How has the tourism sector evolved over time?
18. What are some future trends that can be expected in the hospitality industry as a whole?
19. How does the hospitality industry benefit local communities?

20. What are some career opportunities within each sector of the hospitality industry?

### **Task 5. Translate from Russian into English.**

Индустрия гостеприимства – часть сферы услуг с акцентом на отдых, а не удовлетворение базовых потребностей.



Важно определить, что подразумевается под современной индустрией гостеприимства. Это сфера услуг, которая включает гостиницы (ресорты, бутик-отели, хостелы), рестораны (кафе, кондитерские, бары), ивент-агентства, тематические парки, транспорт, круизные компании, агентства по организации путешествий, т.е. все, что связано с отдыхом.

Индустрия гостеприимства имеет высокие темпы развития и приносит существенные доходы тем странам, где ей уделяется достаточно большое внимание. В современной бизнес-среде гостеприимства становится важным конкурентным преимуществом. В зарубежной практике принято называть своих клиентов гостями. Персонал должен быть искренен в общении с потребителями, так как фальшь чувствуется мгновенно и оказывает неблагоприятное впечатление, давая повод задуматься о выборе предприятия размещения и мест питания.

На данный момент отечественная индустрия гостеприимства находится в процессе становления, с большим трудом преодолевая препятствия, которые возникают на ее пути. Поиск и использование новых для отечественного рынка форм организации бизнеса становятся важным моментом для эффективного управления организациями индустрии гостеприимства. Отечественным предприятиям индустрии гостеприимства принадлежит наибольшая доля рынка только за счет большего числа этих предприятий, а не за счет их конкурентоспособности по сравнению с иностранными компаниями, сконцентрированными в основном в городах федерального значения — Москве и Санкт-Петербурге, Казани.

Зарубежные корпорации, выходя на российский рынок, с легкостью его осваивают и завоевывают, отбирая у отечественных предприятий их долю бизнеса. Если обратить внимание на причины происходящего, то можно заметить, что в отличие от российских компаний, зарубежные фирмы привыкли работать в конкурентной среде, предоставлять высококачественное обслуживание, следить за мировыми тенденциями и охотно внедрять последние достижения. Одним из важнейших факторов для успеха в данной отрасли как раз является пристальное изучение складывающейся конъюнктуры рынка.

**Task 6. Read the poem and translate it.**

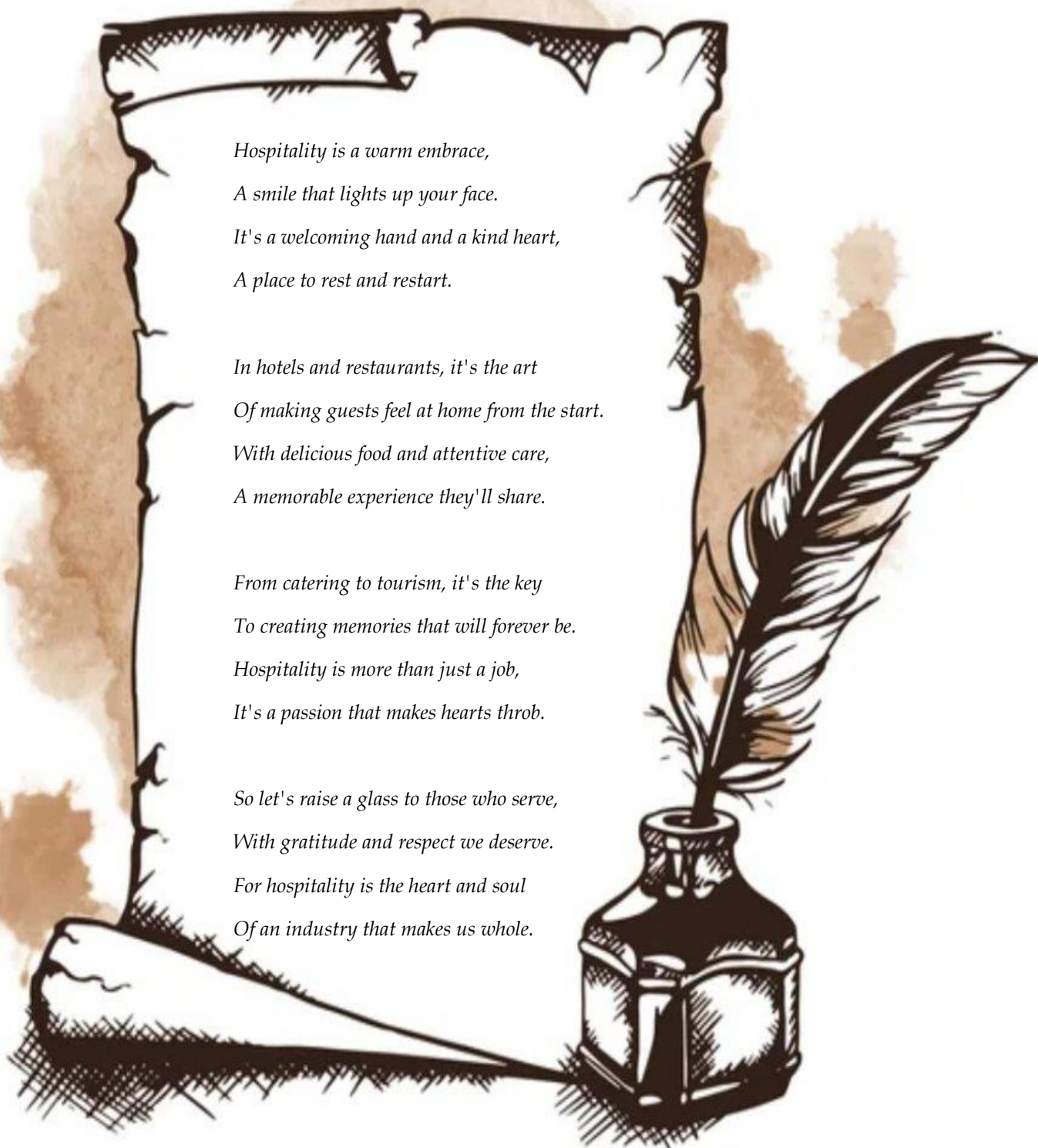
## *Hospitality*

*Hospitality is a warm embrace,  
A smile that lights up your face.  
It's a welcoming hand and a kind heart,  
A place to rest and restart.*

*In hotels and restaurants, it's the art  
Of making guests feel at home from the start.  
With delicious food and attentive care,  
A memorable experience they'll share.*

*From catering to tourism, it's the key  
To creating memories that will forever be.  
Hospitality is more than just a job,  
It's a passion that makes hearts throb.*

*So let's raise a glass to those who serve,  
With gratitude and respect we deserve.  
For hospitality is the heart and soul  
Of an industry that makes us whole.*



**Task 7. Turn to page 119 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**



## UNIT 2

### PSYCHOLOGY OF HOSPITALITY



**psychology**

*noun* [U]

UK /saɪ'kɒl.ə.dʒi/ US /saɪ'kɑː.lə.dʒi/

**B2**

the scientific study of the way the human mind works and how it influences behaviour, or the influence of a particular person's character on their behaviour

<https://dictionary.cambridge.org/dictionary/english/psychology>

#### Task 1. Before you read answers to 3 main questions:

- Why is psychology so important in the sphere of hospitality?
- What are four principles of psychology in the sphere of hospitality?
- 

#### Task 2. Read the text and check your answers.

##### Part 1.



Psychology offers much more than help solving personal problems. In the hospitality industry, psychology can play an integral role in helping you attain and keep your guests. The principles of psychology can be applied to every situation. It's learning how to apply the correct principle at the right time that can be your key to hospitality success!

The good news is, you don't have to go back to college to earn a degree in psychology in order to master these principles. A lot of it is simple human nature and the rest of it has been tried, tested and proven by the greatest psychology leaders in all of time. Here are four principles of psychology that you can use starting right now, in order to improve your hospitality skills and the hospitality skills of your staff members.

#### 1. Personalization

Personalization relates to psychology because we as humans need to relate to other humans. The pleasures of personal interaction with others is unsurpassed by other pleasures in life. This is one reason why solitary confinement—either forced or self-imposed—is so very painful and harmful to the mental state. There are a multitude of simple ways to incorporate the psychology principle of personalization into your hospitality practices:

- Smile during guest interactions. Employees who smile when speaking with guests will evoke positive emotions and are likely to elicit a smile in return, which further anchors the positive feelings.
- Introduce yourself by name. When employees introduce themselves by name, they subconsciously make the relationship more personal and welcoming. Also, with this method, the guest has an opportunity to address you by name, which makes the guest feel that he knows someone at the establishment.
- Use guests' names whenever possible. Most guests will enjoy being addressed by name instead of being treated like an anonymous passerby. Don't overdo it, of course, but use names whenever it feels appropriate.

## 2. Positivity

Positivity in psychology has to do with perspective. If a psychologist can get the patient to see things from a new perspective, insight could be the next stage and then recovery. In hospitality, positivity can also be a powerful technique for altering perspective. Following are some ways to implement this psychology principle in your establishment:

- Use distraction when necessary. Sometimes, things go wrong despite your best intentions. For instance, let's say a guest arrives at your hotel desk and there is a disruption nearby from another guest, or a spill or slight accident. This kind of unpleasantness could leave your guest with a negative impression. But your job here is to change the perspective of your guest so they stop focusing on what might be happening nearby. You can do this with simple distraction and positivity. A simple way would be to upgrade your guest's reservation or, in the case of a restaurant, present them with a complimentary drink or plate. Gestures like these quickly supplant a negative impression with positive feelings.
- Speak of pleasant things. Never engage guests with tales of things gone wrong. Also, converse about pleasant things, such as the weather, the lack of traffic, the beautiful view, etc. Even when something dreadful happened in the news, don't make conversation about it unless the guest initiates it and clearly wishes to discuss it.
- Offer sincere compliments. Compliments make guests feel good about themselves and the choices they make. This is why well-bred waitstaff will always say things like, "My compliments on your choice of wine, sir." Only offer compliments when you mean them. False compliments come off as shallow flattery and could look like you are fishing for a tip. When



appropriate, you could say things like, “My compliments on your taste in luggage,” or “You’re looking especially lovely tonight, Ms. Edith.”

### 3. Professionalism

In the practice of psychology, it’s expected that the practitioner maintains a professional attitude toward the patient. This not only assures that the relationship stays professional only; it is also an assurance for the patient that the relationship between practitioner and patient precludes personal judgment. The patient must always feel that they can be honest and open in order for the treatments to be effective. In the hospitality industries, professionalism is paramount. Here are some practical ways to use this psychology principle in your hospitality business:

- Maintain the veil. In the world of hospitality, there should always be a “veil” between the guest and the server. Avoid making inappropriate comments or suggestions that could be mistaken as “overstepping.” Even on your bad days, don’t “vent” to customers. Never complain about your work situation in front of or to a guest. Never gossip about other guests. While friendliness is the order of the day, professionalism is most important of all.
- Use professional language. Whatever language you may use at home may not be appropriate for use at work. When engaging with guests, avoid slang words and profanities. Avoid acronyms for profanities, as well. Always use your best vocabulary and strive to be professional in your tone of voice and enunciation.
- Always be presentable. Over time, it's easy for employees to feel so comfortable at their place of employment that they begin to slip on their personal appearance. Slacks don't get pressed, hair goes too long without being washed, or other issues start popping up. Always maintain a professional appearance, from head to toe. In practice, it makes sense to periodically review the appearance of your staff in a group setting.

### 4. Surprise

Pleasant surprises are a key principle of psychology. You may have heard of the phrase, “exceed expectations” in marketing. This is the core of surprise. People enjoy being surprised by the level of service they receive, and this is one of the easiest psychology principles to apply to your hospitality business. Here are some ideas to put this into practice:

- Give more than is expected. Most guests at hospitality establishments do expect a certain amount of “freebies.” Maybe it’s a mint on the hotel bed pillow, or a free cookie with their after dinner coffee. But to implement the psychology principle of surprise, give more than is expected. For example, when guests are leaving after dinner, present them with a small “midnight snack” bag that they can enjoy in their room later on. Or give each guest a voucher for a free drink at the bar when they register at the hotel. These are pleasant surprises they will really appreciate.

- Provide surprise entertainment. On weekend nights, consider setting up your common areas as casual lounges. Hire a cello player, harpist or another kind of musician to play instrumentals in the corner of the lobby. Set up a makeshift bar and serve complimentary drinks during the cocktail hour that guests can enjoy before they depart for their evening plans.
- Care more. Whenever you have an unusual circumstance occur with a guest, you have an opportunity to demonstrate that you care about their wellbeing. Did a guest check in with a head cold? Send some complimentary chicken soup and extra soft tissues to their hotel room. Did an airline lose a guest's luggage? Offer to have one of your staff run an errand to pick up some fundamental garments so your guest can stay and sort things out with the airline.

As you can see, applying these principles of psychology is very easy when you just consider that your guests are just looking to be treated in a special way. Share these principles with your peers so that everyone is on board with making your guests feel at home away from home.

Customer service is a critical component of any industry, but perhaps nowhere is it more important than in the hospitality sector. In the hospitality industry, customer service is more than just a simple transaction between a customer and a business; it's an experience. The quality of customer service can make or break a business in the hospitality industry, and understanding the psychology behind it can help businesses improve their customer service and build long-lasting relationships with their customers.

The hospitality industry is all about creating positive experiences for customers. Whether it's a hotel, restaurant, or other type of business, the goal is to make customers feel welcome, comfortable, and satisfied. Good customer service is critical to achieving these goals, and poor customer service can have a significant negative impact on a business.

Research has shown that customers are more likely to remember negative experiences than positive ones. In fact, studies have found that customers are two to three times more likely to tell others about a negative experience than a positive one. This means that one bad experience can quickly spread and damage a business's reputation. On the other hand, businesses that provide exceptional customer service can create loyal customers who not only return but also recommend the business to others.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

1. How can the principle of personalization be applied in the hospitality industry?
2. What is the role of positivity in altering perspective in the hospitality industry?
3. How can employees use distraction to change a guest's negative impression into a positive one?



4. Why is it important to avoid discussing negative events with guests in the hospitality industry?
5. How can sincere compliments improve the guest experience in the hospitality industry?
6. What are some other ways to evoke positive emotions in guests during their stay?
7. How can the psychology principle of personalization be used to improve customer loyalty?
8. What are some common mistakes businesses make when trying to implement the principle of positivity in the hospitality industry?
9. How can businesses ensure that their employees are effectively applying psychology principles in their interactions with guests?
10. What are some ways to measure the success of using psychology principles in the hospitality industry?
1. Why is professionalism important in the hospitality industry?
2. How can you maintain a professional attitude with guests while still being friendly?
3. What are some examples of unprofessional behavior that should be avoided in the hospitality industry?
4. How can using professional language improve the guest experience?
5. Why is it important to always maintain a presentable appearance in the hospitality industry?
6. How can you ensure that your staff is maintaining a professional appearance?
7. What is the psychology principle of surprise and how can it be applied in the hospitality industry?
8. Why do guests enjoy pleasant surprises when they stay at a hospitality establishment?
9. What are some examples of pleasant surprises that can be given to guests?
10. How can surprise entertainment be incorporated into the guest experience?
11. How can you demonstrate that you care about a guest's wellbeing in an unusual circumstance?
12. Why is it important to share these principles of psychology with your peers in the hospitality industry?
13. How can you ensure that all staff members are on board with making guests feel at home away from home?
14. What are some potential benefits of applying psychology principles in the hospitality industry?
15. How can you measure the success of using psychology principles in your hospitality business?

## ***Part.2***

### ***IMPROVING CUSTOMER SERVICE IN THE HOSPITALITY INDUSTRY***

Here are some tips for improving customer service in the hospitality industry based on the principles we've discussed



#### **1. Hire and Train**

One of the keys to providing excellent customer service in the hospitality industry is hiring the right people and training them effectively. Look for employees who are naturally empathetic, have excellent communication skills, and are able to remain calm and professional under pressure. Provide comprehensive training that includes not just the technical aspects of the job but also customer service and communication skills.

#### **2. Create a Positive Atmosphere**

The atmosphere of your business can have a significant impact on the customer's experience. Make sure your business is clean, well-maintained, and creates a welcoming atmosphere. This can include things like comfortable seating, good lighting, and pleasant music.

#### **3. Be Attentive**

Customers want to feel that their needs and concerns are being heard. Be attentive to your customers, and make sure you are actively listening to their concerns. This can include things like maintaining eye contact, nodding in agreement, and repeating back what the customer has said to show that you are paying attention.

#### **4. Anticipate Needs**

Anticipating the needs of your customers can go a long way in providing excellent customer service. This can include things like offering suggestions for menu items or activities, or anticipating the need for extra towels or other amenities in a hotel room.

#### **5. Provide Timely Responses**

Customers don't like to wait, and delays can quickly lead to frustration. Make sure you are responding to customer requests and concerns in a timely manner. This can include things like responding quickly to phone calls or emails, or providing prompt service in a restaurant.

#### **6. Follow Up**

Following up with customers after their experience can show that you care about their satisfaction and provide an opportunity for feedback. This can include things like sending a follow-up email or survey, or simply asking the customer if they enjoyed their experience and if there is anything you can do to improve.

Providing excellent customer service is critical in the hospitality industry. By understanding the psychology of customer service and implementing the tips we've discussed, businesses can improve their customer service and build stronger

relationships with their customers. Remember, customer service is not just a transaction; it's an experience. By providing a positive experience for your customers, you can create loyal customers who will return again and again.

**Task 4. Read the text again and translate it, then answer the questions.**



1. What are some key traits to look for when hiring employees in the hospitality industry?
2. How can comprehensive training benefit customer service in the hospitality industry?
3. What are some ways to create a positive atmosphere in a hospitality business?
4. Why is being attentive to customers important for providing excellent customer service?
5. How can anticipating the needs of customers improve customer service in the hospitality industry?
6. What are some ways to provide timely responses to customer requests and concerns?
7. Why is following up with customers important for improving customer service?
8. How can businesses gather feedback from customers to improve their customer service?
9. What are some common mistakes businesses make when it comes to customer service in the hospitality industry?
10. How can businesses measure the success of their customer service efforts?
11. What are some strategies for dealing with difficult or unhappy customers?
12. How can businesses ensure consistency in their customer service across all employees and locations?
13. What role does technology play in improving customer service in the hospitality industry?
14. How can businesses go above and beyond to exceed customer expectations?
15. What are some ways to personalize the customer experience in the hospitality industry?
16. How can businesses show appreciation for their loyal customers?
17. What are some strategies for handling customer complaints effectively?
18. How can businesses train their employees to handle difficult situations with grace and professionalism?
19. What are some ways to make sure that customers feel valued and appreciated?
20. How can businesses use social media to improve their customer service efforts?



### Task 5. Translate from Russian into English.

Психологическая культура сервиса - это уровень развития психологических знаний, навыков и умений работников сервиса для учета индивидуально-психологических особенностей клиентуры с целью применения наилучшей тактики их обслуживания. В зависимости от типа темперамента сотрудники ведут себя по-разному: Работник-сангвиник успешно обслуживает гостей, но ему трудно выполнять монотонные и однообразные операции; Работник-холерик незаменим при обслуживании большого количества гостей, однако плохо владеет собой, особенно в напряженных и конфликтных ситуациях; Работник-флегматик выдержан, уравновешен, но не может работать в быстром темпе, и это вызывает раздражение у гостей; Работник-меланхолик доброжелателен, отзывчив, стремится избегать конфликтов, но медлителен и обидчив.

Персонал контактных служб отеля как бы со стороны наблюдает за поведением гостя. Знание последовательности совершения заказа позволяет им активно воздействовать на посетителей и применять наилучшую психологическую тактику обслуживания. Ей свойственны три этапа:

- на первом этапе необходимо овладеть вниманием гостя, вызвать у него интерес к предлагаемой услуге;
- на втором этапе задачей работника контактной зоны является умелое стимулирование решения гостя воспользоваться услугой;
- на третьем этапе происходит завершение процесса оформления гостиничной услуги.

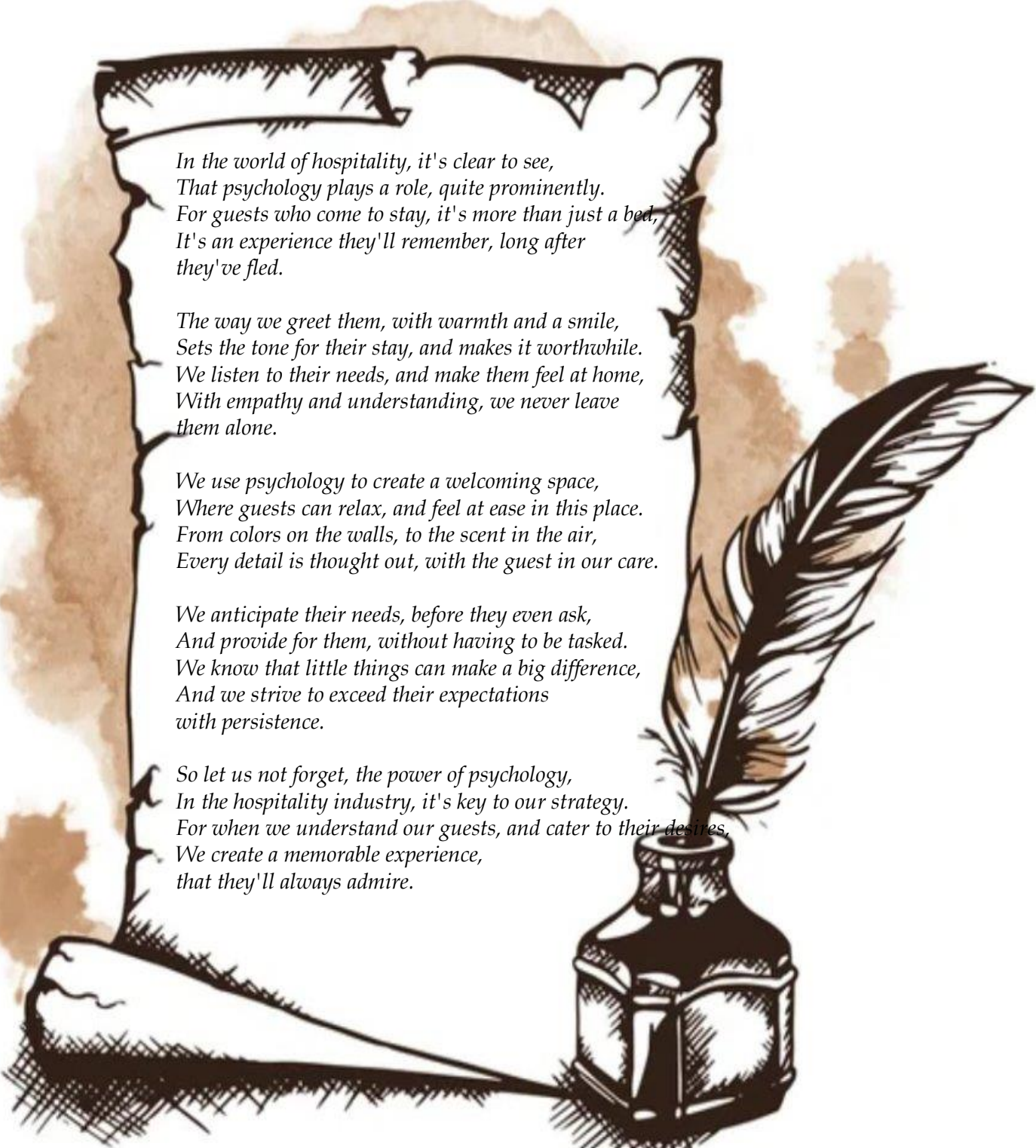
В отношении работника к клиенту, из которого вытекает все остальное, должны проявляться: уважение, внимание, понимание, принятие, дружелюбие, помощь.

Из выше сказанного понятно, что психологический аспект в индустрии гостеприимства играет важную роль, ведь от действий персонала, непосредственно контактирующего в своей работе с клиентом, зависит благосостояние предприятия сервиса и его работников.



**Task 6. Read the poem and translate it.**

## *Psychology In Hospitality Industry*



*In the world of hospitality, it's clear to see,  
That psychology plays a role, quite prominently.  
For guests who come to stay, it's more than just a bed,  
It's an experience they'll remember, long after  
they've fled.*

*The way we greet them, with warmth and a smile,  
Sets the tone for their stay, and makes it worthwhile.  
We listen to their needs, and make them feel at home,  
With empathy and understanding, we never leave  
them alone.*

*We use psychology to create a welcoming space,  
Where guests can relax, and feel at ease in this place.  
From colors on the walls, to the scent in the air,  
Every detail is thought out, with the guest in our care.*

*We anticipate their needs, before they even ask,  
And provide for them, without having to be tasked.  
We know that little things can make a big difference,  
And we strive to exceed their expectations  
with persistence.*

*So let us not forget, the power of psychology,  
In the hospitality industry, it's key to our strategy.  
For when we understand our guests, and cater to their desires,  
We create a memorable experience,  
that they'll always admire.*

**Task 7. Turn to page 121 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**

## UNIT 3

### ACCOMMODATIONS



accommodation

*noun*

**UK** /əˌkɒm.əˈdeɪ.ʃən/ **US** /əˌkɑː.məˈdeɪ.ʃən/

**B1** [U] mainly UK (US usually **accommodations** [plural])

- a place to stay or live
- a particular type of place to sit or sleep on a train, boat, etc.
- an agreement between two groups who have different opinions on a subject, or the process of reaching an agreement

<https://dictionary.cambridge.org/dictionary/english/accommodation>

#### **Task 1. Before you read answers to 3 main questions:**

1. What types of accommodation in the hospitality industry do you know?
2. What is the difference between hotel and hospitality industry?
3. Where do you prefer to stay while travelling?

#### **Task 2. Read the text and check your answers.**

##### *Part 1.*

#### ***TYPES OF ACCOMMODATION IN THE HOSPITALITY INDUSTRY***

In general, all types of accommodation within the hotel or hospitality industry can be divided into two main groups, which are serviced accommodation and non-serviced accommodation:

##### *Serviced Accommodation*

Serviced types of accommodation provide guests with various services beyond the provision of a bed. This will typically take the form of hotel-style services, such as housekeeping. Serviced accommodation will also provide food services, including a restaurant, a bar with food offerings, or room service food options.

##### *Non-Serviced Accommodation*

Non-serviced accommodation types do not provide additional hotel-style services. They often offer more of a ‘home away from home’ feel, with guests relying on a greater level of self-service. So, for example, food service will not be included, but there may be kitchen facilities provided so guests can prepare food themselves.



## **10 Types of Accommodation in the Hospitality Industry**

Below, you can learn about the most common types of accommodation in the hotel and hospitality industries.

### **1. Hotels**

Hotels provide guests a room and access to additional hotel amenities and services, including food, housekeeping, concierge, Wi-Fi, and more. Many hotels will have their own restaurant or bar, and some will also have meeting rooms, sports and leisure facilities, and other services. Hotels are often broken down based on ‘*star ratings*’, which go from 1-star to 5-star. A 1-star hotel will usually provide very basic facilities. In contrast, a 5-star hotel will be a luxury hotel, with high-quality facilities and services, including swimming pools, fitness and spa facilities, butler services, and more.

### **2. Resorts**

Resorts are similar in concept to hotels, but this type of accommodation is designed to function as a self-contained development that can be described as a holiday destination. Within the resort’s grounds, guests can expect entertainment, leisure facilities, shops, and – in many cases – multiple restaurants. There is usually a greater emphasis on offering live entertainment, and the services staff provide will be more extensive than a typical hotel.

### **3. Motels**

The word ‘*motel*’ is short for ‘*motor hotel*’, and this helps to provide a basic definition. Motels, more than other types of accommodation, are aimed at motorists. They are typically situated near major roads and along major routes, and rooms are usually accessible directly from the parking lot for maximum convenience.

### **4. Hostels**

Hostels are a form of budget-friendly, shared accommodation, often aimed at specific types of travelers, such as backpackers, gap year travelers, or students. While hotel guests, motel guests, and resort guests will have their own individual rooms, the arrangement in a hostel is usually for multiple people to share the same living space. In this sense, hostel guests primarily pay for their beds rather than paying for a room like in many types of accommodation.

### **5. Guest Houses**

Guest houses are private homes that have been converted to provide guest accommodation. As with a bed and breakfast, the number of staff on hand to provide services for guests will usually be low, and guest services will be limited. Meals may or may not be included in the price, but wider hotel-style services will not usually be provided. Often, guests will stay in a guest house alongside their hosts, but the hosts may reside in a separate part of the property to give guests more privacy. Interactions with the hosts may be limited outside of any meals included. Guests are usually expected to keep their rooms clean and be more self-reliant than hotel guests.

### **7. Holiday Cottages**

Holiday cottages are small homes or cottages that are used for short-term guest accommodation. They can be categorized alongside other non-serviced types of

accommodation, because guests pay for access to the property for a set period and are responsible for making their own arrangements for food and other needs. In general, holiday cottages provide guests with a sense of freedom, and the arrangement can feel less formal than hotels. They are especially common in the United States, Canada, the United Kingdom, France, and Australia.

### **8. Apartments**

Apartments or flats are self-contained units, typically with defined kitchens, bedrooms, bathrooms, and living rooms. They resemble ordinary residential apartments but are used for short-term guest accommodation. They are a popular option with families, business travelers, or groups of friends traveling together. Two different types of accommodation fall under this umbrella. Serviced apartments are managed properties that offer housekeeping services, room service, and other hotel-style services. Conventional apartments are an example of non-serviced accommodation, where guests cannot access hotel facilities or services.

### **9. Cabins**

Cabins can be broadly defined as small, wooden houses or shelters. They are usually associated with rural areas and may also be called huts. Cabins can vary substantially, but most have basic facilities, such as a kitchen, a bathroom, and a main living area. They are good for escaping city life's hustle and bustle. A related concept is a log cabin, made entirely from whole or split logs, giving them a simpler structure. Both types of accommodation have similar features aside from their construction. Most cabins are non-serviced, with guests paying for exclusive access to the cabin for a set period of time.

### **10. Chalets**

A chalet is a wooden building resembling a house or cottage with overhanging eaves. Technically, chalets refer to buildings designed with Alpine styling, as the concept originated in Switzerland and France. Chalets and similar types of accommodation are most commonly associated with popular skiing and hiking destinations. This association is so strong that in many parts of the world, any holiday home-style accommodation regularly used for skiing trips is referred to as a chalet, even if it does not physically resemble Swiss chalets.

### **10. Boats and 'Botels'**

There are many different types of accommodation related to boats. For instance, it is possible to hire a canal boat, yacht, or other vessel and sleep on it. Alternatively, a houseboat is a boat adapted to primarily serve as accommodation. Houseboats float on water, but typically stay in one place. A related concept is a *'botel'*, a portmanteau of the words *'boat'* and *'hotel'*. These are permanently moored boats adapted to provide hotel-style accommodation experiences. The *'botel'* concept is especially popular in Europe, but has risen in popularity in other parts of the world too.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

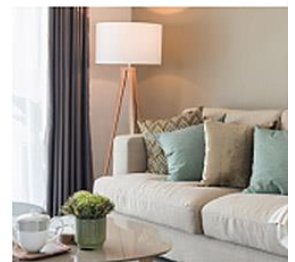
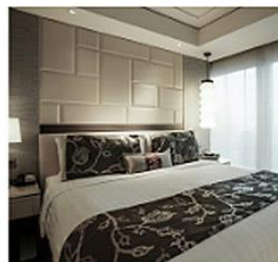
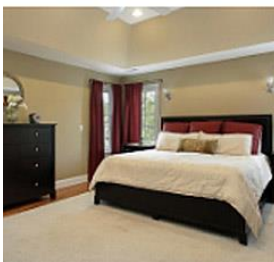
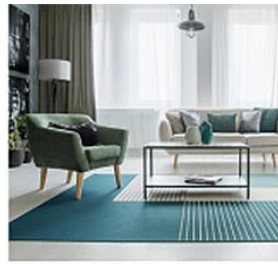


1. What is the difference between serviced and non-serviced accommodation?
2. What services are typically provided in a serviced accommodation?
3. What types of food services can be found in a serviced accommodation?
4. What is the concept behind non-serviced accommodation?
5. What is the feel of non-serviced accommodation?
6. Is food service included in non-serviced accommodation?
7. What is a hotel?
8. What amenities and services do hotels provide to guests?
9. How are hotels categorized based on star ratings?
10. What is a resort?
11. How is a resort different from a hotel?
12. What can guests expect to find within a resort's grounds?
13. What is a motel?
14. Who are motels aimed at?
15. Where are motels typically situated?
16. What is a hostel?
17. Who are hostels aimed at?
18. How do hostel arrangements differ from other types of accommodations?
19. What do hostel guests primarily pay for?
20. What is a guest house?
21. How does a guest house differ from a bed and breakfast?

22. What services can guests expect to receive in a guest house?
23. Are meals included in the price of a guest house stay?
24. What is the interaction like between guests and hosts in a guest house?
25. What is a holiday cottage?

## Part 2

### *UNDERSTANDING HOTEL ROOM TYPES*



### **Different Room Types in hotels**

In hotels the rooms are categorised and priced according to the type of bed, number of occupants, number of bed, decor, specific furnishings or features and nowadays special even the special theme available in the room.

Later when assigning the guest room before the arrival of the guest the front desk agent must be aware of guest room characteristics for each room type available in the hotel. Also not to forget any guest specific request or room specific request requested by the guest for eg:- room away from the elevator, King bedded room, twin bedroom, non-smoking room etc.

### **Following room type definitions are common in the hotel industry:**

- 1) Single:** A room assigned to one person. May have one or more beds. The room size or area of Single Rooms are generally between 37 m<sup>2</sup> to 45 m<sup>2</sup>.
- 2) Double:** A room assigned to two people. May have one or more beds. The room size or area of Double Rooms are generally between 40 m<sup>2</sup> to 45 m<sup>2</sup>.
- 3) Triple:** A room that can accommodate three persons and has been fitted with three twin beds, one double bed and one twin bed or two double beds. The room size or area of Triple Rooms are generally between 45 m<sup>2</sup> to 65 m<sup>2</sup>.

- 4) Quad:** A room assigned to four people. May have two or more beds. The room size or area of Quad Rooms are generally between 70 m<sup>2</sup> to 85 m<sup>2</sup>.
- 5) Queen:** A room with a queen-sized bed. May be occupied by one or more people. The room size or area of Queen Rooms are generally between 32 m<sup>2</sup> to 50 m<sup>2</sup>.
- 6) King:** A room with a king-sized bed. May be occupied by one or more people. The room size or area of King Rooms are generally between 32 m<sup>2</sup> to 50 m<sup>2</sup>.
- 7) Twin:** A room with two twin beds. May be occupied by one or more people. The room size or area of Twin Rooms are generally between 32 m<sup>2</sup> to 40 m<sup>2</sup>.
- 8) Hollywood Twin Room:** A room that can accommodate two persons with two twin beds joined together by a common headboard. Most of the budget hotels tend to provide many of these room settings which cater both couples and parties in two. The room size or area of Hollywood Twin Rooms are generally between 32 m<sup>2</sup> to 40 m<sup>2</sup>.
- 9) Double-double:** A Room with two double (or perhaps queen) beds. And can accommodate two to four persons with two twin, double or queen-size beds. The room size or area of Double-double / Double Twin rooms are generally between 50 m<sup>2</sup> to 70 m<sup>2</sup>.
- 10) Studio:** A room with a studio bed- a couch which can be converted into a bed. May also have an additional bed. The room size or area of Studio room types are generally between 25 m<sup>2</sup> to 40 m<sup>2</sup>.
- 11) Suite / Executive Suite:** A parlour or living room connected with to one or more bedrooms. (A room with one or more bedrooms and a separate living space.) The room size or area of Suite rooms are generally between 70 m<sup>2</sup> to 100 m<sup>2</sup>.
- 12) Mini Suite or Junior Suite:** A single room with a bed and sitting area. Sometimes the sleeping area is in a bedroom separate from the parlour or living room. The room size or area of Junior Suites are generally between 60 m<sup>2</sup> to 80 m<sup>2</sup>.
- 13) President Suite | Presidential Suite:** The most expensive room provided by a hotel. Usually, only one president suite is available in one single hotel property. Similar to the normal suites, a president suite always has one or more bedrooms and a living space with a strong emphasis on grand in-room decoration, high-quality amenities and supplies, and tailor-made services (e.g. personal butler during the stay). The room size or area of Presidential Suites are generally between 80 m<sup>2</sup> to 350 m<sup>2</sup>.
- 14) Apartments / Room for Extended Stay:** This room type can be found in service apartments and hotels which target for long stay guests. Open kitchens, cooking equipment, dryer, washer etc. are usually available in the room. Housekeeping services are only provided once in a week or two times in a week. The room size or area of Serviced Apartments are generally between 96 m<sup>2</sup> to 250 m<sup>2</sup>.
- 15) Connecting rooms:** Rooms with individual entrance doors from the outside and a connecting door between. Guests can move between rooms without going through the hallway. The room size or area of Connecting rooms are generally between 30 m<sup>2</sup> to 50 m<sup>2</sup>.

#### **Task 4. Read the text again and translate it, then answer the questions.**



- 1) What is a single room?
- 2) How many people can a double room accommodate?
- 3) What is a triple room?
- 4) What is a quad room?
- 5) What is a queen room?
- 6) What is a king room?
- 7) What is a twin room?
- 8) What is a Hollywood twin room?
- 9) What is a double-double room?
- 10) What is a studio room?
- 11) What is a suite or executive suite?
- 12) What is a mini suite or junior suite?
- 13) What is a presidential suite?
- 14) What is an apartment or room for extended stay?
- 15) What is an accessible room?
- 16) What is a family room?
- 17) What is an interconnecting room?
- 18) What is a Jacuzzi room?
- 19) What is a balcony room?
- 20) What is a penthouse suite?

#### **Task 5. Translate from Russian into English.**

##### **Классификация отелей**

Отели без звезд - самый бюджетный способ проживания. Например, хостелы, в которых размещаются совместно с незнакомыми людьми. Иногда встречаются гостиницы с высоким уровнем обслуживания, но без звезд, потому что владелец не хочет тратить время и деньги на присвоение категории.

Отели с одной или двумя звездами похожи на общежитие с удобствами на этаже и комнатами размером от 8 до 10 кв. м., как правило, без бассейнов, ресторанов и автостоянок. Иногда на территории находится бар или столовая. Постельное белье меняют через 5-7 дней. Это размещение подходит для неприхотливых туристов. Номера трехзвездочных отелей оборудованы холодильниками, мини-барами, санузлами. Постельное белье меняют ежедневно. По желанию гостей выдают фен и уют. На территории есть ресторан, стоянка, иногда бассейн. Размер номеров в 4-х звездном отеле от 14 кв. м., предусмотрены сейф, мебель, телевизор, кондиционер. Еду могут

доставлять в номер. Ежедневно меняют полотенца и убирают номер. На территории находятся автостоянки, сауны и бассейны, рестораны и кафе, площадки для спорта и для детского досуга. Пятизвездочные отели предлагают круглосуточное обслуживание. На территории всегда четыре ресторана с разной кухней. Посетители пользуются инфраструктурой бесплатно.

#### Классификация номеров

В разных государствах номера в отелях отличаются, потому что у каждой страны мира свои стандарты. Например, в Турции помимо отелей от 1 до 5 звезд на большой территории с множеством растительности встречаются клубные деревни, обозначаемые как NV1, которые соответствует 4–х звездочному отелю или NV2 - отелям категории 3 звезды. Недавно в стране появился класс гостиниц категории 4–5 звезд с обозначением «S», то есть «специальный» из-за расположения в исторических местах. Номера в этих отелях небольшие, обслуживающего персонала тоже немного. В Греции отели в зависимости от категории имеют следующие обозначения:

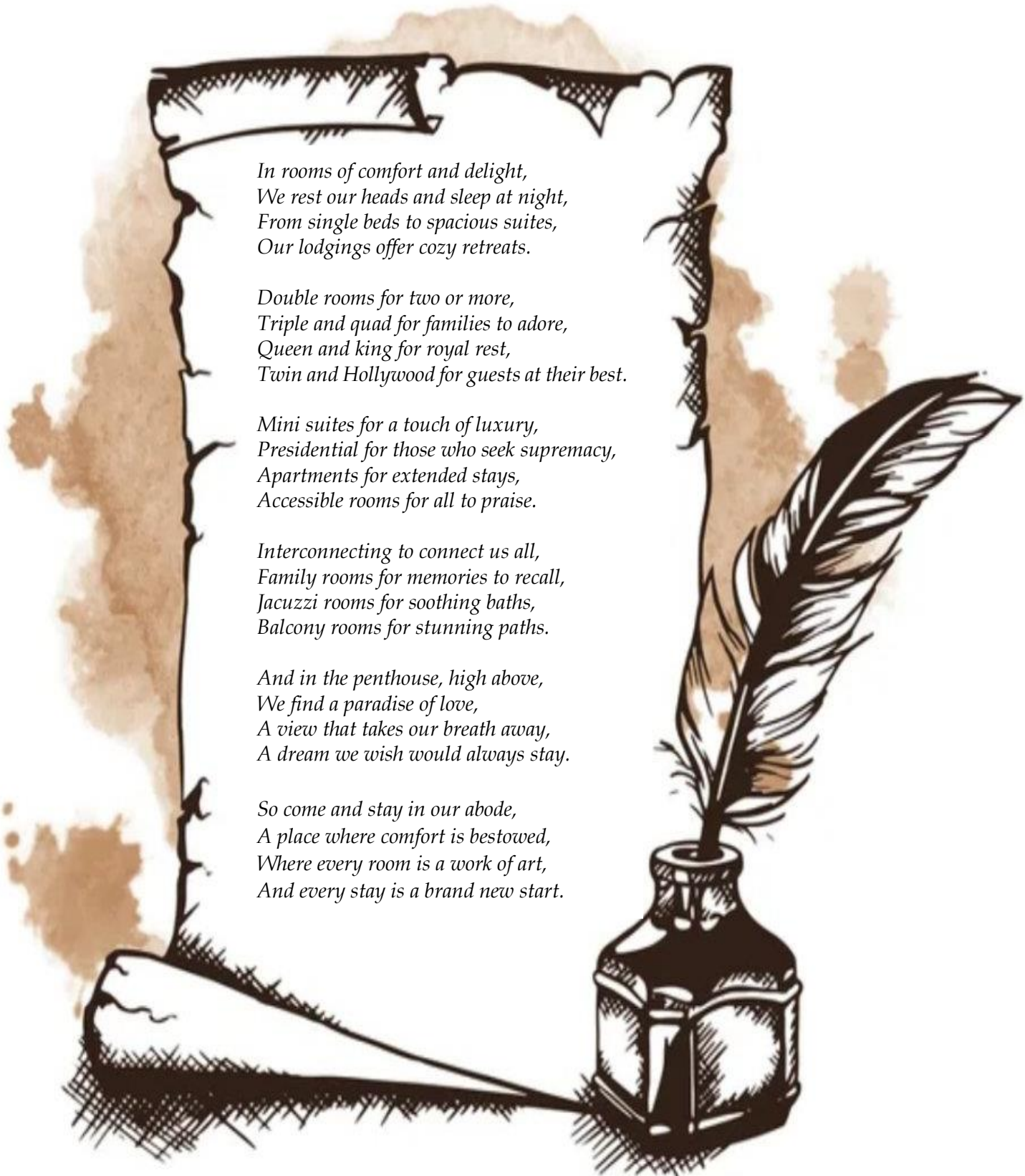
- L или De Luxe – соответствует 5 звездам,
- A - соответствует четырех звездочному отелям,
- B – отель три звезды;
- C – соответствует двум звездам;
- D и E – одной звезде.

Выбирая номер в отеле, важно понимать, что обозначают сокращения. Чтобы выбрать номер, следует знать, что важнее: его площадь, вид из окна, дополнительная кровать. Если приезжаете в страну на несколько дней, то достаточно забронировать номер standard, во время длительного путешествия лучше поселиться в апартаментах. **SGL** – комната с кроватью для одного человека, однокомнатный и одноместный номер. **DBL** - комната с двуспальной кроватью для двух лиц. **TWIN** - номер из одной комнаты с двумя односпальными кроватями для проживания двух человек. **TRPL** (triple) – комната с двуспальной и односпальной кроватями или тремя отдельными кроватями, где могут проживать три человека, трехместное размещение. **QDPL** (quadriple) —номер, где могут проживать до четырех гостей, потому что установлены двуспальная и две односпальные или четыре отдельные кровати, четырехместные спальные места. Некоторые отели устанавливают возрастной порог. Взрослыми ADL считаются лица старше 12 лет. Детями CHD считаются люди младше 12 лет. Иногда отели предоставляют скидки на проживание для детей от 0 до 2 лет (infant INF).



**Task 6. Read the poem and translate it.**

*ACCOMMODATIONS*



*In rooms of comfort and delight,  
We rest our heads and sleep at night,  
From single beds to spacious suites,  
Our lodgings offer cozy retreats.*

*Double rooms for two or more,  
Triple and quad for families to adore,  
Queen and king for royal rest,  
Twin and Hollywood for guests at their best.*

*Mini suites for a touch of luxury,  
Presidential for those who seek supremacy,  
Apartments for extended stays,  
Accessible rooms for all to praise.*

*Interconnecting to connect us all,  
Family rooms for memories to recall,  
Jacuzzi rooms for soothing baths,  
Balcony rooms for stunning paths.*

*And in the penthouse, high above,  
We find a paradise of love,  
A view that takes our breath away,  
A dream we wish would always stay.*

*So come and stay in our abode,  
A place where comfort is bestowed,  
Where every room is a work of art,  
And every stay is a brand new start.*

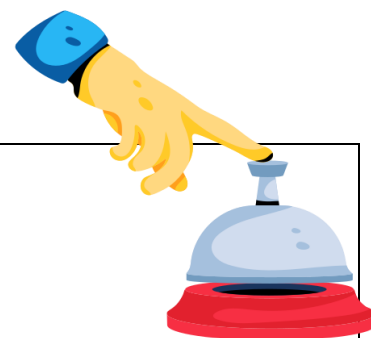
**Task 7. Turn to page 123 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**



## UNIT 4

### HOSPITALITY CAREERS



job

*noun*

UK /dʒɒb/ US /dʒɑːb/

**A1** [C]

the regular work that a person does to earn money

<https://dictionary.cambridge.org/dictionary/english/job>

#### Task 1. Before you read answers to 3 main questions:

1. What jobs in hospitality industry do you know?
2. Is the career in hospitality industry profitable or not?
3. What skills are important for working in the hospitality industry?

#### Task 2. Read the text and check your answers.

##### Part 1.



### HOSPITALITY CAREERS

Many jobs in the hospitality industry involve dealing with customers face-to-face in a variety of ways. But there are also behind-the-scenes jobs that include positions in sales, marketing, and accounting. Food services jobs also abound in the hospitality industry, including wait staff and food preparation jobs.

There are many management-level jobs across these areas as well, including hotel managers and executive chefs.

Given this range, jobs in the hospitality industry can either involve a lot—or very little—customer interaction. Many jobs are entry-level, but hospitality, like other service industry occupations, is an area where you can climb the ladder to a managerial role accompanied by more responsibilities, along with a higher salary.

The following is a list of some of the most common job titles within the hospitality industry.

1. Sales and marketing manager Every international hotel chain will hire a sales and marketing manager to bring in new clients and partnerships and to showcase what their hotel has to offer. Day-to-day duties can vary, from giving presentations to hosting marketing events and trips. To succeed in this position, you'll need a proven track record in sales and a degree in business or marketing.

### 3. Cruise ship entertainer

If you're a talented singer or performer but haven't quite caught your big break yet, you could consider becoming a cruise ship entertainer and make big bucks while you're at it, too! You'll spend your days or nights performing to the audience on the ship and will enjoy the cruise liner's facilities during your time off!



### 2. Hotel receptionist

A hotel receptionist might sound boring at first thought, but you can really help shape your guests' stay. You'll be one of their first interactions during their stay, and you can really impact their impression of the hotel. If you do well, you can also advance to a managerial position.



### 4. Head chef



Head chefs can be found in restaurants, hotels, casinos and cruise ships. They are responsible for the menu and quality of food that is served, and they oversee the entire operation of the kitchen. From order placement to preparation and delivery, they are the eyes and ears of the kitchen, making sure it runs smoothly!

### 5. Tour guide

Being a tour guide is an interesting and rewarding career — you get to meet people from all over the world and learn about other cultures. And you also get to show off your country's history and heritage. To be successful, you need to have great people skills and physical stamina as you'll be on your feet for most of the day.

### 6. Fitness instructor

As a fitness instructor, you can work in a variety of different establishments, from gyms and independent studios to the homes of your clients. However, a popular choice for many is in a hotel — you get to teach holidaymakers that are dedicated to exercising, and you get to enjoy the hotel facilities, too.

## 7. Concierge

A concierge is the go-to person for attractions, restaurant recommendations and entertainment within a hotel. They have in-depth knowledge of what's hot and what's not, as well as great connections, which is useful when tickets are sold out elsewhere.

## 9. Sommelier

If you're a lover of wine (and let's face it: who isn't?!), a job as a sommelier could be ideal for you. In order to succeed, you'll need in-depth knowledge of wine, the pairing of wine and the fermentation process in order to advise and wow your diners.

## 11. Travel agent

Arranging a special trip for your clients can be extremely satisfying, especially if it's a once-in-a-lifetime experience. And the plus side of being a travel agent is that you get to travel a lot so you can get a feel for what you're selling to your customers.

## 12. Event manager

Every large hotel chain will have an in-house event manager who plans and oversees the organisation's events, including charity dinners, meetings and conferences. They will usually be given a budget to stick to and will need to work their magic around strict instructions!

## 13. Flight attendant

The work of a flight attendant may seem quite glamorous, but it's far from easy! From having to meet strict requirements to dealing with sudden incidences mid-air, an air steward or air stewardess needs to have great composure and the ability to think on their feet!



## 14. Front of house manager

In the hospitality industry, a front of house manager usually refers to the manager overseeing the daily operations of catering, including the hotel restaurant and café. They ensure clients are seated and comfortable and that they experience the best quality service possible.

## 15. Wedding planner

Many hotel venues hire their own wedding planners to ensure that a client's day is as magical as possible. If you're creative and you love throwing a good party, getting a regular gig with a hotel could be the ideal situation.

## 16. Bartender

Are you a qualified bartender and skilled at mixing cocktails? If so, you could work in the swanky bar of a posh hotel, ensuring that all your guests are having a good time. You will usually work on shifts if the bar is open throughout the day or during the late evening.

#### 17. Director of housekeeping

As the title suggests, a director of housekeeping ensures that the standard of cleanliness and attention to detail is kept throughout their teams. They are also responsible for managing the department's budget and resolving any staffing issues.

#### 18. Resident DJ

If you like to get the crowd going and enjoy watching people have a good time, you'll thrive at being a resident DJ in a club, bar or hotel. You'll get to share your passion for good music and enjoy yourself while you're at it, too.

#### 20. Hotel manager

Hotel managers work to keep their customers satisfied and to ensure the whole operation of the hotel is running smoothly. Similar to a restaurant manager, they check in and check out guests, supervise the standard of the room, greet diners, and hire and train new members of the team.

#### 21. Parking lot attendant

One of the more common hospitality-related jobs involves automobiles. A parking lot attendant will either hand a guest a ticket or park the visitor's vehicle in a spot on the lot. While it might seem like an easy job on the surface, it can be challenging since it is your responsibility to park someone's vehicle, and it can be especially nerve-wracking if it's a luxury car.

#### 23. Baggage porter

Also known as bellhops, a baggage porter is a uniformed service attendant that work in the front of the hotel. The primary task of the job is to carry guests' luggage to their room when they arrive and back to the lobby when they leave. It is a simple but crucial position for any hotel or accommodation venues.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

1. What does a sales and marketing manager do in the hospitality industry?
2. What are the day-to-day duties of a sales and marketing manager?
3. What qualifications are required for a sales and marketing manager in the hospitality industry?



4. What does a hotel receptionist do?
5. How can a hotel receptionist impact guests' impression of the hotel?
6. Can a hotel receptionist advance to a managerial position?
7. What is a head chef responsible for in the hospitality industry?
8. Where can head chefs be found in the hospitality industry?
9. What is a tour guide's job in the hospitality industry?
10. What skills are required for a successful tour guide?
11. What is the benefit of being a fitness instructor in a hotel?
12. What is a concierge's role in the hospitality industry?
13. What knowledge is required for a sommelier in the hospitality industry?
14. Why is being a travel agent satisfying in the hospitality industry?
15. What kind of trips do travel agents arrange for their clients?
16. What does an event manager do in the hospitality industry?
17. What kind of events does an event manager plan and oversee in the hospitality industry?
18. What is a flight attendant's job in the hospitality industry?
19. Where can flight attendants work in the hospitality industry?
20. What are the responsibilities of a flight attendant in the hospitality industry?

## ***Part.2***

### ***SPECIAL SKILLS FOR HOSPITALITY INDUSTRY***

Working within **the hospitality industry can be extremely rewarding**. Not only do you help customers on a daily basis, there are ample opportunities for **career progression**. Having said that, every career path obviously has its ups and downs. Working as a busboy or a pot washer, for example, can be quite tedious, but even these menial roles can provide you with a valuable set of transferable skills.

#### **1. Teamwork:**

Almost every job within the hospitality industry involves teamwork. For example, if you are a Restaurant Manager, you have to work with your Front of House staff to ensure your customers remain happy. In the kitchens, team members must work together to make sure that food is prepared on time and to the correct standard. Without effective teamwork, customers won't experience the quality service that they expect.

## **2. Multi-tasking:**

No day is the same within the hospitality industry. Customer footfall varies on a daily basis, therefore, staff must be able to multi-task in order to deal with a potentially high number of jobs in one day.

## **3. Flexibility:**

Not only do the majority of **hospitality staff work long and difficult shifts**, they are also required to work during the holidays. Christmas and New Year, for example, are typically the most profitable time of year for hospitality companies. Staff must remain flexible with their personal plans to ensure that they can work when needed during the busy period. Of course, there are benefits to working these difficult shifts. Most companies will offer incentives such bonuses, or extra holidays to take later in the year.

## **6. Time Management:**

Jobs need to be completed in a **timely manner** in order for all aspects of a restaurant or hotel to run smoothly. For example, new customers can't be waiting for their hotel room to be cleaned after previous occupants have checked out. If this was the case, you could almost guarantee that the hotel would receive a bad review!

## **7. Communication:**

There is nothing worse, as a customer in a restaurant, when you approach a member of staff who is dismissive and rude. Communication skills are vital in ensuring that customers are happy. Don't worry, however, if you aren't naturally confident when talking to people you don't know. The hospitality industry is ideal for individuals who want to develop and refine their communication skills. This is due to the sheer number of people that hospitality staff encounter every day, each with their own queries and/or problems.

## **8. Interpersonal Skills:**

Again, these skills are essential in customer service, and will therefore be practiced everyday whilst working in the hospitality industry. **Interpersonal skills** are those gained by interacting with people around you. They are social skills such as empathy, negotiation, listening, creative thinking, patience, and tolerance.

## **9. Problem-Solving:**

As the hospitality industry is customer-focused, staff have to deal with multiple questions and problems every day. The ability to 'think quick on your feet' is learnt swiftly, so that staff can deal with these issues effectively. Problem-solving is also essential in order to manage your time. Thinking of ways to make your menial jobs less time-consuming means that you free up time to focus on harder tasks.

Have you seen some skills that you never knew you had? If so, **update your CV** in order to demonstrate them. You may even be able to think of certain times that you have used these skills – which would be great examples to mention in future job interviews!

#### **Task 4. Read the text again and translate it, then answer the questions.**



1. What is the most important skill to have while working in the hospitality industry?
2. Why is attention to detail important in the hospitality industry?
3. What are some examples of jobs that require teamwork in the hospitality industry?
4. How can working in the hospitality industry improve your communication skills?
5. Why is flexibility important in the hospitality industry?
6. What are some incentives that companies offer to staff who work during the holidays?
7. How can working in the hospitality industry improve your time management skills?
8. Why is industry awareness important in the hospitality industry?
9. What are some examples of interpersonal skills that are essential in customer service?
10. Why is multi-tasking an important skill to have in the hospitality industry?
11. What are some examples of roles that require multi-tasking in the hospitality industry?
12. How can working in the hospitality industry improve problem-solving skills?
13. What are some common conflicts that arise in the hospitality industry?
14. How can working in the hospitality industry improve your resilience?
15. Why is sales forecasting important in the hospitality industry?
16. What are some examples of roles that require sales skills in the hospitality?
17. Why is organisation important in the hospitality industry?
18. How can staff prevent problems from occurring in the hospitality industry?
19. Why is customer service at the heart of the hospitality industry?
20. How can creativity be a key skill in the hospitality industry?

#### **Task 5. Translate from Russian into English.**

Туризм сохраняет за собой статус бесконечно интересной сферы, где можно работать с гостями со всего мира и в любой точке планеты. Это также отличный вариант для людей, которые любят бросать вызов себе и хотят постоянно совершенствоваться.

Далее перечислим основные отрасли, связанные с туризмом и гостеприимством, где остро ощущается дефицит специалистов.

##### **Гостиничный бизнес**

- Сюда входят все должности, которые обеспечивает бесперебойную работу отеля:
- стойка регистрации и обслуживание гостей,
- еда и напитки,
- уборка.

В каждой из этих сфер требуются руководители, обеспечивающие эффективную работу отдела. Чтобы работать в гостиничном бизнесе, следует уделить внимание развитию таких навыков, как:

- тайм-менеджмент,
- руководство командой,
- организация бизнес-процессов,
- аналитика,
- коммуникации.

Есть два основных пути, как войти в сферу гостиничного менеджмента. Вы можете либо стартовать с должностей начального уровня либо получить образование в гостеприимстве, чтобы пройти первые ступени еще во время учебы.

### **Путешествия и туризм**

- В этой сфере выбор профессий и специальностей еще больше, чем в гостиничном бизнесе:
- управление турагентством,
- гид или руководитель тургрупп,
- планирование и координация мероприятий,
- транспорт и логистика в туристической отрасли,
- экстремальный или экотуризм.

К соискателям в этих отраслях предъявляются в основном те же требования, что и к должностям в отельном бизнесе.

### **Ресторанно-кулинарные услуги**

Карьера в сфере гостеприимства также включает работу в сфере общественного питания и напитков. Вот какие специальности востребованы в этой отрасли:

- управление рестораном,
- кулинарное искусство и карьера шеф-повара,
- сомелье,
- кейтеринг и организация мероприятий.

Помимо управленческих навыков, которые необходимы для любой должности в сфере гостеприимства, от специалистов в этой области также ожидается кулинарный или ресторанный опыт. Его можно получить либо во время обучения, либо работая на профессиональной кухне, в баре или в кейтеринговой компании.

### **Маркетинг и продажи в гостиничном бизнесе**

Еще один вариант карьеры в сфере гостеприимства — работа в сфере маркетинга и продаж. Это могут быть следующие направления:

- управление продажами и прибылью,
- стратегии цифрового маркетинга для отелей и туристических компаний,
- брендинг и связи с общественностью,
- обслуживание клиентов и отношения с гостями.
-



**Task 6. Read the poem and translate it.**

***JOBS IN THE WORLD OF HOSPITALITY***

*In the world of hospitality, there are many jobs to be found,  
From servers to chefs, and managers who abound.  
Each role is vital, in creating a welcoming space,  
Where guests can unwind, and feel right at home in this place.*

*The front desk staff, with their warm smiles and greetings,  
Set the tone for the stay, with their friendly meetings.  
They answer questions and provide helpful advice,  
Ensuring guests have all they need, to make their stay nice.*

*The housekeeping team, with their meticulous touch,  
Ensure that every room is clean and tidy, without a crutch.  
They make sure every detail is perfect and neat,  
So guests can relax and enjoy, without any defeat.*

*The chefs in the kitchen, with their culinary flair,  
Create dishes that delight, beyond compare.  
From breakfast to dinner, and everything in between,  
They cater to every taste, making every meal a dream.*

*The servers in the restaurant, with their attentive care,  
Make sure every guest is happy, and has enough to share.  
They anticipate needs and provide service with grace,  
Making every dining experience, a memorable embrace.*

*And let us not forget, the managers who lead,  
Guiding the team to success, with their expertise and creed.  
They oversee operations, and ensure everything runs smooth,  
So guests can enjoy their stay, without a single groove.*

*In the hospitality industry, there's a job for everyone,  
From those who love to cook, to those who love to have fun.  
Each role is important, in creating an experience that's grand,  
For guests who come to stay, in this magical land*

**Task 7. Turn to page 126 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**

## UNIT 5

### FRONT OFFICE



front office

**noun** [C, usually singular]

**UK** | frʌnt 'ɒfɪs | **US** | frʌnt 'ɒfɪs |

**Add to word list**

**WORKPLACE**

the part of a company, bank, etc. that deals directly with customers

<https://dictionary.cambridge.org/dictionary/english/front-office>

#### Task 1. Before you read answers to 3 main questions:



1. What is the Front Office in a hotel
2. Who works there?
3. What is the importance of speaking foreign languages for front desk clerks?

The front office is the nerve centre of hotel operations. The bulk of work performed by the Front Office employees is directly related to **customer service**. Hotel personnel are there to serve guests. An important aspect of this is providing a good first impression of the establishment to guests. The Front Office is traditionally referred to the Front of the House in which employees have extensive guest contact. The Front Office is composed of Reception (Front Desk), Reservations, PABX, Business Center, Uniformed Service Group (doormen, porters, bellboys). People involved in serving guests are:

- Reception (Front Desk Clerk, Front Office Agent, Receptionist)
- Reservations Clerk
- Concierge
- Bell (Porter)
- Telephone Operator

The front desk is the term that designates the counter where the guests register, pick up their keys and mail, request information, deposit their valuables, and pay their bills. The front desk of the hotel is located in the lobby of the hotel. The front desk employees must have an authoritative knowledge of the hotel and surrounding area, since they often have to answer a lot of guests' **queries** about the

general environment. Much of this happens over the phone: in most cases, calls placed to hotels are routed directly to front desk clerks. The reception provides the first initial contact a guest has with the hotel. After this contact, guests feel that the reception is the place to call or go when they have a question or problem. The basic functions performed by the reception are the registration process and the assisting of guests with any requests they make. The reception's duties include the following:

- Handling the guest check-in and check-out procedures
- Answering the front desk phone with three rings or less
- Issuing room keys
- Informing and selling the guest on all hotel services and facilities
- Being aware of all daily events in the hotel and local area
- Handling guest mail and reservations when the reservations department is closed
- Coordinating room status updates with housekeeping department
- Ensuring completion of guest registration card
- Coordinating maintenance work with the engineering and maintenance division
- Maintaining guestroom key storage



In most cases, the front desk clerk is the first person that guests will **interact** with at the hotel, which makes the role one of some importance. Thus, he or she should speak thoroughly at least one or two foreign languages. Most of the time, the desk clerk will manage a **cash drawer**, as well. He or she will not usually keep much money, but will often handle basic **transactions**. The hotel receptionist is in charge of collecting room payments and **settling accounts**. He or she must know how to process credit cards, and must be able to add room charges for things such as newspapers and food delivery. Fees for damage to the property and charges for missing items are also usually handled by the receptionist.

Front desk personnel are also generally responsible for making and managing reservations. Most of the time, this happens with the help of booking software programs. Reservations agents need to understand how to work with these programs, and be able to sort out problems when mistakes like **overbooking** have **occurred**.

The reservations clerk is responsible for taking reservations and for providing future guests with information about the facilities of the hotel. Duties performed by reservations clerk include:

- Giving friendly and courteous service to future guests while involved in telephone sales
- Answering all reservation phone calls, taking reservations, and dealing with reservations correspondence
- Dealing with group bookings such as cancellations, changes, and rooming lists

Front Desk employees may also be responsible for helping guests plan day trips, rent cars, or make restaurant reservations. Most major hotels have a dedicated concierge for this purpose, but even so, the hotel receptionist is often expected to play a supporting role. When the concierge is busy or unavailable, the desk clerk is usually the go-to person for anything a guest needs.

Typical guest requests handled by a concierge include:

- Providing directions and information
- Making airplane, theater, train tickets
- Reservations for dining
- Arranging for secretarial services
- Handling mail and parcel services
- Arranging sightseeing tours
- Transportation arrangements
- Limousine services

A bellhop is a person who helps hotel guests with their luggage, possibly porting these to the front desk or the hotel room. He or she may also call cabs, help a person check out from a hotel, or open doors for **patrons** of the hotel. This person may also be called a bell person, bellboy, a pageboy, doorman or doorperson or porter.

In a large hotel the front desk is divided into sections: one section is the registration desk, where guests register. The second section is the area where the guests pick up their keys, mail and messages. The third section is an information desk where the guests can ask for information or make local travel arrangements. The fourth section is the cashier's desk where the guests can pay their bills and exchange foreign currency. The hotel's **switchboard** (PABX= private automatic branch exchange) is also located near the front desk.

The Front Office as well as other hotels services is on duty 24 hours a day. The front desk employees work in **shift**:

- day shift (the morning and early afternoon, 7.00 - 15.00.);
- evening shift (the late afternoon and evening, 15.00 – 23.00);
- night shift (the late evening and early morning hours, 23.00 - 7.00).

The staff of the day and evening shifts are: a front desk manager, a room clerk (receptionist), a concierge, a cashier and a switchboard operator.

The Front Office cashier is in charge of:

- Preparing and settling guests' accounts
- Providing the safe deposit boxes
- Providing a foreign currency exchange service

The staff of the night shift are: a manager on duty (night manager), a night auditor and a switchboard operator.

The night auditor is in charge of:

- Checking and completion of guest and hotel accounts
- Producing statistics and summaries of **revenue**

The duties of the telephone operator include:

- Answering incoming calls
- Directing calls to guestrooms through the switchboard / PABX system
- Providing information on guest services
- Processing guest wake-up calls
- Answering inquiries about hotel facilities and events

All the Front Office staff should try to achieve 100% **Hotel Occupancy** (100% Guest Occupancy) and ensure the **Average Daily Rate**.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

1. What is the Front Office in a hotel?
2. Who are the people involved in serving guests in a hotel?
3. What is the front desk in a hotel?
4. Where is the front desk located in a hotel?
5. What knowledge should front desk employees have?
6. What are the basic functions performed by the reception?
7. What duties does the reception have when the reservations department is closed?
8. Who is responsible for coordinating room status updates with the housekeeping department?
9. What is the importance of speaking foreign languages for front desk clerks?





10. What transactions do front desk clerks usually handle?
11. What is the role of the hotel receptionist?
12. What fees and charges are usually handled by the receptionist?
13. What is the responsibility of a reservations clerk in a hotel?
14. What tasks does a reservations clerk perform?
15. What other responsibilities may front desk employees have besides managing reservations?
16. What is the role of a concierge in a hotel?
17. How can front desk clerks support the concierge in helping guests plan activities?
18. How can front desk employees provide recommendations and arrange reservations for guests?
19. How important is customer service in the Front Office of a hotel?
20. What skills are necessary for front desk employees to provide good customer service?
21. How can front desk employees handle difficult guests or situations?
22. How can front desk employees ensure guest satisfaction during their stay?
23. What measures can be taken to ensure that guest information is recorded accurately and communicated effectively within the hotel?
24. How can front desk employees handle requests that conflict with hotel policies?
25. What should front desk employees do if they are unable to meet a guest's request or requirement?

## ***Part.2***

### *FRONT OFFICE TECHNOLOGY*

Front Office Technology has seen significant development in recent years. The front office is a major department in any hotel, forming the main point of contact between the business and its customers. The front office has been termed the “*face*” of the hotel, and for a good reason: it’s usually the first department that any guest will come into contact with and the point at which they will form their first impressions. Front office technology, therefore, is hugely



important. Any technological advance or development that can improve a customer's experience and make life easier for busy staff will make a major difference to a hotel. In this article, you'll learn about the latest developments in front-office technology and how they can benefit your hotel.

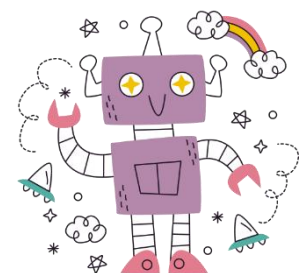
Following front-office technology trends is vital to providing a quality customer experience and remaining competitive in today's marketplace. While fears are sometimes expressed that new technologies will eclipse humans in the industry, this is a misconception. New front office technologies can free up human staff, handling time-consuming tasks so that hotel personnel has more time to care for customers' needs. For example, staff may need to occasionally be away from the front desk. A smartphone app allows them to be present when a customer needs their assistance. There's far more to the front office than simply checking in guests. Automating basic processes means that staff has more freedom to attend to guests and make their stay more pleasant instead of having to devote time to rote tasks better handled by automated systems.

There are seven front office technology trends you should know about:

- **Cloud-Based Technology:** Hotels increasingly adopt cloud-based property management systems for more flexible, scalable operations, and easier technology updates.
- **Self-Check-In Desk Technology:** This technology, enhanced by the pandemic, offers guests autonomous check-in experiences with features like multiple language options and additional services.
- **Specialized Mobile Apps:** Hotels utilize apps for guest convenience, enabling services like room access, payment processing, and real-time communication with the front office.



- **Smart Mobile Keys:** A mobile or digital key, can unlock doors using a smartphone. Mobile keys greatly streamline the check-in process and remove the need to provide physical keys (which can easily become lost or damaged). As well as offering a cost-saving, reducing plastic waste from physical keys improves sustainability.
- **Digital Concierge Technology:** A virtual or digital concierge uses artificial intelligence to provide services to guests. Often combined with mobile technology, a digital concierge can provide all the information and assistance that a human concierge normally provides.
- **Robotic Staff:** Robots in the hotel industry are nothing new. In 2014, the sector was abuzz with the arrival of a robot butler — an AI-powered device that would not only process orders from guests but deliver items to their rooms. The robot butler can bring guests food, beverages, toiletries, and towels within 15 minutes of receiving an order.
- **AI and Hotel Chatbots:** Chatbots are a common feature of daily life, from virtual assistants to AI language teachers. Many websites offer chatbots to help visitors find what they need. Modern AI has come a long way since the days of Eliza and similar relatively simple programs, with chatbots offering an increasingly sophisticated and human-like experience. Integrating AI chatbots into your hotel's customer service can streamline communications,



helping you provide quality service regardless of staff availability. Chatbots can handle guest inquiries, provide information, solve problems, and generally make a guest's stay more pleasant.

**Task 4. Read the text again and translate it, then answer the questions.**



1. What is the front office in a hotel?
2. Why is front office technology important for a hotel?
3. How can front office technology benefit hotel staff?
4. What is cloud-based technology, and how can it help hotels?
5. What is self-check-in desk technology, and how has it been enhanced by the pandemic?
6. How can specialized mobile apps improve the guest experience?
7. What are smart mobile keys, and how do they work?
8. What is digital concierge technology, and how can it assist guests?
9. What are robotic staff, and how do they function in a hotel?
10. How can AI and hotel chatbots help streamline customer service?
11. What are some examples of tasks that can be automated using front office technology?
12. How can mobile technology be used to improve the guest experience?
13. How can front office technology help hotels become more sustainable?
14. What are some potential drawbacks or challenges associated with front office technology?
15. How can hotels ensure that their staff are properly trained to use new front office technologies?
16. How can hotels ensure that guest data is kept secure when using front office technology?
17. How can hotels integrate different front office technologies to create a seamless guest experience?
18. How can hotels measure the success of their front office technology initiatives?
19. What are some future trends in front office technology that hotels should be aware of?
20. How can hotels stay competitive in today's marketplace by leveraging front office technology?



## **Task 5. Translate from Russian into English.**

Фронт офис и бэк офис - это два основных подразделения в гостиничном бизнесе, которые играют важную роль в обеспечении комфорта и удовлетворенности гостей, а также эффективного управления отелем.

Фронт офис является лицом отеля и представляет первое впечатление, которое получают гости при прибытии. Он включает в себя ресепшн, где гости регистрируются и получают ключи от номеров, а также консьерж-службу, которая помогает гостям с бронированием экскурсий, ресторанов и других услуг. Фронт офис также отвечает за обработку платежей и предоставление информации о различных услугах отеля. Важно, чтобы персонал фронт офиса был дружелюбным, профессиональным и всегда готовым помочь гостям.

Контактная служба (фронт-офис) организует обслуживание клиентов и отвечает за оплату гостиничных услуг. Через нее осуществляется связь с любым другим отделом гостиницы. Основным инструментом службы приема и размещения является работа с информацией, которая направляется по двум каналам - к гостям и в администрацию. К туристам поступает информация о составе номерного фонда, тарифах, видах обслуживания.

Бэк офис - это скрытая часть отеля, которая занимается управлением различными аспектами его функционирования. Он включает в себя отделы бухгалтерии, управления персоналом, закупок и технического обслуживания. Бэк офис также отвечает за уборку и ремонт номеров, обеспечивая комфорт и безопасность гостей. Эта часть отеля не видна гостям, но ее работа является ключевой для эффективного управления отелем.

Важно понимать, что фронт офис и бэк офис не могут работать в изоляции друг от друга. Они должны тесно взаимодействовать, чтобы обеспечить максимальное удовлетворение гостей и эффективное управление отелем. Например, если гость обращается в ресепшн с жалобой на неисправность в номере, персонал фронт офиса должен быстро связаться с отделом технического обслуживания, чтобы проблема была решена.

Таким образом, фронт офис и бэк офис являются неотъемлемыми частями любого отеля и играют ключевую роль в обеспечении комфорта и удовлетворенности гостей, а также эффективного управления отелем.

**Task 6. Read the poem and translate it.**

## *Front Office*

*In the heart of every hotel,  
Lies a place that serves guests well,  
The Front Office, where all begins,  
And hospitality always wins.*

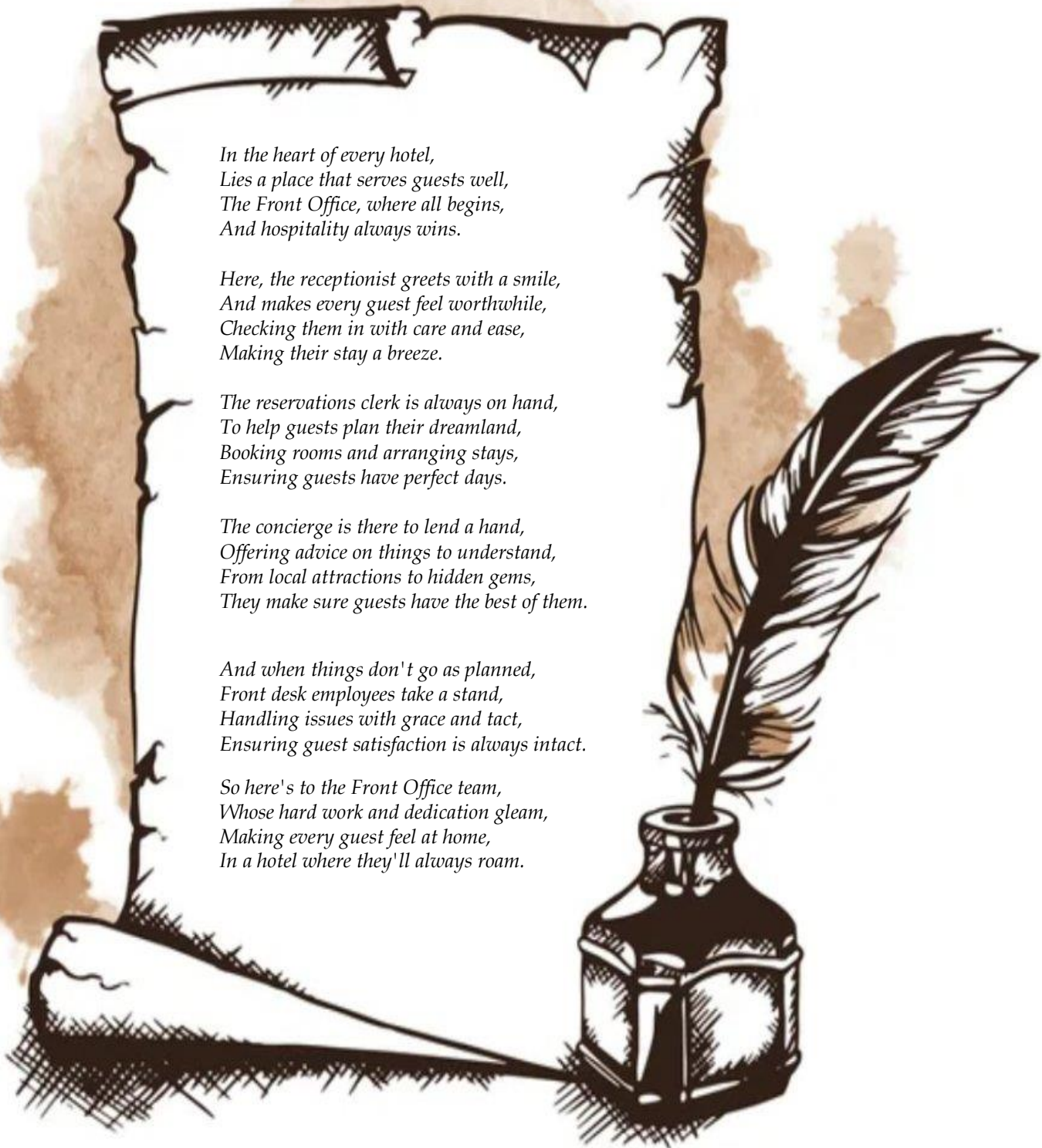
*Here, the receptionist greets with a smile,  
And makes every guest feel worthwhile,  
Checking them in with care and ease,  
Making their stay a breeze.*

*The reservations clerk is always on hand,  
To help guests plan their dreamland,  
Booking rooms and arranging stays,  
Ensuring guests have perfect days.*

*The concierge is there to lend a hand,  
Offering advice on things to understand,  
From local attractions to hidden gems,  
They make sure guests have the best of them.*

*And when things don't go as planned,  
Front desk employees take a stand,  
Handling issues with grace and tact,  
Ensuring guest satisfaction is always intact.*

*So here's to the Front Office team,  
Whose hard work and dedication gleam,  
Making every guest feel at home,  
In a hotel where they'll always roam.*



**Task 7. Turn to page 128 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**

## UNIT 6

### HANDLING COMPLAINTS

**complaint**

*noun*

UK /kəm'pleɪnt/ US /kəm'pleɪnt/

**complaint** *noun* (REPORT OF A PROBLEM)

**Add to word list**

**B1** [C or U]

a statement that something is wrong or not satisfactory



#### Task 1. Before you read answers to 3 main questions:



1. What sort of problems might people have while travelling or eating out?
2. Have you ever made a complaint? If so, what?
3. Who is responsible for handling complaints in hospitality industry?

#### Task 2. Read the text and check your answers.

##### Part 1.

### HANDLING COMPLAINTS

A recent survey shows that customer complaints are increasing. The commonest complaint is about staff who are rude or helpful, usually because they know little about the product they are selling. The second thing that makes customers angry is having to wait too long to be served. Recently, many business enterprises have cut running costs by employing fewer staff, so there simply are not enough people to provide efficient service.

It is not clear why complaints are on the increase. Maybe standards of service are going down, but the more likely explanation is that people are readier to complain nowadays. Citizens' Charters, telling people what they can expect and what to do if they are dissatisfied, have produced a generation of customers who know their rights and are not afraid to demand them.

It's all about customer loyalty. What if a restaurant refuses to listen to a customer's complaint, whether justified or unjustified? The restaurant then has an unhappy customer, but has done nothing to make that customer happy again. That

customer will not come back. But if the restaurant staff listen politely, check the problem and then offer a refund with an apology if needed, the customer will remain loyal.

Some problems are more complicated, such as a complaint about staff rudeness, a supervisor or a manager is usually called in. Sometimes the matter cannot be solved, because the customer refuses to listen or to accept solution, it is referred to someone higher up.

## **Steps of Handling Complaints in Hotels and Restaurants | SOP**

Hotel and Restaurant customers are very sensitive to their needs. Their expectations are high and the competition is fierce. Your ability or inability to handle complaints can make or break your hotel or restaurant business.

As a hotel or restaurant owner or manager, your prime duty is to ensure customer satisfaction. If you are able to resolve complaints, you have high chances of running a successful business. If complaints are unresolved, customers are quick to rush to the internet and you know what that means - you will lose business.

Here are the steps on handling complaints in hotels and restaurants:

### **H.E.A.T**

This is probably the most important step in handling customer complaints. So what does HEAT stand for?

**Hear** - Let me "give off steam". If you do not allow your customer to speak or you keep interjecting, your success in resolving the matter is close to none! Don't interrupt or argue with the customer. Let them express their frustrations / let off steam – however you are not there to be verbally or physical abused by the customer and you must challenge this poor behaviour towards you or others. Do ask questions and clarify to ensure you get to the real issue.

**Empathize** - "I understand exactly why you are frustrated..."

**Apologize** - "This is not the standard of Sam Hotels and I sincerely apologize for the inconvenience"

**Take** responsibility and put things right. Make sure that whatever the customer is complaining about gets resolved as soon as possible.

Take them away from other customers if possible. It is easier to deal with the with the complaint away from other customers. The customer also feel that you are giving them your undivided attention. If this is not possible, try to lower your voice so that the conversation is not overheard by other customers.

### **The Pleasing Principle**

**P** – Always be polite

- L** – Listen attentively
- E** – Empathise and ensure feedback
- A** – Ask questions and display a good attitude
- S** – Smile
- I** – Show genuine interest
- N** – Never say “No” upfront, reword negatives and offer alternatives
- G** – Go far and settle in the situation



Identifying the Nature of the Complaint or Incident - Throughout the interaction, you should communicate in a way that promotes goodwill and understanding between the guest and the company. Speak quietly and calmly, and make sure that your body language is calming. Do not react to any aggressive body language that the guest might be displaying.

Do not show fear or anxiety – it is important to show confidence because the guest needs to know that you can handle the situation.

Once the guest has finished speaking, state your understanding of the problem.

If the complaint is a telephonic one, transfer the call to another telephone where you can give the guest your undivided attention without disturbing other colleagues or guests. Establish the facts and use good questioning skills.

### **Reassure the guest**

Thank the guest for bringing the problem to your attention.

Never blame another person or department for causing the problem – it is unprofessional and disloyal to the company which you represent. Do not make excuses.

### **Evaluate the complaint**

The importance of evaluating customer complaints and taking appropriate corrective action is critical to the success of a business as a complaint ignored, is a customer/guest lost forever.

This directly impacts on the profitability of the organisation and could result in loss of employment.

The statistics and the pie chart below further indicates why customers do not return:

- 1% Die
- 3% Move away from the area
- 5% Make other business contacts
- 9% Say prices are too high
- 14% Say merchandise purchased was inferior
- 68% Say they switched to the competitor because of the attitude of the personnel.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**



1. Why are customer complaints increasing?
2. What is the most common complaint among customers?
3. What is the second most common reason that makes customers angry?
4. What are some reasons why businesses may be understaffed?
5. Why are customers more likely to complain nowadays?
6. What is the importance of customer loyalty?
7. What can happen if a restaurant refuses to listen to a customer's complaint?
8. What should a restaurant do to handle a customer complaint?
9. What does HEAT stand for in handling customer complaints?
10. Why is it important to let the customer speak and express their frustrations?
11. How should you respond to a customer's complaint?
12. What should you do if a customer becomes verbally or physically abusive?
13. Why is it important to take responsibility and put things right?
14. How can you make a customer feel like they have your undivided attention?
15. What is the Pleasing Principle and how does it apply to handling complaints?
16. How can you identify the nature of a complaint or incident?
17. What should your communication style be when handling complaints?
18. How can you promote goodwill and understanding between the guest and the company?
19. How should you react to aggressive body language displayed by the guest?

20. What are some common mistakes to avoid when handling customer complaints?
21. How can businesses prevent customer complaints from happening in the first place?
22. What is the role of empathy in handling customer complaints?
23. How can businesses measure customer satisfaction and use the feedback to improve their services?
24. What are some effective ways to apologize to a customer who has had a bad experience?
25. How can businesses turn a negative customer experience into a positive one?

## ***Part.2***

### ***PROBLEMS MEETING THE GUEST REQUIREMENTS***

If you are unable to meet the guest's requirements, it is important to explain this to the guest, and to give a reason. If the guest knows the reason why you are unable to meet his or her requirements, he or she is likely to be far more amenable than if you simply say that something cannot be done. This is true, even if the request may have seemed somewhat bizarre to you. You could say something like:

“Ms. \_\_\_\_\_ I am unable to give you a sea-facing room as they are all occupied.”

If possible, you could then offer an alternative. For example:

“I see you will be with us for another three nights. I can move you to a sea-facing room for the last two nights. Would that satisfy you?”

If a guest asks you for information which you don't have and are unable to find through your usual resources, explain this to the guest. If appropriate, suggest an alternative.

It is also important to explain any delays to the guest concerned. As long as guests know what is going on and why they are being kept waiting, they can make the choice either to wait or to do something else. The more information they have, the more they feel in control because they can still make choices about what they do.

#### ***Following up requests***

If you have assisted a guest by providing information or a service, it is important that you follow-up and check whether the guest is satisfied with the information or service that he/she received.



On most occasions you can ask whether the guest is satisfied immediately, while the guest is still in front of you or on the telephone. On such occasions, you could ask such questions as:

“Is there anything else I can do for you?” OR “Does that meet your needs?”

There will be other occasions when you need to revert to the guest at a later stage to check satisfaction, especially if the required action took some time to complete. On such occasions, you should contact the guest by telephone to check if he or she is satisfied with the action taken.

If the guest is not satisfied, it is essential to solve the problem, or take further action until the guest is satisfied.

Take every opportunity to ask if guests are satisfied with the facilities and service in the hotel. Such opportunities include:

When checking out a guest.

When in a lift with a guest.

When providing a guest with a bill to sign

When the guest responds to your question, listen carefully to what the guest is saying, and ask questions to ensure that you understand.

Thank the guest for his/her comments.

Inform your Head of Department of what the guest has said, and if necessary or in your scope of responsibility, write the information in the handover book.

#### **Task 4. Read the text again and translate it, then answer the questions.**



1. Why is it important to explain to the guest if you are unable to meet their requirements?
2. How can you offer an alternative when you are unable to meet a guest's request?
3. What should you do if a guest asks for information that you do not have?
4. How can you make a guest feel in control when they are being kept waiting?
5. Why is it important to follow up with guests after providing them with information or a service?
6. What questions can you ask a guest to check if they are satisfied with the service provided?



7. When should you contact a guest to check if they are satisfied with the action taken?
8. What should you do if a guest is not satisfied with the service provided?
9. When should you ask guests if they are satisfied with the facilities and service in the hotel?
10. How can you listen effectively when a guest responds to your question about their satisfaction?
11. What should you do after a guest provides feedback about their experience at the hotel?
12. How can you ensure that the information provided by the guest is recorded and communicated to the appropriate person?
13. What should you do if a guest is dissatisfied with their room?
14. How can you offer an upgrade to a guest who is dissatisfied with their room?
15. What should you do if a guest has a complaint about the hotel's facilities or services?
16. How can you handle a difficult guest who is unhappy with their experience at the hotel?
17. What should you do if a guest requests a refund for their stay?
18. How can you handle a situation where a guest's request conflicts with hotel policies?
19. What should you do if a guest requests a service that is not offered by the hotel?
20. How can you maintain a positive attitude when dealing with difficult guests?

### **Task 5. Translate from Russian into English.**

#### ***ЧТО ЖЕЛАЕТ КЛИЕНТ***

Далеко не каждый посетитель готов четко выразить свои пожелания, тем не менее, многие рестораторы хорошо осведомлены о том, что не нравится их клиентам. Вполне понятно, что помимо еды и питья клиент стремится к

приобретению положительных эмоций. Если бы все сводилось только к еде и питью, то потребности людей можно было бы вполне удовлетворить при значительно меньших расходах. Тем не менее владелец даже самого скромного ресторана может получать более высокую прибыль, сделав свое заведение как можно более привлекательным. В общем и целом, каждый посетитель стремится к получению еды нормального качества и внимательного обслуживания за разумную цену в помещении, в котором можно свободно дышать и непринужденно беседовать друг с другом, не напрягая голоса. Но все далеко не так просто. Становится все более очевидным, что появилось новое поколение клиентов, обожающих шум и грохот. Такие люди заполняют заведения, в которых приличного обслуживания нет и в помине, зато царят шум и толкучка. Они покинут самый уютный ресторан, если в нем царит тишина. Грохот грязной посуды, небрежно сваливаемой обслугой, привлекает их в такой же мере, в какой других отталкивает.

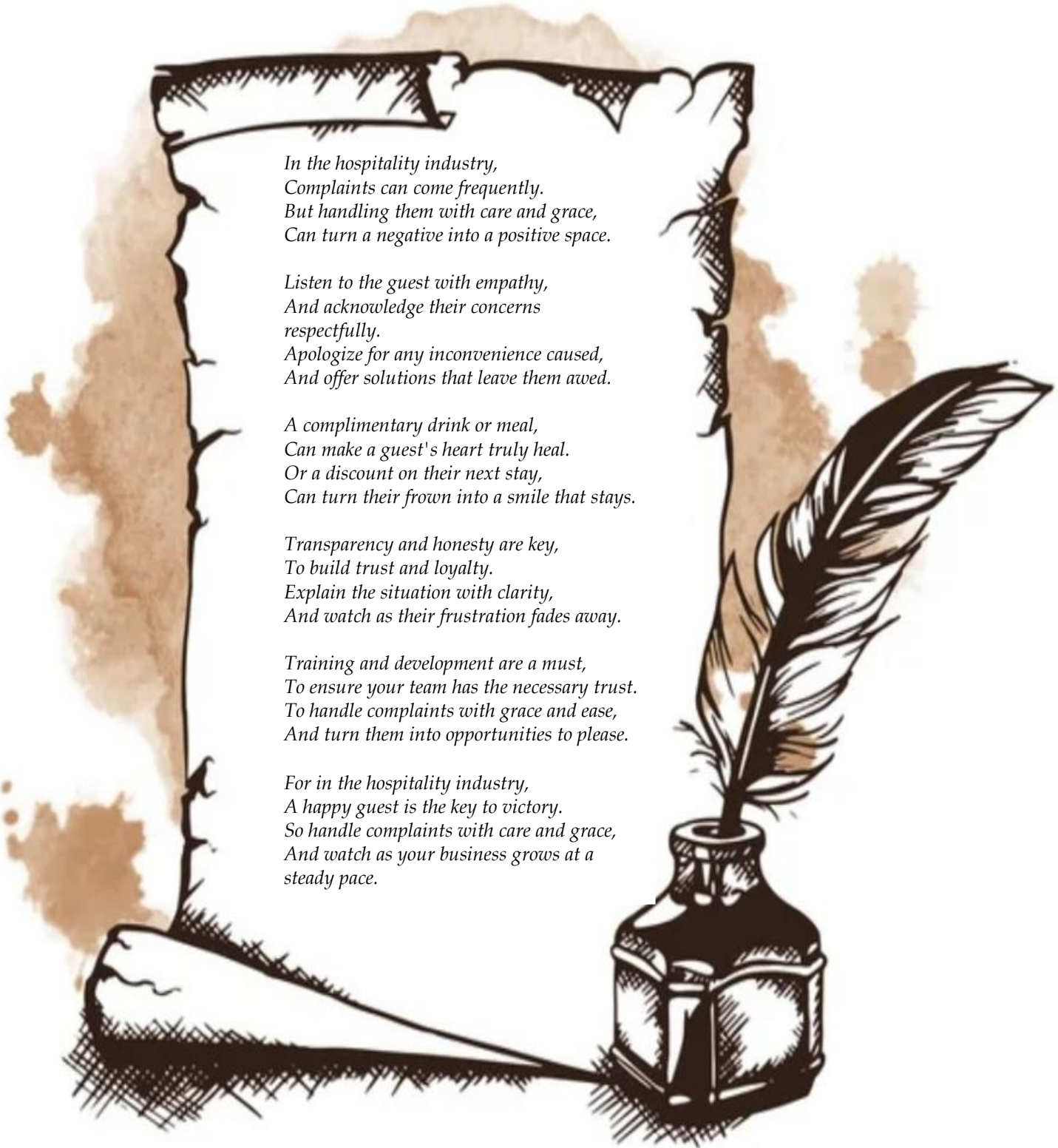
Существует масса ресторанов, знаменитых своими гамбургерами, чили, пирогами и грохотом. Во многих ресторанах звучит громкая музыка для ускорения «клиентооборота». Более того, некоторые рестораны специально проектируются таким образом, чтобы в зале было шумно. Но это, конечно, зависит от личного вкуса владельца.

Но существуют вещи, которые обычно не нравятся большинству посетителей. Пожалуй, больше всего раздражает их излишняя навязчивость. Например, им не нравится, когда официант бросает на стол счет, который у него не просили. Наилучшей формой общения обслуживающего персонала с клиентами является вопрос, не желают ли они чего-нибудь еще, заданный в то время, когда за столиком наступила явная пауза. В этот момент можно также спросить, не подать ли им счет. Отсутствие соответствующего обслуживания может полностью погубить ресторан. Многие официанты отличнейшим образом проявляют себя в присутствии владельца и оскорбительно ведут себя в его отсутствие.

Ресторатор никогда не должен оставаться безразличным к тому, что тот или иной клиент перестал посещать его ресторан. Он должен относиться к своим посетителям так, как если бы они были его личными друзьями. Конечно, коммерческие интересы имеют важное значение, но не менее важны и человеческие отношения. Даже в мелочах следует проявлять свою благожелательность, таким образом вам удастся создать для них подобие домашней обстановки вне дома.

**Task 6. Read the poem and translate it.**

*HANDLING COMPLAINTS*



*In the hospitality industry,  
Complaints can come frequently.  
But handling them with care and grace,  
Can turn a negative into a positive space.*

*Listen to the guest with empathy,  
And acknowledge their concerns  
respectfully.  
Apologize for any inconvenience caused,  
And offer solutions that leave them awed.*

*A complimentary drink or meal,  
Can make a guest's heart truly heal.  
Or a discount on their next stay,  
Can turn their frown into a smile that stays.*

*Transparency and honesty are key,  
To build trust and loyalty.  
Explain the situation with clarity,  
And watch as their frustration fades away.*

*Training and development are a must,  
To ensure your team has the necessary trust.  
To handle complaints with grace and ease,  
And turn them into opportunities to please.*

*For in the hospitality industry,  
A happy guest is the key to victory.  
So handle complaints with care and grace,  
And watch as your business grows at a  
steady pace.*

**Task 7. Turn to page 131 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**

## UNIT 7

### MONEY MATTERS



**money**

*noun* [U]

UK /'mʌn.i/ US /'mʌn.i/

**A1**

**coins or notes** (= **special pieces of paper**) that are used to **buy things**, or **an amount** of these that a **person** has:

<https://dictionary.cambridge.org/dictionary/english/money>

#### Task 1. Before you read answers to 3 main questions:



1. What was the last thing you bought?
2. Where did you buy it?
3. What do you buy online?

#### Task 2. Read the text and check your answers.

##### *Part 1.*

### ***FINANCIAL MANAGEMENT IN THE HOSPITALITY INDUSTRY***

The hospitality industry is a vibrant and dynamic sector that caters to the diverse needs and preferences of travelers and guests worldwide. Behind the scenes of the luxurious hotels, cozy bed and breakfasts, bustling restaurants, and exotic resorts lies a critical component that keeps the industry running smoothly, which is financial management. In the hospitality industry, finance management is considered a key module of success.

#### **The Financial Framework**

If a hotel has beautifully designed rooms, the staff is well-trained, and the ambiance is perfect. However, if the financial aspects are not managed effectively, the entire operation can crumble like a house of cards. Financial management serves as the backbone of the hospitality industry, ensuring that everything runs seamlessly.

#### **Budgeting and Cost Control**

One of the primary functions of financial management in hospitality is budgeting. Hospitality businesses must carefully plan their budgets to allocate resources efficiently. This involves forecasting revenues, estimating costs, and setting financial goals. Budgets act as roadmaps, guiding decision-makers on where to invest, how to price services, and when to cut costs.

Cost control is another critical aspect. In the world of hospitality, where profit margins often hang by a thread, it's vital to keep a close eye on expenses. Financial managers constantly monitor costs related to labor, supplies, utilities, and more. Effective cost control ensures that a hospitality business can maintain profitability even during challenging times.

## **Cash Flow Management**

Cash flow management is the lifeblood of any business, and the hospitality industry is no exception. It involves monitoring the movement of money in and out of the business. In hospitality, where payments may not always align with expenses, for example, advance bookings, managing cash flow is particularly challenging.

Financial managers in the industry must ensure that there's enough liquidity to cover operational costs, pay employees, and invest in improvements. They also need to plan for seasonal fluctuations and unexpected expenses, such as maintenance or repairs.

## **Capital Investment and Financing**

The hospitality industry, where profit margins frequently teeter on a razor's edge, and businesses must continually invest in upgrading their facilities to stay ahead. Financial management decides when and how to make these investments. It involves evaluating potential projects, estimating returns on investment, and securing financing.

Financial managers may need to explore various financing options, such as loans, partnerships, or seeking investors. They must weigh the benefits of expansion or renovation against the associated costs and potential returns. Making the right financial decisions can propel a hospitality business to success.

## **Pricing Strategies**

Pricing is an art in the hospitality industry. Guests are willing to pay for the experience, but the pricing must be competitive and reflect the value offered. Financial managers work closely with marketing teams to develop pricing strategies that maximize revenue.

This often involves dynamic pricing, where rates fluctuate based on demand and other factors. Financial managers analyze market trends, competitor pricing, and historical data to set optimal prices. It's a delicate balance that can significantly impact a hotel's or restaurant's bottom line.

## **Risk Management**

In the hospitality industry, numerous risks can affect financial stability. These include economic downturns, natural disasters, changes in travel trends, and unforeseen events like the COVID-19 pandemic. Financial management includes risk assessment and mitigation strategies.

Financial managers help businesses establish contingency plans, maintain insurance coverage, and create reserves for emergencies. Being prepared for the unexpected is essential to ensure the continuity of operations.

## **Compliance and Regulation**

Hospitality businesses are subject to various financial regulations and tax laws. Financial managers must ensure that their organizations comply with all legal requirements. Failure to do so can lead to fines, legal troubles, and reputational damage.

Staying updated on tax laws, labor regulations, and financial reporting standards is an ongoing task for financial managers. They work closely with legal and accounting professionals to ensure full compliance.

## **Technology and Data Analysis**

The digital age has brought significant changes to financial management in the hospitality industry. Advanced software and data analytics tools enable financial managers to make informed decisions. They can track performance metrics, assess customer feedback, and adjust strategies in real time.

### **Sustainability and Responsibility**

In recent years, sustainability and corporate responsibility have gained prominence in the hospitality industry. Financial managers are increasingly tasked with integrating environmentally and socially responsible practices into financial planning.

This includes investments in energy-efficient technologies, waste reduction initiatives, and community engagement. Financial management must align with the broader goals of sustainable and responsible business practices.

Financial management is undeniably a key module in the success of the hospitality industry. It ensures the efficient allocation of resources, effective cost control, and the ability to weather economic storms. Financial managers in the industry wear many hats, from budgeting and cash flow management to pricing strategies and risk mitigation.

In an ever-evolving industry, financial management is not just about numbers; it's about adaptability and strategic thinking. It's about making informed decisions that lead to profitability and sustainability while providing guests with exceptional experiences. So, the next time you enjoy a stay at a hotel or dine at a restaurant, remember that behind the scenes, financial management is hard at work, ensuring the experience is not only enjoyable but also financially viable for the business.

### **Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

1. What is financial management in the hospitality industry?
2. Why is financial management important in the hospitality industry?
3. What are the primary functions of financial management in hospitality?
4. What is budgeting, and why is it essential in the hospitality industry?
5. What is cash flow management, and why is it crucial in hospitality?
6. How do financial managers plan for seasonal fluctuations in cash flow?
7. Why do hospitality businesses need to continually invest in upgrading their facilities?
8. How do financial managers evaluate potential investment projects?



9. How do financial managers weigh the benefits of expansion or renovation against associated costs?
10. What are pricing strategies, and why are they important in hospitality?
11. What is dynamic pricing, and how does it work in the hospitality industry?
12. How do financial managers analyze market trends and competitor pricing to set prices?
13. What contingency plans do hospitality businesses need to have in place?
14. What insurance coverage should hospitality businesses maintain to mitigate risks?
15. How can financial management impact guest experience in hospitality?
16. How does financial management impact employee satisfaction in hospitality?
17. What are some common challenges that financial managers face in the hospitality industry?
18. What are some common financial regulations and tax laws that hospitality businesses must comply with?
19. How do financial managers stay updated on changes in tax laws and financial reporting standards?
20. What role does technology play in financial management in the hospitality industry?
21. How can data analytics tools help financial managers make informed decisions?
22. What are some environmentally and socially responsible practices that financial managers can integrate into financial planning?
23. How does financial management contribute to the efficient allocation of resources in hospitality?
24. What is the importance of effective cost control in financial management in hospitality?
25. How can financial managers mitigate risks in the hospitality industry?

## **Task 2. Read the text (Part 2)**

### ***Part 2***

#### ***COST CONTROL AND ACCOUNTING***





A restaurant is a commercial enterprise and to achieve business success it must employ businesslike methods. This applies in particular to controlling costs and to **accounting**.

Good accounting procedures **ensure accurate financial records** and serve as a basis for **assigning costs** and **receipts** to the appropriate parts of the business. Like any other commercial enterprise, a restaurant must return a profit to its owner in order to stay in business. The total receipts of the business are known as the **gross income**. After all costs are **subtracted** from the gross what is left is the **net income**, often called «**the bottom line**» since it is normally the figure at the bottom of a budget or financial statement.

Many restaurant cost are the same as those in other businesses and remain relatively fixed. These include items such as rent, mortgage payments, licensing fees, property taxes, and insurance. Sales taxes on meals, which are not a fixed cost, are passed directly to the customer as a charge on the check.

As with all businesses, variable costs change with the volume of activity. The two major variable costs for restaurants are food and labour. In preparing a budget, costs are usually estimated as a percentage of revenues. Food cost is given in terms of percentage of sales involving three factors: purchase price of the food, portion, charge to the customer. In theory, it is possible to continue raising the price to the customer in order to balance the budget. In practice, food and labour costs have risen much faster than the price of restaurant meals. Customer resistance has caused most restaurateurs to be cautious about raising prices too fast and too high; this has led to increased attention to other ways of controlling expenses.

A good system of controls should be set to reduce food costs resulting from factors other than purchase price. Problems arise in the kitchen from careless or wasteful food handling and in the dining room from inefficient service. For adequate control, the size of the portions should be standardized as far as possible. It is necessary to calculate the unit cost of each item to determine the price that should be charged for it. Food costs in almost all restaurants are compounded by leftovers, by serving meals to employees, and by pilferage.

Part of the responsibility for controlling leftovers falls on the chef who should be able to make use of them in other forms. The menu planner and the buyer / purchaser share this responsibility. They should be able to calculate the demand for particular items and to purchase no more than is necessary. Almost all restaurants serve employee meals, often different from menu items, for which there is a nominal charge. Many restaurants are subject to a certain amount of food pilferage. Employees who would not take money under any circumstances sometimes take foodstuff or cooked foods (especially fast foods) for their friends or families. This may add up to a considerable loss. Some ways of controlling it are locking food storage areas, using issue forms and constant watchfulness.



The major restaurant cost aside from food is labour. As the standard of living rises, labour costs are rising much faster than food costs. They include pay for vacations, holidays, overtime, pensions, retirement, payroll taxes, insurance and training. The principle means of controlling labour costs are by increasing productivity and reducing the labour force. Productivity is the amount of work an employee does in relation to the cost. A fast but inefficient worker may be less productive than one who works at a slow but steady rate.

A restaurant with high turnover of personnel frequently has new employee who simply do not know the procedures well enough to work efficiently. Higher wages and good working conditions cut down on rapid turnover. These cost are usually offset by increased productivity that a well-trained and a well-paid staff can provide. The two principal methods of reducing the number of workers are machinery and proper scheduling according to the work load. But before rushing to purchase equipment, the restaurant operator has to compare the cost of the equipment, its upkeep and its depreciation to the wages of employees doing the same work. Scheduling the personnel is an important part of controlling labour costs. Restaurants usually have peak periods of activity that correspond to the meal service hour. If the operate has several waiters on duty when the meal is prepared rather than served there may be an unnecessarily high labour cost. All methods of cost control require keeping adequate financial records. It is obviously necessary to keep a daily record of money received from customers as money spent on purchasing, payroll and sales taxes. This work is done by a bookkeeper and interpreting the data is the work of an accountant.

In small restaurant bookkeeping is usually the job of the owner or manager, while larger establishment may need a special employee for this job. Very large organizations may employ a full-time staff accountant. Accountants are usually asked to examine the records and then to provide statements which serve different purposes.

The most familiar kind of financial statement is a balance sheet which show the assets and liabilities of the business. The balance sheet should show the amount by which the value of the business has changed within a certain period of time. An accountant can also analyze the receipt and costs of the business so that they can be assigned to different parts of the operation. It provides a basis on which management can make plans for the future. Such a financial plan is known as a budget and is generally prepared for a six or twelve month period. The accountant often assists both in preparing the budget and in comparing actual results with those projected in the last budget.

A restaurant is a commercial venture in which money is received and spent, so it is necessary to keep a record of these transactions and to understand them.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**



Why are good accounting procedures important in restaurant business?

What is the difference between the gross income and the bottom line?

What do fixed costs include?

What costs are passed directly to the customer?

How do variable costs change?

How is food cost calculated?

What is necessary to do in order to balance the budget?

What makes restaurants be cautious about raising prices?

How can food costs be reduced?

What is needed for adequate control?

Who shares the responsibility for high food costs?

What are food costs compound by?

Why is pilferage a common problems for many restaurants?

What are the ways of controlling all these factors?

Why are labour costs increasing?

What is productivity? Why is it important? How can the number of workers be reduced?

Why is proper scheduling one of the principle methods of reducing labour costs?

How should financial records be kept?

Whose job is it to keep a daily financial record?

What are the functions of accountants?

What is a balance sheet? What does it provide?

What is a budget and its role?

Why is it necessary to keep accurate financial records in restaurant business?



**Task 4. Translate from Russian into English (using the glossary from pg. \_\_).**

1. Правильное ведение финансовой отчетности является залогом успешности ресторана и служит обоснованием для надлежащего распределения средств между различными подразделениями.

2. Валовой доход – это сумма всех денежных поступлений до того, как из нее вычтут сумму всех расходов. Чистая прибыль, которую часто называют итоговой чертой, это то, что остается предприятию после выплаты всех издержек и налогов.

3. Целью любого коммерческого предприятия является прибыль. Это относится к ресторанному бизнесу, поэтому контроль за издержками и четкое ведение финансовой документации являются основными факторами коммерческого успеха.
4. Затраты на производство продуктов питания исчисляются относительно процента продаж, включающих три основных фактора: закупочная цена еды, порционная стоимость и цена, которую платит клиент. Если повышать цены ресторана, то клиенты будут этому сопротивляться тем, что перестанут посещать данный ресторан.
5. Чтобы наладить должный контроль за расходами ресторана, необходимо внимательно проанализировать работу кухни и обслуживание в обеденном зале с целью устранения проблем, ведущих к неправильному расходованию или перерасходу пищевых продуктов.
6. Затраты на продукцию ресторана обычно дополняются такими статьями расходов как питание для персонала, остатки несъеденной пищи и мелкое воровство. Остатки еды являются результатом недоработки как шеф-повара, так и того, кто планирует меню и закупает продукты. Они должны тщательно просчитать спрос на отдельные продукты и блюда и не закупать больше, чем необходимо.
7. Стоимость рабочей силы можно регулировать путем уменьшения состава персонала и роста производительности труда. Если увеличить зарплату работающим и предоставить им возможность повысить квалификацию, то эти затраты очень быстро окупятся увеличением производительности труда людей, которые хорошо обучены и довольны условиями труда.
8. Не всегда оборудование может компенсировать затраты на оплату рабочей силы. В ресторанном бизнесе есть много участков труда, где машины не могут заменить человека. Помимо этого, нужно помнить, что техническое обслуживание, содержание и амортизация оборудования тоже могут стать значительными затратами.
9. Балансовый отчет о деятельности ресторана показывает активы и пассивы предприятия и является основой для составления бюджета на будущее. Составлением бюджета и анализом финансовой деятельности обычно занимается бухгалтер-аудитор.
10. Бухгалтер ведет ежедневный финансовый учет всех денежных поступлений и выплат. Это помогает эффективному контролю за расходованием средств и способствует коммерческому успеху предприятия.

**Task 6. Read the poem and translate it.**

## *Money Matters*

*In the world of hospitality, money matters most,  
It's the lifeblood that keeps the industry engrossed.*

*From hotels to restaurants, every penny counts,  
Profit is the king, and loss is what it discounts.*

*The cost of food and labor, the rent and utilities,  
All add up to make or break the business realities.*

*The guests' satisfaction is the ultimate goal,  
But it's the revenue that takes the toll.*

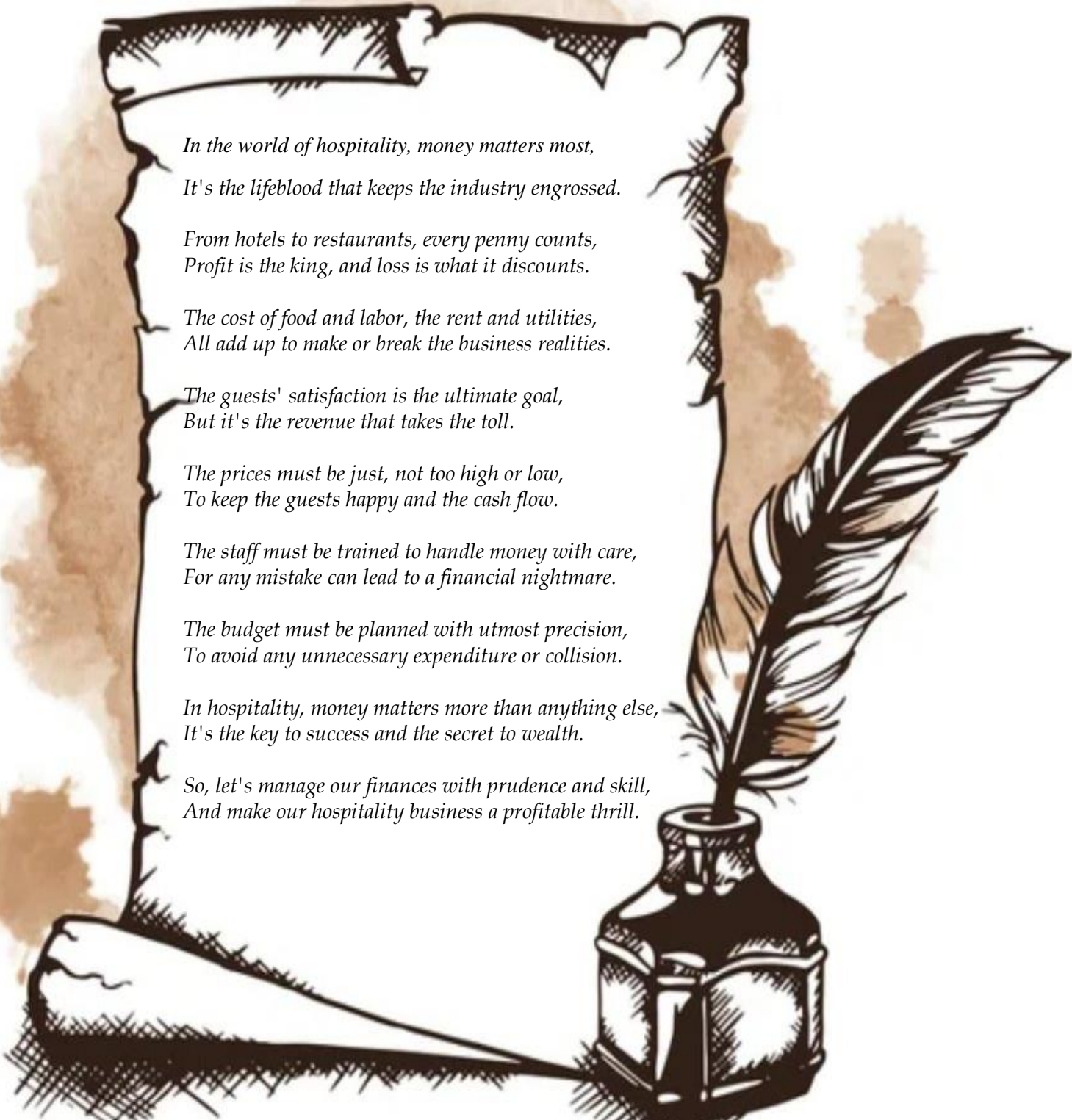
*The prices must be just, not too high or low,  
To keep the guests happy and the cash flow.*

*The staff must be trained to handle money with care,  
For any mistake can lead to a financial nightmare.*

*The budget must be planned with utmost precision,  
To avoid any unnecessary expenditure or collision.*

*In hospitality, money matters more than anything else,  
It's the key to success and the secret to wealth.*

*So, let's manage our finances with prudence and skill,  
And make our hospitality business a profitable thrill.*



**Task 7. Turn to page 133 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**

## UNIT 8

### ACCESSIBLE TOURISM



**accessibility**

*noun* [U]

**UK** /əkˌses.əˈbɪl.ə.ti/ **US** /əkˌses.əˈbɪl.ə.t̩i/

**C1**

- the fact of being able to be reached or obtained easily
- the quality of being able to be entered or used by everyone, including people who have a disability
- the quality of being easy to understand or enjoy

<https://dictionary.cambridge.org/dictionary/english/accessibility>

#### Task 1. Before you read answers to 3 main questions:

- What is accessible tourism?
- How can accessibility in tourism be improved?
- What are the benefits of accessible tourism?

#### Task 2. Read the text and check your answers.

##### Part 1.

#### WHAT IS ACCESSIBLE TOURISM

Accessible Tourism (also called Tourism for All or Inclusive Tourism) is complex of products, processes and services that are designed, promoted, distributed and provided to meet specific access needs and requirements of visitors regardless of their age or abilities. There are a lot of *myths* connected with accessible tourism or accessibility in general. The most common are:

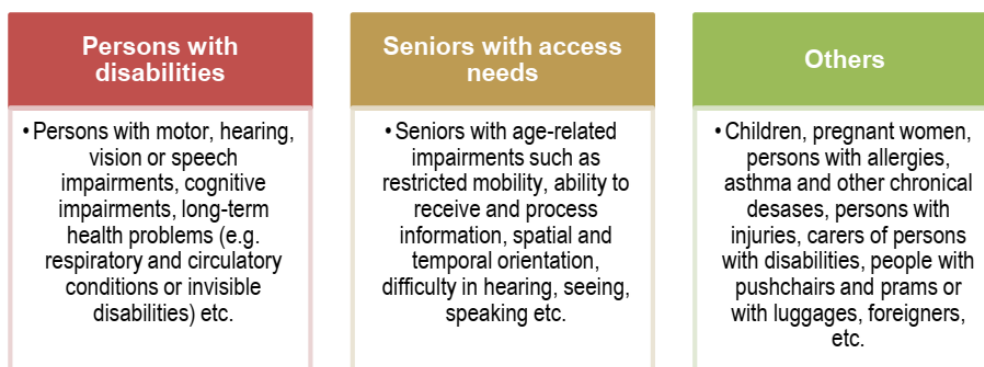
#### **Myth 1 "ACCESSIBLE TOURISM IS ONLY FOR PEOPLE WITH DISABILITIES ...**



Not at all! Although persons with disabilities have the greatest need of accessibility, accessible tourism covers the needs of a variety of customers with different access needs (not always visible) which can be caused by impairment, illness, injury, age, stature, foreign language proficiency or culture. Any person, who faces some difficulties in accessing, using or enjoying tourism services and

facilities fully, comfortably, safely and independently, will prioritise accessible places

#### Main Beneficiaries of Accessible Tourism



**In fact, accessible tourism can benefit everyone and all of us at least once in our lives will have a need for accessible environments, products and services. ... and it is a niche market.”**

**On the contrary! Taking into account who is behind the term “person with access needs“, we cannot talk about a small market segment. Moreover, it is a loyal, growing market which brings competitive advantage and new opportunities to businesses. Accessible services have the potential to attract more potential customers, increase service quality and strengthen the image**

#### Basic facts about the accessible tourism market in EU



#### ***Myth 2 "ACCESSIBILITY MEANS ABSENCE OF ARCHITECTURAL BARRIERS."***

**Well, not only.** Accessibility is often narrowed down to the construction or adaptation of facilities but types of barriers and difficulties involved in tourism have a much wider scope and are present in all tourism and travel-related services. Accessible destinations have to ensure the accessibility of the **complete value chain** including hotels, transport, attractions, free-time facilities, tourism information offices, information and booking systems, marketing and an inclusive attitude among all relevant actors. Accessibility measures in tourism have to be accompanied



by adequate **accessibility of public spaces** and involvement of public bodies. Only coordinated efforts combining each phase of the visitor's experience may lead to visitor satisfaction.

### ***Myth 3 "ACCESSIBILITY IS EXPENSIVE."***

**Not always!** Accessibility is not connected only with big financial investments. Even small adjustments and smart solutions can positively affect visitor's decision and experience.

Examples of low-cost actions with positive impact on tourists with access needs: *inclusive marketing, accessible websites and information in alternative formats (raised text, audio/video format, plain language easy to understand, good contrast between the colour of text and background, appropriate font type easy to read, etc.), reliable information about accessibility of facilities and services, trained staff, technical aids and equipment to rent or loan (wheelchairs, bath chairs, toilet raisers etc.), free entry with guide dogs, resting places where visitors can sit, good lighting, universally designed tourism products and activities*

Efficiency of investment in accessibility is often measured as costs in relation to the number of visitors with disabilities. In fact, accessible measures improve safety and comfort and ensure that environment, products and services can be enjoyed by any person. Provide attentive and customized care to all visitors. Catering for visitors with access requirements means being hospitable to your customers and providing quality services. To be prepared to respond the needs of tourists you need to know their requirements. Ask your guests about their needs in respect of accessibility. You should not understand accessibility as service but rather as a condition that enables them to enjoy their visit and provided services.

Equally important as the right attitude is appropriate communication. Communication barriers can affect quality and satisfaction of customers just as much as architectural barriers. Make sure that all your staff members are informed about different accessibility issues in your facility and that they are able to give information to customers and respond to their needs. Choose the quality training course that best suits your needs

Make your facility easy to reach and enjoyable. An accessible environment without barriers is an important part of accessible tourism. It includes: accessible parking, accessible routes, accessible toilets, accessible transport infrastructure, accessible entrances, even and non-slip surfaces, wide passageways and aisles, handrails, places to sit and rest, dropped kerbs, sensory elements (tactile, visual and audio elements), access ramps, low counters, hearing loops etc. It includes also equipment, which visitors often have to take with them. There are many cheap solutions which can greatly improve accessibility. When access is done properly, it becomes "invisible" and can be used by anybody.

## ***WHAT CAN ACCESSIBILITY BRING YOU?***

Accessible tourism is a matter of equal rights to tourism services and a central element of any responsible and sustainable development policy. It is important to understand that accessible tourism aims at travellers with access needs, but benefits all travellers. Taking steps toward better accessibility will have a positive impact on the quality of your offer and thus on your competitiveness. These persons rarely travel alone, they are accompanied by a family member and/or a companion to give support. If they are satisfied with the offer they receive, they will most probably give good a review.

Benefits for Businesses: *more visitors, loyal (returning) visitors, new incomes, competitive advantage, support of off-season business, sustainability of the business.*

Development of accessible tourism is not only up to individual owners of tourist facilities and service providers. Individual and isolated solutions cannot bring all these benefits. It is a collective task, where everyone (every VIP group) has its role, which is equally important. The closer the cooperation between the partners is the better results are achieved. Where there's a will there's a way.

Travel and tourism constantly has to face new challenges. One of them is tourism accessibility. Infrastructure that doesn't cater adequately for the needs of people with disabilities, including infants and the elderly, excludes many destinations from this promising market. The accessible tourism is understood as the one that enables people with access requirements to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. Despite current law and social norms, disabled people are very often pass over in everyday life. Also accessibility and adaptation of tourist attractions for disabled people leaves a lot to be desired. Disability is a complex phenomenon, reflecting an interaction between features of a person's body and features of the society in which he or she lives. However it includes mobility, vision, hearing and cognitive dimensions of access, the book focuses on the tourists with physical impairment, using wheelchairs, since that group displays very precise requirements. Tourism gives lots of possibilities of rehabilitation, together with sightseeing it activates people both intellectually and physically. Tourism helps to build self-confidence and feeling of independence of disabled people. It is easy way to improve mental quality of life of disabled tourists: they may be able (if their level of disability allows them) to sightseeing on their own; they can integrate with the society. People working in tourism and local government should have strong awareness of disabled's rights and needs.



**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**



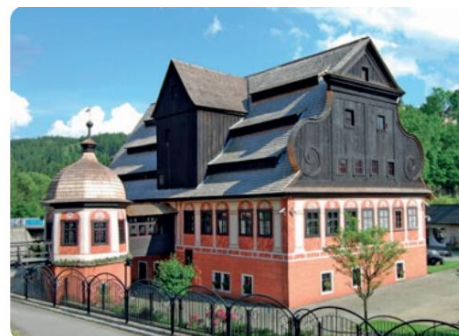
1. What is accessible tourism and who does it benefit?
2. Is accessible tourism only for people with disabilities?
3. What are some common myths about accessible tourism?
4. What does accessibility mean in the context of tourism?
5. Is making tourism accessible expensive?
6. How can small adjustments positively impact visitors with access needs?
7. Why is it important to involve visitors with access needs in the planning and design of accessible services and facilities?
8. How can accessible tourism contribute to the social and economic development of destinations?
9. Is accessible tourism relevant for all types of tourism?
10. How can businesses ensure they are providing attentive and customized care to all visitors, including those with access requirements?
11. How can communication barriers affect the satisfaction of customers with access needs?
12. What are some examples of accessible infrastructure that can make a facility easy to reach and enjoyable for visitors with access needs?
13. How can businesses ensure that their staff members are informed about different accessibility issues and able to respond to customer needs?
14. What are some cost-effective solutions for improving accessibility in a facility?
15. How can making a facility accessible benefit all visitors, not just those with access needs?
16. What is accessible tourism and why is it important for businesses?
17. How can improving accessibility benefit the quality of a business's offer and its competitiveness?
18. What are some benefits of accessible tourism for visitors with access needs and their companions?
19. What is the role of collective cooperation in developing accessible tourism?
20. How does infrastructure that doesn't cater to the needs of people with disabilities exclude destinations from the market?
21. What is the definition of accessible tourism and what are its goals?
22. What are some of the challenges faced by disabled people in everyday life and in accessing tourist attractions?
23. How can tourism help to improve the mental quality of life of disabled tourists?
24. What is the role of people working in tourism and local government in promoting accessible tourism?

25. Why is it important for businesses to have strong awareness of disabled people's rights and needs?

## ***Part.2***

### ***ACCESSIBLE TOURISM CASE***

The Museum of Papermaking in Duszniki-Zdroj is a historical museum and the technology monument. An old 16th-century paper mill on the Bystrzyca Dusznicka river was founded as a the Museum of Papermaking in



1968; on October 12, 2011, tracked by the National Heritage Board of Poland. The paper mill was inscribed as one of the Poland's official national Historic Monuments [Pomnik historii]. In 2019 inscribed on the Polish UNESCO informationlist (Tenative List).

The Museum of Papermaking has significant collections in Europe, connected with the papermaking history, based on the sheets with filigrees made from the 16th to the 21st century. There are also machines, which were used to test the paper and paper objects, from the first half of the 20th century – they constitute one of the oldest and the biggest collections of such type in Europe. Moreover, the Museum gathers the sheets stained with the old techniques, papermaking forms and machines, bookplates, historical identification documents (IDs, cards, passports), old banknotes, securities and the museum collections connected with the history of the paper mill in Duszniki-Zdrój and the city.

### ***MAIN ADVANTAGES FOR TOURISTS WITH DISABILITIES***

However the museum is over 400 years old monument it is almost entirely accessible for tourists with disabilities. The building was carefully renovated to meet the needs of tourists with different forms of disabilities. The care and empathy of the management is noticed in different forms of improvements inside the building. The main building has four levels, three of them are available for tourists with motor disabilities because of the specially designed elevator. The only not available floor is the highest one, where the elevator is not able to get because of the low height of the ceiling.

In the exhibition areas, there are two new permanent exhibitions – the first of them concerns the history of the Polish paper money, the second – the paper art. The exhibitions are arranged according to the newest trends and use multimedia

techniques. A range of solutions for the visitors with disabilities, which facilitate visiting, have been provided.

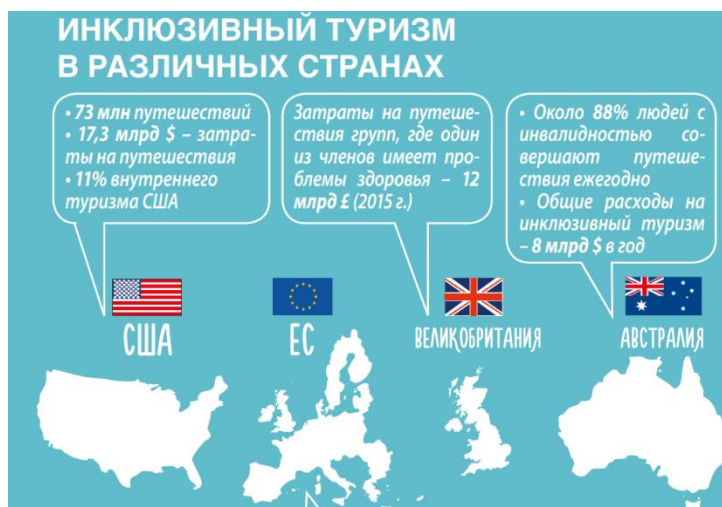
**Task 4. Read the text again and translate it, then answer the questions.**



1. When was the Museum of Papermaking founded?
2. Where is the Museum of Papermaking located?
3. What is the significance of the paper mill on which the museum is based?
4. When was the paper mill inscribed as one of Poland's official national Historic Monuments?
5. When was the Museum of Papermaking added to the Polish UNESCO information list?
6. What kind of collections does the Museum of Papermaking have?
7. What is the oldest and biggest collection at the museum?
8. What types of historical objects are included in the museum's collection?
9. What is the main advantage for tourists with disabilities visiting the Museum of Papermaking?
10. How accessible is the museum for tourists with disabilities?
11. How many levels does the main building have?
12. How many levels are accessible for tourists with motor disabilities?
13. Why is the highest floor not accessible for tourists with disabilities?
14. What are the two new permanent exhibitions at the museum?
15. What are the exhibitions arranged according to?
16. What techniques are used in the exhibitions?
17. What kind of solutions have been provided for visitors with disabilities at the museum?
18. What is the history of the Polish paper money exhibition about?
19. What is the paper art exhibition about?
20. Why is the care and empathy of the management noticed at the museum?

## Task 5. Translate from Russian into English.

Инклюзивный туризм означает, что все путешественники могут пользоваться туристическими услугами без ограничений, независимо от других людей, на равных условиях и с чувством собственного достоинства. В частности, уделяется внимание путешественникам с особыми потребностями в доступности. Это может быть доступность в передвижении, визуальная и слуховая доступность.



Доступность означает равный доступ к инфраструктуре, транспорту, информации и связи. Это определение Всемирной туристской организации.

Основной принцип инклюзивного туризма – универсальный дизайн, то есть учитывающий особые потребности и при этом подходящий всем категориям людей.

- Информационные таблички и знаки написаны хорошо различимым, контрастным шрифтом.
- Ширина дверей не меньше 85 см, пороги не больше 2 см, чтобы зайти, не нужно подниматься по ступенькам. Ширина городских дорожек и аллей – не меньше 180 см: это позволяет людям идти в разных направлениях, а также двигаться рядом пешеходу и человеку в инвалидной коляске. Инклюзивный туризм означает, что такие же дорожки проложены и к пляжам.
- Все нужные объекты (например, выключатели, ручки, розетки) находятся не выше 120 см и не ниже 40 см, так что до них можно достать стоя или сидя.
- Чтобы попасть в автобус или поезд, не нужно подниматься по ступенькам.
- Пространства хорошо освещены, переходы между разными пространствами обозначены контрастными цветами и текстурами. Пешеходные переходы ясно обозначены, на них есть световые и звуковые сигналы.
- Доступность информации: экскурсии на жестовом языке, музеи, адаптированные для слабовидящих или слабослышащих людей.

Еще один момент: инклюзивный туризм – это не только доступные и комфортные города, но и сервис, готовый работать со всеми людьми и их потребностями. Для людей с инвалидностью могут понадобиться дополнительные сервисы: например, ветеринарная служба для собак-поводырей или сервисы по ремонту протезов и оборудования, адаптированные такси.

**Task 6. Read the poem and translate it.**

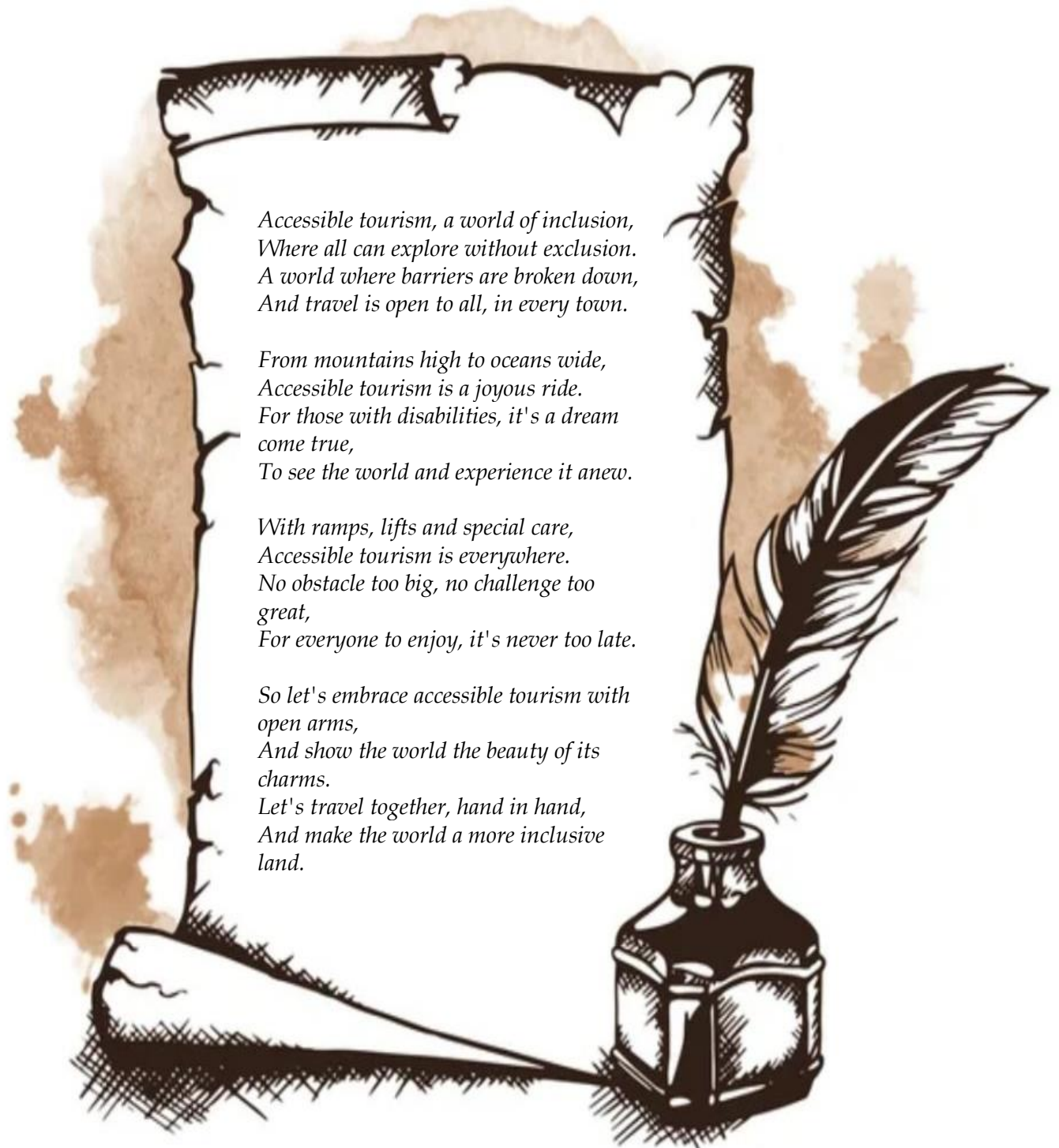
***ACCESSIBLE TOURISM***

*Accessible tourism, a world of inclusion,  
Where all can explore without exclusion.  
A world where barriers are broken down,  
And travel is open to all, in every town.*

*From mountains high to oceans wide,  
Accessible tourism is a joyous ride.  
For those with disabilities, it's a dream  
come true,  
To see the world and experience it anew.*

*With ramps, lifts and special care,  
Accessible tourism is everywhere.  
No obstacle too big, no challenge too  
great,  
For everyone to enjoy, it's never too late.*

*So let's embrace accessible tourism with  
open arms,  
And show the world the beauty of its  
charms.  
Let's travel together, hand in hand,  
And make the world a more inclusive  
land.*



**Task 7. Turn to page 140 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**



**UNIT 9.**  
**CULINARY TOURISM**



**culinary**  
**adjective**

formal

**UK** /'kʌl.ɪ.nər.i/ **US** /'kʌl.ə.nər.i/

**connected with cooking or kitchens**

<https://dictionary.cambridge.org/dictionary/english/culinary>

**Task 1. Before you read answers to 3 main questions:**



1. How popular is the culinary tourism in your country?
2. What three things would you recommend to a tourist about the food of your region?
3. Which of these points are advantages and disadvantages for culinary tourism?

**Task 2. Read the text and check your answers.**

**Part 1.**

***A FOLKLORISTIC PERSPECTIVE ON EATING AND OTHERNESS***

Culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to «sell» their histories and to construct publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is about the experiencing of food in a mode that is out of the ordinary, that steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference. Folklorists, food scholars, and food **aficionados** have long been fascinated by occasions of exploratory eating – **instances** of eating the new, the unfamiliar, the **alien** – and by the institutions and artifacts that enable those occasions, such as «ethnic» restaurants, international cookbooks, and **folklife festivals**. These occasions and institutions include a wide variety of food-related behaviors and reflect complex networks of cultural, social, economic, and **aesthetic** systems as well as individual preferences. The definition of what constitutes adventurous eating is a contextual one that depends on the perspective and motivations of the eater. In this essay I propose the concept of «culinary tourism» as a framework for tying together the notion of perspective and the variety of instances in which a **foodways** is considered representative of the other. I define culinary tourism as the intentional,

exploratory participation in the foodways of another – participation including the consumption, preparation, and presentation of a food item, **cuisine**, meal system, or eating style considered to belong to a culinary system not one's own. This definition emphasizes the individual as active agent in constructing meanings within a tourist experience, and it allows for an aesthetic response to food as part of that experience. Exploration and intentionality define these instances as tourism. Participation occurs specifically because of the perceived otherness of the foodways, and that otherness elicits curiosity. Although scholarship concerning the anthropology of tourism primarily addresses exploration of new spaces, it has generated concepts applicable to the exploration of new culinary domains as well. Sightseeing is only a eating new food cultural experience exploring exotic foodways long distance to travel drinking experience additional sales outlet biosecurity risks new type of tourism partial engagement with otherness, whereas culinary tourism, utilizing the senses of taste, smell, touch, and vision, offers a deeper, more integrated level of experience. It engages one's physical being, not simply as an observer, but as a participant as well.

New experiences may be tried, however, for a variety of reasons, not all of which we would consider touristic. For example, individuals may participate in an exotic foodways out of consideration for one's host, in response to a challenge, as a statement of rebellion against the status quo, to conform to social obligations or norms, and so on. Tourism, on the other hand, involves new experiences for the sake of the experience itself. Through tourism, we satisfy our curiosity about otherness. And we expect to find pleasure in seeking the unknown, perhaps not in the unknown itself, but in the conducting of that search; we may not like the food after all, but we can have fun trying it. Furthermore, the pleasure we find in food and eating can be of an aesthetic nature, satisfying our sensibilities of taste, proportion, and appearance, so that the pleasure stems from the food itself and not from what it represents.

Intentionality also assumes the perception, or categorization, of a food complex as other, and it is this perception that shapes our approach to the food. We must think of a food as being somehow different, new, or exotic in order to think of exploring it.

This perception can shift with experience, and the shift can move us toward tourism or away from it. What may begin as touristic eating may change with **familiarity**. We may try a new food with **trepidation**, but once we discover the taste is pleasing, we may then eat that food for aesthetic enjoyment. An example of such a shift occurred personally during a meal at a Taiwanese restaurant in the United States in which I came across a **chunk** of unknown substance in a sea food stew. Because the other ingredients were sea creatures and the chunk resembled marbled fat, my dinner companions and I tried to identify what animal it may have belonged to. After a

tentative taste, we realized it was plant – more specifically, **taro** – and we ate it with hunger rather than curiosity.

Similarly, we have probably all had the experience of unknowingly eating something that we otherwise would have considered **inedible** or **unappealing** and would have approached with curiosity, with the sense of trying something different. An example that plays upon ethnic stereotypes occurred while I was traveling in Burma and was served dog-fried rice at a small lunchroom. Not knowing the ingredients but recognizing the general category of the dish and being hungry, my Western traveling companions and I ate enthusiastically. During the meal, however, the cook responded to our questioning gestures about the meat in the dish with an «arf, arf». We immediately lost our appetites. Those of us who continued to eat did so out of curiosity rather than hunger, and with a definite sense of eating something outside our usual boundaries of what was edible. Our initial consumption of this food was not a voluntary participation in another, but a **misperception** of the familiar. We moved from eating to satisfy physical hunger to eating as outsiders.

In the context of foodways, the crux of otherness involves three realms of experience – what I call the realms of the *exotic*, the *edible*, and the *palatable*. The *exotic* is a continuum from the *familiar* to the strange that defines the similarity of things to our known socially constructed universe. It is based on our individual histories and personal tastes as well as on the collective cultural experience and the generally accepted culinary aesthetic.

The realm of the *edible* consists of cultural categories of what can and cannot be eaten, in the sense that one's humanity is tied to observing such categories. *Edibility* is culturally specific, it can be a reflection of a culture's social structure. The question of edibility automatically occurs at the extreme end of the exotic continuum since the unknown raises questions not only about whether a food can be eaten, but also whether it should be eaten.

The realm of the *palatable* is an aesthetic rather than cognitive one, dealing with what is considered pleasing within a culinary system. Foods may be considered *edible*, but their selection for consumption will depend on whether or not they are considered savory, appetizing, or appropriate for particular contexts. Certain food items or aspects of a food system may be considered culturally *edible* but *unpalatable* to a particular eater or group of eaters, and therefore would appear inedible.

Vegetarians, for example, may find meat not only *unpalatable*, but also inedible. The difference between the realms of *edible* and *palatable* is perhaps most clearly seen in how we use them to evaluate other eaters. The eater of the «not edible» is perceived as strange, perhaps dangerous, definitely not one of us, whereas the eater of the *unpalatable* is seen as having different tastes. Both realms refer to



the potential consumption of a particular food or aspect of foodways, but edibility refers to the categorical possibility; palatability to the aesthetic. The first is what we can eat; the second is what we want to eat. By treating these categories as dynamic cultural resources available for individual manipulation and responsive to change, it is perhaps more accurate to portray these realms as axes that cross each other, forming four quadrants. These quadrants allow for overlapping, so there can be foods that are exotic but edible and foods that are *familiar* but *inedible*. Food items can shift in their location within these realms, because individuals' and society's perceptions of edibility and exoticness can shift. This shifting can occur in any direction along these axes: from the exotic to the familiar or the familiar to the exotic, and from the edible to the inedible or the inedible to the edible. It can also occur with any aspect of foodways – a specific ingredient, a particular dish, eating style, or preparation method – as well as entire cuisines.

**Task 3. Read the text (Part 1) again and translate it, then answer the questions.**



1. What is culinary tourism and how is it different from other forms of tourism?
2. What motivates people to engage in culinary tourism?
3. How does culinary tourism contribute to cultural exchange and understanding?
4. What are some examples of food-related behaviors that reflect complex networks of cultural, social, economic, and aesthetic systems?
5. How does the definition of what constitutes adventurous eating depend on the perspective and motivations of the eater?
6. What role do institutions and artifacts such as "ethnic" restaurants, international cookbooks, and folklife festivals play in enabling occasions of exploratory eating?
7. How does the concept of "culinary tourism" tie together the notion of perspective and the variety of instances in which a foodways is considered representative of the other?
8. How does the intentional, exploratory participation in the foodways of another allow for an aesthetic response to food as part of a tourist experience?
9. How does exploration and intentionality define instances of culinary tourism as tourism?
10. How does culinary tourism engage one's physical being as both an observer and participant?

11. What are some reasons people may participate in an exotic foodways that are not considered touristic?
12. How does tourism satisfy our curiosity about otherness and offer pleasure in seeking the unknown?
13. How can the pleasure we find in food and eating be of an aesthetic nature?
14. How does perception shape our approach to food and influence whether we engage in culinary tourism or not?
15. How can experience shift our perception of a food complex as other and move us toward or away from culinary tourism?
16. What are some potential challenges or risks associated with culinary tourism, such as biosecurity risks?
17. How can culinary tourism benefit local economies and communities?
18. How can culinary tourism contribute to sustainable and responsible tourism practices?
19. How can culinary tourism be used to promote cultural heritage and preservation?
20. How can culinary tourism be used as a tool for education and learning about different cultures and foodways?

## ***Part.2***

### ***FOOD AROUND THE WORLD***

#### **F. Tanzania / Kenya**

In some parts of Africa drinking animal blood is a tradition. It comes down generations from when people would have walked at great lengths across a desert, drinking animal's blood was thought to give the traveler strength and stamina. The Masai people drink animal's blood to celebrate the birth of a child as well as consuming it as part of their regular diet. If you're in Africa and happen upon some cow's blood (naturally of course) then mix it with some milk and pour it into your scrambled eggs or fry it with rice.

#### **A. Southeast Asia**

The Philippines, Thailand and Cambodia have got a few things on their menus that aren't for the faint-hearted. Arachnophobes, steer clear of the fried spiders! These are a regional delicacy in the town of Skuon in Cambodia and these species of tarantula are the size of a human palm. Although the taste of them has been described as bland, it's the contents of the abdomen that might



be worth having second thoughts over, you'd basically be eating a spider's eggs and guts.

## **B. Mongolia**

The most common rural dish is cooked mutton, often without any other ingredients. In the city, every other local displays a sign saying «buuz». Those are steamed dumplings filled with meat. Other types of dumplings are boiled in water (manti), or deep fried in mutton fat (khuushuur). Other dishes combine the meat with rice or fresh noodles made into various stews or noodle soups. The most surprising cooking method is only used on special occasions. In this case, the meat (often together with vegetables) gets cooked with the help of stones, which have been preheated in a fire. This either happens with chunks of mutton in a sealed milk can (khorkhog), or within the abdominal cavity of a deboned goat or marmot (boodog).

## **C. India**

When a cuisine uses spices in such abundance that the meat and vegetables seem like an afterthought, you know you're dealing with cooks dedicated to flavor. There are no rules for spice usage. The same spice can add zest to savory and sweet dishes, or can sometimes be eaten on its own – fennel seed is enjoyed as a breath-freshening digestive aid at the end of meals. The regional varieties are vast. There's Goa's seafood, there's the wazwan of Kashmir and there's the coco nutty richness of Kerala. Dal – India has managed to make boiled lentils exciting. Dosa – a pancake filled with anything from cheese to spicy vegetables, perfect for lunch or dinner. Chai – not everyone likes coffee and not everyone likes plain tea, but it's hard to resist chai.

## **D. Iceland and Greenland**

Iceland and Greenland are not just places to brave the cold and the dark in, but also they test your stomach strength by offering the dish called Hákarl – fermented shark. It's cured for months by being buried under sand and when it's good and rotten, it is strung up to dry out for a few months more. It is said to have an overpowering, gagprovoking ammonia smell and the real challenge is keeping it down after the stink of it has bowled you over. But if you can consume a piece of rotten shark without bringing it back up again, then you've the strength and bravery of a Viking!

## **E. Mexico**

The cuisine of the Mesoamerican country has a little bit of everything – you'll never get bored. Amongst the enchiladas and the tacos and the helados and the quesadillas you'll find all that avocado, tomato, lime and garlic with beans and chocolates and chilies to boot. It is rich with antioxidants and good healthful things. It doesn't taste healthy though. It tastes like a fiesta in your mouth. Mole – ancient sauce made of chili peppers, spices, chocolate and magic incantations. Tamales – an ancient Mayan food of masa cooked in a leaf wrapping. Tostadas – basically the same as a taco or

burrito but served in a crispy fried tortilla which breaks into pieces as soon as you bite into it.

## H. China

Asia's weird food is for the stomachs of steel, the champions of extreme eating and if you're looking to challenge yourself (and your gag reflexes) then this is where you do it. China is proud of something they call «Thousand Year Egg» which is pretty self-explanatory, although not quite a thousand years, these duck, chicken and quail eggs are buried in a mixture of ash, salt, rice and clay for several weeks or months.



**Task 4. Read the text again and translate it, then answer the questions.**



1. What is the traditional dish in Mongolia?
2. How is meat cooked on special occasions in Mongolia?
3. What is the most common rural dish in Mongolia?
4. What is the most surprising cooking method used in Mongolia?
5. What is the name of the Cambodian town where fried spiders are a delicacy?
6. What is the size of the tarantulas used in Skuon, Cambodia?
7. What is the taste of fried spiders?
8. What is the content of the abdomen of fried spiders?
9. What is the traditional dish in Iceland and Greenland?
10. How is Hákarl cured and dried?
11. What is the smell of Hákarl?
12. What is the challenge in consuming Hákarl?
13. What is the traditional dish of the Masai people in Africa?
14. When do the Masai people drink animal's blood?
15. What is the reason behind drinking animal's blood in Africa?
16. What is the recipe for mixing cow's blood with scrambled eggs or rice in Africa?
17. What are the regional varieties of Indian cuisine?
18. What is the most exciting boiled lentil dish in India?
19. What is dosa and what is it filled with?

20. What are the ingredients of mole, an ancient sauce in Mexico?

### **Task 5. Translate from Russian into English.**

Кулинарные туры – поездки за границу, главная цель которых познакомиться со страной посредством вкусовых впечатлений. Посещение основных достопримечательностей и прогулки по красивым улочкам никто не отменял, однако они становятся прекрасным дополнением к поездке, а не самоцелью. Местная кухня, вбирающая обычаи и традиции народа, способна отразить суть страны и темперамент жителей.

Основная цель кулинарного туризма – составить собственное представление о посещаемой стране через вкусовые ощущения. Для этого недостаточно просто попробовать пару традиционных или экзотических блюд. Важно узнать традиции, связанные с производством продуктов, сервировки стола и трапезой.

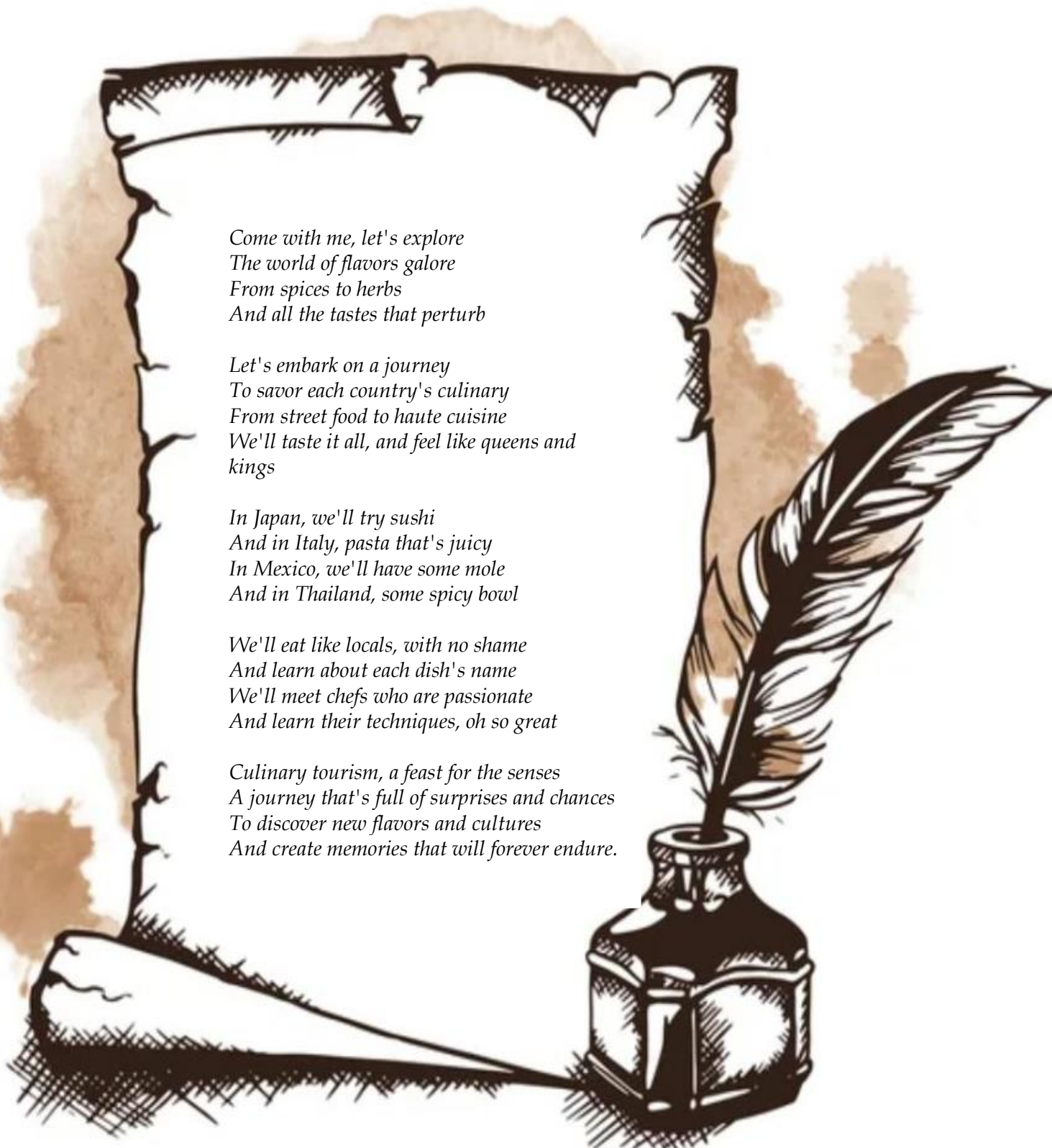
Молодой возраст гастротуризма вовсе не означает скудный выбор. Кулинарные поездки принято делить на 2 большие группы: сельские и городские. Во время первых – путешественник знакомится с натуральными продуктами местности. Например, живет на ферме и помогает собирать ягоды, грибы или орехи, пробует яблоки или манго с дерева, берет кулинарные мастер-классы по выпечке тортов или варит джем под чутким руководством местной хозяйки. Сельский гастрономический туризм также включает угощение продуктами, которыми славится какой-то город, регион или страна: пармская ветчина, брюссельское пралине, японская рыба фугу и т.д.

Городские кулинарные туры предполагает посещение ресторанов национальной кухни, где путешественник наслаждается местными блюдами именитых шеф-поваров. Чаще всего заведения могут похвастаться не только богатыми вкусами, но и наличием звезд Мишлен. Основное отличие сельских и городских туров в том, что во вторых – упор делается на сочетание ингредиентов, а не дегустацию сольных продуктов. Хотите сбежать от цивилизации? Отправляйтесь в Тоскану. Манят блюда высокой кухни? Покупайте гастротур в Париж или Милан с ресторанами *haute cuisine*.

Кулинарные поездки проводят не только по конкретным локациям, но и продуктам. Например, если вы хотите узнать как можно больше всего о сыре, отправляйтесь в страны-производители этого продукта: Францию, Голландию, Бельгию, Италию, Грузию. Кроме того, существуют специальные маршруты и туры по винодельческим странам и регионам. Некоторые туристы предпочитают добавлять в поездки посещение конкурсов поваров или ресторанных дней.

**Task 6. Read the poem and translate it.**

## *Culinary Tourism*



*Come with me, let's explore  
The world of flavors galore  
From spices to herbs  
And all the tastes that perturb*

*Let's embark on a journey  
To savor each country's culinary  
From street food to haute cuisine  
We'll taste it all, and feel like queens and  
kings*

*In Japan, we'll try sushi  
And in Italy, pasta that's juicy  
In Mexico, we'll have some mole  
And in Thailand, some spicy bowl*

*We'll eat like locals, with no shame  
And learn about each dish's name  
We'll meet chefs who are passionate  
And learn their techniques, oh so great*

*Culinary tourism, a feast for the senses  
A journey that's full of surprises and chances  
To discover new flavors and cultures  
And create memories that will forever endure.*

**Task 7. Turn to page 143 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**



## UNIT 10.

### ECOTOURISM



**ecotourism**

*noun* [U]

UK /'i:kəʊ,tʊə.rɪ.zəm/ US /'i:kou,tʊr.i.zəm/

the business of organizing holidays to places of natural beauty in a way that helps local people and does not damage the environment

<https://dictionary.cambridge.org/dictionary/english/ecotourism>

**Task 1. Before you read answers to 3 main questions:**



- What is ecotourism?
- What are some examples of ecotourism activities?
- What is the goal of ecotourism?

**Task 2. Read the text and check your answers.**

*Part 1.*

#### **ECOTOURISM AS MASS TOURISM**

Ecotourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). Education is meant to be inclusive of both staff and guests.

#### **Principles of Ecotourism**

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.

- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Another issue that has come to the fore in ecotourism is the likelihood of infusing ecotourism's more responsible ethic into mass forms of tourism in making these other types somehow 'better.' Some ecotourism theorists argue that because scale doesn't matter in our efforts to be sustainable (i.e., small- and large-scale can either be good or bad) there is no reason to believe that ecotourism cannot occur at a grander scale. The argument follows that because softer path ecotourists restrict their activities to front-country regions of protected areas which are hardened sites that can absorb the impacts of numbers (with hard path ecotourists more likely to penetrate deeper into the sensitive back regions of these areas), this group has less of an impact. Furthermore, the softer path ecotourist is more likely to contribute to conservation financially through the revenue generated by larger numbers of tourists. An example of this 'ecotourism as mass tourism' model can be found in Thailand, where two of the region's oldest eco-tour operators, Sea Canoe and Siam Safari, are said to uphold the principles of ecotourism even though they have structural connections to the package tourism industry that provides their main market. As such, ecotourism in Phuket has emerged not in opposition, but as a function of the mass tourism industry, where tourists typically stay in four- to five-star hotels, visit Phuket en route to other destinations or for short holidays, and book through travel agents and tour operators.

Other theorists, however, are not so keen to accept this mass-scale linkage because of the belief that ecotourism loses its integrity along the way. The fact that some softer path ecotourists stay in more luxurious accommodations, as with Phuket, above, means that their higher resource demands will contribute to a larger ecological footprint. The nature of this larger footprint often comes at the hand of the economic elite who gain considerable social capital by visiting exclusive softer path ecotourism resorts, even though they may not be very ecologically benevolent. The issue of impact is compounded by the fact that ecotourism involves long-haul travel and associated high usage of fossil fuels to satisfy hedonistic ends. The more that participate, the higher the fuel demand.

#### Mangrove Ecotourism

Ecotourism is defined as "*responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education*" (TIES, 2015). It can utilize the wide range of natural and cultural ecosystem services provided by mangroves to improve local livelihoods. Mangrove forests can provide supplementary income from goods (sale of food and handicrafts) and services (e.g., park user fees, tour guiding, and boat rental). Recreational activities include boat and boardwalk tours (Fig. 1.14), kayaking, and wildlife watching. Biodiversity conservation is another objective in the case of mature, species-rich forests.



According to the UNWTO's definition, **ecotourism** refers to forms of tourism which have the following characteristics:

1. All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.
2. It contains educational and interpretation features.
3. It is generally, but not exclusively organised by specialised tour operators for small groups. Service provider partners at the destinations tend to be small, locally owned businesses.
4. It minimises negative impacts upon the natural and socio-cultural environment.
5. It supports the maintenance of natural areas which are used as ecotourism attractions by:
  - Generating economic benefits for host communities, organisations and authorities managing natural areas with conservation purposes;
  - Providing alternative employment and income opportunities for local communities;
  - Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.

Tourism can be a good thing or a bad thing for local people and the environment. It depends how responsible companies and individual tourists want to be,

Large numbers of tourists visiting villages and forests can damage the environment in many ways. Paths get destroyed, trees are cut down to provide wood for building or fuel, people leave rubbish, and the extra noise frightens local wildlife. Local people may start to work in the tourist industry, but not be paid fair wages. Also, a lot of the money from tourism goes to companies outside the area. So it doesn't help local people.

However, money from ecotourism can help to protect areas where animals and plants are in danger. It can pay for nature conservation programmes, and the planting of trees. Ecotourism can help the economic development of local communities without damaging their traditional lifestyles. Simple ways to do this include using locally-owned hotels and restaurants and employing local people as guides or advisers.

**•Task 3. Read the text (Part 1) again and translate it, then answer the questions.**

1. What is ecotourism?
2. What are the principles of ecotourism?
3. How does ecotourism benefit local communities?



4. How does ecotourism contribute to conservation efforts?
5. What are the potential negative impacts of ecotourism?
6. Can ecotourism occur on a large scale?
7. What is the difference between hard path and soft path ecotourists?
8. How does luxury accommodation affect the ecological footprint of ecotourism?
9. Who benefits the most from exclusive ecotourism resorts?
10. How does long-haul travel impact the environment in ecotourism?
11. What is mangrove ecotourism?
12. How does mangrove ecotourism benefit local communities and the environment?
13. What are some potential negative impacts of mangrove ecotourism?
14. How can mangrove ecotourism be made more sustainable?
15. What role do tourists play in ensuring the sustainability of ecotourism?
16. What is the definition of ecotourism according to TIES and UNWTO?
17. How can ecotourism benefit local communities in mangrove forests?
18. What recreational activities are available in mangrove ecotourism?
19. What is the objective of biodiversity conservation in mature, species-rich mangrove forests?
20. What are the characteristics of ecotourism organised by specialised tour operators?
21. How does ecotourism minimise negative impacts on the natural and socio-cultural environment?
22. What are the economic benefits of ecotourism for host communities and organisations managing natural areas?
23. How can ecotourism increase awareness towards the conservation of natural and cultural assets?
24. What potential negative impacts can tourism have on local people and the environment?
25. How can ecotourism support the economic development of local communities without damaging their traditional lifestyles?

## ***Part.2***

### ***HAVE YOU CAUGHT BIOPHILIA?***

Have you ever felt a sense of calm or belonging when looking at a landscape or at the ocean? We know photos of landscapes are the go-to for image in doctor's offices and spas, but can we name the feeling we get when our eyes capture nature?

It's almost instinctual to understand that nature helps our overall wellbeing; clean air and clean water mean survival, health and life. Many researchers have studied the way humans interact with nature and how nature interacts with humans. Some take the medical approach, researching the benefits of nature on our bodies and brain; some are trying to understand how it causes those effects. The researchers studying the healing powers of nature, fundamentally believe in the biophilia hypothesis, the belief that humans are genetically predisposed to be attracted to nature.

The term biophilia was used by German-born, American psychoanalyst Erich Fromm in *The Anatomy of Human Destructiveness* (1973), which described biophilia as "the passionate love of life and of all that is alive." The term was later used by American biologist Edward O. Wilson in his work *Biophilia* (1984), which proposed that the tendency of humans to focus on, and to affiliate with, nature and other life-forms has, in part, a genetic basis. In simpler terms, biophilia is the idea that we are genetically or evolutionarily predisposed to need to connect with nature.

There are no known genes for biophilia, but studies have shown how our brain reacts towards nature stimuli, like fear. Studies of biophobia (the fear of nature), measured physiological responses upon exposure to an object that is the source of fear, like a snake or a spider. These responses evolved when humans were constantly vulnerable to predators. Fear was a fundamental connection with nature that enabled survival and, as a result, humans needed to maintain a close relationship with their environment, using sights and sounds as vital cues, so they could respond appropriately.

But, survival wasn't always about fear or avoiding harm, it was also about finding shelter, water and hunting grounds. Research supporting this hypothesis has demonstrated increased psychological well-being upon exposure to natural features and environments. Studies have shown a significant decrease in the stress hormone cortisol during nature walks as compared to urban walks. A variety of perspectives — psychological, biological, cultural, symbolic, and aesthetic — frame the theoretical issues by presenting empirical evidence that supports or refutes the hypothesis. Some ways to enjoy the benefits of nature are: participating in Virtual or in-person Forest or Nature Therapy Walks or other wellness programs in natural settings like yoga classes, sound bathing or grounding exercises. Or simply, go outside, enjoy the view and touch your plants!

*By Monica Ines Perez-Eguia, Co-founder of Bana*

**Task 4. Read the text again and translate it, then answer the questions.**



1. Have you ever felt a sense of calm or belonging when looking at nature?
2. Do you feel like being in nature has a positive impact on your mental health?
3. Have you ever participated in a forest therapy walk or other wellness program in a natural setting?
4. Do you feel more relaxed when surrounded by greenery or natural landscapes?
5. Have you ever noticed a decrease in stress levels after spending time in nature?
6. Do you find yourself drawn to natural spaces, such as parks or gardens?
7. Have you ever felt a sense of awe or wonder when observing natural phenomena, such as a sunset or a waterfall?
8. Do you feel like being in nature helps you connect with something greater than yourself?
9. Have you ever felt a sense of renewal or rejuvenation after spending time in nature?
10. Do you feel like being in nature helps you feel more grounded or centered?
11. Have you ever noticed a boost in creativity after spending time in nature?
12. Do you feel like being in nature helps you disconnect from technology and the stresses of daily life?
13. Have you ever felt a sense of gratitude for the natural world?
14. Do you feel like being in nature helps you appreciate the beauty of life?
15. Have you ever noticed an improvement in physical health after spending time in nature, such as improved sleep or reduced pain?
16. Do you feel like being in nature helps you feel more connected to your body and physical sensations?
17. Have you ever felt a sense of community when participating in outdoor activities, such as hiking or camping?
18. Do you feel like being in nature helps you develop a greater sense of empathy for other living beings?

19. Have you ever felt inspired to take action to protect the environment after spending time in nature?

20. Do you feel like being in nature is essential for your overall wellbeing?

### **Task 5. Translate from Russian into English.**

Экотуризм - это форма туризма, которая стремится сохранить природу, уважать местные сообщества и обеспечить устойчивый развитие. Для этого экотуристы должны следовать принципам экотуризма, таким как минимизация воздействия на окружающую среду, развитие экологического и культурного сознания, предоставление положительных впечатлений для посетителей и местных жителей, генерация финансовых выгод для сохранения природы и местных жителей, проектирование объектов с низким воздействием на окружающую среду и уважение прав коренных народов.

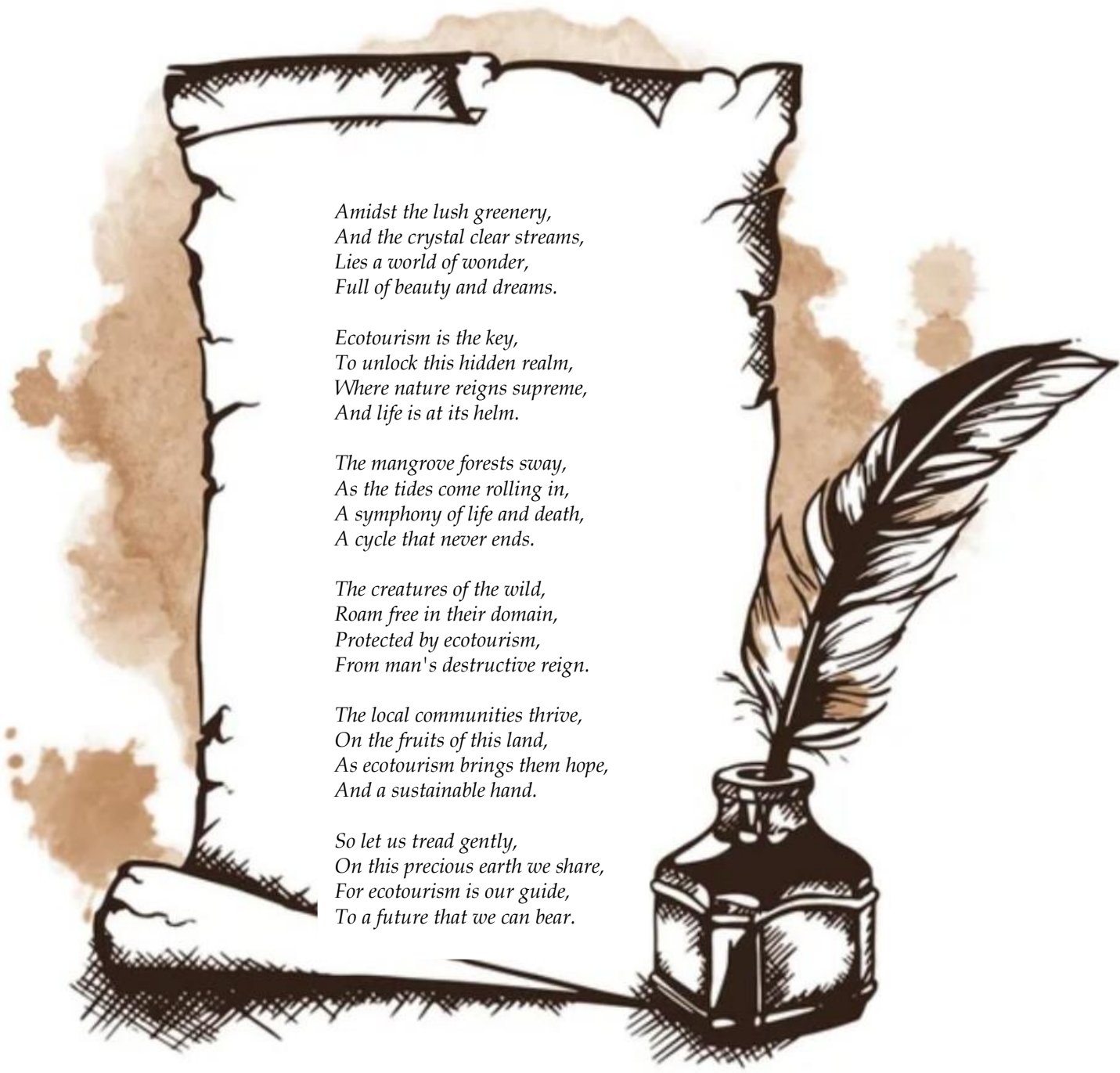
Однако возникает вопрос о том, можно ли внедрить ответственную этику экотуризма в массовые формы туризма. Некоторые теоретики утверждают, что масштаб не имеет значения, и экотуризм может быть массовым. Они указывают на то, что экотуристы "мягкой тропы" ограничивают свои активности передними регионами охраняемых территорий, что позволяет уменьшить воздействие на окружающую среду. Кроме того, большее количество туристов может привести к большей финансовой поддержке сохранения природы.

Однако другие теоретики считают, что экотуризм теряет свою целостность при массовом масштабе. Они указывают на то, что повышенный спрос на ресурсы со стороны экотуристов "мягкой тропы", которые останавливаются в роскошных гостиницах, может привести к увеличению экологического следа. Большой экологический след может быть определен экономической элитой, которая получает значительный социальный капитал от посещения эксклюзивных курортов. Кроме того, экотуризм включает дальние перелеты и высокое использование ископаемого топлива, что увеличивает спрос на топливо.

Таким образом, внедрение ответственной этики экотуризма в массовые формы туризма может быть сложным вопросом. Необходимо учитывать принципы экотуризма и стремиться к минимизации воздействия на окружающую среду и уважению местных сообществ и коренных народов.

**Task 6. Read the poem and translate it.**

## *Ecotourism*



*Amidst the lush greenery,  
And the crystal clear streams,  
Lies a world of wonder,  
Full of beauty and dreams.*

*Ecotourism is the key,  
To unlock this hidden realm,  
Where nature reigns supreme,  
And life is at its helm.*

*The mangrove forests sway,  
As the tides come rolling in,  
A symphony of life and death,  
A cycle that never ends.*

*The creatures of the wild,  
Roam free in their domain,  
Protected by ecotourism,  
From man's destructive reign.*

*The local communities thrive,  
On the fruits of this land,  
As ecotourism brings them hope,  
And a sustainable hand.*

*So let us tread gently,  
On this precious earth we share,  
For ecotourism is our guide,  
To a future that we can bear.*

**Task 7. Turn to page 148 and study the Unit Glossary.**

**Task 7.1 Write 10 sentences with the words from the Unit Glossary**

# UNIT GLOSSARY

## Unit 1

### Hospitality industry

1. Accommodation - businesses that provide a place for people to stay overnight or for an extended period of time.
2. Al a carte - a menu where guests can order individual dishes rather than a set meal
3. Attractions - places that people visit for leisure, such as zoos and museums
4. Buffet - a self-service meal where guests can choose from a variety of food options
5. Business travel - travel for work-related purposes, such as attending meetings or conferences.
6. Catering businesses - companies that offer food and beverage services for special occasions such as weddings and conferences
7. Cinemas - businesses that show movies on a big screen
8. Customer experience - the overall impression a customer has of a business or service
9. Customer satisfaction - the degree to which a customer is happy with their experience at a business or with a service.
10. Customer service - the level of assistance and support provided to customers in the food and beverage industry
11. Destination - a place where people travel to for leisure or business purposes.
12. Disposable income - money available after essential expenses have been paid
13. Entertainment - businesses that provide activities or events for customers to participate in.
14. Entertainment industry - businesses that provide entertainment services to consumers
15. Experience enhancement - the improvement of the guest experience through excellent food and customer service
16. Fine-dining establishments - high-end restaurants that require experienced staff and provide premium dining experiences
17. Fixed locations - chain restaurants that have permanent locations
18. Food and beverage - businesses that provide meals and drinks to customers.
19. Food and Beverage - the largest sector in the UK hospitality industry that provides food and drink services
20. Full-service restaurants - larger restaurants that provide full meals and require more employees

21. Hospitality - the provision of services to guests or customers, including accommodation, food and beverage, and entertainment.
22. Hospitality degree - a course of study that covers all four sectors of the hospitality industry
23. Hospitality industry - a broad industry that includes businesses that provide services to customers, such as accommodation, food and beverage, entertainment, and tourism.
24. Hospitality industry - businesses that provide services to customers such as accommodation, food and beverage, and entertainment
25. Leisure travel - travel for pleasure or relaxation, often involving activities such as sightseeing, recreation, and cultural experiences.
26. Lower-skilled staff - employees who are hired by fast-food and takeaway restaurants to perform basic tasks
27. Participatory sports - sporting events where people participate rather than watch
28. Quick-service establishments - food service businesses that offer snack food and rely on self-service
29. Recreation - activities done for rest, relaxation, and enjoyment
30. Sector - a specific area within an industry
31. Self-service - a system where customers serve themselves rather than being served by staff.
32. Skilled staff - experienced employees who are required in fine-dining establishments to provide high-quality service
33. Special occasion - an event that requires catering services such as weddings, conferences, and parties
34. Spectator sports - sporting events where people watch rather than participate
35. Standalone businesses - independent food and beverage companies that are not part of a chain or franchise
36. Theatres - buildings where live performances such as plays and musicals are shown
37. Tour operator - a company that organizes and sells package tours to customers.
38. Tourism - the industry that promotes and facilitates travel, including activities such as sightseeing, recreation, and cultural experiences.
39. Tourism - the sector within the hospitality industry that encourages people to travel and spend money on hospitality
40. Tourism industry - the businesses and organizations involved in promoting and facilitating travel and tourism.



## **Unit 2**

### **Psychology in Hospitality Industry**

1. **Psychology:** The scientific study of the mind and behavior.
2. **Hospitality Industry:** A broad category of businesses that provide services to travelers and tourists, including hotels, restaurants, resorts, and event planning companies.
3. **Professionalism:** The quality of performing one's job with skill, integrity, and respect for others.
4. **Guest Experience:** The overall impression and interactions that a guest has during their stay at a hospitality establishment.
5. **Psychological Principles:** The fundamental concepts and theories from psychology that can be applied to understand human behavior and improve customer satisfaction.
6. **Customer Satisfaction:** The measure of how well a product or service meets or exceeds customer expectations.
7. **Positive Psychology:** A branch of psychology that focuses on strengths, virtues, and factors that contribute to human flourishing and well-being.
8. **Surprise and Delight:** A customer service strategy that involves exceeding customer expectations by providing unexpected and pleasant surprises.
9. **Emotional Intelligence:** The ability to recognize, understand, and manage one's own emotions and the emotions of others.
10. **Empathy:** The ability to understand and share the feelings of another person.
11. **Stress Management:** Techniques and strategies used to cope with and reduce stress levels.
12. **Customer Loyalty:** The likelihood of customers to continue doing business with a company or brand.
13. **Conflict Resolution:** The process of resolving disagreements or disputes between individuals or groups.
14. **Behavioral Economics:** The study of how psychological factors influence economic decision-making.
15. **Service Recovery:** The process of addressing and resolving customer complaints or issues to restore customer satisfaction.

16. **Work-Life Balance:** The equilibrium between work responsibilities and personal life activities.
17. **Cognitive Dissonance:** The discomfort experienced when holding conflicting beliefs or attitudes.
18. **Brand Image:** The perception and reputation of a brand in the minds of consumers.
19. **Motivation:** The internal or external factors that drive behavior and influence goal-directed actions.
20. **Cultural Competence:** The ability to effectively interact and communicate with individuals from diverse cultural backgrounds.
21. **Group Dynamics:** The interactions, relationships, and processes within a group of people.
22. **Feedback:** Information provided to individuals or organizations about their performance or behavior.
23. **Decision-Making:** The process of selecting a course of action from multiple alternatives.
24. **Neuroplasticity:** The brain's ability to reorganize itself by forming new neural connections.
25. **Time Management:** Strategies and techniques used to prioritize tasks and allocate time effectively.
26. **Emotional Regulation:** The ability to manage and control one's emotions in different situations.
27. **Guest Relations:** The management of relationships and interactions with guests or customers.
28. **Self-Efficacy:** Belief in one's ability to succeed in specific situations or accomplish tasks.
29. **Diversity and Inclusion:** Practices that promote respect, acceptance, and equal opportunities for individuals from different backgrounds.
30. **Job Satisfaction:** The level of contentment and fulfillment an individual derives from their work.
31. **Conflict Management:** Strategies and techniques used to address and resolve conflicts in a constructive manner.
32. **Revenue Management:** Strategies used to optimize pricing and availability to maximize revenue in the hospitality industry.

33. **Social Support:** Assistance, encouragement, and resources provided by social networks.
34. **Guest Expectations:** The anticipated level of service, amenities, and experiences that guests expect from a hospitality establishment.
35. **Burnout:** Physical, emotional, or mental exhaustion resulting from chronic work-related stress.
36. **Service Excellence:** The consistent delivery of exceptional service that exceeds customer expectations.
37. **Psychological Well-being:** A state of overall mental health characterized by happiness, satisfaction, and resilience.
38. **Multitasking:** Performing multiple tasks simultaneously or switching between tasks rapidly.
39. **Conflict Resolution Skills:** Abilities and techniques used to address conflicts effectively and reach mutually satisfactory resolutions.
40. **Service Recovery Paradox:** The phenomenon where customers who experience a service failure that is resolved effectively become more loyal than those who did not experience any issues.

### **Unit 3**

#### **Accommodations**

1. **Accommodation:** Lodging or housing provided for guests or travelers.
2. **Hotel:** A commercial establishment that provides lodging, meals, and other services for travelers.
3. **Resort:** A vacation destination that offers accommodations, entertainment, and recreational facilities.
4. **Bed and Breakfast (B&B):** A small lodging establishment that offers overnight accommodations and breakfast.
5. **Hostel:** Budget-friendly accommodation with shared facilities, often catering to backpackers and budget travelers.
6. **Boutique Hotel:** A small, stylish hotel with a unique design and personalized service.
7. **Luxury Hotel:** A high-end hotel offering upscale amenities, services, and accommodations.
8. **Motel:** A roadside lodging facility typically catering to travelers by car, offering parking near guest rooms.

9. Vacation Rental: A privately owned property rented out to travelers for short-term stays.
10. Guest House: A private residence converted into accommodations for travelers, often offering a more personal experience.
11. Resort Hotel: A hotel located in a resort area, offering a range of amenities and activities for guests.
12. Suite: A larger hotel room with separate living and sleeping areas, often equipped with additional amenities.
13. Hostel Dormitory: Shared accommodation with multiple beds in a room, typically used by budget travelers.
14. Serviced Apartment: Fully furnished apartments with hotel-like services such as housekeeping and concierge.
15. All-Inclusive Resort: A resort where accommodations, meals, drinks, and activities are included in the price.
16. Timeshare: Ownership or rental of vacation accommodations for a specific period each year.
17. Eco-Lodge: An environmentally friendly accommodation that promotes sustainability and conservation practices.
18. Extended Stay Hotel: Accommodations designed for longer stays, offering amenities like kitchenettes and laundry facilities.
19. Glamping: Glamorous camping, providing luxurious accommodations in natural settings.
20. Homestay: Staying with a local family in their home, providing an authentic cultural experience for travelers.
21. Campground: Outdoor area with designated spaces for tents, RVs, or cabins for overnight stays.
22. Cabin: A small, rustic dwelling typically located in natural settings like forests or mountains.
23. Floating Hotel: Accommodations on water bodies like cruise ships or houseboats.
24. Youth Hostel: Budget-friendly accommodations catering to young travelers, often offering shared facilities.
25. Aparthotel: Accommodations combining the features of an apartment and a hotel, offering flexibility for guests.

26. **Castle Hotel:** Accommodations located in historic castles or castle-like structures, providing a unique experience.
27. **Treehouse Hotel:** Accommodations built in trees or elevated structures, offering a unique and nature-focused stay.
28. **Wellness Retreat:** Accommodations focused on promoting health and well-being through activities like yoga and spa treatments.
29. **Capsule Hotel:** Compact accommodations with small sleeping pods stacked together, popular in urban areas.
30. **Safari Lodge:** Accommodations located near wildlife reserves or national parks, offering safari experiences.
31. **Mountain Lodge:** Accommodations situated in mountainous regions, providing access to outdoor activities like hiking and skiing.
32. **Beachfront Resort:** Accommodations located directly on the beach, offering ocean views and water-based activities.
33. **Conference Center Hotel:** Accommodations equipped with meeting facilities and services for business conferences and events.
34. **Airport Hotel:** Accommodations located near airports, catering to travelers with early or late flights.
35. **Pet-Friendly Accommodation:** Lodging establishments that welcome pets along with their owners.
36. **Floating Lodge:** Accommodations built on water bodies like lakes or rivers, providing a unique stay experience.
37. **Themed Hotel:** Accommodations designed around specific themes or concepts, offering immerse
38. **Historic Inn:** Accommodations housed in historic buildings like old mansions or heritage sites, preserving the architectural and cultural heritage.
39. **Microhotel:** Compact accommodations with efficiently designed rooms and communal spaces, catering to modern travelers' needs.
40. **Urban Boutique Hotel:** Small, stylish accommodations located in urban areas, offering personalized service and trendy design.

## **Unit 4**

### **Jobs in Hospitality**

1. **Hotel Manager:** Oversees the operations of a hotel, including staff management, guest services, and facility maintenance.
2. **Front Desk Receptionist:** Greets guests, checks them in/out, handles reservations, and provides information about hotel services.
3. **Concierge:** Assists guests with travel arrangements, dining reservations, and local attractions, providing personalized service.
4. **Housekeeping Supervisor:** Manages housekeeping staff, schedules cleaning tasks, and ensures rooms are clean and well-maintained.
5. **Chef:** Oversees kitchen operations, designs menus, supervises food preparation, and ensures quality and consistency in dishes.
6. **Sous Chef:** Assists the head chef in kitchen management, food preparation, and staff supervision.
7. **Line Cook:** Prepares and cooks food according to recipes and maintains cleanliness and organization in the kitchen.
8. **Waiter/Waitress:** Takes orders, serves food and beverages, and provides customer service in restaurants or dining areas.
9. **Bartender:** Mixes and serves drinks, interacts with customers, and maintains the bar area in restaurants or bars.
10. **Room Attendant:** Cleans and maintains guest rooms, restocks amenities, and ensures a comfortable stay for hotel guests.
11. **Event Planner:** Organizes and coordinates events such as weddings, conferences, and parties, handling logistics and details.
12. **Banquet Server:** Serves food and beverages at banquets, weddings, and events, providing excellent customer service to guests.
13. **Sommelier:** Recommends and serves wines to guests, assists with wine selection, and educates customers about wine pairings.
14. **Catering Manager:** Oversees catering operations for events and functions, including menu planning, staffing, and logistics.
15. **Reservation Agent:** Handles hotel reservations, processes bookings, and assists guests with inquiries about availability and rates.
16. **Spa Therapist:** Provides spa treatments such as massages, facials, and body treatments to guests seeking relaxation and wellness.

17. Recreation Attendant: Organizes and leads recreational activities for guests, such as sports, fitness classes, or tours.
18. Guest Relations Manager: Manages guest feedback, resolves complaints, and ensures a positive guest experience throughout their stay.
19. Sales Manager: Develops sales strategies, negotiates contracts with clients, and promotes hotel services to increase revenue.
20. Marketing Coordinator: Implements marketing campaigns, manages social media accounts, and creates promotional materials for the hotel.
21. Human Resources Manager: Handles recruitment, training, and employee relations within the hospitality organization.
22. Maintenance Technician: Repairs and maintains equipment, facilities, and systems within hotels to ensure safety and functionality.
23. Security Officer: Monitors hotel premises, enforces security protocols, and ensures the safety of guests and staff.
24. Food and Beverage Manager: Oversees restaurant operations, manages inventory, and ensures quality service in dining establishments.
25. Event Coordinator: Plans and executes events such as meetings, conferences, and parties, coordinating logistics and details.
26. Valet Parking Attendant: Parks and retrieves guests' vehicles, assists with luggage handling, and provides valet services at hotels.
27. Night Auditor: Performs accounting tasks, reconciles financial records, and handles guest check-ins/outs during overnight shifts.
28. Executive Chef: Leads kitchen operations, designs menus, trains staff, and ensures culinary excellence in high-end restaurants or hotels.
29. Barista: Prepares and serves coffee beverages, interacts with customers, and maintains cleanliness in coffee shops or cafes.
30. Reservations Manager: Manages reservation systems, monitors booking trends, and optimizes room availability for maximum occupancy.
31. Event Sales Manager: Generates leads, negotiates contracts for events and functions, and maximizes revenue through event bookings.
32. Chief Steward: Oversees dishwashing operations, manages kitchen cleanliness, and ensures proper sanitation in food service areas.
33. Front Office Manager: Supervises front desk staff, handles guest check-ins/outs, resolves issues, and ensures smooth operations at the front desk.

34. Revenue Manager: Analyzes pricing strategies, monitors demand trends, and optimizes revenue through room rate adjustments in hotels.
35. Wine Director: Curates wine lists, trains staff on wine knowledge, and oversees wine service in restaurants or fine dining establishments.
36. Guest Services Agent: Provides assistance to guests with inquiries, requests for information or services, and resolves issues during their stay.
37. Restaurant Manager: Oversees restaurant operations, manages staff, controls costs, and ensures quality service for diners.
38. Spa Manager: Manages spa operations, supervises therapists, develops treatment menus, and ensures a relaxing experience for spa guests.
39. Group Sales Manager: Promotes group bookings for meetings or events at hotels, negotiates contracts with clients, and maximizes group revenue.
40. Hotel General Manager: Responsible for overall hotel operations, strategic planning, financial performance, guest satisfaction, and staff management.

## **Unit 5**

### **Front-office**

1. Front Office Manager: Oversees all front office operations, including guest check-in/out, reservations, and guest services.
2. Front Desk Agent: Greets guests, checks them in/out, processes payments, and provides information about hotel services.
3. Concierge: Assists guests with travel arrangements, dining reservations, and local attractions, providing personalized service.
4. Night Auditor: Conducts accounting tasks, reconciles financial records, and handles guest check-ins/outs during overnight shifts.
5. Guest Services Agent: Provides assistance to guests with inquiries, requests for information or services, and resolves issues during their stay.
6. Reservation Agent: Handles hotel reservations, processes bookings, and assists guests with inquiries about availability and rates.
7. Bellman: Assists guests with luggage handling, parking, and transportation arrangements at the hotel entrance.
8. Valet Parking Attendant: Parks and retrieves guests' vehicles, assists with luggage handling, and provides valet services at hotels.



9. Front Office Supervisor: Provides support to the front office manager, oversees daily operations, and assists front desk agents.
10. Front Office Coordinator: Coordinates front office activities, schedules staff shifts, and ensures smooth operations at the front desk.
11. Front Office Clerk: Performs administrative tasks such as filing, data entry, and answering phone calls at the front desk.
12. Front Desk Receptionist: Greets guests, checks them in/out, handles reservations, and provides information about hotel services.
13. Front Office Assistant: Provides clerical support to the front office team, assists with guest inquiries, and maintains office supplies.
14. Front Office Executive: Manages front office operations, supervises staff, and ensures efficient guest service delivery.
15. Front Desk Manager: Supervises front desk agents, monitors guest check-ins/outs, and resolves guest issues or complaints.
16. Front Office Associate: Assists with guest check-ins/outs, processes payments, and provides information about hotel amenities.
17. Front Office Attendant: Supports front office operations by assisting guests with inquiries, providing directions, and handling requests.
18. Guest Relations Manager: Manages guest feedback, resolves complaints, and ensures a positive guest experience throughout their stay.
19. Lobby Ambassador: Greets guests in the hotel lobby, offers assistance with directions or information, and creates a welcoming atmosphere.
20. Front Office Controller: Manages front office finances, monitors cash handling procedures, and reconciles daily revenue reports.
21. Front Office Lead: Trains new front desk agents, supervises their performance, and ensures adherence to hotel policies and procedures.
22. Front Office Administrator: Handles administrative tasks for the front office department, maintains records, and assists with scheduling.
23. Front Desk Coordinator: Coordinates front desk activities, assigns tasks to staff members, and ensures efficient guest service delivery.
24. Front Office Specialist: Provides specialized support in areas such as reservations management, guest relations, or revenue optimization.
25. Front Office Team Leader: Leads a team of front desk agents, sets performance goals, and ensures a high level of customer service.

26. Front Office Operations Manager: Oversees all aspects of front office operations, including staffing, training, and guest service standards.
27. Front Desk Supervisor: Manages front desk staff, assigns duties, resolves issues, and ensures a smooth check-in/out process for guests.
28. Front Office Coordinator: Coordinates front office activities, schedules staff shifts, and ensures smooth operations at the front desk.
29. Front Office Executive Assistant: Provides administrative support to the front office manager or director, handles correspondence, and organizes meetings.
30. Front Desk Lead: Provides guidance to front desk agents, resolves complex guest issues, and ensures a seamless check-in/out experience.
31. Guest Experience Manager: Focuses on enhancing the overall guest experience at the front office by implementing personalized services and amenities.
32. Front Office Service Agent: Assists guests with various services such as wake-up calls, luggage storage, transportation arrangements, and room requests.
33. Reservation Supervisor: Manages reservation agents, monitors booking trends, and ensures accurate availability information for guests.
34. Front Office Coordinator: Coordinates front office activities, schedules staff shifts, and ensures smooth operations at the front desk.
35. Front Desk Administrator: Handles administrative tasks for the front desk department, maintains records, and assists with scheduling.
36. Guest Services Coordinator: Coordinates guest services such as transportation arrangements, special requests, and personalized amenities for guests.
37. Front Office Support Specialist: Provides technical support for front office systems such as property management software or reservation platforms.
38. Front Desk Representative: Represents the hotel at the front desk by providing excellent customer service, answering inquiries, and resolving issues.
39. Front Office Supervisor: Provides leadership to the front office team, monitors performance metrics, and ensures guest satisfaction.
40. Guest Relations Coordinator: Coordinates guest feedback programs, resolves guest complaints, and implements initiatives to enhance guest satisfaction.

## **Unit 6**

### **Handling complaints**

1. **Complaint:** An expression of dissatisfaction or concern from a customer regarding a product or service.
2. **Hospitality industry:** The sector that includes businesses such as hotels, restaurants, and travel services that provide accommodations and services to guests.
3. **Front desk:** The area in a hotel or other establishment where guests check in and out, make reservations, and address any concerns.
4. **Guest satisfaction:** The level of contentment and happiness experienced by customers during their stay at a hospitality establishment.
5. **Service recovery:** The process of addressing and resolving customer complaints to restore customer satisfaction.
6. **Customer feedback:** Information provided by guests about their experiences with a hospitality establishment, including both positive and negative comments.
7. **Complaint resolution:** The steps taken by hospitality staff to address and resolve customer complaints in a timely and effective manner.
8. **Empathy:** The ability to understand and share the feelings of others, which is crucial in handling complaints with care and understanding.
9. **Communication skills:** The ability to effectively convey information and listen to customers' concerns in a clear and respectful manner.
10. **Problem-solving skills:** The ability to identify issues, analyze situations, and develop solutions to address customer complaints effectively.
11. **Apology:** A statement expressing regret for any inconvenience or dissatisfaction experienced by the customer.
12. **Compensation:** Offering something of value to the customer, such as a discount, complimentary service, or upgrade, to make up for any inconvenience caused by the complaint.
13. **Follow-up:** Checking in with the customer after their complaint has been resolved to ensure their satisfaction and address any lingering concerns.
14. **Training:** Providing staff with the necessary knowledge and skills to handle complaints professionally and effectively.
15. **Complaint log:** A record of all customer complaints received by the hospitality establishment, including details of the issue and how it was resolved.

16. Guest relations: The department or team responsible for managing customer interactions, including handling complaints and ensuring guest satisfaction.
17. Quality assurance: Processes and procedures implemented to maintain high standards of service and address any issues that may arise.
18. Conflict resolution: Techniques used to manage and resolve disputes or disagreements between customers and staff in a constructive manner.
19. Customer service: The provision of assistance and support to customers before, during, and after their interactions with a hospitality establishment.
20. Service recovery plan: A set of guidelines and procedures outlining how staff should respond to customer complaints and resolve issues effectively.
21. De-escalation techniques: Strategies used to calm upset customers and diffuse tense situations when handling complaints.
22. Feedback form: A document provided to customers to collect their opinions, suggestions, and complaints about their experience with the hospitality establishment.
23. Teamwork: Collaborative efforts among staff members to address customer complaints efficiently and provide a seamless guest experience.
24. Listening skills: The ability to pay attention to customers' concerns, ask clarifying questions, and show empathy during complaint resolution.
25. Time management: Prioritizing and allocating resources effectively to address customer complaints promptly and prevent further dissatisfaction.
26. Patience: Remaining calm and composed when dealing with difficult customers or challenging situations during complaint resolution.
27. Professionalism: Conducting oneself with courtesy, respect, and integrity when interacting with customers, especially when addressing complaints.
28. Flexibility: Being adaptable and open-minded when finding solutions to customer complaints that may require creative or unconventional approaches.
29. Accountability: Taking responsibility for resolving customer complaints and ensuring that appropriate actions are taken to prevent similar issues in the future.
30. Customer retention: Strategies implemented to retain customers who have lodged complaints by addressing their concerns effectively and building loyalty.
31. Reputation management: Maintaining a positive image of the hospitality establishment by addressing complaints promptly, transparently, and satisfactorily.

32. Online reviews: Feedback posted by customers on review websites or social media platforms regarding their experiences with a hospitality establishment, including any complaints they may have had.

33. Guest loyalty program: Incentives offered to customers who frequently visit or use the services of a hospitality establishment, designed to encourage repeat business and foster loyalty.

34. Guest expectations: The anticipated level of service, amenities, and overall experience that customers have when choosing a hospitality establishment for their stay.

35. Guest satisfaction survey: A questionnaire given to customers after their visit to gather feedback on various aspects of their experience, including any complaints they may have had.

36. Service recovery strategy: A comprehensive plan outlining how the hospitality establishment will handle customer complaints, train staff, and improve service quality based on feedback received.

37. Service recovery metrics: Key performance indicators used to measure the effectiveness of the hospitality establishment's complaint resolution processes and track improvements over time.

38. Ombudsman: An impartial mediator or advocate who helps resolve disputes between customers and hospitality establishments when complaints cannot be resolved through regular channels.

39. Crisis management: Procedures put in place to address major incidents or emergencies that may impact the reputation or operations of a hospitality establishment, including handling complaints resulting from such events.

40. Continuous improvement: A commitment to ongoing evaluation, feedback collection, and process refinement to enhance service quality, prevent complaints, and exceed customer expectations in the hospitality industry.

## **Unit 7**

### **Money Matters**

1. Revenue: The total income generated by a hospitality establishment from all sources, including room bookings, food and beverage sales, and other services.

2. Cost of goods sold (COGS): The direct costs incurred by a hospitality establishment to provide goods or services, such as food, beverages, and supplies.

3. Profit margin: The percentage of revenue that represents the profit earned by a hospitality establishment after deducting all expenses.
4. Budgeting: The process of creating a financial plan that outlines expected revenues and expenses for a specific period in the hospitality industry.
5. Forecasting: Predicting future financial performance based on historical data, market trends, and other factors in the hospitality sector.
6. Pricing strategy: Determining the optimal prices for products and services offered by a hospitality establishment to maximize revenue and profitability.
7. Cash flow: The movement of money into and out of a hospitality establishment, including income from sales and expenses paid.
8. Accounts receivable: The amount of money owed to a hospitality establishment by customers who have purchased goods or services on credit.
9. Accounts payable: The amount of money owed by a hospitality establishment to suppliers, vendors, and other creditors for goods or services received.
10. Financial statement: A summary of the financial performance and position of a hospitality establishment, including income statements, balance sheets, and cash flow statements.
11. Capital expenditure: Investments made by a hospitality establishment in assets such as property, equipment, or renovations that are expected to provide long-term benefits.
12. Operating expenses: The day-to-day costs incurred by a hospitality establishment to run its operations, including payroll, utilities, maintenance, and marketing expenses.
13. Break-even point: The level of sales at which a hospitality establishment covers all its costs and neither makes a profit nor incurs a loss.
14. Return on investment (ROI): A measure of the profitability of an investment made by a hospitality establishment, calculated as the ratio of net profit to the cost of the investment.
15. Cash management: Strategies and practices employed by a hospitality establishment to optimize the use of cash resources, control expenses, and maintain liquidity.
16. Taxation: The system of levying taxes on income, profits, and transactions imposed on a hospitality establishment by local, state, and federal authorities.
17. Credit card processing fees: Charges incurred by a hospitality establishment for processing credit card transactions made by customers for goods or services.

18. Foreign exchange rates: The rates at which one currency can be exchanged for another, affecting international transactions and revenues for a hospitality establishment.
19. Debt financing: Obtaining funds for a hospitality establishment through loans or credit arrangements, which must be repaid with interest over time.
20. Equity financing: Raising capital for a hospitality establishment by selling ownership stakes to investors in exchange for funds, without incurring debt obligations.
21. Cash reserves: Funds set aside by a hospitality establishment to cover unexpected expenses, emergencies, or fluctuations in revenue.
22. Invoice: A document sent by a supplier to request payment for goods or services provided to a hospitality establishment.
23. Profit and loss statement: A financial report that summarizes the revenues, expenses, and net income or loss of a hospitality establishment over a specific period.
24. Depreciation: The gradual decrease in the value of assets such as equipment or property over time, which is recorded as an expense on the financial statements of a hospitality establishment.
25. Liquidity: The ability of a hospitality establishment to meet its short-term financial obligations and convert assets into cash quickly if needed.
26. Inventory management: The process of monitoring and controlling the stock of goods held by a hospitality establishment to optimize costs, prevent waste, and ensure availability.
27. Cost control: Implementing measures to manage expenses effectively and prevent overspending in various areas of operation within a hospitality establishment.
28. Payment terms: The conditions under which a hospitality establishment agrees to pay suppliers or vendors for goods or services received, including deadlines and methods of payment.
29. Fraud prevention: Measures implemented by a hospitality establishment to detect and prevent fraudulent activities related to financial transactions, such as credit card fraud or embezzlement.
30. Financial planning: Developing strategies and goals to manage finances, allocate resources, and achieve long-term sustainability and growth for a hospitality establishment.

31. Cash register reconciliation: Verifying that the amount of cash in the register matches the sales transactions recorded during a shift in a hospitality establishment.
32. Cost-benefit analysis: Evaluating the potential costs and benefits of a decision or investment made by a hospitality establishment to determine its overall impact on profitability.
33. Fixed costs: Expenses that remain constant regardless of the level of sales or production in a hospitality establishment, such as rent, insurance, and salaries.
34. Variable costs: Expenses that fluctuate based on the level of activity or sales volume in a hospitality establishment, such as food costs or utility bills.
35. Financial controls: Policies and procedures established to safeguard assets, ensure accuracy in financial reporting, and prevent fraud within a hospitality establishment.
36. Payroll management: Handling employee wages, benefits, taxes, and other compensation-related expenses in compliance with labor laws and regulations in the hospitality industry.
37. Financial risk management: Identifying potential risks that could impact the financial stability of a hospitality establishment and implementing strategies to mitigate or manage those risks.
38. Financial analysis: Evaluating financial data, trends, and performance metrics to assess the financial health and profitability of a hospitality establishment.
39. Cost-saving initiatives: Implementing strategies to reduce expenses without compromising quality or service standards in order to improve profitability for a hospitality establishment.
40. Financial sustainability: Maintaining the long-term viability and success of a hospitality establishment by managing finances responsibly, adapting to market changes, and achieving profitability goals.

## **Unit 8**

### **Accessible tourism**

1. Accessible tourism: A form of tourism that aims to cater to individuals with disabilities or special needs by providing facilities, services, and experiences that are inclusive and accommodating.
2. Universal design: The concept of creating environments, products, and services that are usable by all people, regardless of age, ability, or disability, without the need for adaptation or specialized features.



3. **Barrier-free:** Refers to environments, buildings, and facilities that are designed and constructed without obstacles or impediments that may hinder the access and mobility of individuals with disabilities.
4. **Mobility aids:** Devices such as wheelchairs, walkers, canes, and scooters that assist individuals with disabilities in moving around and accessing various areas during their travel experiences.
5. **Accessible accommodations:** Lodging facilities, such as hotels, resorts, and vacation rentals, that offer rooms and amenities specifically designed to meet the needs of guests with disabilities.
6. **Assistive technology:** Devices, equipment, and software that help individuals with disabilities perform tasks, navigate environments, and communicate effectively while traveling.
7. **Accessible transportation:** Modes of transportation, including buses, trains, airplanes, and taxis, that are equipped with features and services to accommodate passengers with disabilities.
8. **Accessible attractions:** Tourist sites, landmarks, museums, and recreational facilities that are designed to be accessible and welcoming to visitors with disabilities.
9. **Inclusive activities:** Recreational and leisure opportunities that are suitable for individuals with diverse abilities and disabilities, allowing them to participate fully in tourism experiences.
10. **Accessible information:** Providing travel-related information, guides, maps, and resources in formats that are accessible to individuals with visual, hearing, or cognitive impairments.
11. **Disability-friendly services:** Hospitality services, such as restaurants, tour operators, and attractions, that have trained staff and facilities to meet the needs of guests with disabilities.
12. **Sensory-friendly experiences:** Tourism offerings that are designed to minimize sensory overload and provide a comfortable environment for individuals with sensory processing disorders.
13. **Personal care assistance:** Services provided to travelers with disabilities who require support with activities of daily living, mobility assistance, or medical care during their trip.
14. **Accessible restrooms:** Restroom facilities in public spaces, hotels, restaurants, and attractions that are equipped with features such as grab bars, raised toilets, and spacious layouts for individuals with disabilities.

15. Sign language interpretation: Providing trained interpreters or digital tools to facilitate communication for individuals who are deaf or hard of hearing while engaging in tourism activities.
16. Accessible trails: Hiking paths, nature trails, and outdoor routes that are designed to be navigable by individuals using wheelchairs or other mobility aids.
17. Accessibility standards: Guidelines and regulations established by governments or organizations to ensure that tourism facilities and services meet specific requirements for accessibility and inclusivity.
18. Accessible parking: Designated parking spaces near entrances of buildings or attractions that are reserved for vehicles displaying disability permits for easy access by individuals with mobility limitations.
19. Wheelchair ramps: Sloped pathways or structures installed in buildings or outdoor areas to allow wheelchair users and individuals with mobility impairments to navigate stairs or uneven surfaces.
20. Audio description: Narrated descriptions of visual elements in exhibits, performances, or attractions for individuals who are blind or have low vision to enhance their understanding and enjoyment.
21. Accessible seating: Reserved seating areas in venues such as theaters, stadiums, and concert halls that provide space for wheelchair users and companions to enjoy events comfortably.
22. Braille signage: Tactile signs featuring raised dots and characters in the Braille alphabet to provide information and directions for individuals who are blind or have low vision.
23. Service animals: Trained animals such as guide dogs or assistance dogs that accompany individuals with disabilities to provide support, navigation assistance, or emotional comfort during travel.
24. Accessible dining options: Restaurants and eateries that offer menus in large print, braille, or digital formats and have staff trained to assist guests with dietary restrictions or special needs.
25. Quiet spaces: Designated areas in airports, hotels, or attractions where travelers can relax, unwind, or decompress from sensory stimuli in a calm and peaceful environment.
26. Emergency evacuation procedures: Protocols and plans developed by tourism establishments to ensure the safe evacuation of guests with disabilities in case of emergencies or disasters.

27. Accessible beaches: Beachfront areas equipped with boardwalks, ramps, beach wheelchairs, and accessible facilities to enable individuals with disabilities to enjoy beach activities.
28. Adaptive sports programs: Recreational sports activities tailored for individuals with disabilities, providing opportunities for inclusive participation in outdoor adventures and physical fitness.
29. Visual alarms: Alert systems installed in hotels or public spaces that use flashing lights or visual cues to notify individuals who are deaf or hard of hearing in case of emergencies.
30. Accessible technology solutions: Digital tools, apps, and assistive devices that enhance the travel experience for individuals with disabilities by providing navigation aids, communication support, or information access.
31. Accessible ticketing options: Ticketing platforms and reservation systems that offer accommodations for individuals with disabilities, such as priority seating assignments or accessible booking processes.
32. Communication boards: Visual aids featuring symbols, pictures, or text used to facilitate communication for individuals with speech impairments or language barriers while interacting with staff or service providers.
33. Sensory gardens: Outdoor spaces designed to engage the senses through plants, textures, scents, and sounds, providing a therapeutic environment for relaxation and sensory stimulation for visitors with disabilities.
34. Accessible playgrounds: Play areas equipped with adaptive swings, ramps, sensory play elements, and inclusive structures to ensure children of all abilities can play together in an inclusive setting.
35. Travel companionship services: Organizations or programs that offer trained companions or travel buddies to accompany individuals with disabilities on their trips to provide assistance and support as needed.
36. Accessible shopping experiences: Retail establishments that offer wheelchair-accessible entrances, aisles wide enough for mobility aids, tactile signage, and staff trained in assisting customers with disabilities.
37. Virtual tours: Digital simulations or interactive experiences that allow individuals with mobility limitations or sensory sensitivities to explore destinations virtually before visiting in person.
38. Accessible spa facilities: Wellness centers and spas equipped with features such as adjustable treatment tables, accessible changing rooms, sensory-friendly environments, and trained therapists for guests with disabilities.

39. Cultural sensitivity training: Educational programs for hospitality staff and tourism professionals on how to interact respectfully with guests from diverse backgrounds and accommodate individuals with disabilities effectively.

40. Social inclusion initiatives: Collaborative efforts within the tourism industry to promote diversity, equality, and accessibility by advocating for the rights of individuals with disabilities and creating opportunities for meaningful participation in travel experiences.

## **Unit 9**

### **Culinary tourism**

1. Culinary tourism: A type of travel that focuses on exploring and experiencing the local food and beverage culture of a destination.

2. Foodie: A person who has a keen interest in food, enjoys trying new dishes, and appreciates culinary experiences.

3. Gastronomy: The study of the relationship between food, culture, and society, encompassing culinary traditions, practices, and preferences.

4. Farm-to-table: A culinary concept that emphasizes using locally sourced, fresh ingredients in dishes to support local farmers and promote sustainability.

5. Street food: Ready-to-eat food and beverages sold by vendors or food stalls on the streets or in public markets, offering authentic and affordable culinary experiences.

6. Food market: A marketplace where vendors sell fresh produce, meats, seafood, spices, and prepared foods, providing a glimpse into the local food culture of a region.

7. Culinary tour: Guided excursions that showcase local food producers, markets, restaurants, and culinary traditions, allowing participants to taste and learn about regional cuisine.

8. Wine tasting: An activity that involves sampling a variety of wines to appreciate their flavors, aromas, and characteristics, often accompanied by food pairings.

9. Cooking class: Hands-on workshops or lessons that teach participants how to prepare traditional dishes or learn cooking techniques from local chefs or home cooks.

10. Food festival: Events celebrating local cuisine, beverages, and culinary traditions, featuring tastings, cooking demonstrations, competitions, and entertainment.

11. Food trail: A curated itinerary or route that highlights notable eateries, food producers, markets, and culinary landmarks in a specific destination.
12. Culinary workshop: Interactive sessions where participants can learn about specific cooking styles, ingredients, or dishes under the guidance of culinary experts.
13. Food pairing: The practice of combining food with complementary beverages such as wine, beer, or spirits to enhance the flavors and overall dining experience.
14. Culinary heritage: The culinary traditions, recipes, cooking methods, and ingredients that are passed down through generations within a specific culture or region.
15. Food tourism: A subset of culinary tourism that focuses on exploring food-related attractions, such as wineries, breweries, distilleries, farms, and food museums.
16. Local specialties: Unique dishes, ingredients, or culinary traditions that are characteristic of a particular region or community and reflect its cultural identity.
17. Culinary destination: A location known for its vibrant food scene, diverse dining options, culinary events, and opportunities for immersive culinary experiences.
18. Food market tour: Guided visits to local markets where participants can sample fresh produce, artisanal products, street food, and regional specialties.
19. Culinary experience: Engaging activities, tastings, meals, or events that provide travelers with an authentic and memorable introduction to the local food culture.
20. Sustainable dining: Practices that promote environmentally friendly and socially responsible approaches to food production, sourcing, preparation, and consumption.
21. Food history: The study of the origins, evolution, and cultural significance of dishes, ingredients, cooking techniques, and culinary traditions throughout history.
22. Culinary storytelling: The art of sharing narratives, anecdotes, and histories behind dishes, recipes, ingredients, and culinary customs to enhance the dining experience.
23. Food photography: Capturing images of dishes, ingredients, meals, and culinary experiences to document and share the visual aspects of food culture.
24. Culinary souvenirs: Edible items or food products purchased by travelers as mementos of their culinary experiences in a destination, such as spices, condiments, or local specialties.
25. Culinary craftsmanship: The skillful preparation, presentation, and execution of dishes by chefs, cooks, artisans, and culinary professionals who take pride in their craft.

26. Food tourism association: Organizations dedicated to promoting culinary tourism, supporting local food businesses, fostering partnerships, and advocating for sustainable gastronomic practices.
27. Culinary traditions: Rituals, customs, ceremonies, and practices related to food preparation, consumption, and sharing that are integral to a community's cultural heritage.
28. Culinary diversity: The range of flavors, ingredients, cooking styles, and culinary influences found within a region or country that contribute to its gastronomic richness.
29. Food storytelling event: Gatherings or performances where individuals share personal stories, memories, and experiences related to food and dining in a communal setting.
30. Culinary craftsmanship tour: Tours that showcase artisanal producers, craftsmen, and culinary artisans who create traditional foods using time-honored techniques.
31. Food culture immersion: Deepening one's understanding of a destination's culture through its food traditions by participating in cooking classes, market visits, tastings, and dining experiences.
32. Culinary innovation: The creative exploration and experimentation with ingredients, flavors, techniques, and presentations to develop new culinary concepts and dishes.
33. Food heritage preservation: Efforts to safeguard traditional recipes, cooking methods, agricultural practices, and culinary knowledge for future generations to ensure cultural continuity.
34. Culinary diplomacy: The use of food-related activities and exchanges to promote cultural understanding, foster international relations, and strengthen global connections through gastronomy.
35. Food trail map: Maps highlighting recommended eateries, food markets, wineries, breweries, and culinary landmarks along designated routes for self-guided culinary exploration.
36. Culinary education program: Courses or workshops that offer instruction in cooking skills, culinary history, food science, nutrition, sustainability practices, and gastronomic culture.
37. Food-themed tours: Excursions focused on exploring specific food categories such as chocolate, cheese, seafood, spices, street food, desserts, or regional specialties in a destination.

38. Culinary heritage center: Institutions or museums dedicated to preserving and showcasing the culinary history, traditions, artifacts, recipes, and stories of a particular region or culture.

39. Food culture exchange: Collaborative initiatives that facilitate cultural exchanges through shared meals, cooking demonstrations, food festivals, and culinary workshops between different communities or countries.

40. Culinary travelogue: Personal narratives or travel accounts that document one's culinary adventures, discoveries, encounters with local cuisines, and reflections on food experiences while traveling.

## Unit 10

### Ecotourism Glossary

1. **Alternative tourism** is often presented as existing in fundamental opposition by attempting to minimize the perceived negative environmental and socio-cultural impacts of people at leisure in the promotion of radically different approaches to tourism. Examples include ecotourism, green tourism, nature-oriented tourism, soft tourism, pro-poor tourism and defensive tourism.
2. **Areas of high conservation value** Areas important at a regional or national level for the conservation of native fauna, flora, natural features or systems or sites of cultural significance.
3. **Baseline study** Assessment of the present situation in order to measure changes in that environment over time.
4. **Best practice** Involves seeking excellence, keeping in touch with innovations, avoiding waste and focussing on outcomes which are in the community interest. It involves managing change and continual improvement and in this way it encompasses all levels of an organization.
5. **Biocentric** Focuses on living things (different species and genetic variability) as the central point to the development of value systems as opposed to anthropocentrism which focuses on the human and the instrumental value of nature. See also Ecocentric.
6. **Biodiversity** The variety of different species and genetic variability among individuals within each species.
7. **Bioregion** A territory defined by a combination of biological, social and geographic criteria rather than by geopolitical considerations; generally, a system of related interconnected ecosystems.

8. **Built environment** A reference to buildings, dwellings, structures, utilities, roads and services which enable people to live, work and play, circulate and communicate and fulfil a wide range of functions. The built environment of a place reveals its historical and spatial development, its past and present, and something of its social structure and conflicts.
9. **Carbon offset** Any trading system designed to offset carbon emissions from one activity (such as burning fossil fuels in manufacturing, driving or flying) with another (such as installing more efficient technologies, planting carbonreducing plants or establishing contracts with others not to partake in carbonreleasing activities) (Dictionary of Sustainable Management, 2008).
10. **Carrying capacity** The level of visitor use an area can accommodate with high levels of satisfaction for visitors and few impacts on resources. Carrying capacity estimates are determined by many factors such as environmental, social and managerial.
11. **Code of conduct** Guidelines for appropriate social, cultural and environmentally responsible behavior. Codes of conduct are in no way binding on the industry or the individual.
12. **Commodification** The production of commodities for exchange via the market as opposed to direct use by the producer. One form of commodified leisure today can be seen in specific forms of tourism, where travel to far distant and different places is marketed as 'paradise gained'. Tourism becomes a 'freely chosen' leisure activity to be consumed.
13. **Community-based tourism (CBT)** CBT is generally considered a privately offered set of hospitality services (and features), extended to visitors, by individuals, families or a local community. A key objective of CBT is to establish direct personal/cultural exchange between host and guest in a balanced manner that enables a mutual understanding, solidarity and equality for those involved.
14. **Conservation** The protection, maintenance, management, sustainable use, restoration and enhancement of the natural environment Conservationists People who believe that resources should be used, managed and protected so that they will not be degraded and unnecessarily wasted and will be available to present and future generations.
15. **Decentralization** A conscious policy of locating or relocating some parts or the whole of an organization in outlying regions away from metropolitan areas



with concomitant developments of infrastructure coupled with extensions of existing residential areas or the establishment of new towns. The policy may aim at the strengthening of specified regional administrative centres.

16. **Deep ecology** The belief that the earth's resources should be sustained and protected not just for human beings but also for other species. People who believe in this philosophy tend to have a life-centered approach rather than a human-centered approach to managing and sustaining the earth's resources by working with nature, not wasting resources unnecessarily and interfering with non-human species to meet the needs of humans.
17. **Ecocentrism** Focuses on the environment as the central point to the development of value systems as opposed to anthropocentrism which focuses on the human and the instrumental value of nature. See also Biocentric.
18. **Ecologically sustainable tourism** An activity that fosters environmental and cultural understanding, appreciation and conservation.
19. **Ecotourism** is responsible travel that conserves natural environments and sustains the well-being of local people. An important point is that the person who practices ecotourism has the opportunity of immersing him or herself in nature in a way that most people cannot enjoy in their routine, urban existences.
20. **Environmental impact assessment (EIA)** A method of analysis which attempts to predict the likely repercussions of a proposed major development upon the social and physical environment of the surrounding area.
21. **Endangered species** Fauna and flora likely to become extinct due to direct exploitation by humans, intrusion into highly specialized habitats, threats from other species, interruption of the food chain, pollution or a combination of such factors.
22. **Endemic tourism** Broadly defined as tourism which recognizes that each individual locality or community has its special character, and that particular character or identity may well constitute its major attractiveness to tourists.
23. **Environmental economics** A recognized field of specialization in economic science. Environmental economics examines the costs and benefits of pollution control, and protection of the environment.
24. **Environmental education** A concept ranging from media coverage of environmental issues to formal environmental education, its aims ranging from raising awareness to formal training.

25. **Environmentalists** People who are primarily concerned with preventing pollution and degradation of the air, water and soil. See Conservationists.
26. **Ethic of 'Nature'** Holds that non-human entities are of equal value with the human species. It is broadly intrinsic and ecocentric.
27. **Global warming** Refers to the increase in temperature of the earth's lower atmosphere and oceans in the twentieth and twenty-first centuries. In recent years scientists all over the world have noticed a steady and slight increase in temperatures of 0.6 degrees since 1900.
28. **Greenwashing** A term that merges the concepts of green (environmentally sound) and whitewashing (to conceal or gloss over wrongdoing). Greenwashing is any form of marketing or public relations that links a corporate, political, religious or non-profit organization to a positive association with environmental issues for an unsustainable product, service or practice.
29. **Intergenerational equity** Refers to a concept that the present generation should ensure that the health, diversity and productivity of the environment are maintained or enhanced for the benefit of future generations.
30. **Internalization of environmental costs** Internalization of environmental costs involves the creation of economic environments so that social and private views of economic efficiency coincide. It is concerned with structures, reporting mechanisms and tools to achieve this end.
31. **Land use zoning** Land use zoning divides sections of land into areas based on their sensitivity and conservation values.
32. **Limits of acceptable change (LAC)** A model used to help establish the maximum 'damage' level for a resource that society is prepared to accept as custodian of resources for both present and future generations and to define the maximum level of use consistent with that damage level (RAC Coastal Zone Inquiry Information Paper no. 8, 1993).
33. **Mass tourism** Mass tourism is generally seen as being an overarching term for tourism that is undertaken by the majority of travelers. This thesis, in exploring the specificity of a particular tourist experience in-depth, may contribute toward an understanding of not only the significant divergences and convergences that exist between both mass tourism and alternative tourism, but also the subtle nuances that subtend these tourist experiences.

34. **Precautionary principle** Where there are threats of serious or irreversible environmental damage, lack of full scientific certainty should not be used as a reason for postponing measures to prevent environmental degradation. In the application of the precautionary principle decisions should be guided by careful evaluation to avoid serious or irreversible damage to the environment and an assessment of the risk-weighted consequences of various options.
35. **Pro-poor tourism** A form of alternative tourism that attempts to reduce poverty by using tourism in poor communities to generate local employment and profits. Pro-poor tourism is not a specific product or sector of tourism, but an approach to the industry. Its strategies aim to unlock opportunities for the poor, whether for economic gain, other livelihood benefits, or participation in decision-making (Asley et al., 2000).
36. **Recreation opportunity spectrum (ROS)** The basic assumption of ROS is that a quality recreational experience is assured by providing a diverse range of recreational opportunities, catering for various tastes and user group preferences. The ROS focuses on the setting in which recreation occurs.
37. **Stewardship** An approach to the care of nature through its dominance by humans relying on predominantly economic value systems and the pre-eminence of technology (backed up by enormous advances in scientific understanding).
38. **Sustainable design** Environmentally and culturally sensitive building design, where construction methods and materials have minimal impact on the environment.
39. **Volunteer tourism** Volunteer tourism emphasizes positive interactions between tourists and local communities based on travelers visiting a destination and taking part in some form of project that makes a positive difference to social, economic and/or environmental conditions. Projects are commonly nature-based, people-based or involve the restoration of buildings and artifacts.
40. **Wilderness** Land that, together with its plant and animal communities, is in a state that has not been substantially modified by and is remote from the influences of European settlement or is capable of being restored to such a state, and is of sufficient size to make its maintenance in such a state feasible

## СПИСОК ИСПОЛЬЗОВАННЫХ ИСТОЧНИКОВ

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