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АНГЛИЙСКИЙ ЯЗЫК: ТУРИЗМ И СЕРВИС

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Научно-методическим советом по иностранным языкам

Министерства образования и науки РФ

в качестве **учебника**

для студентов высших учебных заведений,

обучающихся по гуманитарным специальностям

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Содержит профессионально ориентированные тексты, заимствованные из учебников по туризму, рекреационной географии, страноведению на английском языке и из других оригинальных источников, включая терминологические словари. Нацелен на развитие и совершенствование у учащихся практических компетенций в основных видах речевой деятельности: чтении, говорении, аудировании, письме в сфере профессионального и повседневного общения. Цель книги — научить студентов быстро извлекать информацию при чтении аутентичных текстов и обсуждать профессиональные темы, используя самые употребительные языковые средства и основные термины специальности.

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Для студентов высших учебных заведений, владеющих английским языком на среднем уровне, учащихся по специальности «Туризм», а также студентов географических факультетов. Может использоваться более широким кругом лиц, изучающих английский язык.

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ПРЕДИСЛОВИЕ

Учебник «Английский язык: туризм и сервис (для бакалавров)» — это современное учебное пособие, отражающее коммуникативные тенденции в преподавании иностранных языков. Учебник рассчитан на студентов высших учебных заведений, владеющих английским языком на среднем уровне. Он предназначен для обучения английскому языку учащихся по направлению «Туризм», а также студентов, специализирующихся в страноведении, рекреационной географии, географии мирового хозяйства, социально-экономической географии России и зарубежных стран, географии культуры, регионоведении и других смежных дисциплинах. Данный учебник также может быть использован и более широким кругом лиц, желающих изучать английский язык на основе познавательных материалов о туристическом бизнесе, истории туризма, путешествиях, традиционных и новых видах туризма, а также о природе Земли, культурных и природных достопримечательностях различных регионов мира.

В соответствии с требованиями Государственными образовательными стандартами Российской Федерации по профессиональной подготовке студентов высших учебных заведений по дисциплине «Иностранный язык» учебник «Английский язык: туризм и сервис (для бакалавров)» нацелен на развитие и совершенствование у учащихся практических компетенций в основных видах речевой деятельности: чтении, говорении, аудировании, письме в сфере профессионального и повседневного общения.

Учебник ставит своей целью научить студентов быстро извлекать информацию при чтении, излагать содержание по-английски просто и понятно, делать сообщения и обсуждать темы, связанные с туризмом, используя самые употребительные языковые средства, основной словарный фонд английского языка и базовую терминологию.

В понятийном плане учебник имеет четкую структуру, обусловленную логикой данной предметной области. Учебник состоит из 28 уроков (Units), сгруппированных в 6 разделов: «Общие понятия

туризма», «Индустрия туризма», «Менеджмент в туризме», «История туризма», «Воздействие туризма», «Инновации в туризме».

Учебный материал английских текстов и упражнений представляет дисциплину «Туризм» как единую систему, освещая все основные аспекты туристической индустрии и сервиса. Уроки повторяют последовательность построения материала в соответствующих систематических курсах и вместе представляют, по существу, туризм «в миниатюре». Конечно, учебник по иностранному языку не может претендовать на исчерпывающее изложение предмета во всей его полноте. Однако предлагаемый систематический отбор текстового материала обеспечивает знакомство с основными понятиями и базовой терминологией предмета на английском языке. При этом интересные и информативные учебные тексты и упражнения, связанные общей тематикой и представленные в логической последовательности, способствуют закреплению у учащихся знаний и расширяют их кругозор. В учебных текстах содержатся многие действительно необходимые сведения о разных аспектах современной туристической деятельности. Мы не пытаемся заменить своим учебным пособием учебник по дисциплине «Туризм», мы понимаем, что при всей своей важности предмет «Иностранный язык» не является основным, а лишь служит средством наиболее полного овладения специальностью.

Текстовый материал учебника в основном аутентичный, источником текстов послужили пособия по туризму, рекреационной географии и страноведению на английском языке и другие оригинальные источники. При отборе текстов учитывалась их информативность, познавательная ценность и актуальность тематики.

В плане языковой организации тексты выдержаны в стиле достаточно простого, стилистически нейтрального изложения средней степени сложности, оптимального для активного овладения и практического использования студентами в их собственной речи на иностранном языке. Запоминание и усвоение таких образцов речи учит студентов выражать свои мысли на английском языке максимально просто и четко и тем самым достигать понимания, что и является в конечном счете целью обучения иностранным языкам для профессионального и повседневного общения. В стилистическом плане отбор текстов проводился в соответствии со строгими принципами современной лингвистики, теории функциональных стилей и практики преподавания иностранных языков.

Лексическо-грамматические, переводческие и коммуникативные упражнения и задания, включенные в каждый урок, обеспечивают вместе активную деятельность в области речевой практики. Особое внимание уделяется таким видам работ, как умение быстро извлекать информацию из прочитанного и навыки устной (монологической и диалогической) речи: умение сделать доклад, сообщение, высказать мнение, задать вопросы и ответить на них, а также поиску новой информации на заданные темы и умению эту информацию четко изложить на английском языке. Учебник можно использовать на занятиях с учащимися с различным уровнем знаний английского языка и в комплексе с другими учебными пособиями.

В текстовых материалах сохранена орфография оригинала-первоисточника (британская или американская), чтобы учащиеся знакомылись с основными вариантами написания.

В каждом уроке есть рубрики, направленные на развитие основных навыков речевой деятельности и контроль усвоения языкового материала.

Имеется текст, который необходимо прочитать и понять основное содержание. Затем рекомендуется разобрать текст, используя помещенный после текста словарь терминов по туризму, снабженный краткими дефинициями на английском языке. Работа над основным текстом направлена на развитие навыков понимания при чтении (извлечения информации), запоминание и устное воспроизведение. Содержание базового текста раскрывает суть темы, заявленной в заголовке, — это связанное произведение речи, четко структурированное и законченное в смысловом отношении. Основной текст можно использовать не только для разноцелевого чтения и пересказа по-английски, но и как ориентир для самостоятельного поиска студентами материалов по соответствующей теме в Интернете и в других источниках. Краткие толкования туристических терминов, встречающихся в тексте, помогают усвоить материал и в языковом, и в содержательном плане, а также при необходимости перефразировать высказывания. (В тех случаях, когда термин уже определялся в словаре в предыдущих уроках, цифра после термина указывает на номер урока, в котором приводится дефиниция этого термина.)

Тексты сопровождаются вопросами. Вопросы отражают ключевые моменты текста; предполагается, что, ответив на них, учащийся сможет вкратце пересказать содержание. Есть некоторые вопросы дискуссионного плана, их следует воспринимать как ма-

териал для тренировки говорения, умения реагировать на вопрос и отвечать на него по возможности распространенно и аргументированно, привлекая для ответа свои фоновые знания по данной проблеме.

Лексико-грамматическое упражнение направлено на закрепление общей лексики языка, общенаучной лексики и основной терминологии. В нем особое внимание уделяется усвоению слов в составе наиболее употребительных, стандартных словосочетаний, которые встретились в основном тексте. Оно помогает восприятию учащимися лексических единиц в контексте и освоению лексико-грамматических явлений «в действии».

Упражнение на перевод с русского языка на английский состоит из 10—15 фраз, по содержанию связанных с туристической тематикой. Перевод помогает закрепить новую лексику и терминологию, а также учит перефразировать и свободно общаться с текстовым материалом. В конце учебника приведены ответы (ключи) к переводу.

Примечательно, что фразы для перевода связаны по смыслу, представляя собой небольшие тексты интересного содержания, относящиеся к дисциплине «Туризм». В них читатель найдет дополнительную информацию о различных видах туризма (приключенческий, сельский, свадебный, событийный и др.), перспективах их развития в будущем, отдельных достопримечательностях и объектах Всемирного культурного и природного наследия ЮНЕСКО (Байкал, Дуга Струве, Остров Врангеля и др.).

В зависимости от задач обучения и уровня знаний учащихся можно рекомендовать письменный, либо устный перевод. При этом следует помнить, что ответы, помещенные в конце учебника, — не единственный вариант перевода, и что, по возможности, при переводе следует избегать буквального копирования русских конструкций, а использовать синтаксические модели английского языка.

Кроме этого можно варьировать разные тактики перевода: либо делать подробный перевод, либо вольный перевод, используя только основную лексику и самую базовую грамматику для передачи смысла русских фраз на английском языке более свободно и кратко.

В задании, направленном на развитие навыков устной речи (говорения), приводится текст, по содержанию связанный с основной темой урока, ее дополняющий и развивающий. Учащемуся следует

прочитать, понять и уметь передать на английском языке основной смысл данного текста.

В заключение сформулированы темы для поиска студентами дополнительной информации в Интернете и других источниках и подготовки устного сообщения или доклада с презентацией, что развивает навыки устной публичной речи и ведения дискуссии. Преподаватель может организовать в классе студенческую мини-конференцию и обмен мнениями по предложенной проблематике — «Туризм».

В каждом уроке приведены ссылки на Интернет-ресурсы, которыми рекомендуется пользоваться для получения информации по соответствующей теме при создании индивидуальной или групповой презентации, что развивает у студентов навык активного применения английского языка.

Для удобства работы с терминологией в приложении помещен алфавитный список туристических терминов, встречающихся в текстах учебника, с указанием номера урока, в котором этот термин помещен в послетекстовом словарики и снабжен пояснением на английском языке.

Учебные материалы данного пособия имеют отчетливую тематическую направленность, языковая организация текстов обеспечивает четкое и ясное изложение мыслей и фактов, оказывается оптимальной для обучения тех, чьей целью является овладение практическими навыками английского языка в профессиональной сфере и в повседневном общении. Таким образом, соблюдается важнейший методологический принцип неразрывной связи языка и мышления, позволяющий достичь эффективного обучения иностранному языку. Стилистически нейтральные, регулярно воспроизводимые слова, словосочетания и выражения, которые учащийся с помощью своего преподавателя почерпнет из приведенных текстов, можно активно и уверенно использовать при общении на английском языке.

Авторы

INTRODUCTION TO TOURISM

UNIT 1. TOURISM AND TOURISTS

1. Reading and learning

Scan the text and formulate the main ideas. Then read the text carefully and memorize it.

Tourism has been one of the fastest growing industries in recent years. Indeed, the growth rate of tourism has generally exceeded the growth rate for the worldwide economy. Tourism is a social, cultural, and economic phenomenon which involves the movement of people to countries or places outside their usual environment for personal or professional purposes. These people are called visitors (which may be either tourists or excursionists).

The first attempt to define tourism was made by the League of Nations in 1937. It recommended to adopt the definition of a 'tourist' as one who travels for a period of at least twenty-four hours in a country other than that in which he usually resides. It included persons traveling for pleasure, domestic reasons or health, persons traveling on business, and persons visiting a country on a cruise vessel (even if for less than twenty-four hours).

Later, in 1963, the United Nations Conference on International Travel and Tourism agreed to use the term 'visitor' to describe 'any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited'.

The principal weakness in these definitions is that they failed to take into account domestic tourists. Finally, the following definition devised by the World Tourism Organization was approved by the United Nations Statistical Commission in 1993: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes."

Here 'usual environment' is intended to exclude trips within the areas of usual residence, frequent and usual trips between home and a workplace

and other community trips of a routine character. However, with the growth of second-home owners, who in some cases spend considerable periods of time away from their main homes, and time-share owners, it could be argued that a tourist is no longer necessarily 'outside the home environment'.

Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel to visit friends or relatives. Still others travel in order to educate themselves in accordance with the idea that travel is broadening. Tourist statistics also include people who are traveling on business. People traveling on business use the same transportation, accommodation, and catering facilities as the holiday tourists. Another kind of business travel is the incentive trip.

Not included in the area of tourism are people who travel in order to take up a job there; this excludes migrants from tourism. Students who travel to another region or country where they are enrolled in a regular school are also not usually included in tourist statistics.

The statistics on tourist expenditures are not easy to obtain. Some of the figures are relatively accurate, such as the amount of money spent on long-distance travel, hotel accommodations, and catering services within the hotels. Tourism benefits not only airlines, hotels, restaurants, and taxi drivers, but also many commercial establishments and even the manufacturers of such varied items as sunglasses, cameras, and sports clothing.

The tourist industry consists of many different kinds of enterprises that offer different services to the traveler. Transportation, accommodations, catering, tour operators, travel agents, and governments play an essential role in tourism. The tourism sector is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called tourism industries because visitor acquisition represents such a significant share of their supply that, in the absence of visitors, their production would cease to exist.

The WTO distinguishes the following categories of tourism: (1) domestic tourism involving residents of a country visiting within that country; (2) inbound tourism, involving non-residents of a country, visiting this country, for example, Japanese tourists coming to England; (3) outbound tourism, involving residents of a country visiting other countries, e.g. a resident of Italy, visiting Belgium.

The three basic classifications can be further combined to derive the following categories of tourism: internal tourism, which comprises domestic tourism and inbound tourism; national tourism, which comprises domestic tourism and outbound tourism; and international tourism, which comprises inbound and outbound tourism.

2. Terminology

Catering = **catering service** = **catering facilities** means providing food and beverages for the public and places where a traveler or another member of the public can find food and drink, in other words, the restaurants and bars.

Environment of an individual is defined as the geographical area where a person lives.

Excursionist = **same-day visitor** is a visitor (domestic, inbound or outbound) classified as a same-day visitor (or excursionist) if his trip does not include an overnight stay.

Incentive travel = **incentive trip** = **incentive tour** is a trip offered by an organization, usually a business firm, to reward successful effort or to stimulate employees to make a greater effort.

Leisure is the time when you are not working and you can relax doing things that you enjoy; often used in the expression “tourism and leisure”.

Place of usual residence is the geographical location where a person usually lives.

Second home = **vacation home** = **holiday home** is a dwelling that is owned by an individual but which is not their main residence and is normally used for leisure and tourism purposes.

Timeshare is holiday accommodation owned by several people, who can use it for a specified period of the year.

Tourism industries = **tourism activities** are the activities that typically produce tourism characteristic products and services.

Tourism product = **tourist product** = **travel product** is a designed itinerary and corresponding set of services guaranteed by the tour operator for the tourist traveling to his destination.

Tourist = **overnight visitor** is a visitor who stays at least one night in a collective or private accommodation in the country visited.

Tourist destination = **tourism destination** is a place or area to which tourists travel which has a combination of different tourism components (attractions, accommodation, transport, resources, and the infrastructure) in a geographical location promoted by a tourism organization.

Tourist expenditure = **tourist spending** is the amount of money a tourist spends during a visit.

Traveler is someone who moves between different geographic locations, for any purpose and any duration.

Trip = **tourism trip** refers to the travel by a person from the time of departure from the usual residence until the return: it thus refers to a round trip.

Visiting friends or relatives (VFR) is a form of tourism that involves the visitor staying in the home of a friend or relative.

Visitor = overnight guest = overnight visitor is a person who stays at least one night in a collective or private accommodation in the country visited.

3. Lexical exercise

Use the appropriate special terms and the following word-combinations: *usual environment, to define tourism, to adopt a definition, to travel for (leisure, business etc), usual place of residence, to take into account, to spend time away from home, to be on holiday, to go on holiday, to travel on business, to take up a job, it could be argued ..., to enroll in school, to offer services* to retell the text “**Tourism and Tourists**” and answer the following discussion questions:

1. Why is tourism such an important activity in the 21st century?
2. How can tourism be defined?
3. Why do people travel?
4. What can be a tourist destination?
5. Why is it difficult to distinguish business travel from recreational travel?
6. What figures on tourist expenditures are relatively accurate?
7. What figures on tourist expenditures present problems in analysis?
8. What kinds of businesses benefit from tourism?
9. What kinds of businesses contribute to tourism?
10. How does the WTO classify the categories of tourism?

4. Translation

ОЗЕРО БАЙКАЛ

1. Озеро Байкал является объектом Всемирного природного наследия ЮНЕСКО.

Байкал, самое древнее и самое глубоководное озеро планеты, расположен на юго-востоке Сибири и занимает площадь 3,15 млн га.

2. Это крупнейший природный резервуар пресной воды. Водоем хранит примерно 20% всех мировых запасов пресной воды.

3. В озере, благодаря древнему возрасту и изоляции, сформировалась необычная богатейшая пресноводная экосистема, имеющая исключительное значение для понимания эволюции жизни на Земле.

4. Непосредственно к побережью Байкала примыкают 12 особо охраняемых природных территорий, в том числе 3 заповедника, 2 национальных парка, 6 заказников, в которых находятся более 400 памятников природы.

5. Здесь расположен созданный в 1916 году первый в России Баргузинский государственный природный биосферный заповедник.

6. В Байкальском регионе имеется порядка 1200 исторических, археологических и культурных памятников, 1000 из которых находятся под защитой государства. Многие из них считаются священными.

7. В районе Байкала предполагается развивать следующие виды туризма: лечебно-оздоровительный, экологический, горнолыжный, экскурсионный, круизный, этнографический и религиозный.

8. Наиболее перспективными направлениями развития экотуризма считаются волонтерские программы, обустройство экологических троп и экологический мониторинг.

9. Повсюду будут оборудованы специальные стоянки и кемпинги, организован прокат туристического снаряжения, а также будут реконструированы дома отдыха и турбазы.

10. В Байкальском регионе необходимо основное внимание уделять развитию организованного туризма и сделать отдых круглогодичным.

12. С этой целью активно развивается туристическая инфраструктура и создаются туристско-рекреационные зоны.

13. Зона «Байкальская гавань» должна стать центром международного туризма на востоке России и привлечь российских и иностранных туристов.

14. Уже действует трехдневный модульный туристический маршрут, включающий знакомство с культурой старообрядцев, пешие или конные прогулки, сплав на моторной лодке.

5. Speaking

Render the content of the text in English.

TRAVEL GEOGRAPHY: GEOGRAPHICAL COMPONENTS OF TOURISM

In addition to the basic components, there are certain elements or ingredients which are also crucial to tourism. They are geographical components and include pleasing weather, scenic attractions, accessibility etc.

There are certain geographical features of the world that attract travelers. It is important to know which types of climate are most suitable for different types of tourist activity, what sort of coast and landscapes tourists find attractive, where in the world these features are located and what is the world distribution of climatic, landscape, coastal, wildlife, historical and cultural resources for tourism. It is also important to know how the world's tourist resources are used and what impact tourism has on them.

For holidaying, good weather is a particularly important ingredient, since it makes a holiday a pleasant or an unpleasant experience. Millions of tourists from countries with extreme climates visit beaches in search of fine weather and sunshine. Sunshine and sea breeze at the beaches have attracted millions since a very long time. In fact, the development of spas and resorts along the sea coasts in many countries were a result of the travelers' urge to enjoy good weather and sunshine. Destinations with attractive winter climates, winter warmth and sunshine are also important centres of tourist attraction. Many areas have become important winter holiday resorts attracting a large number of tourists.

The landscape consisting of mountains, lakes, waterfalls, glaciers, forests, deserts etc are strong forces attracting people to visit them. Breathtaking mountain scenery and the coastal stretches exert a strong fascination for the tourists. The magnificent mountain ranges provide an atmosphere of peace and tranquility.

The tourist attractions which are located near to the tourists generating markets and are linked by a network of efficient roads or can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances.

Travel geography is based on physical geography and concentrates on those aspects of geography that facilitate travel and make it more interesting. Knowledge of the continents, countries and oceans of the world is a requisite for travel and tourism professionals. Travel geography also encompasses cultural geography which studies what people are like, their ethnic and social codes, and what they expect from and dislike about foreign visitors.

Travel geography is about the geographical distribution of tourism throughout the world. It seeks to describe and explain the spatial patterns of tourist activity and development on regional, national, international and world scales. It is about the location of tourist resources and the factors (e.g. economic and political etc) that influence when, how and where

they are used for tourism. It is about the people who are tourists, where and why they travel and the effect they have on the places they visit.

The simplest spatial model of the tourist system consists of three spatial elements: 1) the tourist's home area (the tourist generating region); 2) the places people travel to (the destination regions); 3) the routes people follow between the generating and destination regions. Travel geography is concerned with the study of all three elements of the system, at all scales from the study of domestic tourism within a city or region, to the world of international travel.

Find material and give a talk on:

a) How you use your knowledge of geography when you travel.

b) Tourist destinations where geography plays a crucial role in determining the attraction of a place.

<http://www2.unwto.org>

www.world-tourism.org

<http://www.wttc.org>

www.tourismconcern.org.uk/

UNIT 2. TOURISM ORGANIZATIONS

1. Reading and learning

Scan the text and formulate the main ideas. Then read the text carefully and memorize it.

There are many different agencies involved in tourism — regional and local, private and national, they can take a number of forms, but typically three can be identified: *sectoral organizations*, based on the interests of a particular sector of industry; *destination organizations*, concerned with a specific tourist destination, whether resort or region; *tourism organizations*, based on a concern with tourism activity as a whole.

Sectoral organizations are those which reflect sectoral interests. There is a wide range of sectors making up the tourism industry, such as accommodation, transportation, recreation, attractions, tourism services, food services, and others. Sectoral trade bodies may be national or international in scope. One of the most influential among international bodies is the International Air Transport Association (IATA), which is global in scale, while the International Federation of Tour Operators draws its members from European national tour operating bodies. Examples of British national bodies include the Association of British Travel Agents, which represents both tour operators and travel agents. The American Society of Travel Agents fulfils a similar role in the USA.

A destination organization draws its membership from public or private sector tourism bodies sharing a common interest in the development or marketing a specific tourism destination. That destination may be a resort, a state or region, a country or even an area of the globe. Membership of such bodies is open to firms or public sector organizations rather than individuals. These bodies generally share two common objectives: (1) to help cooperation and coordination between the various bodies that provide, or are responsible for, the facilities making up the tourism product; (2) to promote the destination to the travel trade and to tourists.

Examples of such organizations range from such globally important regional marketing bodies as the Pacific Area Travel Association and the European Travel Commission, to local marketing consortia made up of groups of hotels or tourist attractions within a particular region or resort. A marketing consortium currently comprising public sector tourism interests in Germany, Austria, Hungary, the Czech Republic, Slovakia and Poland was formed in 1999 as the Central European Countries Travel Association in order to market more effectively this large European region. At the other end of the scale, the Devon Association of Tourist Attractions, and the Association of Bath and District Leisure Enterprises are all typical examples in Britain of limited-area groupings within a single country.

Tourism organizations have as their aim the compilation of national or international statistics on tourism, or research into the tourism phenomenon. The World Tourism Organization (WTO) is the most significant global body concerned with the collection of statistical information on international tourism. This organization represents tourism bodies from most countries in the world, and the publication of its data enables comparisons of the flow and growth of tourism on a global scale.

Nowadays there are a growing number of partnerships between tourism organizations and local industry. For example, in Western Australia the growth in wine tourism has led to the formation of public and private sector partnerships, and tourism industry associations have been created (Wine Tourism Council, Wine Industry Association). Similarly, in Scotland's first National Park (Loch Lomond and Trossachs) similar bodies have emerged (National Park Community Partnership) to promote specific destinations or products (i.e. adventure tourism). These partnerships not only market the local products but also seek to raise the number of visitors to the area and to increase visitor spending. These lobby groups receive grants from public sector and raise additional finance from membership subscriptions.

Many countries with a strongly developed tourism industry establish professional bodies composed of individual members drawn from several sectors of the industry. The purpose of these bodies is to promote the tourism industry generally, while simultaneously encouraging the spread of knowledge and understanding of the industry among members. In Britain, there are two professional bodies devoted to the tourism industry generally: the Institute of Travel and Tourism and the Tourism Society. The latter attracts its membership from the public sector, tourist attractions and tourism consultants and educationalists.

2. Terminology

Adventure tourism = adventure holiday refers to trips or holidays with a major sporting or activity content varying from extremely dangerous activities, such as mountaineering, to relatively safe ones, like hot air ballooning.

Chain of distribution is a series of organizations which make a product or service available to customers.

Consortium is a group of companies or people with similar interests or aims who have agreed to work together.

Destination marketing is the process by which destinations are promoted.

Membership is the state of being a member of a group, an organization etc.

Membership subscription is an amount of money paid regularly to be a member of an organization.

Open membership means available for anyone to join an organization.

Public sector comprises a diverse range of government-related and funded bodies.

Tourism body = body is a professional or trade association of firms or organizations who work or act together in the sector of tourism.

Tourism official is a person with an important position in a tourism organization.

Trade is a particular type of business or profession.

Wine tourism = enotourism includes the tasting, consumption or purchase of wine. It can consist of visits to wineries, vineyard walks, or taking part in the harvest.

3. Lexical exercise

Use the appropriate special terms and the following word-combinations: *a wide range of..., to draw members from..., to share common objectives or interests, to foster cooperation and coordination, to be made up of, to comprise, collection of statistics, research into..., to market local products, to provide regular reports, to increase visitor spending, to raise finance, to establish professional bodies, to promote a destination to retell the text “Tourism Organizations” and answer the following discussion questions:*

1. What kinds of associations are there in the tourism industry?
2. Why are national or international sectoral trade bodies set up?
3. What role do destination organizations play?
4. Why do partnerships between tourism bodies and local industry form?
5. What professional tourism bodies are established in Russia?

4. Translation

ШЕНГЕНСКАЯ ВИЗА

1. Шенгенская виза значительно упростила путешествие по странам Шенгенского соглашения и уменьшила количество связанных с поездкой бюрократических проблем.

2. Путешествуя с шенгенской визой, можно посетить любую страну Шенгенской зоны, что позволяет избежать хлопот и расходов, связанных с получением отдельной визы для каждой страны.

3. Это особенно удобно для тех, кто хочет посетить несколько стран Европы за одну поездку.

4. Шенгенская виза является «гостевой визой» и выдается гражданам тех стран, которым необходима виза для въезда в Европу.

5. Целью путешествия может быть отдых, туризм или бизнес.

6. Шенгенская виза позволяет ее владельцу свободно путешествовать в пределах стран, входящих в Шенгенскую зону, и находиться в них до 90 дней в течение 6-месячного периода.

7. Все страны Шенгенской зоны расположены в Европе, но не следует путать эту зону с Европейским союзом.

8. Европейский союз и Шенгенская зона — это два разных соглашения между европейскими странами.

9. В общей сложности 25 стран, включая все страны ЕС (за исключением Ирландии и Великобритании) и три страны, не входящие в ЕС (Исландия, Норвегия и Швейцария), подписали Шенгенское соглашение.

10. Тем не менее только 15 стран ввели общий пограничный контроль и визовый режим.

Обладатели шенгенской визы не могут жить постоянно или работать в Европе. Обладатели шенгенской визы имеют право путешествовать по странам — членам Шенгенского соглашения только как временные посетители.

5. Speaking

Render the content of the text in English.

THE WORLD TOURISM ORGANIZATION

In 1946 the First International Congress of National Tourism Bodies, decided to create a new international non-governmental organization — the International Union of Official Travel Organizations. In September

1970, the Special General Assembly adopted the Statutes of the World Tourism Organization (WTO). Since 1980, World Tourism Day has been celebrated annually on September 27th. In 2003 the Assembly approved the transformation of WTO into a United Nations specialized body and the acronym “UNWTO” was established to distinguish it from the World Trade Organization. In 2005 the General Assembly approved the adoption of the initials UNWTO in English and ЮНВТО in Russian.

Headquartered in Madrid, Spain, the UNWTO is the United Nations specialized agency. The UNWTO works in six main areas — improving tourism competitiveness, promoting sustainable tourism development, advancing tourism’s contribution to poverty reduction, fostering knowledge, education and capacity building — to achieve responsible, sustainable and universally accessible tourism.

The UNWTO’s membership includes 156 Member States, six territories, two Permanent Observers, one Special Observer, six Associate Members and over 400 Affiliate Members representing local tourism boards, tour group operators, the private sector, educational institutions, tourism associations and local tourism authorities. Members are expected to pay dues to help fund the administration of the UNWTO. Any country that is a member of the United Nations can apply to join the World Tourism Organization. However, members can be suspended from the organization if their tourism policies conflict with the UNWTO’s objectives. Some countries have voluntarily withdrawn from the organization over the years. The official languages are English, French, Spanish, Russian, and Arabic.

The bodies of the World Tourism Organization are: the General Assembly, the Executive Council, regional commissions, the Secretariat, and specialized committees. The **General Assembly** is the principal gathering of the World Tourism Organization. Every four years it elects a Secretary-General. The General Assembly is composed of Full Members and Associate Members. Affiliate Members and representatives of other international organizations participate as observers.

The Executive Council is UNWTO’s governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It is composed of Members elected by the General Assembly in a ratio of one for every five Full Members. As the host country of UNWTO’s Headquarters, Spain has a permanent seat on the Executive Council. For easier administration the UNWTO divides the world into six **regional commissions** — Africa, the Americas, East Asia and the Pacific,

Europe, the Middle East and South Asia. The commissions are composed of all the Full Members and Associate Members from that region.

The Secretariat is led by the Secretary-General, who supervises about 110 full-time staff at UNWTO's Madrid Headquarters, and is organized into programmes covering issues such as sustainability, education, tourism trends and marketing, sustainable development, statistics, destination management, ethics and crisis management. The Secretariat also includes a regional support office for Asia-Pacific in Nara, Japan, financed by the Japanese Government.

Specialized committees advise on management and programme content. These include: the Programme and Budget Committee, the Committee on Statistics and the Tourism Satellite Account, the Committee on Tourism and Competitiveness, the Committee on Tourism and Sustainability, the Committee for the Review of Applications for Affiliate Membership and the World Committee on Tourism Ethics. The Global Code of Ethics for Tourists gives numerous recommendations to travelers. Travelers should thoroughly plan their trips and learn to speak some words of the local language. To ensure personal health and security, travelers should know how to receive assistance in case of an emergency. Travelers must observe local laws and respect human rights.

The World Tourism Organization researches and publishes many documents such as the World Tourism Barometer. The organization ranks countries by the number of visitors they receive annually, as well as travelers' method of transportation, nationality, length of stay, and money spent. The UNWTO also predicts future tourism trends (Tourism 2020 Vision), issues travel warnings, prevents the spread of diseases, helps countries market their destinations, encourages countries to simplify visa application processes and reduce travel taxes, helps reduce congestion at the world's most visited sites, helps destinations rebuild their image after crises like natural disasters.

A cornerstone of the World Tourism Organization is the improvement of the economic and social living conditions of the world's people, especially residents of developing countries. Jobs in industries involving tourism alleviate global poverty and can be particularly beneficial to women and young adults. Revenue gained from tourism enables government to reduce debt and invest in social services. Another point of interest for the UNWTO is the sustainability of the environment. The UNWTO works with airlines and hotels to improve energy and water efficiency.

Find material and give a talk on:

- a) National and local tourism bodies of Russia.
- b) A tourism body of any country.

www.world-tourism.org

<http://www.iata.org>

<http://www.etc-corporate.org/>

<http://www.tourismconcern.org.uk/>

<http://www2.unwto.org>

UNIT 3. TOURISM EMPLOYMENT, SKILLS AND EDUCATION

1. Reading and learning

Scan the text and formulate the main ideas. Then read the text carefully and memorize it.

Direct employment in tourism includes the variety of jobs done by people providing travel, transport, accommodation, catering, leisure, and business facilities for visitors to their countries or regions. Despite this range of jobs, there are certain special characteristics of tourism employment which are common to them all. The combination of characteristics found in tourism employment is unique to this particular industry.

Work around the clock. Tourists need to be looked after 24 hours a day, seven days a week. They may arrive at their destination at 3 a.m., on a night flight, and need to be met by airport staff and holiday reps. As soon as the last tourist leaves the nightclub, hotel kitchens are coming to life as preparations are made for breakfast. Hotel desks are staffed throughout the night and the night-duty hotel manager is always at hand. Most roadside catering establishments never close. For this reason, shift work is an important feature of tourism employment.

Seasonal work. The working population in tourism tends to grow in number during the high season and shrink back during the low season as tourist facilities close down and pay off staff. The proportion of seasonal to all-year-round employment is greatest in countries which depend largely on sunshine to attract visitors. In some Mediterranean countries such as Greece, for example, the vast majority of tourism-related employment is seasonal, lasting only for the months between May and October. Even in Britain, many thousands of jobs in tourism last for only four or five months of the year.

Work with people from other places. Working in tourism means coming into regular contact with large numbers of people from outside the region or outside the country to which the tourism staff belong. Tourist guides, tourist

information centre staff, waiters, historic property managers are all examples of people whose job brings them into frequent contact with visitors. As well as bringing tourism workers into contact with people from other places, tourism employment can also introduce them to lifestyles and standards of living that are different from their own (the majority of those working in hotels begin their careers there without ever having stayed in a hotel as a guest themselves).

Work in an atmosphere of enjoyment. One important characteristic which distinguishes work in tourism from work in other ‘people’ careers such as the police, social work, or even the undertaking business is that the customer in tourism has an expectation of enjoyment, fun and pleasure. Even business tourists expect to relax and enjoy themselves outside the hours that they are working. Naturally, this enjoyment is only made possible by the hard work of those employed to receive, feed, entertain, inform, and clean up for the tourists themselves.

Processing hundreds of passengers onto a jet aircraft can be a hard and stressful task for the airport staff and answering the same question for the hundredth time at the end of a long and difficult day can test the patience of any museum attendant. But the pleasure-seeking tourist expects at all times to be dealt with by staff that help to create the general atmosphere of enjoyment.

In the same way that the industry has special characteristics which distinguish it from other industries, people working in tourism need to demonstrate special skills and attitudes, the combination of which is unique to tourism.

Occupational skills are the basic skills which enable people working in tourism to do their jobs competently. Chefs must be able to cook, airport staff must be able to check someone onto a flight, and a tourist guide must know how to show a group of visitors around a historic house. Occupational skills differ from job to job, but there are certain skills and attitudes expected by tourists from all staff with whom they come into contact.

Customer relations skills. Visitors expect the tourism staff who serve them to be cheerful, polite and helpful at all times. Without a doubt, there are people working in tourism who genuinely enjoy meeting the public and responding to their needs, particularly in countries with a tradition of courtesy and hospitality towards visitors, or in destinations which receive few visitors and where tourists are still something of a novelty. For most, however, the ability to remain cheerful and co-operative to thousands of individual tourists every year is something to be learned and something which they regard as part of their professional attitude to the job, rather than something which comes in a spontaneous and natural manner.

It is desirable for all staff to behave in a welcoming and pleasant manner to tourists, particularly if they are the first members of staff with whom the visitors come into contact, such as hotel receptionists or staff selling tickets at entry points to tourist attraction.

Information skills. Tourists need information on a variety of topics from travel directions to explanations of unfamiliar items on menus, where places are and what there is to see and do locally, and information on the history and traditions of the places they are visiting. Tourists tend to regard all those working in the industry as the source of answers to their questions, whether the person is a hotel doorman, a gardener working at a historic house, a waitress, the ticket collector on a train, or the manager of a holiday park. For this reason, the ability to understand what is being asked and to provide information and answers is regarded as an important communication skill for tourism staff everywhere. Most people working with tourists come to build up a range of knowledge about the place where they work and the surrounding area. In France the accumulation of such useful background information is considered so important that students studying tourism at college there, attend lectures on the culture, traditions and history of their own country as part of their course.

Foreign language skills. For staff working in countries wishing to attract overseas tourists, foreign language skills are greatly valued. The English language is especially important for communication between staff and visitors: a Norwegian tourist ordering a beer at a bar in Turkey will do so in English, the language which he and the bar staff are most likely to have in common. However, even in some developed destinations in Europe, the first foreign language spoken by the resident staff is not English but German. German tourists were responsible for discovering many new European destinations in the Mediterranean during the 1960s and 1970s and the residents of those places first learned the German language to make communication easier. There are still Greeks who speak both their own language and German, but not English, and there are resorts in places such as Majorca where the residents speak Spanish and German, or Spanish and French, but little or no English. Nevertheless, the importance of English as a common language of communication in tourism is impossible to overestimate.

2. Terminology

Accommodation = accommodation facilities refers to places for people to stay such as a house, flat, or hotel room etc.

All-year-round employment refers to work available during all the year.

Business tourist = business traveler is a person traveling for commercial or professional purposes rather than leisure, e.g. to attend meetings, conferences and exhibitions, and to sell products or services.

High season = prime season = peak season is a part of the year when many tourists visit a place and travel costs are therefore higher (opposite to **low season**).

Historic house is a building which is interesting and impressive because of special architectural and historic values.

Holiday park = holiday village = holiday camp is a place for families to stay on holiday, with small separate houses and organized activities usually near the sea, a river or a lake.

Holiday representative = holiday rep = resort representative = tour operator's representative = travel agency representative = local representative is someone who acts on behalf of a tourist company controlling the quality of tourist service and organizing activities on a static or coach tour.

Hospitality — friendly and generous behaviour towards visitors and guests, intended to make them feel welcome.

Hotel front desk = hotel reception counter = reception desk is the desk inside the entrance of a hotel where guests go when they arrive.

Hotel night manager is responsible for all aspects of a hotel that go on overnight, e.g. late check-ins, intoxicated guests and loud parties, wake-up calls. A night manager supervises those who work night shift.

Leisure facilities are buildings, equipment or services provided to relax or enjoy people.

Low season = off-season = off-peak is the time of year when a place or business is least busy, for example because there are not many tourists (the busiest period of the year is **high season**).

Overseas tourist = overseas visitor = overseas holidaymaker = overseas traveler = international traveler is a person who travels to a foreign country.

Roadside catering establishment refers to a place located by the roadside where a traveler can find food and drink (restaurant, café etc).

Seasonal employment = seasonal work is a job available only during a particular time of year.

Shift work is a pattern of work in which you sometimes work during the day and sometimes during the night.

Tourism staff = tourism workers are the people working in different spheres of tourism sector.

Tourist guide = tour guide = guide is someone whose job is to show tourists around a place and explain its history, architecture etc.

Tourist information centre = TIC = visitor centre is an office or a reception area that gives visitors tourist information about a geographical area, museums or other places of interest.

Travel facilities = tourist facilities are buildings for accommodation, transport, equipment or services that are provided for travel.

3. Lexical exercise

Use the appropriate special terms and the following word-combinations: *the range of jobs, the range of knowledge, to have especial/common characteristics, a unique combination of..., to be at hand, for this reason, important feature, all-year-round employment, to come into contact with, to bring into contact, to distinguish from, to expect to enjoy, to make possible, hard work, to need special skills, without a doubt, information on a variety of topics, to provide information/answers, to build up knowledge, useful background information, to attend lectures on culture, to have common language, to have some language in common, to discover new destinations* **to retell the text “Tourism Employment, Skills and Education” and answer the following discussion questions:**

1. What kinds of jobs are there in tourism?
2. What are special characteristics of tourism employment?
3. What does it mean work around the clock in tourism?
4. Why is shift work an important feature of tourism employment?
5. What are the typical expectations of the customers in tourism?
6. What basic skills and attitudes should people working in tourism demonstrate?
7. What information do visitors usually need in the places they are visiting?
8. What languages are commonly used for the communication between staff and visitors in different countries of the world?

4. Translation

ГЕОДЕЗИЧЕСКАЯ ДУГА СТРУВЕ

1. «Дуга Струве» — это цепь триангуляционных пунктов, протянувшаяся на 2820 км по территории десяти европейских стран от Хаммерфеста в Норвегии до Черного моря.

2. Эти опорные точки наблюдений были заложены в период 1816–1855 гг. астрономом Фридрихом Георгом Вильгельмом Стру-

ве (он же — Василий Яковлевич Струве), который произвел таким образом первое достоверное измерение большого сегмента дуги земного меридиана.

3. Это позволило точно установить размер и форму нашей планеты, что стало важным шагом в развитии наук о Земле и топографического картирования.

4. Это был исключительный пример сотрудничества в научной сфере между учеными разных стран и между правящими монархами.

5. Первоначально «дуга» состояла из 258 геодезических «треугольников» (полигонов) с 265 основными триангуляционными пунктами.

6. В объект всемирного наследия вошли 34 таких пункта (наиболее хорошо уцелевшие к настоящему времени), которые маркированы на местности самым разным образом: выдолбленными в скалах углублениями, железными крестами, пирамидами из камней или специально установленными обелисками или монументами в память о геодезическом пункте и о дуге.

7. Еще приблизительно с 500 г. до н.э. было известно, что Земля не плоская, а имеет сферическую форму.

8. В III веке до нашей эры техника съемки и теория определения размера Земли были разработаны греческим географом Эратосфеном. Но сами измерения не были достаточно точными.

9. В XVII веке было создано более точное измерительное оборудование, а также новый метод, использующий триангуляцию.

10. Этот метод заключался в построении геодезической сети для топографической съемки в виде треугольников, в которых измерялись углы и стороны. Длина сторон треугольника доходила до 100 км.

11. Необходимость точного картографирования особенно остро ощущалась в России после победы над Наполеоном, и тогда царь Александр I пригласил астронома Вильгельма Струве и обеспечил его всеми необходимыми ресурсами для создания новой длинной геодезической дуги.

12. Струве, который работал в университете Дерпта (что в современной Эстонии), решил, что дуга, которую он создаст, пройдет вдоль меридиана, проходящего через обсерваторию университета.

13. Новая длинная геодезическая дуга, позже получившая название Дуги Струве, была построена, она протянулась на 2820 км от Крайнего Севера до берегов Черного моря. Теперь она включена в список объектов всемирного наследия ЮНЕСКО.

14. Этот объект состоит из 34 оригинальных триангуляционных пунктов, установленных Струве и его коллегами: четыре пункта в Норвегии, четыре — в Швеции, шесть — в Финляндии, один — в России, три — в Эстонии, два — в Латвии, три — в Литве, пять — в Белоруссии, один — в Молдове и четыре — на Украине.

5. Speaking

Render the content of the text in English.

TOURISM HIGHER EDUCATION

The term 'tourism' refers to the phenomena and relationships arising from the travel and stay of people away from their normal home environments for a variety of purposes. Tourism industry, or the 'leisure' sector, is one of the largest and fastest growing sectors of the global economy. Programmes with tourism in the title provide a vocational training relevant for potential employment in different components of tourism industry.

Most programmes have broadened from their vocational origins to embrace wider issues relating to the nature, impacts and meanings of tourism, aimed at an understanding of what is now a major world phenomenon. However, most programmes still lay emphasis on career and vocational objectives. Over the past 15 years the number of programmes concerned with tourism has proliferated. They have a wide range of titles. The most common are 'Tourism Management', 'Tourism', 'Leisure and Tourism Management' and 'Tourism Studies' but also included are other titles reflecting the focus of particular programmes such as 'Travel Agency Management', 'Sports Tourism', 'Rural Tourism', 'Sustainable Tourism'.

The study of tourism overlaps with other subjects. This is reflected in the trend for tourism programmes to incorporate ideas and concepts drawn from, for example, geography, social anthropology, sociology and cultural studies.

Degrees in tourism typically involve the following:

- a consideration of the concepts and characteristics of tourism as an area of academic and applied study;
- an examination of the nature and characteristics of tourists;
- a study of the products, structure, operations and interactions within the tourism industry;
- the analysis of tourism in the communities and environments that it affects.

While most degree programmes include some consideration of all the above areas of study, different programmes have different emphases. Typical subject areas might include: accommodation for tourists, destination planning and development, geography of tourism, impacts of tourism, international tourism, operation of the tourism industry, passenger transportation, research methods, technology in travel and tourism, tourism and the environment, tourism economics, tourism marketing, tourism policy, tourism management, sustainable tourism.

The depth of knowledge, the proficiency of skills and the balance of specific knowledge and skills may differ with the particular programme. Each institution is free to decide on the content, nature and organization of the degree programme and its constituent courses or modules. The specific skills depend upon the aims and objectives of the programme.

Although there is a core of recognized course titles, Tourism is still a developing area of study with a great deal of innovation and diversity. The current scope of the coverage with respect to Tourism includes: Tourism Studies; Tourism Management; Ecotourism; European Tourism; International Tourism; Rural/Countryside Tourism; Sports Tourism; Sustainable Tourism; Tourism Planning; Adventure Tourism Management; European Tourism Management; International Tourism Management; Rural Tourism Management; Tourism Business Management; Visitor Attractions Management; Tourism Operations Management; Travel and Tourism Management; Travel Management; European Travel Management; International Travel; Travel Agency Management.

Find material and give a talk on:

- a) Geographical information which is important to give to visitors in the tourist destination of Russia (or abroad) you have chosen to describe.
- b) Geographical information relevant for people working in tourism and which must be included in the professional courses to be taught to them.

<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/HLST08.pdf>

<http://www.travelindustry careers.org/>

<http://www.travelindustry careers.org/why-travel-and-tourism>

<http://www.kent.ac.uk/careers/sitestourism.htm>

http://www.prospects.ac.uk/options_travel_tourism.htm

UNIT 4. TRAVEL MARKET SEGMENTS

1. Reading and learning

Scan the text and formulate the main ideas. Then read the text carefully and memorize it.

There are some important questions marketers in the tourism business need to answer: Who are the customers? With whom do they travel? What types of tourism products do they buy? What are the needs they aim to satisfy? Where do they buy tourism products? When do they buy them (last minute, in advance)? How much are they prepared to pay? How do they decide which tourism products to buy? Their age, gender, marital status, educational background, amount of disposable income and other factors affect what they buy.

The travel market is composed of many submarkets known as market segments, i.e. groups of consumers with similar characteristics. The process of segmenting markets assumes that the group of consumers identified as a market segment has similar purchasing habits. It allows the needs and wants of each of these segments to be better understood and products to be customized and targeted to consumers.

Thousands of market segments exist within the travel industry, and there is no standard classification system for all of them. Instead, segments are classified according to characteristics that are meaningful to a particular organization or business within the industry. For instance, a hotel is likely to classify market segments differently than would an airline. Airlines may segment customers into those receiving first-class and business class services versus economy class service; hotels may segment guests as individual versus group; resorts may segment guests as off-season versus prime season guests; and restaurants may segment customers by meal periods (breakfast, lunch, dinner).

The UNWTO has selected the most important and dynamic market segments. Among them are: Cultural Tourism, Urban Tourism, Rural Tourism, Nature-Based Tourism, Adventure Tourism, Weddings and

Honeymoon Tourism, Winter Sports Tourism, Cruises, Meetings and Conference Tourism.

Several methods are commonly used in the travel industry to segment travel markets. Customers can be segmented by demographic characteristics (age, gender), travel habits, purpose of travel, preferences etc. In some cases, seemingly unlike segments may exhibit similar travel preferences and habits. For example, young career persons without children sometimes have similar travel preferences and habits to those of older, well-established persons with substantially higher incomes.

Travelers are frequently divided into two segments. The first one is made up of independent travelers, who usually are referred to as foreign independent travelers or domestic independent travelers. These travelers may purchase tours, but their main distinction is that they travel on their own and not as part of a group. The second segment consists of group travelers, referred to as GIT (group inclusive tour), or IT (inclusive tour travelers). The independent segment consists of many types of individuals, ranging from adventurous backpackers to wealthy golf players. So each group may be further segmented, e.g. by the purpose of travel. It is important to distinguish between pleasure and business travelers. These may be subclassified accordingly as or vacationers and VFR, convention and incentive travelers.

Frequent travelers are key customers and usually comprise the most important market segment for any firm in the travel industry. Airlines, hotels, and car rental firms have initiated frequent traveler programs that allow companies to identify key customers. Frequent travelers are mostly males, are younger as a group than the general population, and are relatively affluent.

The UNWTO identifies six main target segments according to the stage in the family life cycle: Youth, Singles, Dinks (Double Income No Kids), Families, Empty Nesters, and Seniors. For example, 'Dinks' are between 25 and 35 years of age, reasonably affluent. They are cash-rich but time-poor and so a holiday represents an important opportunity to escape from everyday reality for a while and recharge batteries. Short break destination, weekend breaks and last minute booking are a key characteristic for them.

'Empty Nesters' are couples whose children have left home. Between 45 and 55 of age, well educated, with high disposable income, they have time and money to spend on rediscovering old interests, trying new things and enjoying soft adventure. They are likely to take holidays outside the

main summer holiday period and show a significant interest in wellness, quality products, comfort and luxury.

‘Seniors’ are aged 70+ and often in reasonably good health. Many are still looking for new experiences, although this is likely to involve more gentle activities like walking in gardens. They have a certain interest in visiting places they used to visit when they were younger, as well as interest in visiting iconic attractions so they have ‘done it’. However, their tastes are increasingly sophisticated and personal comfort is a primary travel concern.

Today companies use new technologies to categorize, manage and communicate with their networked clientele on a highly individual basis. Knowing the customer is the key to success.

2. Terminology

Affluent *adj* = **cash-rich** *adj* means having a large amount of money, land, and other valuable things.

Backpacker is a traveler, who travels around an area on foot or public transport, often carrying a backpack.

Business class refers to air class in between tourist class (economy class) and first class designed to cater for the business traveler.

Business traveler 4

Clientele refers to the customers of a company, hotel, restaurant etc considered as a group.

Convention is a meeting of a business or professional group for the purpose of exchanging information, electing officers, and discussing problems.

Customize means to make or adjust a product or a service to suit the needs of a particular customer.

Disposable income refers to money that an individual is free to spend after paying taxes.

Economy class = **tourist class** is the least expensive class for air travel.

First-class is usually the best service provided on transport services, often second best after deluxe category.

Frequent traveler is one who travels regularly with an airline or other mode of transport.

Frequent traveler program is a loyalty scheme through which travelers receive points for each travel and are rewarded with gifts or free journeys as an incentive. The aim is to develop loyalty towards

a company. Typically, airline customers enrolled in the program accumulate frequent-flyer miles (kilometres, points, segments) corresponding to the distance flown on that airline or its partners. Miles are also awarded for using co-branded credit and debit cards. Acquired miles can be exchanged for air travel or for increased benefits, such as travel class upgrades, airport lounge access or priority bookings.

Group inclusive tour (GIT) is a prepaid travel for a group of travelers, including transportation, accommodation, and other services. Special air fares are usually provided to the group.

High season = prime season 3

Iconic attraction = flagship attraction is very famous and well known.

Incentive travel refers to the use of travel as a reward or motivation for meeting or exceeding goals.

Independent traveler can be defined as a traveler who organizes his or her own trips, without buying package holidays or being a member of a group.

Marketing is the process of planning, designing, pricing, promoting and distributing a company's products or services in order to satisfy customer needs, so as to make a profit. ("Marketing is just sales with higher education".)

Off-season = low season 3

Shoulder period is the time of year between a peak tourism season and an off-season.

Soft adventure = soft tourism = soft adventure tourism is a kind of adventure tourism associated with those tourists who prefer adventure traveling which does not involve the element of danger, e.g. bird watching. For this kind of adventure little or no experience is required. These tourists are highly motivated in terms of making new discoveries and aim to find pleasure by avoiding their routine urban life.

Target market = target segment = key customers is a group of customers towards which a company has decided to aim its marketing efforts and ultimately its products or services.

Vacationer = holidaymaker is a person who is visiting a place on holidays or vacation.

VFR 1

Weekend break is a short holiday at weekend.

Wellness is the state of being healthy, i.e. how healthy you are, and how well and happy you feel.

3. Lexical exercise

Use the appropriate special terms and the following word-combinations: *tourist buying behavior, to be composed of..., segmenting markets, products targeted to consumers, to be classified according to..., to be segmented by..., to exhibit preferences, to be made up of, to travel on one's own, segmentation by, spending potential of tourists, to enjoy high income, consumption of tourism, family life cycle, key customer, to identify target segments, to escape from everyday reality, to take a holiday, quality products, new experiences, gentle activities, a primary travel concern, short break destination, networked clientele* **to retell the text “Tourism Market Segments” and answer the following discussion questions:**

1. What kind of questions do marketers have to answer?
2. Why do marketers segment travel market?
3. How do marketers classify market segments?
4. How does family life cycle affect consumption of tourism?
5. What market segments does UNWTO identify?

4. Translation

СЕЛЬСКИЙ ТУРИЗМ

1. Сельским туризмом называется вид туризма, в котором ключевым компонентом турпродукта является сельская культура.

2. Отличительной чертой туристических продуктов в сельском туризме является желание обеспечить посетителям персональный контакт с природой и сельской местностью и, насколько это возможно, позволить участвовать в сельскохозяйственных работах, традициях и образе жизни местного населения.

3. Сельский туризм включает агротуризм, который является отдыхом на ферме. Агротуризм позволяет фермерам разнообразить свою деятельность, одновременно увеличивая стоимость своих продуктов.

4. По оценкам, темпы роста сельского туризма на два процента выше темпов роста всей индустрии туризма в целом.

5. Доля хозяйств, предлагающих размещение для туристов, является относительно высокой в Германии, Нидерландах, Италии и во Франции. Страны с самым высоким процентным показателем — Австрия, Швеция и Швейцария.

6. Испания и Ирландия — две страны, которые приложили значительные усилия для продвижения своего сельского туристического продукта. В Испании различные организации рекламируют привлекательность тех сельских районов, которые обычно не являются местами массового отдыха туристов.

7. Приемом туристов на фермах часто занимаются супружеские пары, которые бросили работу в городе и осуществляют свою мечту о сельской жизни. Они часто предлагают краткие курсы местной кулинарии или ремесла и дают советы о том, какие мероприятия можно посетить по соседству.

8. Участниками сельского туризма, как правило, являются семьи с детьми в возрасте от пяти до одиннадцати лет и пары в возрасте от 50 до 65 лет. Первых часто привлекает перспектива близкого общения с животными на ферме, в то время как последние придают большое значение местным ценностям и местной культурной идентичности.

9. В ближайшем будущем ожидается значительный рост предложений в сфере сельского туризма, начиная от обновленных старинных ферм в Северной и Южной Европе, до прибрежных вилл в неосвоенных местах на морском побережье.

10. Турпродукт сельского туризма должен быть ориентирован на краткосрочное пребывание туристов, т.е. либо на длинные выходные, либо на отдых в течение максимум одной недели.

5. Speaking

Render the content of the text in English.

SCUBA DIVING TARGET SEGMENT

Scuba Diving Tourism refers to persons traveling to destinations with the main purpose of their trip being scuba diving. The attraction of the destination is almost exclusively related to its dive qualities rather than any other factor, such as the quality of accommodation or land-based attractions. Underwater tourism is not limited to scuba diving: other water contact activities include surfing, underwater walking, and rides on tourist submarines.

The scuba diving target segment is one of the fastest growing segments in the tourism industry. It is estimated that there are over 10 million certified divers worldwide. Over one-third of these are European, with the

other main scuba diving markets being the United States and Australia. There is strong growth in the Asian markets.

The main target consumers are Singles and Dinks. There are several distinct characteristics of this market. Most divers have a fairly large disposable income, tend to be young and single, and are aged between the late 20s and early 40s, and are drawn from the professional and self-employed classes. The average wage of a diver is considerably higher than the average wage of other international travelers. One-in-three divers take foreign diving holidays while the most passionate diving enthusiasts take multiple diving holidays every year or take a specialist diving holiday on their own plus a second holiday with the family. Sub-market segments can be identified as follows:

- cheap and cheerful — mainly young, often organized low-cost dive holidays;
- dive fanatics to short-haul destinations — sole purpose of travel is diving, usually travel in groups with friends;
- dive fanatics to long-haul destinations — well-off, keen to dive during a beach resort long-haul holiday or sole purpose is to dive;
- sideliners divers — make one or a few dives on a general family beach resort holiday.

The main European markets are Italy, Germany, France and the United Kingdom. The Italian dive market is mainly presented by the *sideliners*, with as much emphasis on the resort facilities as on the underwater attractions. The Maldives and the Egyptian Red Sea resorts are the most favored destinations.

The UK market comprises principally *dive fanatics*, but with significant representation also of *cheap and cheerful* and *sideliners*. The Red Sea is the leading destination with principal access achieved through charter flights to Hurghada and various scheduled service operations.

For German divers the Maldives is the leading destination followed by the Red Sea. This may indicate that there are fewer *dive fanatics* and more *sideliners* in the German than the British diving market. German expenditure on scuba dive holidays is considerably higher than that of the British. The bulk of this extra spending by Germans is on higher-grade accommodation whereas the *dive fanatics* prefer to stay at less expensive accommodation concentrating most of their budget on underwater activities.

Although there are almost twice as many French divers as in Germany, the level of overseas diving holidays taken by the French is considerably lower with most French divers practicing their sport in domestic wa-

ters. The principal overseas destinations are the Red Sea resorts of Egypt, followed by the Maldives. One quarter of the market is constantly seeking out new destinations to explore underwater — the *dive fanatic* segment.

Although the majority of divers are men, there is a strong growth in the number of women taking up the sport. The singles market is tipped for strong growth, especially for individual women travelers. As diving must always be undertaken with a partner, singles get to meet other people, which is a strong attraction of such a holiday. Whilst the singles market is expected to experience strong growth, there is evidence that another growth market segment for diving is couples: marriage and pre-family.

Divers are becoming more adventurous and are looking further afield for bigger and better thrills. Around one quarter of the active traveling scuba market is constantly seeking new dive locations, and consequently, destinations which are seeking to develop their tourism industry often look to the dive market as a segment to develop. The added attraction is that as long as the diving is good, high quality accommodation and infrastructure are not important.

Whilst travel agent understanding of the scuba diving segment is increasing, many agents still require further training. Many travel agents are reluctant of selling diving holidays because they are still largely ignorant since most of them have never submerged underwater. Further educationals are required for travel agents to increase their understanding of the segment.

Find material and give a talk on:

- a) One of the travel market segments.
- b) Market segments which have maximum development potential in

Russia.

www.tourism.australia.com/markets/market-segments.aspx

www.tourism.vic.gov.au/marketing-campaigns/domestic-marketing/product-marketing-activities.html

<http://www.ruraltourism.co.nz/>

<http://www.scubadiving.com/travel>

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