**3.2 ОБРАЗЦЫ МАТЕРИАЛОВ ДЛЯ ТЕОРЕТИЧЕСКОГО ИЗУЧЕНИЯ ДИСЦИПЛИНЫ «ПРОФЕССИОНАЛЬНО ОРИЕНТИРОВАННЫЙ ИНОСТРАННЫЙ ЯЗЫК»**

* ***Специальность 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление туристическим бизнесом») II курс 4 семестр***

**Название раздела, темы:** Виды путешествий

**Modes of transport**

There are different modes of transport available to tourists, the choice of which depends upon a variety of factors, including: safety, time/speed, convenience, flexibility, cost, comfort, reliability, availability. This list is by no means comprehensive as other influences may determine the choice of transport. Tourists may choose a particular mode for the experience it offers or the status it represents – a trip on the Orient Express, or a cycling holiday, or prior to its decommissioning,

a flight on Concorde are obvious examples. Conversely, there may be no realistic alternative choice. Nevertheless, these factors present a useful basis for examining different modes of transport and, from a tourist’s point of view, the benefits and disadvantages of each. For the purposes of most travel and tourism courses, you do not need to have a detailed knowledge of the structure, operations and management of different modes of transport (although air transport is a possible exception). It is more important to understand the relationship between particular modes of transport, the benefits they offer and the travel and tourism experience.

**Road transport**

Overall, travel by road is the most popular mode of transport, though it tends to be limited to relatively shorter journeys. Road transport is subdivided into a number of categories:

• Private car: the most ubiquitous mode of transport that offers significant benefits.

• Car rental: a popular transport ‘add-on’ while at the destination.

• Taxi: a compromise between car hire and public transport.

• Bus/coach: tourists can use either scheduled services or organised tours.

• Cycling: though cycle ways do not always follow roads (old railway routes, for example, are often converted into cycle ways), cycle tourism is, essentially, a form of road transport which has grown in popularity as well as gaining increased attention among tourism academics.

**Rail transport**

Although the development of the railways heralded the evolution of modern, mass tourism, rail travel’s share of contemporary holiday/tourist travel is relatively small. Moreover, particularly within Europe, it is now losing out to low-cost air travel. Nevertheless, rail travel offers a number of benefits in terms of safety, comfort, reliability and point-to-point (city centre) transport while, for tourists, rail travel can offer a number of experiences:

• Longer rail journeys: trips that are taken as a holiday/travel experience, such as the Trans-Siberian railway or rail journeys through the Canadian Rockies.

• ‘Authentic’ travel (running theme): for example, journeys on steam trains.

• Guided tours by train: a number of tour operators offer rail-based tours, such

as India by rail.

• ‘Little railways’: short, narrow-gauge railway lines.

**Water-borne transport**

Transport on water (sea or inland waterways) is a popular mode of tourist travel and is explored in some detail in Holloway’s The Business of Tourism. Water-borne transport is available in a variety of forms, although a useful means of categorizing is to distinguish between water borne transport as a journey and as a tourist/holiday experience:

1. Water-borne journeys. These are trips on water between two points, the most popular form being ferry trips. In some cases, ocean liners may fall into this category (that is, for those who choose it in preference to, say, flying between two points). Ferries may be large ships that carry cars and provide overnight accommodation, or smaller crafts, including hovercraft and hydrofoils, for shorter journeys.

2. Water-borne tourist experiences. Cruising, once the preserve of the wealthy, has become increasingly popular. It tends to be geographically defined, the Mediterranean, the Caribbean and the South pacific being popular routes, although cruises now embrace more distant regions, such as the Southern Ocean or the Arctic. Other water-borne experiences include yachting flotilla holidays and, on inland waters, river and canal cruising.

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**Название раздела, темы:** Типы размещения

**Introduction to Hotels**

**A. Reading**

**1. Read the text. What types of hotels is it describing?**

If you're working in or thinking of working in the hotel industry, it's important to know the differences between the many types of hotels that exist today. Just as hotel guests compare the [facilities](https://www.english4hotels.com/dictionary/popupShow/979) and [amenities](https://www.english4hotels.com/dictionary/popupShow/980) offered by each hotel, before choosing the best fit for their planned vacation or business trip, any potential hotel employee will want to find the work [environment](https://www.english4hotels.com/dictionary/popupShow/981) that appeals to them the most!

In the past a hotel could be chosen simply by the number of stars next to its name, or the cost of a room. Nowadays there are not only hotels to suit every [budget,](https://www.english4hotels.com/dictionary/popupShow/982) but also to satisfy the needs of all sorts of different clients. Hotel guests maybe families vacationingwith children, couples on their [honeymoon,](https://www.english4hotels.com/dictionary/popupShow/983) single businessmen and women, needing extended stay accommodation, or large groups attending meetings, [conferences](https://www.english4hotels.com/dictionary/popupShow/984) and exhibitions.

Hotels have sprung up worldwide, they cater to the very specialized tastes of their guests. Some people want to stay in [eco-friendly](https://www.english4hotels.com/dictionary/popupShow/985) surroundings, some want to take their pets with them when they travel, some want to learn a skill, like cooking or painting, and others want to do nothing more than spend their days in bubbling spa water, eat 'healthy' food and lose some weight.

All hotels, regardless of price and style, share certain characteristics. At the lower end of the market, they offer travelers the basics: a simple room with a bed (or beds) to sleep in and a use of a bathroom. At the upper end of the market, on the other hand, guests may experience the ultimate in luxury and comfort: they stay in designer styled rooms and suites with custom made [fixtures and furnishings,](https://www.english4hotels.com/dictionary/popupShow/986) and enjoy superior facilities and services. Luxury hotels offer everything from indoor and outdoor swimming pools to gourmet restaurants and spa treatment and fitness centers. However, the height of luxury for many guests is that they are cared for by multiple members of hotel staff, whose job it is to make them feel [pampere](https://www.english4hotels.com/dictionary/popupShow/987)d!

**Hostels**:

Perhaps the most basic of hotel types is the hostel. Popular with backpackers and travelers on very limited [budgets,](https://www.english4hotels.com/dictionary/popupShow/982) hostels offer little more than a place to sleep. Accommodation is often in shared rooms with shared bathroom facilities and, if guests are lucky, there may be a kitchen of sorts, where food can be heated and drinksmade. For studentsandyoungpeople, more interestedinthe tripthaninwhere they catch a few hours’ sleep, a hostel is often seen as a place to meet up with other like-minded travelers, and its lack of comfort is happily ignored.

**Motels**:

A motel is a simple hotel, designed to accommodate motorists on long trips, who need to break their journey for a night before continuing on to a final destination. Motels originated in the United States, where they were first seen along empty stretches of the new Interstate Highways. The main feature of their design was the way individual rooms were built facing parka and gardens and rooms could be entered without having to pass through a lobby, as you would in a hotel.

A typical motel room contains one or more beds, a TV, a small kitchen area with refrigerator and microwave, and a bathroom. Guests generally check-in at an on site [reception](https://www.english4hotels.com/dictionary/popupShow/988) office, pay in advance, and [vacate](https://www.english4hotels.com/dictionary/popupShow/989) their rooms when they are ready to continue their journey.

In recent years and in many countries, motels have developed an unfortunate reputation as places where rooms can be rented by the hour, and where guests are not of the most desirable type! However, many [motel chains,](https://www.english4hotels.com/dictionary/popupShow/990) both in the United States and in Europe have concentrated on improving their image by [renovating](https://www.english4hotels.com/index.php?req=dictionary&type=ajax&term_id=991) properties and adding amenities such as restaurants, coffee bars and swimming pools. Many motels close to popular holiday destinations can be as comfortable assome of the more centrallylocatedhotels, makingthema goodoption for both short and long stay visitors to the area.

**2. Read the text again. Are the following statements true (T) or false (F) or not mentioned (N)?**

1. Any potential hotel employee will want to find the work [environment](https://www.english4hotels.com/dictionary/popupShow/981)that appeals to them the most.

2. In the past a hotel could be chosen simply by the number of guests living in the hotel.

3. Hotels have sprung up worldwide, they cater to the very specialized tastes of their guests.

4. All hotels, depending on price and style, share certain characteristics.

5. Luxury hotels offer everything from indoor and outdoor swimming pools to gourmet restaurant and spa treatment and fitness centers.

6. People with backpackers and travelers on very limited budgets, hostels offer just a place to sleep.

7. Hotel targets many markets and can be classified according to the markets they attempt to attract their guests.

8. A motel is a simple hotel, designed to accommodate hitch-hikers on long trips, who need to break their journey for a night before continuing on to a final destination.

9. At a motel guests generally check-in at a non sit [reception](https://www.english4hotels.com/dictionary/popupShow/988) office, pay in advance, and [vacate](https://www.english4hotels.com/dictionary/popupShow/989) their rooms when they are ready to continue their journey.

10. Many [motel chains,](https://www.english4hotels.com/dictionary/popupShow/990) both in the United States and in Europe have concentrated on improving their image by [renovating](https://www.english4hotels.com/index.php?req=dictionary&type=ajax&term_id=991) properties and adding amenities such as restaurants, coffee bars and swimming pools.

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**(1) Название раздела, темы:** Гостиничные удобства и сервисное обслуживание

**Sectors of the Hospitality Industry**

**Accommodation sector**

The accommodation sector is responsible for providing people with a suitable place to stay and includes hotels, motels and motor lodges, resorts, bed and breakfasts (B&B), caravan parks, hostels and serviced apartments.

**Food and beverage sector**

The food and beverage sector provides people with a range of meals and beverages and includes restaurants, cafés, fast food outlets, bars and outside caterers. Like the accommodation sector, the food and beverage sector offers a range of services and levels of quality.

**Meetings, incentives, conventions and events (MICE) sector**

The MICE sector is a sector of the tourism industry which is varied and dynamic and brings together large groups of people for specific events usually from the corporate world. The MICE sector involves facilities such as convention centres and hotels, and usually provides food and beverages, and may also include organised accommodations. Occupations in this sector include function or wedding managers, events managers, venue managers and administrative staff.

**Entertainment and recreation sector**

The role of this sector is to provide entertainment and recreation for tourists. Entertainment activities usually involve sightseeing, cultural events, museums and art galleries. Recreation activities include sporting events, amusement parks, zoo visits, beaches, cultural heritage areas and other specialized attractions.

**Travel and tourism sector**

The travel and tourism sector provides transportation and travel organization for tourists.  In the past most people used travel agents to help with their travel organization but with the introduction of the Internet, many people are organizing their own travel and looking for discounts on fares, hotels and packages. Transportation in this sector includes buses, trains, ferries, cruise ships, airplanes and taxis.

**Visitors’ information sector**

It is the role of the visitors’ information sector to provide tourists with information about a destination. Tourism Australia is a government agency responsible for marketing Australia as a travel destination to both domestic and overseas markets.

**(2) Название раздела, темы:** Введение в туристический сектор

**Definitions of “Traveller”, “Tourist” and “Excursionist”**

**Travellers**

Any person who is taking a trip within or outside his / her own country of residence irrespective of the purpose of travel, means of transport used, even though he / she may be travelling on foot.

**Tourist**

A tourist is a person who travels to destinations outside his / her residence and working place, and stays for at least 24 hours, for the purpose of leisure or business.

**Same-day visitor or Excursionist**

An excursionist is a person who temporarily visits a destination and stays for less than 24 hours, for the purpose of leisure or business, but not for transit.

**Examples:**

1. A Canadian resident takes a short trip to the USA without staying overnight.

2. A Malaysian resident takes a short trip to Singapore without staying overnight.

3. A Hong Kong resident goes to

\* Shenzhen shopping without staying overnight.

\* Macau gambling without staying overnight.

**DEFINITIONS OF “TOURIST”**



The International Conference on Travel and Tourism Statistics convened by the World Tourism Organization (UNWTO) in Ottawa, Canada in 1991 reviewed, updated and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations on definitions of tourism, travelers, and tourists. The United Nations Statistical Commission adopted UNWTO’s recommendations on tourism statistics on March 1993.

a) Tourists: Visitors who spend at least one night in the country visited.

b) Crew members: Foreign air or ship crews docked or in lay over and who used the accommodation establishments of the country visited.

c) Excursionists: Visitors who do not spend at least one night in the country visited although they might visit the country during one day or more and return to their ship or train to sleep.

d) Cruise passengers: Normally included in excursionists. Separate classification of these visitors is nevertheless preferable.

e) Day visitors: Visitors who come and leave the same day.

f) Crews: Crews who are not residents of the country visited and who stay in the country for the day.

g) Members of armed forces: When they travel from their country of origin to the duty station and vice versa.

h) Transit passengers: Who do not leave the transit area of the airport or the port in certain countries, transit may involve a stay of one day or more. In this case they should be included in the visitor statistics.

i) Purpose of visit: Main purpose of visit as defined by the Rome Conference.

**ACTIVITY**

***Refer to the list of traveler, tourists and excursionist and tick which apply to each one in the correct box below.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Traveller** | **Tourist** | **Excursionist** |
| **a**.  | A wealthy Hong Kong young lady on a month long trip to visit relatives in England. |  |  |  |
| **b.** | A class of secondary school students on a day trip to Pak Tam Chung in Sai Kung. |  |  |  |
| **c.**  | A Hong Kong family going to Shenzhen for 2 weeks to spend their annual summer holiday. |  |  |  |
| **d.** | A student from Tsuen Wan going to Tai Mei Tuk for a day’s swimming. |  |  |  |
| **e.**  | An Italian teenager spending the summer in Hong Kong to learn Putonghua. |  |  |  |
| **f.**  | A couple from Hong Kong spending an afternoon at their parents’ home in Dongguan. |  |  |  |
| **g.**  | A French businessman from France coming to Hong Kong for a month trying to obtain new orders for table wine. |  |  |  |
| **h.**  | Your relative coming from Macau to stay with you over the Christmas holiday period. |  |  |  |

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**(1) Название раздела, темы:** Введение в кейтеринг (ресторанное обслуживание)

**Topic: INTRODUCTION INTO CATERING INDUSTRY**

**1.1 INTRODUCTION**

Hospitality is probably the most diverse but specialized industry in the world. It is certainly one of the largest, employing millions of people in a bewildering array of jobs around the globe. Sectors range from the glamourous five-star resort to the less fashionable, but arguably more specialised, institutional areas such as hospitals, industrial outfits, schools and colleges. Yet of these many different sectors, catering has to be the most challenging. Whatever the size of the catering operation, the variety of opportunities available is endless. “The sky is the limit with catering”.

**1.2 CATERING INDUSTRY**

The food service industry (catering industry in British English) encompasses those places, institutions and companies that provide meals eaten away from home. This industry includes restaurants, schools and hospital cafeterias, catering operations, and many other formats, including ‘on-premises’ and ‘off-premises’ caterings.

Catering is a multifaceted segment of the food service industry. There is a niche for all types of catering businesses within the segment of catering. The food service industry is divided into three general classifications: commercial segment, non-commercial segment, and military segment.

**1.3 CATERING SEGMENTS**

Catering management is executed in many diverse ways within each of the three segments. The first, commercial segment, traditionally considered the profit generating operation, includes the independent caterer, the restaurant caterer, and the home-based caterer. In addition, hotel / motel and private club catering operations are also found in this category. The non-commercial segment, or the ‘not-for-profit’ operations, consists of the following types of catering activities: business / industry accounts, school, college and university catering, health care facilities, recreational food service catering, social organizations and transportation food service catering. The military segment encompasses all catering activities involved in association with the armed forces and / or diplomatic events.

**1.4 TYPES OF CATERING**

There are two main types of catering on-premises and off-premises catering that may be a concern to a large and small caterer. On-premise catering for any function - banquet, reception, or event–that is held on the physical premises of the establishment or facility that is organizing / sponsoring the function. On-premise catering differs from off-premise catering, whereby the function takes place in a remote location, such as a client’s home, a park, an art gallery, or even a parking lot, and the staff, food, and decor must be transported to that location. Off-premise catering often involves producing food at a central kitchen, with delivery to and service provided at the client’s location. Part or all of the production of food may be executed or finished at the location of the event.

Catering can also be classified as social catering and corporate (or business) catering. Social catering includes such events as weddings, bar and mitzwahs, high school reunions, birthday parties, and charity events. Business catering includes such events as association conventions and meetings, civic meetings, corporate sales or stockholder meetings, recognition banquets, product launches, educational training sessions, seller-buyer meets, service awards banquets, and entertaining in hospitality suites.

**1.4.1 On-Premise Catering**

All of the required functions and services that the caterers execute are done exclusively at their own facility. For instance, a caterer within a hotel or banquet hall will prepare and cater all of the requirements without taking any service or food outside the facility. Many restaurants have specialized rooms on-premise to cater to the private-party niche. A restaurant may have a layout strategically designed with three separate dining rooms attached to a centralized commercial food production kitchen. These separate dining rooms are available at the same time to support the restaurant’s operation and for reservation and overflow seating. In addition, any of the three dining rooms may be contracted out for private-event celebrations and may require their own specialized service and menu options. Other examples of on-premise catering include hospital catering, school, university/ college catering.

**1.4.2** **Off-Premise Catering**

Off-premise catering is serving food at a location away from the caterer’s food production facility. One example of a food production facility is a freestanding commissary, which is a kitchen facility used exclusively for the preparation of foods to be served at other locations. Other examples of production facilities include, but are not limited to, hotel, restaurant, and club kitchens. In most cases there is no existing kitchen facility at the location where the food is served. Caterers provide single-event foodservice, but not all caterers are created equal. They generally fall into one of three categories:

**Party Food Caterers:**

Party food caterers supply only the food for an event. They drop off cold foods and leave any last-minute preparation, plus service and cleanup, to others.

**Hot Buffet Caterers:**

Hot buffet caterers provide hot foods that are delivered from their commissaries in insulated containers. They sometimes provide serving personnel at an additional charge.

**Full-Service Caterers:**

Full-service caterers not only provide food, but frequently cook it to order on-site. They also provide service personnel at the event, plus all the necessary food-related equipment – china, glassware, flatware, cutleries, tables and chairs, tents, and so forth. They can arrange for other services, like décor and music, as well. In short, a full-service caterer can plan and execute an entire event, not just the food for it.

**(2) Название раздела, темы:** Классификация отелей

**WHAT IS A HOTEL STAR RATING SYSTEM?**

Hotel star ratings are a ubiquitous guide to determining hotel quality at a glance. However, few people actually think of the system in terms of a certain number of stars meaning that a given hotel will definitely have certain features and probably have others. Fewer still realize that, in some instances, the star rating of a hotel might very well be meaningless. Depending on the location, a star rating may be based on a national standard, by a travel or hotel association, or by the hotel itself. However, generally speaking, travelers can expect certain amenities based on certain ratings.

**Standardization**

The star rating system is used to categorize hotels by quality. The system is generally reliable; however, how and by whom the rating standard is applied varies widely as there is no international standard and, in some cases (including the United States), no national rating standard. In the latter case, the rating is by either a private organization (such as AAA does in the United States) or possibly even by the hotel itself. Austria, Belgium, Denmark, Germany, Greece, Hungary, Italy, Malta, Netherlands, Portugal, Spain and Switzerland have a national system, either because it is mandated by law or conducted by the national hotel association. In other destinations, including the United States, a hotel star rating that is not backed by a recognized organization should be treated as dubious.

**One- and Two-Star Ratings**

One-star are budget tourist hotels. Their main virtue is that they are clean. Rooms may or may not have private bathrooms and will only have minimal furnishings. Expect the amenities to be basic or nonexistent. Two stars are a little better, and many are part of a chain. Rooms will always have a private bathroom, television and telephone. There may or may not be room service, but there will probably be a small restaurant at the hotel if the facility is located far from outside food service.

**Three- and Four-Star Ratings**

A three-star hotel is a noticeable step up from a two star, with the furnishings showing some quality and style. Amenities such as room service, a restaurant open for all three meals, pool and basic fitness room are usually available. The rooms always have access to cable or satellite television The four-star hotel takes a further step up in terms of decor and enters the realm of top-quality professional service from the staff. A higher-end restaurant and bar will be a part of the hotel, and valet parking service will be offered. Many will also have at least some or all of the following: fitness center, spa, pool, lounge and concierge. Four-star hotel rooms often come with a safe.

**Five-Star Rating**

Five-star hotels are the top of the unofficial ratings system as it is usually recognized. The decor and landscaping will always be superb. Eateries will include at least one restaurant, cafe and bar/lounge--and usually more than one of each. The availability of 24-hour room service is standard. A spa may accompany the pool and fitness room. Guest services will include amenities such as treatments and massages at the spa, laundry and tailoring, valet parking service and a concierge. The rooms will be furnished with touches such as stocked bar and refrigerator, DVD player and jacuzzi function in the bath tub.

**Five-Plus Ratings**

Hotels billing themselves as six and even seven star hotels can be found, but these designations are almost always made by the hotel itself and are rarely recognized by any outside authority. Examples include the Burj Al Arab in Dubai, the Oriental Bangkok, and the Town House Galleria in Italy. It should be noted that Italian law does not recognized either a six- or seven-star rating, making the Town House Galleria a perfect example of an unofficial rating bestowed by the hotel itself. These facilities should be thought of as hotels that deserve a five-plus rating, as they do generally exceed the five star standards in some or most departments.

**EXERCISES**

1. **Read and underline facilities, amenities and services**
2. **Decide together with your partner which of these statements are True/False. Correct false sentences.**
3. Hotel Star Rating system is meaningless.
4. There is only a bed in the room in a one star-hotel.
5. Two-star hotels usually provide F&B service
6. Three-star hotels are decorated with style: they have basically everything what a guest needs.
7. Many of four-star hotels will have: fitness centre, spa, pool and a concierge.
8. The most upscale hotel is a five-star hotel.
9. If hotel wants, it may claim itself five-plus.
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**(1) Название раздела, темы:** Введение в индустрию курортов

**Introduction: resort versus hotel operation**

Many people consider resorts represent the best of vacation experiences because the term is associated with luxury products and with destinations which cater speciﬁcally for the tourist. When tourists see the preﬁx ‘resort’ attached to a hotel the implication is they can expect superior facilities and service at that hotel. Likewise, when one visits a resort destination, it has been designed primarily for tourist needs rather than for general service and industrial purposes. It is the difference between Blackpool and London, and between Miami Beach and Miami. While the latter examples may receive more visitors in general, it is the former locations which have been designed to meet the needs of tourists and have been designated as resort destinations.

It may be true that both the hotel and the resort offer temporary lodging facilities to guests and visitors, but there is a difference between them in their basic purpose. Fundamentally, *resort* is a place of recourse whereas a *hotel* is a temporary residence while away from home, although, nowadays the seven star and some of the five star hotels is creating a resort environment within the hotel area. ***Resorts* are places or commercial establishments that provide relaxation and recreation over and above the accommodation, meals and other basic amenities.**The characteristic of resort is that it **combines a hotel and a variety of recreations**; it serves food, drink, lodging, sports, entertainment, relaxation such as spa and shopping. Generally, hotels located inside resorts are known as *resort hotels*. On the other hand, people specifically frequent resorts for relaxation or for recreation. A *hotel* is a place that offers you lodgings and meals. People who travel from one place to another place with a purpose will book into hotels. The purpose of their travel may be to attend a conference, a function, a wedding, or an official meeting or even it can be a vacation. The purpose of staying in a resort is entirely different; people who want to spend their vacation or holidays with their family in a particular city or a particular country are likely to stay in a holiday resort. Hotels are meant for short stay whereas resorts are meant for longer stay. The operation of a resort differs in many signiﬁcant ways from that of a traditional hotel.

**The differences between a resort and a hotel are defined as the following:**

* Resorts are places or commercial establishments that provide relaxation and recreation over and above the accommodation, meals and other basic amenities.
* A resort combines a hotel and a variety of recreations, while a hotel is a place that offers you lodging and meals.
* People specifically frequent resorts for relaxation or recreation. They are the places targeted for family vacations. Hotels, on the other hand, can be used for short stay or for even a vacation. Hotel stay can be long too at times depending upon the purpose of the stay.
* Hotels are normally located in popular destinations such as near airports, railway stations of major cities and towns or in business areas or localities. Resorts, on the other hand, are located in the midst of natural and picturesque surroundings.

**Task 1. Complete the following chart. Trace the differences between hotels and resorts. Use the information from the text as well as your own ideas.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Criteria** | **HOTELS** | **RESORTS** |
| 1. |  |  |  |
| 2. |  |  |  |

**Task 2. Characterize the operation of a resort as compared to the operation of a traditional hotel. What criteria are to be considered?**

**Task 3. Give your own definition of a “*resort hotel*”.**

**(2) Название раздела, темы:** Маркетинг и продвижение

**READING**

**What is marketing?**

***1. Look at the statements on marketing. Decide if they are true or false.***

1. Marketing is the same as advertising.

2. Marketing means knowing what your customers want.

3. Marketing is what you do before the product is sold.

4. Marketing is done by both public and private organizations.

***2. Now read about the marketing process and find out if you were right.***

***3. Which stage are these marketing activities part of***

1. develop?

2. monitor?

3. research?

***4. Which stage of marketing***

1. is the most expensive?

2. needs most creativity?

***5. Which part of the marketing process do you think you would be good at? Why?***

**THE MARKETING PROCESS IN TRAVEL AND TOURISM**

**Every day of our lives we can see examples of travel and tourism marketing around us – adverts on TV, adverts in newspapers and magazines, brochures in travel agencies, internet pages, posters in stations, etc. This is because all tourism businesses need to market their products if they hope to be successful. But marketing is not just advertising; it is about researching and identifying the needs of a specific group of customers, and then creating a product that satisfies them.**

A large hotel chain, for example, will spend a lot of time and money finding out what its guests want – what kind of services and facilities they need most, which location they prefer, or how much they are prepared to pay. It will then develop a new product, taking care to gear it to the customers’ needs. Then, once the company has the right product, it will use different promotional techniques to let its clients know about it.

Private companies are not the only ones that use marketing. Tourist boards and other public sector organizations also have products, and it is important that their customers are aware that these exist. From a museum in a country village to the multiple attractions of a major city like Sydney, all travel and tourism products need good marketing.

The marketing process does not end after a product has been sold, however. Customers might not be happy with it, and of course people’s tastes change with time. Because of this, it is essential to evaluate how customers feel about a product. With the results of the evaluation, it is then possible to improve your product, and in this way continue to meet your customers’ expectations.



* ***Специальность 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление на рынке недвижимости») III курс 5 семестр***

**(3) Название раздела, темы:** Коммунальные услуги и экологические проблемы

**Public Utilities**

 A **public utility** (usually just utility) is an organization that maintains the **infrastructure** for a **public service** (often also providing a service using that infrastructure). Public utilities are subject to forms of public control and regulation ranging from local community-based groups to state-wide government **monopolies**. Common arguments in favor of regulation include the desire to control market power, **facilitate** competition, promote investment or system expansion, or stabilize markets. In general, though, regulation occurs when the government believes that the operator, left to his own devices, would behave in a way that is contrary to the government’s objectives. In some countries an early solution to this perceived problem was government **provision** of the utility service. However, this approach raised its own problems. Some governments used the state-provided utility services **to pursue** political **agendas** as a source of **cash flow** for funding other government activities, or as a means of obtaining ‘hard cash’. These and other consequences of state provision of utility services often resulted in inefficiency and poor service quality. As a result, governments began to seek other solutions, namely regulation and providing services on a commercial basis, often through private participation.

 The term ‘utilities’ can also refer to the set of services provided by these organizations consumed by the public: electricity, natural gas, water and **sewage**. Telephone services may also be included.

 In the United States of America they are often natural monopolies because the infrastructure required to produce and deliver a product such as electricity or water is very expensive to build and maintain. As a result, they are often government monopolies, or if privately owned, the sectors are specially regulated by a public utilities commission.

 In poorer developing countries, public utilities are often limited to wealthier parts of major cities, as used to be the case in developed countries in the nineteenth century, but in some developing countries utilities do provide services to a large share of the urban population, such as in the case of water and **sanitation** in Latin America.

***Answer the questions:***

1. What is a public utility? What control is it subject to?

2. What is the control provided for?

3. What are the advantages and disadvantages of the government provision of the utility service?

4. What does the term ‘utilities’ also include?

5. Why are utilities often natural monopolies in some countries including the U.S.?

6. Are public utilities available to all in poor or developing countries?

***Match the following terms to the right item. Use the dictionary when necessary:***

|  |  |
| --- | --- |
| 1. fireplaces types
2. heat/fuel
3. flooring types
4. safety equipment
5. construction materials
6. electrical safety
 | 1. block, concrete (1), brick, stone, wood, glass, marble, asbestos, granite, steel
2. circuit breakers, fuses, amps
3. CO detectors, smoke/fire detectors
4. decorative, electric, gas logs, gas starter, heater, wood-burning
5. carpet, ceramic tile, concrete (2), hardwood (pegged, parquet, random-width)
6. baseboard, electric, gas, gravity air, forced air, heat pump, hot water / steam, oil, propane, radiant, radiators, solar
 |

* ***Специальность 6-05 0413 01 «Коммерческая деятельность» (профилизация «Коммерция на внешнем рынке») III курс 5 семестр***

**(1) Название раздела, темы: Marketing and selling**

In the context of commerce, finansial control refers to the policies, procedures, and processes a business implements to ensure the accuracy, reliability, and security of its financial operations. These controls aim to protect financial assets, prevent fraud, and provide stakeholders (like investors, auditors, and regulators) with accurate information about the company's financial health.

Key Aspects of Financial Control:

* **Protecting Financial Assets:**

Financial controls help safeguard assets from misuse, theft, or damage.

* **Ensuring Accurate Financial Reporting:**

They ensure that financial statements (like the income statement, balance sheet, and cash flow statement) are reliable and free from errors.

* **Preventing Fraud:**

Financial controls act as a deterrent tofraudulent activities and can help detect and prevent them.

* **Improving Operational Efficiency:**

By managing finances effectively, businesses can improve their overall operations and achieve better resource utilization.

* **Compliance with Regulations:**

Financial controls ensure that a business complies with relevant financial regulations and reporting requirements.

Examples of Financial Controls.

* **Segregation of Duties:**

Dividing responsibilities among different employees to prevent one person from having too much control over financial transactions.

* **Access Controls:**

Restricting access to financial data and systems based on employee roles and responsibilities.

* **Reconciliations:**

Regularly comparing financial records with source documents to ensure accuracy.

* **Policy Revisions:**

Regularly reviewing and updating financial policies to ensure they remain relevant and effective.

* **Budgeting and Forecasting:**

Developing and tracking budgets to monitor financial performance and forecast future needs.

* **Cash Management:**

Implementing procedures for managing cash flows, including tracking receipts and disbursements.

* **Approval Systems:**

Establishing procedures for approving significant financial transactions.

* **Documentation:**

Maintaining detailed records of all financial transactions and activities.

Importance of Financial Controls:

* **Ensuring Financial Stability:**

Strong financial controls are essential for maintaining the financial health and stability of a business.

* **Protecting Stakeholders:**

Accurate and reliable financial information is crucial for investors, creditors, and other stakeholders.

* **Building Trust:**

Demonstrating strong financial controls can help build trust with stakeholders and improve the company's reputation.

* **Improving Decision-Making:**

Financial controls provide data that can be used to make informed decisions about investments, resource allocation, and other financial matters.

* **Minimizing Risks:**

Financial controls help reduce the risk of financial mismanagement, fraud, and other potential problems.

**(2) Название раздела, темы:** Corporate image in trade

In the context of trade and business, corporate image refers to the overall perception and reputation of a company held by its stakeholders, including customers, investors, and the public. It's the collective impression created through various aspects of the company's operations, including branding, communication, and customer interactions.

Here's a more detailed breakdown:

* **Definition:**

Corporate image is the mental picture that people have of a company when its name is mentioned. It's a composite impression shaped by factors like the company's products, services, values, and how it communicates.

* **Importance:**

A strong corporate image can be a significant asset, leading to increased customer loyalty, easier sales processes, and a competitive advantage. Conversely, a negative image can damage a company's reputation and hinder its growth.

* **Elements:**

Corporate image is built through various elements, including: **Branding:** The visual aspects of the company, such as the logo, color palette, and typography. **Communication:** How the company interacts with its stakeholders, including its marketing efforts and customer service. **Customer Experience:** The overall quality of the products or services and how customers interact with the company. **Social Responsibility:** The company's commitment to social and

environmental issues, which can influence public perception.

* **Impact:**

A positive corporate image can lead to:

* **Increased Trust:** Customers are more likely to trust a company with a positive reputation.
* **Higher Customer Loyalty:** Loyal customers are more likely to purchase products or services from a company they trust.
* **Facilitated Sales:** A positive image can make it easier for sales teams to close deals.
* **Enhanced Investor Confidence:** Investors are more likely to invest in companies with a strong reputation.

***Examples:* Apple:** Known for its modern and innovative image, often associated with high-quality products.

* **Nike:** Recognizable for its minimalist logo and association with sports and fitness.
* **Tiffany & Co.:** Known for its elegant and refined image, associated with luxury and jewelry.
* ***Специальность 6-05-0411-02 «Финансы и кредит» (профилизация «Финансы и кредит во внешнеэкономической деятельности») III курс 5 семестр***

**Название раздела, темы: Types of Money and Functions of Money**
Objective of the Lesson:
To understand the different types of money and their functions, and to learn how to apply this knowledge into practice.

Materials:
- Cards with definitions and examples
- Worksheets
- Whiteboard or projector

Lesson Plan:
1. Introduction (10 minutes)
The teacher/instructor briefly explains that money is not only cash but also various forms that perform specific functions.
- Functions of Money:
  - Means of Payment: Money is used to purchase goods and services.
  - Unit of Account: Money helps measure the value of goods and services.
  - Store of Value: Money allows for the preservation of value for future use.

- Types of Money:
  - Fiat Money: Money that has value due to government decree (e.g., rubles, dollars).
  - Commodity Money: Money that has intrinsic value (e.g., gold, silver).
  - Giro Money: Non-cash money used for transfers between accounts.
  - Cryptocurrency: Digital money based on blockchain technology (e.g., Bitcoin, Ethereum).

2. Brainstorming (10 minutes): some other types of money (the students make up their minds to try to explain how they understand these types):

- currency/ legal tender

- money in current account/ bank money

- near money

- money substitutes

- e-cash

- digi-cash

- e-wallet/ electronic cash purse

- quasi money

- token money

- IOU money

- black money

3. Group Work (20 minutes)
Students are divided into groups and given cards with examples of different types of money. The task is to identify which type of money is on the card and explain how it performs the functions of money.

Examples of Cards:
- 10-ruble banknote (fiat money)
- Gold coin (commodity money)
- Bank transfer via a mobile app (giro money)
- Bitcoin (cryptocurrency)

4. Practical Task (15 minutes)
Students receive worksheets with tasks:
1. Provide examples of how money performs the functions of:
   - Means of payment:
   - Unit of account:
   - Store of value:
2. Explain the difference between fiat money and cryptocurrency.
3. Imagine living in a world without money. How would you exchange goods and services?

5. Discussion (15 minutes)
Each group presents their answers. The teacher/instructor comments and adds explanations if necessary.

6. Recap (10 minutes)
The teacher/instructor asks questions to reinforce the material:
- What functions does money perform?
- What is fiat money?
- How does cryptocurrency differ from giro money?

Homework:
Write an essay on the topic: "How would the economy change if everyone switched to using cryptocurrency?"

Lesson Summary:
Students understand that money comes in different types and plays important roles in the economy. They learn to analyze and apply this knowledge in real-life situations.