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“Беларускі дзяржаўны ўніверсітэт культуры і мастацтваў”

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ВУЧЭБНА – МЕТАДЫЧНЫ КОМПЛЕКС ПА ВУЧЭБНАЙ ДЫСЦЫПЛІНЕ

СПЕЦТЭРМІНАЛОГІЯ НА ЗАМЕЖНАЙ МОВЕ

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ТЛУМАЧАЛЬНАЯ ЗАПІСКА

У сучасных умовах вялікая ўвага надаецца развіццю культурна-пазнавальнага турызму і музейнай справы ў Рэспубліцы Беларусь.

Улічваючы актыўнае прафесійнае ўзаемадзеянне ў галіне музейзнаўства і турызму паміж краінамі, вывучэнне замежнай мовы і ўдасканаленне моўных, камунікатыўных, маўленчых кампетэнцый на ўзроўні, дастатковым для арыентавання ў камунікатыўнай прафесійнай асяроддзі, з'яўляецца вельмі актуальным для спецыялістаў гэтай галіны.

Вучэбна-метадычны комплекс па вучэбнай дысцыпліне “Спецтэрміналогія на замежнай мове” распрацаваны для студэнтаў спецыяльнасці 1-23 01 12 Музейная справа і ахова гісторыка-культурнай спадчыны (па напрамках) і мае практычную накіраванасць. Праграма вучэбнай дысцыпліны “Спецтэрміналогія на замежнай мове” прызначана для ўдасканалення валодання замежнай мовай і адпавядае пачатковаму ўзроўню навучання. Асаблівасць дадзенай вучэбнай дысцыпліны ў тым, што яна накіравана не толькі на павышэнне ўзроўня студэнтаў у валоданні гутарковай замежнай мовай, але і на вывучэнне базавай тэрміналогіі, якая выкарыстоўваецца ў вуснай і пісьмовай камунікацыі ў галіне музейнай справы, аховы культурнай спадчыны і турызме.

Прапанаваная дысцыпліна з'яўляецца лагічным дадаткам дысцыплін па вывучэнні замежнай мовы і профільных дысцыплін па спецыяльнасці і прызначана для далейшага развіцця моўных навыкаў будучых спецыялістаў у галіне музейзнаўства і турызму. Праграма арыентавана на студэнтаў рознага ўзроўню валодання мовай. Асаблівасць дадзенай вучэбнай дысцыпліны ў тым, што яна накіраваны на вывучэнне тэрміналогіі, якая выкарыстоўваецца ў галіне турызму і музейзнаўства, і мае універсальны характар.

Мэта навучання - фарміраванне спецыяльнай камунікатыўнай іншамоўнай кампетэнцыі студэнтаў на ўзроўні, дастатковым для арыентавання ў камунікатыўнай прафесійнай асяроддзі.

Задачы дысцыпліны "Спецтэрміналогія (на замежнай мове)":

- карэкцыя, сістэматызацыя і развіццё спецыяльных прафесійных камунікатыўных навыкаў;
- фарміраванне ведаў лексічнага матэрыялу і камунікатыўнай граматыкі для выкарыстання ў прафесійнай дзейнасці на замежнай мове;
- развіццё камунікатыўных уменняў ва ўсіх відах маўленчай дзейнасці (маўленне, аўдзіраванне, чытанне);
- развіццё здольнасці да прафесійных навыках зносін на замежнай мове.

У выніку вывучэння дысцыпліны студэнт павінен ведаць:

1. спецыфіку прафесійнай сістэмы замежнай мовы ў яго лексічным і граматычным аспектах;
2. прафесійныя нормы дзелавога зносін, а таксама правілы маўленчага этыкету, якія дазваляюць студэнтам эфектыўна выкарыстоўваць замежную мову ў будучай прафесійнай дзейнасці;
3. спецыфіку сваёй будучай прафесійнай дзейнасці з мэтай свабоднага выказвання і апелявання дадзенымі ў галіне музеязнаўства, аховы культурнай спадчыны, міжнароднага і ўнутраняга турызму.

У выніку вывучэння дысцыпліны студэнт павінен умець:

- аналізаваць іншамоўны тэкст з пазіцый яго структурных, лексічных і стылістычных асаблівасцей;
- аперыраваць рознымі відамі маўленчай дзейнасці (гаварэнне, аўдзіраванне, чытанне, пісьмо);

- весці зносіны прафесійнага характару на замежнай мове, спалучаючы дыялагічныя і маналагічныя формы маўлення;
- чытаць прафесійную літаратуру на замежнай мове;
- разумець іншамоўную гаворку ў аб'ёме праграмнай тэматыкі;
- выкарыстоўваць замежную мову ў якасці інструмента прафесійнай дзейнасці: пераклад і рэферыраванне прафесійных і навуковых тэкстаў, выступленне з публічнай прамовай, складанне дзелавой дакументацыі, правядзенне экскурсій.

У выніку вывучэння дысцыпліны студэнт павінен валодаць:

- метадамі аналізу і рэферыравання іншамоўнага тэксту;
- асновамі прафесійна-арыентаванай мовы;
- навыкамі перакладу прафесійна-арыентаваных тэкстаў;
- правіламі дзелавога этыкету;
- навыкамі работы з замежнымі крыніцамі і літаратурай ў галіне культурнай спадчыны і турызма.

Дадзеная дысцыпліна патрабуе наяўнасці ведаў па розных напрамках прафесійнай і прафесійнай дзейнасці. Яна ўключае з сябе тэмы, якія цесна звязаны з ведамі ў наступных дысцыплін: «Гісторыя і арганізацыя турызму», «Турыстычны патэнцыял Беларусі», «Тэорыя турызму», а таксама «Гісторыя Беларусі ў кантэксце сусветных цывілізацый», «Музейная справа», «Ахова гісторыка-культурнай спадчыны» і і іншымі вучэбнымі дысцыплінамі, якія служаць падмуркам у набыцці прафесійных ведаў па напрамку падрыхтоўкі «Культурная спадчына і турызм».

Для фарміравання і развіцця дадзеных навыкаў выкарыстоўваюцца як традыцыйныя, так і інавацыйныя метады, якія дазваляюць не абмяжоўвацца кагнітыўным засваеннем вывучаемай дысцыпліны. Дысцыпліна прадугледжвае правядзенне самастойнай творчай працы па індывідуальным пошуку і прэзентацыі інфармацыі па выбраных напрамках. З гэтай мэтай

студэнтам для самастойнага рэферыраванне прапануюцца артыкулы з замежных часопісаў і газет, відэа матэрыялы на замежнай мове.

Пералік сродкаў дыягностыкі вынікаў вучэбнай дзейнасці студэнтаў

Арганізацыя самастойнай работы студэнтаў прадугледжвае падрыхтоўку студэнтамі неабходных інфармацыйных матэрыялаў па адпаведных тэмах, прадстаўленых у тэматычным плане праграмы.

Для дыягностыкі кампетэнцыі студэнтаў прадугледжана выкарыстанне наступных сродкаў:

- напісанне слоўнікавых дыктантаў па асобных раздзелах курса;
- пісьмовыя пераклады, індывідуальныя і групавыя заданні па раздзелах вучэбнай дысцыпліны;
- самастойная падрыхтоўка і прэзентацыя праектаў па абранай студэнтамі тэме;
- распрацоўка і прэзентацыя дыялогаў, тэкстаў, аўдыё - і відэаматэрыялаў для аўдыравання.

Выніковая адзнака кампетэнцыі студэнта прадугледжвае правядзенне экзамену.

Згодна з вучэбным планам па дысцыпліне» Спецтэрміналогія (на замежнай мове) " прадугледжана 268 гадзін, з іх 150 гадзін – аўдыторныя практычныя заняткі. Прамежкавая форма кантролю – залік, рэкамендуемая канчатковая форма кантролю-іспыт.

2. ТЭАРЭТЫЧНЫ РАЗДЗЕЛ

2.1. ЗМЕСТ ВУЧЭБНАГА МАТЭРЫЯЛА

Part 1. The Introduction

Тэма 1. Types of Tourism

Tourism and its history. Development of mass tourism. The role of travel industry in economy of the country. Peoples' reasons for travelling, personal motives. Traditional and special types of tourism. World-famous events and attractions. Ecotourism. Adventure tourism. Business tourism. Cultural tourism. Sport tourism. Medical tourism. Religious tourism and other types.

Тэма 2. Traveling by Air

Travelling by air. Booking tickets online. At the airport. At the check-in counter. Weight luggage rules. On board the plane. Advantages and disadvantages of travelling by air. Flying is fun. Conveniences that make the flight enjoyable and safe.

Тэма 3. Traveling by Train

Going by train. Express trains, international and domestic trains. Types of carries. At the railway station. At the booking office. E-ticketing. Facilities in the train. Advantages and disadvantages of travelling by train. Some dos and don'ts for travelers.

Тэма 4. Traveling by Sea

Going by sea. Cruise is a popular way of travelling by sea. Around the world cruise. On board of a big ship or liner. Conveniences in cabins and on board of the ship. Yachting is extreme sport. Advantages and disadvantages of travelling by sea. The most famous regions in the world for the development of cruise travelling.

Тэма 5. Going through the Border

Customs form. Customs control. The list of forbidden things carrying through the custom. Customs Declaration. Passport control. Getting a visa procedure. Insurance for travelling abroad. Medical care and safety during the trip.

Тэма 6. At a Hotel

Searching the accommodation. Types of the hotels: resorts, motels, B&B, inns, eco-hotels, hostels and so on. Hotel reservation. Room classification. Checking-in and checking-out procedure. Hotel service and room amenities. Animation and leisure time for guests in hotels. World-famous hotels and hotel chains.

Тэма 7. Catering and Eating Out

Place where to eat during the trip. Types of eating out places: restaurants, self-service restaurants, cafes, take out cafes, ale-&-pie houses, coffee shops and others. Make an order to the waiter. Service in the restaurant. Traditions and national cuisine of different countries, eating habits. Belorussian national cuisine.

Тэма 8. Sightseeing and Tours

Planning the tour. Out-of-the-country travelling. Sights of the well-known cities. Interesting historical and cultural objects and sites in the world. National parks, Dreamlands, Disneyland and must-see places around the world. Belorussian fascinating places.

Тэма 9. Tours and Excursions

Organizing process of tours and excursions. Organization of a good tour. Choosing the itinerary on the map and using the guidebook. Couch tour, hiking tour, interactive tour, adventure and science discoveries, tours for children. Main secrets of the guide profession. Communication and guiding methods and techniques.

Тэма 10. Tourism in Belarus

World tendencies in tourism industry. The infrastructure and transportation in Belarus. Perspective direction of the Belorussian tourism. Ecotourism and agrotourism. Sport and recreation. Holidays and tourist-attractive events in Belarus. The main place of interaction in Belarus. Main achievements and problems of Belorussian tourism.

Part 2. Tourism Industry

Тэма 11. Working in Tourism. Careers and Jobs

Jobs in tourism and hospitality industries. Manager, consultant, guide, courier, ticket and reservation agent, and their essential duties and responsibilities. Skills and abilities. Find a job. How to write CV, resume and Cover Letter. A job interview. Steps for job promotion.

Тэма 12. Business English in Tourism

Leadership of the travel company. Creation of the image of the company. Staff members and their working relations. Writing official documents and letters. Making telephone calls and discussions. Negotiations, presentations and meetings. Professional ethic and corporative culture.

Тэма 13. Tour Operators

Creation and promotion of a packaged tours. High and low seasons in different countries and resorts. Patterns sales of package holidays. Hotel contracting and transporting in tourism business. Insurance and visa support. Direct and indirect operating costs. Belorussian tour operators. Problems of equipment and infrastructure. Hospitality service.

Тэма 14. Tour Agencies

The retail travel agent. Selling tours techniques. Internet is the best friend for travel agent. How to make people buy the tour: psychology and steps for success. Establish the clients' priorities. Read clients' thoughts. Tailor-made holidays satisfy peoples' needs. Promotion of the Belorussian national heritage. Foreign tourist attraction.

Тэма 15. Tour Promotion

SWAT- analysis and searching of the tourist market. The potential ways of tourism. Promotional activity tools. Copywriting and brochures. Exhibition and tour presentation. Advertising and PR campaign. Public information center. National and regional tourism in Belarus.

Тэма 16. Customer Service in Tourism

Care about tourists' needs. Classification of international visitors. Transportation, accommodation, catering, entertainment. Tourists complains and dissatisfaction. Handling a difficult situation. Ethic and tourism. Welcoming clients and foreign visitors. Communication with clients and service in the travel industry.

Тэма 17. Tourist Attraction and Entertainment

Animation during the tours and in hotels. Attraction for different kinds of tourist. Animation for children. Animation is a profession and job. Events and holidays in hotels and resorts. Summer camps and guests houses. Visiting theme parks. Shopping. Sport and competition during the holiday. Communicative skills of animators.

Part 3. History and Heritage Protection

Тэма 18. The Main Historical Periods

History and development of Belorussian lands. Periods in Belorussian history. Ethnic groups in the territory of Belarus. The development of old towns and countryside. The most prominent persons and events in Polatsk and Turau Principalities. Ragvalod, Ragneda, Vladimir, Izyaslau, Useslau “the Magician”. The Christianity in Belorussian lands. Yeufraſiniya Polatskaya.

Тэма 19. The Great Lithuanian Principality

The main reasons for the Great Lithuanian Principality foundation. The Crusaders and Tatar invader. Gedymin, Alherd, Keistut and Yhaila. Golden Age in Belorussian history and Vitaut. Feudal system and the relation between peasants and property owners. The power of the aristocracy and administrative system of the Principality.

Тэма 20. The Period of Rech Paspolitaya

The relationship with the Poland and Moscow Kingdoms. The reasons for the creation the union between Poland and Lithuania. Rech Paspolitaya creation conditions. The most prominent people in culture and politics: Mikalai Radzivil “the Black”, Dr. Francysk Skaryna, Symon Polatski and others. The wars of the

17-18th centuries. The division of the Rech Paspolitaya. Belarus as a part of Russia territories.

Тэма 21. Belarus before and after WWII

Belarus in the Great October Revolution and World War I. The Soviet period in the history of Belarus. Industrialization and Collectivization. International situation before the II World War in Europe. Belarus during the II World War. The destruction, genocide and battles on the Belorussian lands. Belarus after the II World War: renovation and the threat of the “Cold” war. Belarus and its independence in 1991. Modern Republic of Belarus.

Тэма 22. Heritage Protection

Historic Preservation. Convention 1972. UNESCO World Heritage List. Types of World Heritage Sites. World Heritage Sites in Danger. The Criteria for Selection to be included on the World Heritage List. Restoration and renovation of the architectural buildings.

Тэма 23. World-famous Tourist Sites in Belarus

World Cultural and Natural Heritage sites. UNESCO World Heritage Sites in Belarus: Belovezhskaya Pushcha National Park, Mir Castle, Nesvizh Palace and Park Ensemble, the Struve Arc. Sites nominated to join UNESCO World Heritage List. The heritage promotion and attraction of the tourists.

Тэма 24. Working in Museum

Departments of the museum. Exhibition practice and educational programs. Museum events and public activity. The preservation and restoration of the museum collections and objects. Job positions in museums: executive director, project manager, curator of collection, curator of education, PR-manager, research assistant, conservator. Job requirements and qualifications.

Тэма 25. World Museums

Outstanding museums of the world. Museums of Europe and America. The British Museum, the Louvre, the Hermitage, the Metropolitan Museum, the Dresden Gallery, the Museum of Madame Tussauds and others. Unusual museums. Harry Potter Museum, the Spy Museum in Washington, the Body Museum in the

Netherlands and many others. Directions of museum work. Belorussian museums. National Art Museum. Museum of the History of the Great Patriotic War and others.

3 ПРАКТЫЧНЫ РАЗДЗЕЛ

3.1 Тэматыка практычных заняткаў

Лексіка-граматычная тэма - вядучы раздзел ВМК, паколькі добрае валоданне лексікай і граматыкай замежна мовы з'яўляецца асноўным аспектам гутарковай практыкі. Праца над гутарковай тэмай прадугледжвае два моманты: па-першае, гэта актывізацыя наяўнага ў студэнта запасу асноўнай лексікі па тэме і выпрацоўка на базе гэтага матэрыялу маўленчых навыкаў; па-другое, увод новага лексічнага і граматычнага матэрыялу, які абслугоўвае дадзеную тэму. Асноўнымі відамі практычнай дзейнасці з'яўляюцца трэніровачныя практыкаванні, накіраваныя на замацаванне граматычнага матэрыялу, актывізацыю вивучанай лексікі, выпрацоўку практычных навыкаў перакладу, удасканаленне тэхнікі чытання, адпрацоўку навыкаў маўленчай камунікацыі ў сітуацыйных дыялогах.

Тэма 1. Types of Tourism

Task 1 Read the text and explain the main difference between the tourist and traveller

Difference between tourist and traveller

Before analysing the various types of tourism, let us see the difference between tourist and traveller: a helpful distinction that will help us better understand the latest forms of tourism.

A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or a weekend. The purpose of travel must also enter into the definition of tourism. Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reasons of health. Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves because travel is broadening. All of these people are generally considered tourists since the primary reason for their trips is recreation. People who are travelling on business are also included in most tourist statistics. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions.

Many people among those travelling on business often combine pleasure with their work. They also use the same transportation, accommodation, and catering facilities as the holiday tourists.

The tourist follows an itinerary organised by others or found on the Internet, where there is no room for schedule changes. He experiences the unexpected as a problem to be solved. He travels in groups or participates in guided tours. He stays in hotels and goes around with his camera around his neck. He eats food he knows and does not go out of his comfort zone.

On the other hand, the traveller goes to discover a place to lose himself in it and to experience it. He studies his destination and organises a travel itinerary based on his interests. Unlike the tourist, the traveller follows his instincts, welcomes the unexpected and turns it into a moment of personal growth. He talks to locals, eats local cuisine and prefers the kind of travel and accommodation that allows him to get to know his destination, such as guest houses.

As we have seen, the difference between tourists and travellers is stark, but only if one uses a highly characterised idea of the two figures. In reality, the difference is much more nuanced, and tourists and travellers may be more similar than one imagines.

Task 2 Read the text and characterize the different types of visitors

The WTO's definition of the traveller moves away from the concept of the 'visitor' and distinguishes between the 'tourist' and the 'excursionist.' In fact, travellers can be categorised in four ways:

- Domestic visitors;
- International visitors;
- International tourists;
- Excursionists.

The Domestic Visitor

For statistical purposes, the term 'domestic visitor' describes any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than an activity for which he/she is paid within the place visited.

Domestic tourism is very significant in world tourism as it represents, on average, over 80 per cent of all tourism movements.

The International Visitor

The term international visitor describes any person visiting a country other than that in which he or she has usual place of residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of

visit is other than the exercise of an activity remunerated from within the country visited.

Two factors differentiate visitors from other international travellers: their country of residence and their motivation for travel.

Certain types of travellers are excluded from the category of 'tourist' for reasons other than that of residency. These are:

- people travelling for political reasons; refugees;
- people travelling for political / professional reasons: migrants, members of the armed forces, diplomats, embassy staff;
- people travelling for professional reasons: nomads, border workers, seasonal workers, couriers;
- people sent abroad by their companies or government. These are considered residents of the country where they normally live (temporary immigrants);
- transit passengers and permanent immigrants.

Classification of International Visitors

People who travel to work in a foreign country and are paid by this country have different motives for travelling than other visitors to the country. The WTO has devised a system of classifying international travellers into visitors who should be included in international tourism statistics and those who should not.

It is often difficult to identify and classify accurately each traveller in the global movement of people crossing borders: Are they in transit? Are they in transit for more or less than 24 hours? Are they remaining in the airport or staying at an airport hotel? Will they visit the town? And so on.

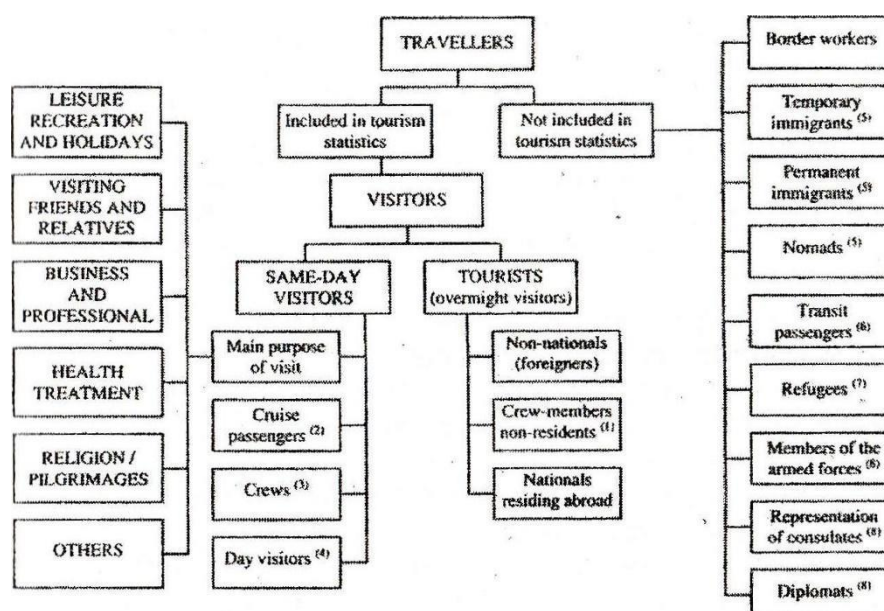
The International Tourist

A visitor whose length of stay in a country reaches or exceeds 24 hours, thus spending at least one night in the visited country, is classified as a tourist. If his length of stay in the country is less than 24 hours he is categorised as a same-day visitor.

International tourists are defined as temporary visitors staying at least 24 hours in a country whose motive for travel can be described as being either for:

leisure (pleasure, holidays, health, study, religion or sport); or for: business, family or work assignments.

CLASSIFICATION OF INTERNATIONAL VISITORS



Notes:

1. Foreign air or ship crews docked or in layover and who use the accommodation establishments of the country visited.

2. Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organisation (IMO, 1965) and who spend the night abroad ship even when disembarking for one or more day visits.

3. Crews who are not residents of the country visited and who stay in the country for the day.

4. Visitors who arrive and leave the same day for: leisure, recreation and holidays; visiting friends and relatives; business and professional purposes; health treatment; religion/pilgrimages; and other tourism purposes, including transit day visitors en route or from their destination countries.

5. As defined by the United Nations in the Recommendations on Statistics of International Migration, 1980.

6. Who do not leave the transit area of the airport or the port, including transfer between airports and ports.

7. As defined by the United Nations High Commissioner for Refugees, 1967.

8. When they travel from their country of origin to the duty station and vice versa

(including household servants and dependents accompanying or joining them).

The Excursionist or the Same-Day Visitor

The excursionist is a foreign visitor whose stay does not exceed 24 hours.

The economic impact of the international excursionist is very important to small isolated countries which receive cruise-ship passengers.

In fact, visitors spending the night on ship board are classified as same- day visitors and not tourists. The excursionist therefore does not spend the night in the country he is visiting.

It is difficult, however, to determine the tourism definition of a short trip.

Generally, a journey is considered to be a trip when a minimum distance has been covered or when there has been a change of administrative district.

Commuting (daily journeys between home and work) and shopping trips are excluded from the excursionist category.

The business excursionist is generally an official representative or an agent travelling for his company. If his journey is not considered to be commuting to work he is registered in international tourism statistics. However, some countries now apply special restrictions when it comes to classifying the business excursionist.

They are either excluded from the international tourist classification or recorded in a category apart, even if they stay overnight in the country.

Excursionist tourism is particularly important for small insular countries like the Caribbean Islands. A large proportion of their market is tourists who arrive on cruise ships going out during the day but actually accommodated on board.

Task 3 Read the text and discuss in pairs pros and cons of mass tourism

Five main categories of tourism

Broadly speaking, there are three main forms of tourism based on the destination and country of departure, according to the UNWTO: domestic tourism, inbound tourism, and outbound tourism.

Domestic tourism

Domestic tourism is defined as traveling within your own country of residence, either for business or leisure purposes.

It's usually much easier to organize than international travel, since you don't need additional paperwork, health checks, and you can simply take a domestic flight, bus, or train ride to your destination. You can enjoy domestic tourism wherever you live. Domestic tourism offers an exciting and unique way to experience the beauty of your own country. Even if you don't leave your city. For example, if you live in London and go to Manchester for the weekend, this is

domestic tourism. Language barriers and culture shock are also not a factor in domestic tourism (at least not in the majority of cases), making it less stressful.

Domestic tourism is a fun and inexpensive way to explore your home country. The classic road trip is probably the most popular form of domestic tourism. No matter where in the world you live, you can load up your car, motorcycle, or bicycle and set out on an adventure. Every country has camping and hiking opportunities.

Domestic tourism is more common in some countries than in others. Generally, domestic tourism is more popular in larger countries. For example, domestic tourism is extremely popular in the United States, Japan, Germany, China, and India.

Inbound tourism

When you enter another country, this is inbound tourism for the destination country. For example, if you travel from the USA to Spain, this is inbound tourism for Spain.

Inbound tourism is also a form of international tourism. This means that you need to prepare all necessary paperwork in advance, as well as take care of additional formalities as needed, such as vaccinations and health checks.

Outbound tourism

In outbound tourism, you go from your own country to another one. If we take the same example as in the previous section, if you go from the USA to Spain, this is outbound tourism for the USA, since you're leaving the country.

Outbound tourism is a form of international travel and comes with its own set of formal requirements.

Travel agents are familiar with those and might make traveling easier – but independent travelers can also venture on their own and take care of their own paperwork. Many online travel agencies are specialized in outbound tourism.

Two more categories characterize the impact of tourism on local community

Mass tourism

Mass tourism refers to the movement of a large number of organized tourists to popular holiday destinations for recreational purposes. Mass tourism is a form of tourism that involves tens of thousands of people going to the same resort often at the same time of year. It is the most popular form of tourism as it is often the cheapest way to holiday and is often sold as a Package Deal.

It is a phenomenon which is characterized by the use of standardized package products and mass consumption. Conceptually, this type of tourism features standardized leisure products and experiences packaged for mass tourist consumption. A package deal is one in which all of the tourists needs are catered all by one company. These needs include travel/flights, activities, accommodation and sometimes food.

These types of holiday are often the opposite to sustainable tourism, extreme tourism and ecological tourism. There are many types of mass tourism, including skiing in the mountains, sunbathing on a beach, visiting a theme park (eg Euro Disney near Paris) or taking a cruise. Governments and local people often support mass tourism because it generates a lot of income for local areas.

Over the last twenty years there has been a growing awareness of the impact tourism has on the environment and societies in which tourism takes place. As mass tourism first developed along the Spanish coast and other areas, there was little concern for the negative impacts that tourism was having on the environment of the area or on the lives of the people living in the area.

Sustainable tourism

In recent years, concepts such as eco-tourism, responsible tourism and sustainable tourism have emerged. This is as a result of more research being undertaken into the range of impacts tourism creates and the ways in which these impacts can be managed more carefully.

As opposed to mass tourism that sees places like Rome, Paris and Venice invaded by tourists every year, sustainable and slow tourism has developed to counteract climate change and is the primary trend of the last decade.

Sustainable tourism aims to get in touch with a place while fully respecting the community and local culture. Therefore, minimising one's environmental impact and preserving the authenticity of a destination and its natural resources is crucial for those who choose to travel sustainably.

Task 4 Read the description of some popular types of tourism. Compose and act out dialogues on the topic of what types of tourism are the most popular among different categories of the population. Look for different systematisations of existing types of tourism on the Internet and discuss what other interesting modern types of tourism you would add to the list. Consider which of the listed types of tourism you would put in first place

TEXT The types of tourism according to motivation for travelling

We could also define the different tourism types based on the travelers' motivations, goals, and needs. These can be broken down into 8 main types of tourism:

Business tourism

This type of tourism involves travelling to different locations to attend to business issues or work. In business tourism, individuals still work according to their regular schedule, but the difference is they are doing it away from their typical workplaces. Business tourism or business travel is a subset of tourism in which travelers go to another location (domestic or international) for professional reasons, such as to: meet with business partners or prospects, attend an event, conference, or trade show, visit another office location of the same company. Examples of activities that happen in business travel include attending seminars, trade fairs, meetings, conferences – that kind of thing.

Business tourism doesn't involve tours, per se, but it does involve booking into a hotel and eating and spending money in the local community and so it appears on this list. Sometimes, business travelers are extending their trips for leisure or are combining the two under what is now known as "Bleisure" (from business and leisure).

Cultural tourism

Cultural tourism is a form of tourism where the goal is to seek out cultural experiences. On a cultural tour, you might attend festivals and events, visit historical sites and monuments, explore museums, and galleries, take language classes or cooking classes, and participate in traditional activities.

Cultural tourism is an increasingly popular form of travel as it allows people to immerse themselves in different cultures and gain a more global perspective. If you're passionate about other cultures, cultural tourism is probably your idea of a dream vacation, where you get to experience another country's cultural heritage, such as architectural monuments, literature, religion, festivals, theater, music, cuisine, and more.

Because of the rich tapestry of its history, Europe is a popular destination for cultural tourism, and many European countries see a large number of tourists each year. For those who want to travel to experience different cultures, UNESCO's list of world heritage sites might be a list worth exploring, as it regroups the most significant cultural and natural sites of the whole world. Cultural tourism also provides economic opportunities for locals.

Religious tourism

Religious tourism is one of the oldest forms of tourism. Religious tourism, also known as faith tourism, is a growing trend, where travelers visit places that are either the birthplace of a major figure in their religious faith, memorialize important events in their religion, or simply experience the culture and spiritual practices of another faith. Pilgrimages can also be considered religious tourism. Non-religious people can also participate in religious tourism by visiting religious sites and learning about the history of various religions.

Leisure tourism

Leisure tourism is a broad category that can encompass many different things: adventure tourism, ecotourism, cultural tourism, urban tourism, and more. Leisure tourism is simply defined as tourism during your free time, in which you relax and experience a different environment than your own. Local tourist attractions are often a major focus of leisure tourism, although you might very well decide to chill in your resort complex and simply book a bunch of spa treatments, for example.

Food tourism

Food is also a major motivator for many leisure travelers: many tourists visit new destinations to taste authentic local foods. Food tourism can be considered a subset of leisure tourism.

Speaking of buffets – there anyone who doesn't love good food? Many tourists simply follow their taste buds and choose their holiday destinations based on the things they want to eat. Popular destinations for food tourism include Italy, Spain, France, and Japan and if you're in any one of these destinations or a particular location that's known for nice food that I haven't named just make sure your marketing includes a picture of whatever's local and delicious. It's what I call "a delicious type of tourism".

Health and wellness tourism

This type of tourism is gaining more and more popularity with the general societal increase in concerns over mental health. Health and wellness tourism refers to a type of travel where individuals seek to improve their physical, mental, or emotional well-being through various activities and experiences. This can include visiting destinations that offer health and wellness programs, such as yoga retreats, spas, or wellness resorts, or engaging in activities like hiking, meditation, or nutrition workshops. The focus of this type of tourism is on promoting personal health and well-being, rather than simply sightseeing or entertainment.

Shopping tourism

Who doesn't love coming back with a suitcase full of exotic items, brand-new clothes, or new gadgets? Shopping tourism is a popular type of travel among those who want to get a hold of brands and objects that aren't locally available, be it clothes, food, jewelry, souvenirs, electronics, or something entirely different. Fashion tourism is a subset of shopping tourism and among the top tourist destinations for it are cities like Milan, New York, Paris, London, and more.

Urban tourism

Urban tourism is a form of tourism that is hugely popular among different demographics, from backpackers to luxury travelers and from recent graduates to retirees. Top urban tourist destinations in 2022 include Paris, Dubai, Amsterdam, Madrid, Rome, London, and New York, among others, and attract a large number of international tourists each year. In the top 100 list compiled by Euromonitor International, Europe is the most represented continent, with 40 cities out of 100.

Sports tourism

Sports or adventure tourism is another type of leisure tourism that is related to a sports activity, such as rafting, skiing, snowboarding, surfing, diving, cycling, and more. Sports tourism is a type of tourism that involves attending sporting events or participating in sports activities. Sports events, such as marathons, golf tournaments, and international sporting competitions, can draw large numbers of visitors to a destination. Sports tourism might also be related to traveling to see a major sporting event, such as, for example, the Olympics or the FIFA World Cup.

Rural tourism

Rural tourism is popular with vacationers who need a break from the hustle and bustle of city life. Travellers visit remote areas in order to get a taste of something simpler – often for cheaper than anything is available in the big city. Typically, it's a form of sustainable tourism where you go to remote, rural areas to experience a simpler lifestyle and a calmer, less polluted environment.

This type of tourism isn't as rooted in tours or tourist attractions so much as others. It is more concerned with the the visitor experience. It's about escaping from one's usual environment and experiencing life as other people live it, away from the noise of the hoi polloi.

Local people might benefit from rural tourism in many different ways, while visitors might engage in different tourism activities, such as hiking, orienteering, hunting, fishing, and more.

Oftentimes, countryside tourism is about experiencing an event as opposed to seeing some great thing or exploring some particular environment. These types

of events are listed by Unesco – the united nation world tourism collective – alongside famous buildings and cities, so you know we’re serious.

Mountain tourism

If you love nature, going to the mountains might be the best way to spend your holidays. Mountain tourism is popular among sports enthusiasts, as it offers lots of opportunities to be active in nature: skiing, hiking, and mountain biking being just a few of the many.

Sustainability has been a major consideration in mountain tourism in recent years, because mountains often have fragile ecosystems that cannot tolerate a huge number of visitors or mass tourism. Itineraries follow mountain trails and visitors are often not allowed to stray off the path or camp outside designated areas.

Ecotourism

Ecotourists visit exotic destinations to view pristine, fragile, and undisturbed natural environments. Visiting places that have not been affected by human interference. The goal is to experience these places while leaving as little impact on the environment as possible. Ecotourism is sometimes referred to as sustainable tourism. Ecotourists aim to leave the environment as it was or better than when they arrived. The focus is on conservation. Ecotourists try to improve the well being of the environment and local people in the region. Ecotourism is quickly gaining in popularity as more and more people become interested in conservation and environmentalism.

One major benefit to ecotourism is that some of the money that tourists bring into the country is put into preserving the environment that they are visiting. This makes for a very sustainable form of tourism.

Voluntourism

Voluntourism is a combination of tourism and volunteering. A voluntourist travels to a destination to do volunteer work. Usually for a charity organization. In their off time, voluntourists usually explore their travel destination like a normal tourist. This is becoming a major part of the tourism industry.

The volunteer work could be building homes, working in agriculture, teaching, etc. Anyone can take a volunteer vacation but you really need to have an in-demand skill for the work to be worthwhile. This is one of the more controversial types of tourism. Before taking a volunteer vacation, you have to do your homework to make sure that your work will be worthwhile. Sometimes volunteer work can do more harm than good.

Genealogy Tourism

Genealogy tourism is a type of tourism where travelers visit the places their ancestors came from. This could be recent ancestry or distant ancestry. This type of tourism is much more common in countries with a high level of emigration.

Genealogy tourism is quickly growing in popularity because of the rise in interest in DNA testing from companies like Ancestry.com and 23andme.com. For less than \$100 people can find out exactly where in the world their ancestors originated. As the technology develops, these services get more and more accurate. In some cases, they can pinpoint exact villages where your ancestors lived hundreds of years ago.

Many people travel – but for completely different reasons

People travel for many different reasons and in many different ways – which means the travel industry has to adapt to travelers' needs.

Beyond the ones we listed, there are plenty of other types of tourism, such as medical tourism, religious tourism, wellness tourism, dark tourism, and more. Broadly speaking, however, we could consider leisure and business tourism to be among the two main categories based on travelers' motivation.

Additional text

A World Guide to Good Manners: how not to behave badly abroad

By Norman Ramshaw

Traveling to all corners of the world gets easier and easier. We live in a global village, but how well do we know and understand each other?

We live in a global village, but this doesn't mean that we all behave in the same way.

- Greetings

How should you behave when you meet someone for the first time? An American or Canadian shakes your hand firmly while looking you straight in the eyes. In many parts of Asia, there is no physical contact at all. In Japan, you should bow, and the more respect you want to show, the deeper you should bow. In Thailand, the greeting is made by pressing both hands together at the chest, as if you are praying, and bowing your head slightly. In both countries, eye contact is avoided as a sign of respect.

- Clothes

Many countries have rules about what you should and shouldn't wear. In Asian and Muslim countries, you shouldn't reveal the body, especially women, who should wear long-sleeved blouses and skirts below the knee. In Japan, you should take off your shoes when entering a house or a restaurant. Remember to place them neatly together facing the door you came in. This is also true in China, Korea, Thailand, and Iran.

- Food and drink

In Italy, Spain, and Latin America, lunch is often the biggest meal of the day, and can last two or three hours. For this reason many people eat a light breakfast and a late dinner. In Britain, you might have a business lunch and do business as you eat. In Mexico and Japan, many people prefer not to discuss business while eating. Lunch is time to relax and socialize, and the Japanese rarely drink alcohol at lunchtime. In Britain and the United States, it's not unusual to have a business meeting over breakfast, and in China it's common to have business banquets, but you shouldn't discuss during the meal.

- Doing business

In most countries, an exchange of business cards is essential for all introductions. You should include your company name and your position. If you are going to a country where your language is not widely spoken, you can get the reverse side of your card printed in the local language. In Japan you must present your card with both hands, with the writing facing the person you are giving it to. In many countries business hours are from 9.00 or 10.00 to 5.00 or 6.00. However, in some countries, such as Greece, Italy, and Spain, some people close in the early afternoon for a couple of hours then remain open until the evening. Japanese business people consider it their professional duty to go out after work with colleagues to restaurants, bars, or nightclubs. If you are invited, you shouldn't refuse, even if you don't feel like staying out late.

EXTRA TIPS

In many Asian cultures, it is acceptable to smack your lips when you eat. It means that the food is good.

- In France, you shouldn't sit down in a café until you've shaken hands with everyone you know.

- In India and the Middle East, you must never use the left hand for greeting, eating, or drinking.

- In China, your host will keep refilling your dish unless you lay your chopsticks across your bowl.

- Most South Americans and Mexican like to stand very close to the person they're talking to. You shouldn't back away.

- In Russia, you must match your hosts drink for drink or they will think you unfriendly.

- In Ireland, social events sometimes end with singing and dancing. You may be asked to sing.

- In America, you should eat your hamburger with both hands and as quickly as possible. You shouldn't try to have a conversation until it is eaten.

Here is a sample test. Imagine you have arranged a meeting at four o'clock. What time should you expect your foreign business colleagues to arrive? If they are German, they'll be bang on time. If they are American, they'll probably be 15 minutes early. If they are British, they'll be 15 minutes late, and you should allow up to an hour for the Italians.

When the European community began to increase in size, several guide books appeared giving advice on international etiquette. At first many people thought this was a joke, especially the British, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their business friends.

For example: The British are happy to have the business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunch time. The Germans like to talk business before dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything. Talking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy. American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behaviour. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs a rulebook of its own. You must exchange business cards immediately on meeting because it is essential to establish everyone's status and position. When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow is a very important part of greeting someone.

You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal, as illustrated by the universal “Have a nice day!” American waiters have one-word imperative “Enjoy!”

The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather-unemotional and impersonal. In America the great topic between strangers is the search to find Geographical link. ‘Oh, really? You live in Ohio? I had an uncle who once worked there.’

Text for discussion in groups and pairs (dialogues)

21 Fascinating Types of Tourists Around The World

There are so many different types of tourists around the world and it is important that we understand the different types of tourists in order to be able to ensure that the tourism industry meets their needs. Heck, it wouldn't make sense to try to sell kids clubs tickets to tourists who are mostly elderly and without young children, just as it wouldn't make much sense to sell volunteer tourism trips to tourists who just want to relax by the poolside for their annual vacation!

From a tourism management perspective, we need to understand the different types of tourists so that we can provide each tourist type with the products and the services that best suit their needs and demands. So in this article I will introduce you to the the major types of tourists, are you ready to learn more? Read on....

Cohen's types of tourists

Cohen's tourist typology was one of the first major typologies developed in the travel and tourism industry.

Erik Cohen is an Emeritus Professor in the Department of Sociology and Anthropology, Hebrew University of Jerusalem. Erik focuses his research in Social Anthropology, Sociological Theory and Tourism Studies. Cohen's tourist typology is a model that aims to categorise tourists into different types. Cohen's theory is well known as being the first to attempt to categorise types of tourists. Cohen derived this theory on the types of tourists based on his knowledge of sociology and anthropology and applied it to the context of tourism, he is not necessary a tourism specialist. Cohen's theory was first published in 1972 in his article entitled 'Towards a Sociology of International Tourism. Whilst a lot has clearly changed in the tourism industry since the 1970, Cohen's tourist typology has continued to be used as a guide for understanding the different types of tourists throughout the years by academics and tourism industry professionals.

<p>The organised Mass Tourist</p> <p>Low on adventurousness, try to maintain "environmental bubble"; purchase ready-made package tour; little contact with local culture or people</p>	<p>Institutionalised tourism</p> <p>Dealt with routinely by the tourism industry</p>	<p>Familiarity</p>  <p>Novelty</p>
<p>The individual mass tourist</p> <p>Similar to the above but more flexibility and scope for personal choice is built in; organised tour; "environmental bubble" shields him from the real experience of the destination</p>		
<p>The explorer</p> <p>The trip is organised independently; looking to get off the beaten track; comfortable accommodation, reliable transport, "environmental bubble" is abandoned on occasion</p>	<p>Non-institutionalised tourism</p> <p>Individual travel, shunning contact with the tourism industry except where absolutely necessary</p>	
<p>The drifter</p> <p>No connection to the tourism industry; get as far from home and familiarity; no fixed itinerary; lives with locals, immerse in their culture.</p>		

The types of tourists identified by Cohen in his typology are based on a continuum- a spectrum that allows tourists to be placed at some point between the familiar and the novel. Essentially, Cohen teaches us that there are many different types of tourists, some who seek familiar experiences (such as familiar food chains, branded accommodation options that they know or languages that they can speak), others who seek entirely new experiences (new cultures, new locations, new languages etc) and those who fall somewhere in between.

The Drifter

Drifters typically have an authentic and deep immersive tourism experience, opting for staying with members of the local community rather than in hotels and spending their time in the local community. They seek adventure and plan their own itineraries. This type of tourist always opts for novelty over familiarity- you won't see a Drifter eating in McDonalds or shopping in Zara! The Drifter is the type of tourist that is least connected with the mass tourism industry.

The Explorer

Explorers also seek novelty over the familiar, however these types of tourists do often have a little more interaction with the commodities associated with the tourism industry. For example, an Explorer may travel independently and enjoy an immersive cultural experience, but they may rest their head on a hotel pillow at the end of the day. This type of tourist will generally eat and shop local, but don't be surprised if they enjoy a Big Mac from time to time too.

The Individual Mass Tourist

The Individual Mass Tourist seeks the familiar rather than the new. These types of tourists want familiar food, they want to be able to communicate in a familiar language and they want to stay in types of accommodation that they are familiar with. However, the Individual Mass Tourist is not constrained by the likes of group tours and activities- yes, they may book their holiday through a travel or use a local tour guide, but they will typically opt for solo travel over group tours.

The Organised Mass Tourist

The Organised Mass Tourist seeks the familiar, typically as part of an organised group. These types of tourists seek the familiar over novelty every time and they are often found with tour guides and undertaking group tours. The Organised Mass Tourist will generally have an itinerary or a plan and they will stick to it.

Plog's types of tourists

Stanley Plog is another tourism academic who categorised types of tourists in his model of Allocentricity and Psychocentricity. Essentially, he grouped tourists into three types and then mapped this to the way that a destination may rise and fall in popularity. I won't go into the details of Plog's theory here, but if you do want to learn more you can head on over to my article 'Plog's model of allocentricity and psychocentricity: Made easy'

Allocentric tourists

According to Plog, the allocentric tourist is most likely associated with destinations that are un(der)developed. These types of tourists might be the first tourists to visit an area. They may be the first intrepid explorers, the ones brave enough to travel to the 'unknown'. Allocentric tourists like adventure. They are not afraid of the unknown. They like to explore.

Allocentric tourists are often found travelling alone. They are not phased that the destination they are visiting doesn't have a chapter in their guidebook. In fact, they are excited by the prospect of travelling to a place that most people have never heard of!

Psychocentric tourists

Psychocentric tourists are the opposite to allocentric tourists. Psychocentric tourists are most commonly associated with areas that are well-developed or over-developed for tourism. Many people will have visited the area before them- it has been tried and tested. These tourists feel secure knowing that their holiday choice will provide them with the comforts and familiarities that they know and love.

Psychocentric tourists travel in organised groups. Their holidays are typically organised for them by their travel agent. These travellers seek the familiar. They

are happy in the knowledge that their holiday resort will provide them with their home comforts. The standard activity level of psychocentric tourists is low. These types of tourists enjoy holiday resorts and all inclusive packages. They are components of enclave tourism, meaning that they are likely to stay put in their hotel for the majority of the duration of their holiday. These are often repeat tourists, who choose to visit the same destination year-on-year.

Mid-Centric tourists

Mid-centric tourists fall somewhere in the middle- these types of tourists like some adventure, but also some of their home comforts. Perhaps they book their holiday themselves through dynamic packaging, but then spend the majority of their time in their holiday resort. Or maybe they book an organised package, but then choose to break away from the crowd and explore the local area.

Types of tourists by destination type

It is common for types of tourists to be grouped by the destination type. This typically encompasses four major categories, as I have explained below.

Domestic tourists

Domestic tourism is the act of travelling for business or leisure within one's home country. According to the UNWTO, a person must be away from their usual place of residence (but still in their home country) for at least one night to qualify as a domestic tourist.

Popular destinations for domestic tourism include the USA, India and China. This is because they are big countries with a variety of tourist experiences to offer.

International tourists

International tourism is the act of travelling overseas for business or leisure. International tourism is one of the biggest industries in the world. Which tourists visit which destinations is determined by a number of different factors, such as distance to travel, cost of living in the traveller generating region and the tourism destination region, the tourist's culture, disposable income and a range of other factors.

Inbound tourists

Inbound tourism is the act of someone travelling to a country other than that of where they live for the purpose of tourism.

Many countries around the world rely on inbound tourism. Inbound tourism is often seasonal, meaning that many destinations will have evident peak, shoulder and low seasons. This is often dependant on weather conditions (for example sun or snow) and school and public holidays.

Outbound tourists

Outbound tourism is the act of travelling 'out' of your home country for the purposes of tourism. Outbound tourism does not include the purchasing of good or services before or after the trip within the tourism generating country.

The terms outbound tourism and inbound tourism are often used interchangeably. This is because a tourist who is travelling internationally is both an outbound tourist (because they travel OUT of their home country) and an inbound tourist (because they travel IN to another country).

Text for reffering

Types of tourists by tourism type

Many people will differentiate types of tourists according to the type of tourism that they are undertaking. Whilst this *can* be useful, it can also become rather complication when you consider how many different types of tourism there are! Below I have outlined some of the most common types of tourists according to tourism type, but I do suggest that you also take a look at this article, which outlines 150 different types of tourism!

Sustainable tourists

Sustainable tourism is one of the most important types of tourism, if not THE most important type of tourism that there is and more and more tourists are embracing sustainable tourism nowadays than ever before.

Sustainable tourism, also often referred to as responsible tourism, relies on the premise of taking care of the environment, society and economy. Sustainable tourism principles intend to minimise the negative impacts of tourism, whilst maximising the positive impacts.

Ethical tourists

Ethical tourism refers to tourism that benefits the people and the environment involved. It is closely aligned with the concepts of sustainable tourism and responsible tourism. Many tourists now seek advice on how they can be ethical tourists and implement this into their travel decisions and behaviours.

Experiential tourists

Experiential tourism is derived from the concept of experiential learning, whereby a person learns and creates meaning through their experiences. Therefore, these types of tourists focus on immersion with a particular destination, its culture, people, customs and histories. Experiential tourism is popular amongst backpackers, students and tourists looking for an authentic and deep travel experience.

Adventure tourists

Adventure tourism is one of the most exciting types of tourism. Adventure tourism is tourism which involves a degree of risk. It typically requires specialist skills or physical exertion. Adventure tourists might go rock climbing, skydiving, white water rafting, mountain climbing, zip-lining and paragliding, to name just a few examples.

Dark tourists

Dark tourism, also known as black tourism, thanatourism or grief tourism, is tourism that is associated with death or tragedy.

The act of dark tourism is somewhat controversial, with some viewing it as an act of respect and others as unethical practice. Popular dark tourism attractions include Auschwitz, Chernobyl and Ground Zero. Lesser known dark tourism attractions might include cemeteries, zombie-themed events or historical museums.

Cultural tourists

Cultural tourism is the act of travellers visiting particular destinations in order to experience and learn about a particular culture. This can include many activities such as; attending events and festivals, visiting museums and tasting the local food and drinks. Cultural tourism can also be an unintentional part of the tourism experience, whereby cultural immersion (with the local people, their language, customs, cuisine etc) is an inevitable part of a person's holiday.

Ecotourists

Ecotourism is a form of tourism directed at preserving fragile environments and eco-systems. Ecotourism commonly occurs in threatened natural environments, where the intention is to provide conservation. Ecotourism efforts include building tourist facilities that have minimal impact on the natural environment, adopting the use of products such as compost toilets or solar-powered electricity.

Ecotourism has become somewhat of a 'buzz word' in recent years and is closely related to the concept of sustainable tourism.

Medical tourists

Another type of tourist that is increasing rapidly are Medical tourists. Medical tourism, also known as health tourism, refers to the act of travelling to another destination for the purpose of medical treatment. Motivations of medical tourists may include reduced costs for treatments or higher quality of provision. Medical tourists may seek life-saving treatments unavailable to them at home, cosmetic surgery or dental procedures amongst a range of other medical needs. Popular destinations include India, Turkey and Panama.

Religious tourists

Religious tourism, also known as faith tourism, refers to the act of travelling for the purposes of religious pilgrimage, missionary, or interest. A branch of cultural tourism, religious tourism constituted some of the earliest tourism forms. Not all religious tourists conform to beliefs of or religious practices of the attractions/destinations that they are visiting which can cause conflict between visitors and worshippers. Popular religious tourism destinations include Israel, Mecca and Varanassi.

Business tourists

Business tourism, or business travel, is one of the most important types of tourism there is, because it is so big! Business tourism is essentially a form of travel which involves undertaking business activities that are based away from home.

Business tourism activities includes attending meetings, congresses, exhibitions, incentive travel and corporate hospitality.

The traveller versus tourist debate

There are many people who claim that they are not a tourist, but instead they are a 'traveller'. They claim that this is because they enjoy immersing themselves into the local culture and avoiding mass tourism places. However, I would like to point out (as I explain in more detail in my article on the definition of tourism), that these people are indeed tourists, just as much as anyone else is a tourist.

There are many different types of tourists- yes, some enjoy local experiences and avoiding packaged, commodified and mass tourism products, and other types of tourists are at their happiest while sipping a cocktail by the pool in their all inclusive holiday resort. It doesn't matter exactly what we do on our travels- if we are travelling away from home to see and experience new and different places, we are tourists.

Тэма 2. Traveling by Air

At the airport

Nowadays people who go on business mostly travel by air, as it is the fastest means of traveling. Here are some hints on air travel that may be helpful.

Passengers are requested to arrive at the airport two hours before departure time on international flights and an hour before on domestic flights as there must be enough time to complete the necessary airport formalities. The passenger should check in at least 45 minutes before the departure time. Without sufficient check in time s/he may not be able to get on board. Passengers must register their tickets, get a seat assignment, and weigh and check their luggage. You go to the check-in counter where your ticket is looked at, your things are weighed and labeled, a claim-check for each piece of luggage is inserted in the ticket and you are given a boarding pass, which has a seat number on it. Of course, if your luggage weighs more than twenty kilos, you have to pay extra.

Most airlines have at least two classes of travel, first class and economy class. Economy class tickets are much less expensive. Each passenger of more than two years of age has free luggage allowance. Generally this limit is 20 kg for economy class passengers and 30 kg for first class passengers. Excess luggage must be paid for except for some articles that can be carried free of charge. Every passenger is also allowed one small carry-on bag, for instance a laptop computer or small suitcase.

Each passenger is given a boarding pass to be shown at the departure gate and again to the stewardess when boarding the plane. When these formalities have been completed the passenger goes to Customs for an examination of his luggage. The rules for passengers who are going abroad are similar in most countries but sometimes there might be a slight difference in formalities. If the passenger has goods that require customs clearance he should fill in a customs declaration and choose the "red channel". As a rule personal belongings may be brought in duty free. If the traveller has nothing to declare he may just go through the «green» section of the Customs. In some cases the Customs inspector may ask you to open your bags for inspection. It sometimes happens that a passenger's luggage is carefully gone through to prevent smuggling. After fulfilling all these formalities you go to the departure lounge where you can have a snack, read a paper, buy something in the duty-free shop and wait for the announcement to board the plane.

If you have to transfer to another flight, that is, you are taking a connecting flight, the first thing to do is to find out what air terminal your flight takes off from. Big airport usually have several terminals, for example, there are 9 terminals at JFK. A shuttle bus runs between all the terminals and another shuttle will take you, if necessary, to La Guardia in 30-40 minutes. Remember also to inquire if your baggage will be automatically transferred or you must reclaim it and have it checked-in again.

While you are delayed at the airport waiting for the departure you can make use of some services. Go to the Information Desk if you have some questions or problems. If you happen to lose something, the Lost and Found Office may help you. You feel hungry? The quickest way to get a meal is to go to stands or shops that sell snacks (they are called snack bars). At a restroom (a toilet) you may wash your hands and put yourself in order. You may exchange your currency or break your large bills at the Currency Exchange.

When it's time for your departure, your flight is announced and you find yourself in your airline's lounge. It is from here that you head towards the boarding gate, the last door you pass through before boarding the airplane. Being on board watch the electric sign flashes when you are on board. When the «Fasten Seat Belts» sign goes on, do it promptly, and also obey the «No Smoking» signal. There is one inconvenience that you have to be prepared for when travelling long distances by plane. It's the jet lag, a difference between the time you are accustomed to and the new time. At first you won't be feeling very well because of it, but don't worry – it won't take you long to get used to it. Do not forget your personal belongings when leaving the plane.

Landing formalities and customs regulations are more or less the same in all countries. At the airport you may be met by a specially trained dog who will make sure that you are not carrying drugs, and the immigration officer might want to know at whose invitation you are coming and whether you have a return ticket. The first formality is filling in the immigration form and going through passport control. The customs declaration and the immigration form are often filled in on board the plane. The form has to be filled in block letters. You write your name, nationality, permanent address and the purpose of your trip. In most countries there is also a security check when your carry-luggage is inspected. This is an anti-hijacking measure, and anything that might be dangerous or disturbing to other passengers must be handed to one of the crew and only returned to the owner after the plane has reached its destination.

If, for instance, you are supposed to begin with going through the Customs, you'd better fill in the Customs declaration before you talk to the Customs officer. He will ask every passenger the same, routine questions about whether he is carrying anything he wants to declare: like tobacco, alcohol, presents, and sums of money.

An experienced customs officer usually smells a smuggler, but he may ask any passenger routine questions, for instance, «Have you got anything to declare?» or «Any spirits, tobacco, presents?» The usual answers would be, «Yes, I've got some valuables, but I've put them all down in the declaration, or «I've got two blocks of cigarettes for my own use» or something of that kind.

Tasks to the Text:

Task 1. *You are going on business trip by air? Are you sure you know all the airport formalities before the flight? Say what is required of the passenger before the departure.*

1. You have arrived at an airport. What will you do with your baggage before you board the plane? 2. You have boarded the plane. What sign will appear on the screen before the aircraft takes off? 3. What forms will you be asked to fill out on board if you are flying to a foreign country? 4. What will the passengers be asked to do when the aircraft is about to land? 5. What kind of control will you first go through after you have arrived at a foreign airport? 6. What will you do as soon as you have gone through the passport control? 7. You are to transfer to another flight and have to wait at the airport for some time. What services will you use until the time of your departure?

Task 2. *Read the vocabulary & the text attentively once more & say what information you can get in the departure lounge, concerning the flights.*

Task 3. *Give some hints to you friend who is going to travel by air for the first time.*

Task 4. *Describe your own experience of traveling by air. The following questions may be helpful.*

1. What big airports have you been to? What services did you use there? What do you think of them? 2. Have you had a connecting flight? Did you have any difficulties in changing planes? What were they, if any? 3. Have you ever had any unpleasant experience during your flight (your baggage was lost or delayed, you were late for your flight, you lost your purse or wallet, etc.)?

Task 5 *Read the following dialogues and dramatize them.*

Confirming your flight

Some airlines require you to call a couple days in advance to confirm your departure date. Here are some sentences you will be asked and what you will need to say.

DIALOGUE 1

You: "I would like to confirm my flight."

Airlines manager: "Can I get your ticket number?"

You: "The number is 45-6-43."

Airlines manager: "You are scheduled to depart on June 15th at 1:00 pm. Is this correct?"

You: "Yes it is."

Airlines manager: "Is anybody else traveling with you?"

You: "Yes, my wife."

Airlines manager: "Can I have the other ticket number?"

You: "It is 45-6-44."

Airlines manager: "Your tickets have been confirmed. Please, arrive at the airport 2 hours before your flight departs. Thank you for calling."

Some other questions you might hear are similar to the ones you might hear at the airport counter.

"Would you like to book your seats now?"

"Would you like a window seat or an aisle seat?"

"What is your ticket number?"

"What is your last name?"

"What is your first name?"

DIALOGUE 2

A: "Welcome. May I have your tickets?"

B: "Here you go."

A: "Is anybody else traveling with you two?"

B: "No. It's just us."

A: "Do you have your passports with you?"

B: "Yes. Here it is."

A: "I'm going to ask you a series of questions. Please respond with a yes or a no."

B: "Ok."

A: "Did someone you do not know ask you to take something on the plane with you?"

B: "No."

A: "Did you have possession of your luggage since you packed?"

B: "Yes."

A: "Did you leave your luggage unattended at all in the airport?"

B: "No."

A: "Are you carrying any weapons or firearms?"

B: "No."

A: "Are you carrying any flammable material?"

B: "No."

A: "Do you have any perishable food items?"

B: "No."

A: "Great. Can you place your baggage over here?"

B: "Sure."

A: "Would you like an aisle or a window seat?"

B: "Window seat please."

A: "Ok. I am placing you two in 21A and 21B. The gate number is C2. It is on the bottom of the ticket. They will start boarding 20 minutes before the departure time. C2 is located around the corner through the hall. Thank you."

B: "Can you point me to gate C2?"

A: "Sure. It's that way. Around that corner."

B: "Great. Thank you."

Departing Date

Reserving a date to depart or changing a departure date

If you have an open ended ticket or would like to change your departing date, you will have to call and reserve a date to depart.

"I have an open ended ticket and I would like to schedule a departure date."

"I have a ticket and I need to schedule a departure date."

"I am scheduled to depart on June 15th. Can I change this to a later date?"

"I have a ticket to depart on June 15th. I would like to see if there is an earlier flight available."

With any of these questions, the other person will usually ask for your ticket number. After that, they will ask you what date you want to depart.

"What date would you like to depart?"

"What date would you like to change it to?"

"When do you want to depart?"

You should respond by selecting a date.

"I would like to leave on June 22nd."

"Is June 22nd available?"

"Can you check if June 22nd is possible?"

"I was hoping to reserve a seat for June 22nd."

After you select a date, they will either say ok, or they will tell you the closest dates available to your selection.

"Yes. We have seats available for the 22nd. Would you like me to reserve them?"

"On the 22nd, the departure time is 1:00pm. Should I reserve them?"

"We have two flights departing on that date. Would you like to depart at 10am or 7pm?"

"I'm sorry, but we do not have any available seats on the 22nd. Should I put you on the waiting list?"

"I'm sorry, there are no departures for the 22nd. We have a flight leaving on the 21st and the 24th. Will either of these days work for you?"

"The 22nd is full. The next available flight is on the 23rd. Would you like me to reserve a seat on that date?"

At the Counter

When you first reach the counter, you should give them your ticket and your passport. The first question they usually ask is how many are traveling with you.

"Is anybody traveling with you today?"

"Is anybody else traveling with you?"

"Are just you two traveling today?"

All airlines have a list of questions they have to ask you. Let's look at some of these questions.

"Did someone you do not know ask you to take something on the plane with you?"

"Did you have possession of your luggage since you packed?"

"Did you leave your luggage unattended at all in the airport?"

"Are you carrying any weapons or firearms?"

"Are you carrying any flammable material?"

"Do you have any perishable food items?"

If you don't understand, you can't say yes or no to all of them. The correct answer for some of them is 'no' and some of them is 'yes'.

"How many pieces of luggage are you checking in?"

"Do you have a carry on?"

"Can you place your bag up here?"

"How many carry on bags are you taking with you?"

Afterwards, they might ask if you prefer an aisle seat or a window seat.

"Do you prefer window or aisle?"

If they are out of aisle seats, they will ask you if window is ok.

"We do not have any aisle seats remaining. Is a window seat ok with you or would you prefer a middle seat?"

Some people like to be by the emergency exit. You can ask for that seat.

"Do you have a seat next to the emergency exit?"

"Can I have a seat closest to the emergency exit?"

If they do, then you will get a seat by the exit, but if they don't, they will try to give you one that is close.

"All the seats next to the exit have been taken. I have a seat directly in front of it. Would you like that one?"

Finally, they will tell you the gate number and the boarding time.

"Here are your tickets. The gate number is on the bottom of the ticket. They will start boarding 20 minutes before the departure time. You should report to gate C2 by then. C2 is around the corner and down the hall. Thank you."

Finding the Gate

Airlines' manager will usually tell you what gate you should go to, but if you need to ask again, I will provide an example question. Also, you might need to ask someone where the gate is located.

"Which gate did you say it was?"

"What was the gate number again?"

"Can you point me towards the gate?"

"How do I get to the gate again?"

"How do I get to gate C2?"

"Where is gate C2?"

Тэма 3. Traveling by Train

Travelling by Railway.

Although we all agree that the future belongs to air transport the railways today is still one of the most popular means of transport and, besides, it is one of the cheapest.

Let's have a look at the railway station. The trains come in and go out. We can see a train standing at one of the platforms ready to leave. It's a long-distance train. It has got a lot of carriages, among them we can see a dining car and a luggage van.

Some of the passengers are looking out of the windows watching the late-comers who are hurrying along the platform to their carriages. Some people are standing on the platform near the train. They have come to see their friends and relatives off. We can hear them saying "Good-bye" to each other. The porters are very busy carrying the passengers' luggage to the train or pushing it on their trucks. They are taking trunks and suitcases to the luggage van.

On the other platform the train has just come in. The passengers are getting out. Some of them are met by their friends and relatives. This train has made a long journey. There are sleeping carriages at the front part of the train. It's a slow train, not an express. It stops at many stations.

That train at the third platform is not a long-distance train; it's a local (suburban) train. There is no dining car in it. There are no sleeping carriages in them too; instead we can see an open carriage with rows of upholstered seats. You can see many people with hand luggage on that platform. At the carriages one can see inspectors checking up the tickets. The guards of the carriage help passengers to find their seats and compartments.

The man standing near the bookstall is a station master. His office is next to the booking office.

People are hurrying in all directions. We see those who haven't booked their tickets beforehand waiting in queues the booking office. Further along there are refreshment-rooms crowded with people. You can see them having a nasty meal. Those who have to wait for their train are sitting in the waiting-hall. Some people

are standing near the left-luggage office. They want to leave their luggage until the certain time.

Topical phrase list

I want a ticket to... - Мне нужен билет до

Does this train go direct to...? - Этот поезд идет прямо до...?

Yes, it's a through train. - Да, это прямой поезд .

Do I have to change? - Мне надо делать пересадку?

You should change at... - Вам надо сделать пересадку в...

When does the train arrive at ...? - Когда поезд прибывает в...?

Which platform is for ... train? - С какой платформы отходит поезд на...?

Which train must I take? - На какой поезд мне надо сесть?

Where can I register the luggage? - Где можно сдать вещи в багаж?

Where is the booking office? - Где билетная касса?

Where is the left-luggage service? - Где камера хранения?

Dialogues

Catching a train

Pauline: Second class return to Exmouth, please/

Clerk: Here you are.

P.: Thank you. Which platform for the Exmouth train, please?

C.: Platform three. You'll have to hurry up . It goes at nine o'clock.

Staiton announcer: The train standing on platform three is the Exter and Plimouth train. Passengers for Exmouth should change at Sidmouth junctions. It is the Exter and Plimouth train leaving at nine o'clock.

P.: Here's platform three. I'm only just in time.

Ticket collector: Up in the front for Exmouth, miss. First three carriages. Change at Sidmouth Junction.

P.: Oh, do I have to change?

T. C.: Yes, change at Sidmouth junction for Exmouth.

P.: Oh, dear, I'll have to walk right along the platform with this heavy suitcase. I'll get a porter. Porter!

Porter: Yes, miss?

P.: I want to Exmouth part of the train.

Porter: Right you are... Up in the front for Exmouth.

P.: See if you can find me a non-smoker, will you?

Porter: Here you are, miss. I'll put this case on the rack for you, just here.

P.: Oh, thank you.

Booking train tickets in Britain

Passenger: I want a ticket to Manchester, please. Which train must I take?

Booking clerk: If I were you, I should take the 8.35. train.

P.: Do I have to change anywhere?

C.: No, no change, it's a through train.

P.: Thank you. A ticket to Manchester, please!

C.: Single or return?

P.: Return, please, first class.

C.: Return, Manchester, twenty pounds fifteen pence, please.

P.: Here you are. Can you tell me again what time the train goes?

C.: 8.35. You'll have to hurry if you want to register your luggage.

Booking train tickets in the USA

Clerk: May I help you?

Foreigner: I'd like to book two roundtrip tickets to Boston.

C.: Okay. When are leaving?

C.: Next Sunday.

C.: What time do you prefer?

F.: As far as I know, there is a train that leaves for Boston at 9a.m. I'd like to go by that train.

C.: Do you prefer a smoking carriage or a car for non-smokers.

F.: A car for non0smokers.

C.: I'll reserve for you two tickets for the nine o'clock Sunday train.

F.: Roundtrip tickets?

C.: Yes.

F.: How much is it?

C.: 168 dollars.

F.: When does the train arrive to Boston?

C.: At 11.45. a. m. Your name, please?

F.: Oleg Rodimov. Where can I get the tickets?

C.: At the railroad station, window N9.

Task 1. Traveling by each type of transport has its advantages and disadvantages. Think about it and write down in the table the advantages and disadvantages of traveling by train. Read the text about it. Compare your table with the ideas of the author of the text.

Task 2 Make a table about the advantages and disadvantages of traveling by plane. Compare the resulting table with a similar one about traveling by train.

Task 3 Discuss in pairs the pros and cons of traveling by plane and train. Try to find out for which age and which category of tourists each of these modes of transport is most suitable.

Task 4 Make up the route of a railway trip in Belarus

Traveling by Train

Each type of travel has its own advantages and disadvantages. Traveling by car gives you an opportunity to stop whenever you want, stay over for a night and follow your own time schedule. Trains do not offer the same flexibility, but they certainly have various other advantages.

TOP 5 Advantages of Traveling by Train

1. **More Luggage**
Traveling by train, ship or airplane is often the preferred modes of travel when one needs to go long distances. Although, the advantage of train travel is that it can facilitate the transportation of larger and heavier luggage pieces, compared to planes - even if the dimensions of the luggage do not fit the other transportation alternatives.

2. **Use time more Productively**
While you are travelling by train instead of cars and other wheeled vehicles, you have an opportunity to work or do other things. You can read, watch the landscapes, write, design, contemplate about things in life the same way our ancestors did, talk to other passengers you would have never met otherwise, or enjoy a train picnic with family and/or friends.

3. **Safety First**
In terms of accidents and breakdowns **railways are the safest form of transport**

4. **Best Value for Money**
Compared to other transport alternatives traveling by rail offers the best value for money. Most countries, especially in Europe and Asia, have an excellent railway system. You can reach even the smallest town by train, which is most often much cheaper than paying for gas, accommodation, and foodstuffs along the way if you should drive by car.

5. **Helping the Planet**
Last but not least is it a more sustainable travel mode compared to cars and planes.

Other Advantages:

- You are able to stretch your legs or walk along the carriage corridor.
- When the kids start getting bored or irritated, are you able to keep them busy with board games, cards, other games such as, 'I see with my little eye...'
- It's good for the whole family. Grandparents, adults, kids – the whole bunch can travel by train.
- Sleeping is much more comfortable, with various trains providing blankets and pillows when traveling long distance.

Train travel is energy-efficient, reliable and comfortable but not always fast.

Traveling by train can be a reliable way to reach your destination while enjoying local scenery. Travelers eschewing a strict schedule may choose rail for its comforts and amenities. Eat a meal in the dining car, meet fellow travelers and get a good night's rest in a private sleeping cabin and a shower on an overnight ride. If time is of the essence, traveling by plane or car may be a more appropriate option.

Task After reading the text, express your opinion why the author, the famous writer Paulo Coelho, put such a phrase in the title of his story.

Many times the wrong train took me to the right place.

Paulo Coelho

Sitting on a train on a sunny morning and reading a book, I came across Paulo Coelho's quote which read as '*many times the wrong train took me to the right place*'. I suppressed the binge to check out my ticket, whether I had boarded the right train and started wondering what I would find at my final destination, which might just turn out to be that magic right place. Would it be worth the long ride? Would I enjoy the journey more than the actual fact of getting there? Would I have fun with people travelling with me?

Like many other train passengers, I dived into my book and became totally focused on my reading. Strangely enough, it did not happen for a long time that I caught myself thinking that I was strangely curious to observe what other travel fellows were doing. I realized I wanted to strike a conversation with a perfect stranger about the places our train passed. God blessed me I wasn't on one of those scenic trains, that take you to mind-blowing places and you can be lost for

'Many times the wrong train took me to the right place...' I was contemplating the meaning and wisdom of Mr. Coelho's words some more time when my eye caught the image of a sweet, little girl staring out the train window. Her black hair was tied

back with a green ribbon, her arms wrapped around the train railing next to her seat, her soulful eyes taking in everything around her. The image reminded me of the wondrous feeling I got as a child when my parents took us on vacation by railroad. The European trains offer a great variety of travel options.

Who of us can forget those feelings of anticipation, child-like enthusiasm and excitement as we stepped onto a train; the parents put away our luggage, dad taking out his newspaper, mom keeping busy with some knitting? My siblings and me would stare out of the window, admiring the changing views of the landscape as it swept fast and furiously past us.

"Look mommy!" The young girl suddenly said excitedly. "There is a windmill." Her mother barely noticed; her fingers fervently typing away on her laptop. "Mmmmmm," the mother mumbled, not taking her eyes from the screen. The mom looked so unperturbed with the girl's excitement that it reminded me of my own disappointment with adults that I felt as a child. Why don't adults take time to enjoy the precious feelings generated by sights, experiences and things around them? Being an adult now, I wonder whether we have lost our passion for life, for the beauty of nature. Why do we think small mundane things are not worthy of our attention?

"Oh wow!" I said aloud. The wisdom and inspiration of the moment hit me straight into the head. That very moment I put down the book I was reading, and focused my attention on everything around me. The sights, the other passengers, and the beauty of the countryside as it was passing by.

I noticed things I had not noticed in years taking the very same train. The feeling was incredible. I realized then that it was that feeling that you have when you are crossing a country, watching outside and seeing all that beauty accelerated, thinking about the past, the future, and of course the present, mostly when you travel alone. That sensation of sucking in the life around you, like a sponge, is more worthwhile than earning a million dollars. It's as if the mind enters a state of appreciative meditation. As if you are able to grasp wisdom that has not been within your reach before.

I am thankful that from there onwards traveling by train became something I love

Тема 4. Traveling by Sea

There are numerous means of travelling, but many people choose to travel by sea. I'm sure they have a number of reasons for that. First of all, it is a pleasant feeling to be in boundless expanse of the sea or ocean. Secondly, travelling by sea is comfortable and speedy. Of course, modern liners are not the same as planes, but still they go rather fast. These liners are spacious, so you can walk on the board as you're walking on solid ground ashore. They are like floating cities with all modern conveniences and a wide choice of sport and entertainment facilities.

Apart from that, people can enjoy the fresh air and ocean breeze. The blend of water and sky looks fantastic. This scenery is always worth capturing in memory or on camera. The important thing is that big liners are rather safe. No matter what the weather is like. Be it stormy or calm, it still feels comfortable and safe on board. Smaller ships are less comfortable. I have travelled on such boards twice and I felt sea-sick. By the way, it's one of the drawbacks of travelling by sea. And in rough seas many passengers will be most unhappy. Some people have seasickness, so such travels become a real torture for them.

If you have made up your mind to travel by sea you should book passage on board a modern liner. Every modern liner has a number of decks with all sort of names, such as "promenade deck", "sun deck", etc. There are passenger cabins above and below deck. People, who book cruise adventures, get the opportunity to live in comfortable cabins, to swim and sunbathe on board, to explore different decks, to use a wide choice of sport and entertainment facilities. There are passenger cabins above and below deck. Cabins are designed for two, four or six passengers. They look like train compartments but have different windows, called portholes. Passengers of liners don't have to worry about meals. They are served regularly in restaurants. In other words, travelling by sea can bring many pleasant moments, only if you are not seasick.

Task. Express your opinion on the following issues :

- what are the attractions sea cruises for tourists?
- what kind of sea trip would you like to go on?
- Are there good prospects to develop river tourism in Belarus?

Text PROS AND CONS OF TRAVELLING BY BOAT

Without a doubt, taking a boat trip is an experience that must be lived at least once in your life, since there is nothing equal to the sensation of moving on the waters. Every traveller has travelled or will travel by boat at some time in their life. Some love it and some don't like it at all. But, like everything in life... it has its advantages and disadvantages and here we come to tell you today what some of them are.

There is no doubt that renting a boat is a truly amazing experience, and it also allows you to spend your holidays in a different way. Especially in summer, we can take advantage of sunbathing in the sea, and we can take a dip as many times as we want. No means of transport can match the experience of taking a boat to any beautiful corner of a cove, or visiting some of the most spectacular places in the world from the sea.

They say that good things come to those who wait, so let's save the good things for last and start with the disadvantages.

Disadvantages of travelling by boat:

- Feeling of drunkenness. This feeling can last for hours, days or weeks, depending on the length of your trip. Although if you think you're feeling seasick inside... wait until you get off the boat!
- Slow travel.
- It's not exactly cheap. Travelling by boat is somewhat expensive, but it's totally worth it.

On the one hand, if you are a person who is used to simply walking and getting lost in different streets without sharing much with other people, it can be a bit overwhelming to find yourself in the same space with too many people.

While, on the other hand, although there is much to do aboard a cruise, the itineraries are tight, so you will only have a few hours (or days, depending on the cruise) to enjoy the places where you embark.

Advantages of travelling by boat:

- You don't have to go through security controls, so boarding is much quicker. You can carry more luggage, as you are not checked on the number of suitcases or bags you carry.
- Travelling by boat is relaxing. One of the best sensations is the feeling of peace, calm and tranquillity that passengers experience when they get on the boat. Being away from traffic jams and noise pollution, listening to the sound of the sea in the background is undoubtedly one of the most relaxing sensations.
- Most of today's cruise ships are basically luxury floating hotels, with so many activities, amenities, facilities, and things to do that you can forget you're not on dry land.
- These ships usually have bars, casinos, discos, spas, restaurants, and other things, in addition, when on a cruise they say "all inclusive" it means that you can eat everything you want, repeat meals, and have drinks without looking at the wallet, which is ideal for just relaxing completely.
- On the other hand, you can go to sleep in one city and wake up in a completely different place, since ships tend to reach many ports, and, if this does not happen, you will still have impressive landscapes to see.
- On your boat trip you can take beautiful pictures of the scenery and enjoy the magnificent sunsets and sunrises during the trip, which will be unique in every moment.
- If the trip is a family one, it will be an even better experience, because there are enough recreational activities for each age, so that everyone can go and do what they want without the risk of getting lost at any time.
- Another advantage of taking a boat trip is that, if you travel alone, there is no problem either, because it is very certain that you will meet someone during the time you are on board, someone who shares some of your affinities. In addition, you can also dedicate yourself to taking photographs of the crew or the landscapes around you and that they attract your attention, with which you can bring out your internal photographer.

Task These are the most important advantages and disadvantages of travelling by boat. What do you think? Would you add any more?

Тема 5. Going through the Border

Going through the Customs

Every day many people travel through the world either on business or for pleasure.

Going through the customs is a very standard process when you enter into a country or different region when you travel. It's a very important process that cannot be ignored or taken lightly by travellers. When you travel back home, the process is just as important as when you leave as you have to clear customs when entering back into your home country/

To take a trip to most countries every traveller must get a visa (a special document or special stamp in a passport which allows someone to enter a country), single, multiple or transit, which is issued by the Foreign Embassy or Consulate. Visa may be prolonged in case of necessity, but the time for which it is valid must not expire, otherwise the traveller will not be allowed to the country.

When you get off the plane you go through passport control, where an immigration officer asks you to show your passport. The documents will be carefully studied. He asks you about the purpose of your visit to the country and the length of your stay there. You may answer that you have arrived on a business trip for a week. If your passport is in order you go through the customs.

The customs service is designed for carrying out control to regulate import and export of goods and currency. The moment a traveler crosses the border the luggage is taken to the custom by porters. Two special signs are sometimes used to show passengers which way to go through the customs hall: «Nothing to declare» and «Goods to declare». In some countries they have the system of red and green doors. If the visitor has nothing to declare he walks through the green door, if he has goods to declare - through the red one. It's not difficult to get through the customs but you'll have to fill in an entry form (customs declaration, declaration form) that is to be produced to the customs officer. The traveller is to fill in his name, citizenship, country of residence, permanent address, purpose and duration of visit in block letters. He must also declare all dutiable articles.

The customs officer inspects your bags (luggage) and asks if you have things liable to duty, any presents, things for your personal use or money about you. He may inform you about what items are liable to duty and what things you may have duty free. As a rule personal things may be brought in duty free. The customs officer also asks you to put your suitcases (your luggage) on the scales, and if there's some extra weight you'll have to pay extra taxes.

In some cases the customs inspector may ask you to open your bags for inspection. It sometimes happens that a passenger's luggage is carefully gone through (examined) in order to prevent smuggling.

Customs regulations are on the whole similar in any country of the world and a businessman should know them. Before packing the luggage consult the prohibited article list. Among the prohibited articles for taking out of the country in accordance with the legislation of all the states you'll find works of art, different types of prints, manuscripts, valuable musical instruments, cancelled securities, numismatics, historical or artistic masterpieces. The lists of prohibited commodities BOTH for bringing or taking out also includes arms, explosive, military equipment and narcotics (drugs).

Every country has its own customs regulations, which stipulate what articles are liable to duty and what are duty-free. Sometimes an article which falls under customs restrictions and is liable to duty is allowed in duty-free if the traveler does not exceed a certain fixed quota. These are listed in a duty-free quota list. Customs restrictions also include a prohibited articles list. This is a list of items which may not be brought into a country or taken out of it. An official paper (from the proper authorities) giving permission to take items, which fall under special customs restrictions, in or out of a country is known as an import or export license. If the traveler has any item which comes under customs restrictions he is asked to declare it. That is, he is asked to name the item, stating its value and other particulars. The declaration is made either orally or in writing on a special form. The practice seems to vary in different countries. Upon payment of duty the traveler is given a receipt. As a rule personal effects are duty-free. It sometimes happens that a passenger's luggage is carefully gone through in order to prevent smuggling. The formalities at the customs usually take some time.

After you are through with all customs formalities the inspector will put a stamp on each piece of your luggage and wish you to have a good stay in the country. Only after passing through the customs does one realize that their journey is drawing to an end (or beginning, as the case might be).

Here are some of my tips for getting through Customs and Immigration a bit easier:

Declaration Form

It is extremely important that you are as accurate as possible when you enter dollar amounts on your declaration form otherwise you could be charged a fine or have criminal charges against you if you are not honest about the dollar amounts. A few things that are of great importance to be precise with are the amounts of local currency, tobacco, and alcohol. If you are slightly over any of these amounts, the customs officers have the right to charge you fines or criminal acts.

Narcotics

When you are travelling with prescribed medication, make sure that it is in your name and no one else's.

If you are in possession of narcotics that do not belong to you, this could be an offense of smuggling narcotics into another country.

Food products

Make sure you understand what is permitted to be brought and what is not permitted. If you try and bring a plant that is able to be replanted, it will be taken immediately.

To be safe, it's a good idea not to bring any local produce or plant based.

Business or Tourist?

If you claim you are a tourist and really you are travelling for business, this can cause issues if you are pulled over for an inspection. You'll bring up concerns that the customs officer will have and they will have further questioning. Be honest and you'll likely have no issues.

Only YOU can pack your luggage.

If you do not know the contents of your luggage, then don't go anywhere until you do. You may have items in your bag that a loved one didn't know wasn't legal.

It is the traveller's responsibility to pack their luggage and no one else's.

Hold on to your documents

Don't get rid of your customs paper. The customs forms are taken by customs officers and are not held by travellers.

It's common to show your declarations paper a few times before an officer takes it from you. If you don't have your declaration paper with you, you can't clear customs.

Submit normal behaviour

Customs officers are trained to detect nervous or unusual behaviour.

Don't give them any reason as to why you would not be submitting your normal behaviour.

Keep Your Packing List

The first step in determining which items to declare is to make a list of all the things you brought with you from home. This packing list will not only help you organize your suitcase at the beginning of your trip, it will also assist you when the time to fill out your customs declaration form arrives.

Know the Rules

Each country has different customs regulations. Take time to read these rules before your trip begins so that you know which items you cannot bring back. The governments of the United States, Canada and the United Kingdom, for example, all provide customs information for travelers on their websites.

Register Valuable Items

You can register high-value items, such as cameras, laptop computers and watches, with your country's customs agency before you travel. Taking this step will help provide Customs and Border Protection officers with proof of ownership of these items and save you time and trouble when you return home.

Save Receipts

Bring an envelope or zip-top plastic bag with you for receipt storage. Any time you buy something during your travels, tuck the receipt into your envelope or bag. When the time comes for you to fill out your customs declaration form, you will have a handy record of your purchases.

Avoid Farms and Agricultural Stations While Traveling

Customs officers are charged with preventing agricultural pests from entering the country. Any traveler who has visited a farm or agricultural station may be subject to additional screening, disinfection of shoes and other precautionary measures. If possible, skip the goat farm tour and save yourself time and trouble when you go through customs.

Leave Food Items Behind

Trying new foods is part of the fun of international travel. However, many countries restrict imports of fruits, vegetables and meat products. Eat the food you bought on your trip before you head to the airport.

Pack Carefully for Your Return Trip

If possible, pack all the items you purchased on your trip in just one or two places. This will make it easy for you to find them if the customs officer asks to see them. Of course, you should never place valuable items in your checked baggage.

Instead, pack them in your carry-on bag so that you can keep them with you at all times.

Declare Everything

You must declare all items you are bringing back with you from your travels, whether you bought them for yourself, as gifts or for resale. This includes purchases in duty-free and tax-free shops. You must also declare any items you were given or bequeathed. Alterations, such as tailoring, and repairs to items you took with you on your trip must also be declared. Customs officers may confiscate items you brought back with you but did not declare, and you may be subject to a fine if you deliberately attempt to bring restricted items into your home country. You will have to pay customs duty and taxes on items you bring back with you if their total value exceeds your customs allowance.

The Bottom Line

While going through customs is an unavoidable process, there are things you can do to minimize the time you spend with the customs officer.

Going through customs will not be painful, provided you plan ahead and prepare for your customs interview.

1. If you know you will have a tight connection when you land in the states, leave the flowers or produce behind. Agriculture inspection sometimes adds up to one hour or more.
2. Always carry a photocopy of your passport separately from your passport. Many officials will accept it if you misplace it.
3. Turn your cell phones off. Customs and Immigration are strict on that rule and will confiscate and not return them.
4. Don't make wisecracks or jokes to the officials; it only makes you look like you are trying to hide something.
5. Read your forms carefully, and fill them out as soon as you get them. There is a complete guide to filling out your form and a list of contraband items at the back of your in-flight magazine.
6. If you are unsure, declare it. The "I didn't know reply" won't work.

7. Don't make a scene. If it's a long wait and your connecting flight is soon, so is everyone else's and you definitely won't make your flight if you are sent to secondary screening.
8. If you are uncomfortable with the opposite sex searching through your luggage, ask for an official of the same sex. Many don't know that they can make such a request.
9. Don't put any fruit in your bag during your vacation. You may have carried around some mangos in a sack a week ago but the persistent aroma will have the fruit dog all over it and you will be delayed in agriculture.
10. Leave any photos or videos of you and a partner in a compromising position at home. They could be considered pornography and when they are confiscated, they will probably go up on their "wall of shame" in some back office.

Task 1. Compose and act out a dialogue about passport and customs control at the airport

Task 2. Name the most important moments of passport and customs control

Task 3 Tell us which items cannot be transported across the border.

Тэма 6. At a Hotel

Hotel departments

When hotel guests arrive, they expect the front office clerks to offer them a nice welcome. They will want someone to help them in checking-in.

The front office is in the lobby of a hotel. It consists of the reservation department and the reception desk or the front desk. The reservation department provides booking of the hotel rooms. The front desk provides sales of rooms, guest registration, key service, message and mail service, guest accounts.

The receptionist or the room clerk will help the guest to check in. When the receptionist watches the guest arrive, he meets and greets him. The receptionist asks the guest to fill in a registration form and assigns a room to him. A hotel guest always wants someone to take care of his room key. The front desk will do it. There is often a key drop at the desk.

When hotel guests check in, they expect someone to show them to their rooms. They also want someone to help them with their luggage. Often guests would like some employee to run errands for them. These are duties of *the bell service*. At the head of the bell service is the bell captain.

The bell captain's post is next to the front desk. The bell captain directs bellmen. The bellman escorts the guest to his room. He must show where the light switches are. He must also explain how to use the room appliances: the TV-set, telephone, air conditioning.

In many hotels the bellman also carries the guest's luggage. But some hotels have got porters who must carry the luggage. The bellman also run errands for the guests. They can even page guests in the hotel. You can see a bellman carry a sign with the name of the guest whom he is paging. Or you can hear a bellman call out the name while he is carrying the sign.

When guests stay at the hotel they expect somebody to clean their rooms. *The housekeeping department* does it. At the head of the housekeeping service is the housekeeper. He supervises the chambermaids. Chambermaids prepare the rooms before the guests check in. Generally the maids air the rooms, make the beds, dust the furniture, vacuum clean the floor, wash the bathroom, empty the waste baskets.

Chambermaids use master keys to provide security for the hotel rooms. If the guests need extra bedding or rollaway, the housekeeping service will do it. The housekeeping service provides hair-dryers and irons if the guests need them. He also informs which rooms are occupied and which rooms are vacant.

When guests stay at the hotel, they often use phones. There is usually the regular pay phone and the house phone. The house phone is the system of phones throughout the hotel. There is usually an operator who operates the switchboard.

With the switchboard the operator can control all in-coming and out-going calls. If the guest wants someone to wake him up, to page him, to provide room service for him, or to send a telegram, he will call the operator. The operator can connect the guest with any hotel service: the front office, the housekeeping, the bell service, the room service, or the concierge. The operator has to handle outside calls too. They may be local, long-distance and international.

When guests stay at the hotel, they expect someone to protect them. *The hotel security department* must protect the guests from all dangers; robbery and burglary, fire or flood. At the head of the hotel security department is the security officer.

The guests may keep their valuables in a safe-deposit box. The security department is in charge of it. Often the guests lose their stuff in the hotel. The security department is in charge of the lost and found office. The security department provides fire drills for all hotel employees. Each hotel employee knows all emergency exits.

Finding accomodation

Accommodation is a concern of every traveller, whether looking for a place to pitch a tent or a luxury suite in a fancy resort. Booking accommodation, dealing with the vast array of accommodation options, and considering alternative lodging options are all issues that travellers face.

Finding accommodation can be one of the most frustrating aspects of planning your travels. There are two ways to solve the accommodation problem: booking in advance or finding a place on the day.

Booking in advance

Booking in advance gives the traveller peace of mind that they will have somewhere to sleep once they arrive at their destination. It is also a good idea when travelling to a popular tourist destination. Moreover advance booking will help traveler's to avoid last minute price surge.

This can be done in a number of ways:

- Over the internet
- Through a travel agent
- Over the telephone

However, hotel managers have to fill beds so it's not uncommon for travellers having booked a room, particularly at the lower end of the cost scale, to arrive to find that it has been resold.

Online

You can book accommodation online, either at hotel's own web site or at web site of an agency. Depending upon where you are going, this can be extremely useful. Yet if you are travelling to somewhere a bit more out of the way, for example, a small city or town, you may find something, but there will be accommodation options not listed on the internet. In this situation, it is better to find accommodation "on the day", as described below.

Meta-search (price comparison) websites are very useful. They offer an online service which searches and compares numerous accommodation websites at once to return the cheapest price across them all. This saves time as they do the searching and comparison for you.

Another frequent situation is that hotel has its own web site, but doesn't publish which dates it can it is not busy. Then filling a "Contact us" form or sending an email are equal choices for inquiring every detail you need.

While online is increasingly becoming the most common way of booking accommodations (sometimes the only way), unfortunately the downside is that a credit card is required to process the reservation so you will be out of luck if you don't have one (sometimes getting a debit or prepaid VISA/Mastercard may work). Moreover, you will need to check the rate being offered if payment is needed immediately or upon arrival/departure. Discounted rates would usually require that payment be made immediately but regular rates will allow you to pay upon arrival or check-out at the property. In the case of the latter, you do not need to settle

payment with the same credit card used for reserving; in fact you can pay using cash. However you may still be required to present the credit card used during booking (especially for pre-paid/advance purchase bookings) to verify your identity so bring that with you.

Some hotel booking sites will now allow you to pay with a variety of payment methods - including PayPal; debit cards; and AmEx, flybuys or other reward points.

Email

For booking by email, the sequence of events is roughly the same, with some steps omitted when not applicable:

- first, ask whether your dates are available; ask for up-to-date prices
- inquire on your preferred rooms and other essential details
- ask to reserve for your dates
- ask for confirmation for your embassy; provide all personal details (passport details of every visitor etc) they may need to issue the confirmation
- in the end, ask for cancellation policy, directions to the hotel and other practical details that don't affect your decision to stay there.

When you use non-native language for writing to a hotel, it's work best to ask one or two questions per email, get answers and choose next questions: asking all questions at once frequently results in huge delays that can be broken only by a telephone call (and splitting questions message into small pieces afterwards).

Avoid from giving sensitive financial information such as credit card details through email. Use the website's booking engine for that instead and make sure you see in your browser a padlock that is locked or an https:// at the start of the URL.

Travel agent

Travel agents often have deals with specific hotels, although you may find it possible to book other forms of accommodation, like camping grounds, through a travel agent. Travel agents usually offer packages that include breakfast, transportation arrangements to/from the airport or even combined flight and hotel packages. They can also hold the reservation for you if you need time to think about the offer or procure other documents for your destination (e.g. visa). Any amendments or requests though should be coursed through the travel agent first and not directly with the hotel.

Telephone

Consumers often find the best lodging rates by calling travel suppliers directly. Contacting the specific property, rather than the chain's main toll-free telephone line, provides the best opportunity to negotiate discounts and ask about

specials (advertised and unadvertised). In the U.S., hotel and lodging listings can be found for free either by name or category via 1-800-Free411.

Cancelling a reservation

You might have to change or cancel a reservation. For example if your plane/train/bus is delayed or cancelled and you therefore arrive a day later.

Depending on how you booked the accommodation, you may be able to contact the hotel or pension directly by phone or internet to make the necessary change/cancellation. If it was booked through a travel agent or consolidator, you may need to go through them.

Pay attention to the cancellation policy when you make the reservation. Most hotels will require a credit card number to guarantee the room. They will usually charge you for one night if you cancel less than 24 hours before arrival. In some popular tourist destinations such as Hawaii or Las Vegas, this minimum notice may be as long as 72 hours, or you may be charged for the entire stay. Availing of the special/promotional rates also impact on your ability to cancel your reservation. If your accommodation, as they often do, requires payment at the point of booking, then the rates are usually non-refundable if cancelled. Even if they don't require payment upfront yet, your reservation may still come with strings attached as far as cancellations are concerned so read the cancellation policy carefully. The cost of your stay will unlikely be prorated if you wish to cut your trip short in this case.

This can happen even when you make reservations through a travel agent and your delay is caused by transportation also arranged by that travel agent.

Staying at service apartments, or bed and breakfasts have tighter cancellation deadlines: sometimes going up to 30 days before your check-in. Make sure you clarify the exact time or number of hours before check-in you need to cancel the reservation by.

On the day

If you have planned your trip yourself, which means you have not decided to use a package from a travel agent, sometimes finding accommodation when you arrive is the best option.

If you have not made reservations in advance, this should be your first priority upon arriving. The best and/or cheapest hotels have a tendency to fill up most quickly, and looking for a place to sleep as darkness falls can be an anxious - and even dangerous - experience. Do not count on finding on-the-spot accommodation during really busy travel seasons (e.g. peak summer, Christmas holidays, international trade fairs, international sporting events).

It is sometimes frustrating to be reading a guidebook and looking for the listed recommendations trying to decipher an unfamiliar map having just travelled

for several hours. Walk around and inquire at the first few places you see. Courage and confidence are required for this type of thing, especially if you are not using your native languages. However, it is sometimes easier to do this rather than tracking down listings, especially for the first night.

Larger cities and popular tourist destinations may have "tourist information offices". These may be operated by the local government, a consortium of local hotels and attractions, or independent parties (of varying trustworthiness). These frequently offer listings of hotels and other lodging options (e.g. hostels, bed-and-breakfasts). Some act as booking agents for hotels, placing visitors in facilities with vacancies (though there may be a fee for this service).

The other problem with looking at last-minute accommodations, especially when it involves going to another country, is immigration in nature. Most developed countries, especially those that require visas from certain nationalities, will require that aliens have already arranged accommodation before approving the visa or admitting you into their country.

Finding bargains

- **Newly opened hotels.** Frequently, the best hotels are those just opened. Beyond being new and modern, they need to attract clientele, and may strive to offer more comfort or services for less money. It often makes sense to ask locals upon arrival which hotels / pensions etc have opened in the last year or two.

- **Last-minute offers.** Many hotels discount their unsold rooms and sell them through specialist 'last minute' type consolidators. The reduced rates available from these consolidators are not usually advertised in the hotels themselves (the hotels do not want to advertise these lower rates to guests who are paying full rates). Contacting a consolidator directly can save you money and, especially in larger cities, legwork - the better companies will usually telephone the hotels within your budget to confirm availability, important when you've got tired legs in a large city like London for example. Look for consolidators offering both telephone and online booking services so you are not dependent on internet access when trying to find a hotel.

- **Opaque travel inventory.** In several developed countries, hotels can now make unsold room inventory available through online travel agencies where only the price, major amenities, and approximate location are indicated up front, but not the hotel name. A further variation is to also mask the true price and require buyers to blindly bid *downwards* in a reverse auction in which they must modify at least one search parameter per bid besides the price (hotel class or location). In either case, the hotel name and address are never revealed until *only* after the customer's credit card has already been charged. This enables hotels to fill unsold room inventory (especially at the last minute) without openly starting ruinous price wars. The advantage of opaque purchases is that one can sometimes obtain a room at a higher

class of hotel than one could afford otherwise for the same price through traditional channels (i.e., a four- rather than a three-star hotel). The disadvantage is that there is often a very good reason for why some hotels need to make unsold room inventory available through such sites (usually because they are about to age out of their purported classification) and an apparent bargain may not seem so great once you arrive there. Furthermore, if you care about the quality of particular amenities (i.e., the size of the pool or the equipment in the fitness center) or proximity to a particular local attraction or to public transport, you will necessarily relinquish control over such issues by using such sites. Finally, in order for these agencies' business model to work, purchases are strictly nonrefundable. Otherwise, one could keep bidding and then seeking refunds until one hits the desired hotel. On rare occasions, such agencies may be able to slightly relax their no-refund policies in the event of surprise catastrophic disasters at the hotel's location (since they can quickly verify those from online news sources), but they are much less likely to be sympathetic to purported disasters on your end.

TYPE OF ACCOMMODATION

- **Hostels** (often referred to as "youth hostels" or "backpackers") are a loosely-defined form of guesthouse, generally low-budget compared to other places to sleep. Although often used by youth there is usually no upper age limit.

- **Hotels** provide private serviced rooms for guests. They range from very basic budget-style to extremely luxurious accommodation.

- **Capsule hotels** are a cheap form of accommodation in Japan, usually more or less on par with a dorm bed in a hostel, in terms of pricing. The "rooms" are little more than small one-person capsules with only a mattress, radio, and TV (which usually boasts a variety of Japanese porn channels). Note that most capsule hotels are segregated by gender, while many, if not most, don't accept female guests at all.

- **Bed and Breakfasts (B&Bs)** and **Guesthouses** provide hotel style rooms. However, they are typically smaller residences and you will interact with your hosts and other guests, often eating together and sharing common spaces. Bed and Breakfasts and Guesthouses are found both inside and out of major centers. Many market themselves as providing a "quiet escape". There are many associations and websites that offer help finding a Bed and Breakfast in your travel area.

- A **hospitality exchange** or **home stay network** is an organization that connects travellers with local residents in the cities they're visiting. If travellers can connect with the right people at the right time, they can get room and sometimes board in the place they're visiting for free or at a deep discount. Network size goes

from a few thousands to a hundred thousands, and most networks are growing steadily.

- **Car camping, Caravanning, RV camping...** it goes by many names, and the experience varies widely, but this form of camping involves carrying your equipment in your motor vehicle, which you drive right to your campsite. Unlike more traditional camping, car camping allows you to carry quite a bit more equipment, and the focus is usually to enjoy the site, cook-outs, day hikes, and other outdoor activities. Some just use their vehicle for transportation, pitching a stand-alone tent to sleep in. Some use it to pull a pop-up trailer/tent or use their car or van as part of the tent or shade structure. Some drive large vans or recreational vehicles to sleep in, which may include many of the comforts of home (on a more compact scale).

Caravan parks tend to have two or three types of accommodation: powered sites to put your caravan and car; caravans owned by the park that you can stay in; and small cabins with a bit more space. Caravan parks are usually located in medium sized towns and cities, or in very popular tourist spots.

- **Camping** is do-it-yourself accommodation: you carry your roof and your bedding in your backpack or your car. It's often the only choice of accommodation you have when you're travelling off the beaten track, but there are also very popular sites for camping holidays. Always check whether you need a permit to camp, how much it costs and whether your choice of site will be restricted. You generally need to get permits either in advance or on arrival. Many popular national parks or protected sites have limited camping to particular sites and some have banned it altogether. When hiking, there will often be set campsites a day's walk apart, and often you are forbidden to camp between them. Permits can typically be obtained in advance or on arrival, but may be hard to get or sell out during very popular holiday periods - don't blithely plan a Christmas camping holiday without being sure you can get a permit if you need one.

Permits for sites at very popular holiday periods are actually quite hard to get and sometimes sell out months in advance, don't blithely plan a Christmas camping holiday without being sure you can get a permit if you need one.

- **Villas:** When planning your holidays you have to take into consideration not only the location, but also the best accommodation that will provide you and your party with value for money according to your requirements.

If you are looking to get away from it all and relax with your family in privacy, than a holiday villa would be the ideal choice for you. By renting a private villa you will have your own kitchen, living/dining room, bedroom and in many cases your own private swimming pool. Renting a villa provides you not

only with more space and privacy but is also a more economical option rather than staying at a small hotel room.

A villa can usually accommodate a minimum of 4 people, and the rental price is charged per week making it more cost-effective than staying at a hotel.

- **Vacation rentals.** Many residents of popular tourist destinations lease their houses and apartments to vacationers. The residence may have been bought specifically for this purpose or the normal occupants may vacate it during some parts of the year. The guests will have full use of the residence, usually with utilities included but no servicing or meals. This approach can be cheaper than booking a hotel room for the same length of time (and give more space than a hotel room), especially if travelling with a family or other sizable group of people. Facilities will vary depending on the property, but usually include kitchen and laundry facilities and possibly amenities like a swimming pool (or access to a communal pool), a games room (table tennis, pool, Playstation 2, X-Box, ...), and TV/video/DVD players. Contacting the owners directly is the ideal way to make arrangements as they can answer any questions you may have about the property, and may offer more competitive pricing since there's no middle-man.

- **House Sitting.** While travelling many people use house sitting as a form of accommodation. It is free accommodation while you get to live in the comfort of a house. This helps keep the costs of travelling lower than other traditional accommodation types. House sitting involves an agreement between the house sitter and the home owner that the house sitter will occupy a house while the home owner is away. Generally the house sitters will be responsible for minor household responsibilities (e.g. keep house clean, bring in post etc). Often House Sitters will also need to care for the home owners pets as part of the agreement.

Task 1 Express your opinion on the topic

1. Choosing a hotel you always face a dilemma: good-value price or good location and service
2. It does not matter if a hotel is family run or government owned
3. The best accommodation is a fully equipped flat in a private house
4. A good hotel is always an expensive hotel
5. Choosing a hotel you always face a dilemma: good-value price or good location and service
6. The best accommodation is a fully equipped flat in a private house
7. A good hotel is always an expensive hotel

Task 2 Prepare a presentation about the accommodation facility for your dream vacation

Тэма 7. Catering and Eating Out

Types of restaurants

There are eight different types of places where people can eat and drink. They are very luxurious restaurants, formal luxury restaurants, informal restaurants serving national dishes, coffee-shops, snack-bars, fast-food restaurants, bars and night clubs.

At the very luxurious restaurants dinner is a la carte. Such restaurants are usually famous for their haute cuisine. They have a sophisticated atmosphere. Their service is impeccable.

At the formal luxury restaurants the surroundings are elegant and the cuisine is superb. They are appropriate for business lunches and romantic dinners.

The informal national restaurants serve typical local dishes. They offer a lot of home-made dishes. They make bread and pasta themselves. These restaurants have two sorts of dinner menu: a la carte and a three-course fixed price menu. The atmosphere is cosy and relaxed and the meals are reasonably priced there.

At the coffee-shops the surroundings are modest and the atmosphere is friendly. The customers can have quick snacks with drinks there. These places serve sandwiches, salads, cakes, and beverages. They may offer table service, counter service or self-service.

The snack-bars have a very relaxed atmosphere and very modest surroundings. They offer self-catering as a rule. The customers can have some snack with their drink.

The fast-food restaurants offer a very quick counter service. The choice of food and drinks is fixed but limited.

Such places provide a drive-in and take-off service.

The bars offer different kinds of drinks, mixed drinks, beer, juices, soda. They can also serve nuts and crisp biscuits to go with the drinks.

At the night clubs the customers can have excellent wine and delicious dishes and dance to a band. Such places have a floor show. The customers can gamble if they like. They are very expensive but provide overnight catering and entertainment until 4 a. m. as a rule.

Read and translate the text Consult the dictionary if necessary.

Foodservice

The range of food service found in hotels and restaurants today is extensive. In the first category, there are restaurants offering the highest grade of service with a full a la carte menu.

This includes dishes served by the waiter from a trolley in the dining room, and is known as gueridon service.

The gueridon waiter must always be skilled, for he has to carry out procedures such as filleting, carving, and cooking specialty dishes at the table.

A second, less complicated, type of service is silver service where the menu can be either a la carte or table d'hote. In this system, the food is prepared in the kitchen and then put on to silver flats and presented to the guests in the dining room.

A third form of table service, used mainly with a table d'hote menu, is plate service. Here, the waiter receives the meal already plated from the hotplate and only has to place it in front of the guest and make sure that the correct cover is laid and the necessary accompaniments are on the table.

Plate service is often offered where there is a rapid turnover and speedy service is necessary. It also demands less equipment for the service of the meal and is, therefore, labour-saving in such tasks as washing-up. In a fourth type of service, called self-service, a customer collects a tray from the service counter, chooses his dishes and selects the appropriate cutlery for the meal. Today, with ever-increasing needs for economy, many establishments usually prefer a variety of types of service. Tourist hotels, for example, frequently offer a combination of self-service and plate service for breakfast and another combination of self-service and silver service for luncheon.

Please, note: many terms related to restaurant business and meals are of French origin!

1. a la carte menu - ресторанное меню с указанием цены каждого блюда
2. gueridon service - обслуживание у столика; приготовление блюд непосредственно на виду у посетителей
3. gueridon, фр. - круглый столик на одной ножке
4. table d'hote, фр. - общий обеденный стол; табльдот; комплексный обед
5. hors-d'oeuvre, фр. - закуска; добавочное блюдо

Task 1. Prepare a presentation about the catering facility on your dream vacation

Belarusian national cuisine

Belarusian national cuisine has evolved over the centuries. Belarusian culinary traditions represent a mix of simple recipes used by commoners and a sophisticated cuisine of the nobility, an extensive use of local ingredients and unusual way of cooking. Old Belarusian recipes have survived to the present day, and the county's visitors show an increased interest in them. Restaurants serving Belarusian traditional food offer not only peasant cuisine of the Belarusian countryside but also elaborate dishes served to Belarusian magnates.

Traditional dishes are served at farmsteads that use only fresh farm produce to make the dishes which are often common only for a particular area. Here they bake bread to old recipes and technologies, cook homemade meat delicacies, cheese from cow or goat's milk, and sweets made of honey, apples and cranberries.

Today's diet of Belarusians includes many traditional dishes. The most popular are pork stew (machanka) and vereshchaka, homemade sausages, draniki (thick potato pancakes), kolduny, kletski (dumplings), babka (baked grated potato pie), cold sorrel soup, mushroom soup...

Belarusian cuisine was influenced by two main factors:

- active farming and extensive use of local produce;
- influences from neighboring countries and migrant settlers

Since the times of the Grand Duchy of Lithuania the national culinary traditions have been a mix of Baltic, Slavic, Jewish and partly German cuisines. Therefore, the Belarusian cuisine is one of the most diverse in the continent. It is similar to the Russian, Lithuanian, Ukrainian, Polish, Jewish, but is unique in its own way, is hearty and delicious. In the old days, each social class had its own gastronomic traditions. Therefore the Belarusian cuisine was divided into peasants and shlyakhta and high nobility cuisines.

The Belarusian cuisine widely uses local produce. Potatoes deserve a special mention: being introduced to the diet of the Belarusians in the 18th century they have formed the basis of many Belarusian dishes for hundreds of years. Among them are famous draniki, kolduny, pyzy, potato sausage, kletski, babka...

For centuries Belarusians consumed limited amounts of meat. Meat was usually served on festive occasions in the form of salted and sun-dried products. The Belarusian cuisine is a variety of meat and poultry dishes (pyachysta, kumpyachok, machanka, vereshchaka, tushanka, smazhanka), all sorts of homemade sausages, salty salo, byproduct dishes (vantrabyanka, rubtsy – pork belly stuffed with meat and buckwheat porridge), smoked meat...

The Belarusian cuisine is also rich in fish dishes. As a rule, it is river fish (tench, sturgeon, pike, eelpout, bream, eel, trout, perch, carp). Belarusians used to

make yushka, dumplings, salt and smoked fish. Today restaurants serve famous "Pike Perch a la Radziwill."

Common dairy products included curd cheese (made of cow and goat milk), sour cream, and butter. Milk is a regular ingredient in many Belarusian recipes, including all kinds of soups, porridges, mokanka.

There are special features that distinguish the Belarusian cuisine from culinary traditions of many other countries, give it a local color and a peculiar charm. Many national dishes require various kinds of flour made of oats, buckwheat, peas, rye and their mixtures. The Belarusian cuisine offers a great variety of dishes made from vegetables. Many of them are unique despite the fact that they are based on traditional Slavonic recipes. The examples are the soup zhur (cooked prior to Lent and can be alternatively made of milk or meat) based on oat water, polivka (thin soup made of cereals and vegetables), morkva (carrot soup), gryzhanka (turnip soup), garbuzok (pumpkin soup) and other kinds of dishes.

The pride of the national cuisine is traditional Belarusian bread baked with the use of rye flour. Instead of yeast Belarusians used a special leaven. This is a very healthy product. Belarusian bread is heavier and is a bit sour. In old recipes different additives were used like caraway seeds, linseeds and sunflower seeds. Bread was sometimes baked on the 'pillow' made from birch and oak leaves.

The contemporary Belarusian cuisine is eclectic. It has preserved old traditional recipes which are gradually being revived. Meanwhile dishes from other countries are becoming increasingly popular, too. Today's restaurants offer modern intake on traditional Belarusian dishes which reflect original ideas of chefs and principles of Grande cuisine, which takes into account the diversity of products and seasonal changes. Today the menu of Belarusian restaurants features dishes of the Belarusian, European, and Asian cuisines, and modern culinary trends (wellness, fusion). But if you are in Belarus, you should taste the national cuisine, the dishes that can be "Belarusian" only in Belarus.

Task 2. Prepare a presentation about the Belarusian catering facility that you would recommend to the guests of our country

Task 3. Compose and act out a dialogue of tourists with the restaurant staff

Task 4 Based on the idea that the national cuisine can also be a tourist attraction, prepare a presentation about one of the dishes of the Belarusian national cuisine that guests of our country should definitely taste

Тэма 8. Sightseeing and Tours

Task 1. Read both texts found on the Internet (blogger reviews of a trip to Italy and a review of Belarusian attractions based on information from official structures in the field of tourism) allowing you to get a general impression of the sights of Italy and Belarus. Try rearranging these texts according to the opposite scheme.

Task 2. Tell us which country of the world attracts you the most with its sights (list several that you plan to visit at the first opportunity).

Task 3 Prepare a presentation about a tourist object popular among the guests of Belarus

Task 4 Prepare a presentation about an object on the territory of modern Belarus that is worthy of being shown to tourists, but due to various circumstances it has not yet been included in tourist programs.

TEXT A ITALY: A FIRST TIMER'S GUIDE

By Duncan Garwood and Belinda Dixon

September, 2023

With its iconic monuments, timeless landscapes and irresistible food, Italy is one of Europe's most alluring destinations. Its historic cities promise thrilling art and architecture at every turn while its varied coastlines and Alpine heights provide a stunning outdoor playground.

In fact, the country is so packed with possibilities that it can seem almost overwhelming. Where should I go? How do I get there? How much will it cost? This planning guide tackles these questions and provides clear practical advice on how to get the most out of your first Italian trip.

When should I go to Italy?

The short answer is anytime. Spring and fall are best for sightseeing, touring, and seasonal food. It's warm without being stifling and nature is in full color. But with the glorious blue-sky weather come crowds and high-season prices in the main cities.

Summer sees cities empty as holidaymakers head to the coast. Prices skyrocket in popular areas, peaking in mid-August when beaches are packed and resorts full. Meanwhile, the festival season swings into gear with high-profile events such as Il Palio di Siena, featuring a wild bareback horse race around Siena's Piazza del Campo, and Spoleto's Festival dei Due Mondi, with musicians, artists and actors performing to passionate throngs.

Winter is generally quiet – except in ski resorts – and it can be wet and cold. But low season rates and empty museums make it a decent option for a city break.

How much time do I need to visit Italy?

Realistically, you'll need at least two or three days in top cities such as Rome, Florence and Venice,. That won't give you enough time to cover everything but it will allow you to get a feel for the place and explore some of the headline attractions.

If you're happy to move fast, you could cover Italy's highlights on a whistle-stop 10-day tour. That would give you a couple of days each in Venice and Florence, a day I Bologna, Pisa and Naples, and three days in Rome. Alternatively, you could focus on a particular area. For example, with a week you could explore southern Tuscany and parts of neighboring Umbria, or cut a swathe through Sicily's baroque southeast.

Is it easy to get around Italy?

Italy is well served by air with flights from across the world. Major airports include Rome Fiumiciino (officially Leonardo da Vinci) and Milan Malpensa, the two main intercontinental gateways, Venice Marco Polo, Pisa Venice , Pisa International, Pisa International (for Florence and Tuscany), Naples International , and Catania (Sicily's busiest airport). There are also excellent rail and bus links, especially to northern Italy, and ferries to Italian ports from across the Mediterranean.

Once in Italy, trains are best between major cities and along the coasts while buses are better for mountains and hilly inland areas. For more remote parts you'll really need your own wheels. Most major cities have decent public transport, though you can often cover their historic centers on foot.

Top things to do in Italy

First port of call for many travelers is Rome, Italy's charismatic capital. You'll never be able to cover all of its monuments and masterpieces but there are some you won't want to miss. The Colosseum and Panteon are obvious highlights, along with the Roman Forum and Palatino. Then there's the Vatican where you'll find St Peter's Basilica and the Sistine Chapel (in the Vatican Museums). And, of course, you'll want to toss a coin into the Trevi Fountain to ensure you return to the Eternal City.

For a taste of authentic Roman cuisine, try a slice of pizza from Forno Roscioli or a pasta carbonara at Flavoi al Velavevodetto in the Testaccio neighborhood.

One and a half hours north of Rome by train, Florence is the second of Italy's 'big three' (Venice completes the trio). Visitors have been rhapsodizing about the city for centuries and still today it thrills with its Renaissance palazzi (palaces), frescoed churches and artworks such as Michelangelo's David's at the galleria de'llAccademia, Botticelli's Birth of venus at the Galleria degli Uffizi, and Brunelleschi's red dome atop the landmar Duomo. Art apart, there are markets and boutiques to explore and Negroni cocktails to be sampled, including at the historic Caffè Rivoire.

With more time, you could add a day-trip to Sienna or a tour of the Chianti wine country.

Siena is a city where the architecture soars, as do the souls of many of its visitors. Effectively a giant, open-air museum celebrating the Gothic, Siena has spiritual and secular monuments that have retained both their medieval forms and their extraordinary art collections, providing the visitor with plenty to marvel at. The city's historic contrade (districts) are marvellous too, being as close-knit and colourful today as they were in the 17th century, when their world-famous horse race, the Palio, was inaugurated. And within each contrada lies vibrant streets populated with artisanal boutiques, sweet-smelling pasticcerie (pastry shops) and tempting restaurants. It's a feast for the senses and an essential stop on every Tuscan itinerary.

The vineyards in this picturesque part of Tuscany produce the grapes used in namesake Chianti and Chianti Classico: world-famous reds sold under the Gallo Nero (Black Cockerel/Rooster) trademark. It's a landscape where you'll encounter historic olive groves, honey-coloured stone farmhouses, dense forests, graceful Romanesque pievi (rural churches), handsome Renaissance villas and imposing stone castles built in the Middle Ages by Florentine and Siennese warlords.

As soon as you set foot in Venice you know it's special. And confusing. To get your bearings take vaporetto (water bus) No 1 along the Grand Canal to Piazza San Marco where you'll find several landmark sights. Chief among these are the basilica di San Marco and the Gothic Palazzo Ducale, former residence of the ruling Doge. Elsewhere, you can catch modern art at the world-class Peggy Guggenheim Collection and browse colorful produce at the centuries-old Rialto Market.

To fuel your wanderings, Venice is famous for its cicchetti (bar snacks). A top spot for these is the canal-side Bracaro e bricoe bar in the Cannaregio Sestiere (neighborhood).

Cradle of the Renaissance, romantic, enchanting and utterly irresistible, Florence (Firenze) is a place to feast on world-class art and gourmet Tuscan cuisine.

But rethink traditional sightseeing. The heartbeat of this ancient, tourist-crowded city on the banks of the Arno is la dolce vita. Bursting with brilliant contemporary creativity, backdropped by history and anchored by family, faith and food, Florentine lifestyle is the real attraction – an electric, heartfelt mix of old and new. Here are the best things to do in Florence.

Italy's most iconic gallery, the Galleria degli Uffizi, has lured art lovers into its Florentine lair since 1769 when the government palace-turned-art museum opened to the public. And there's no denying the timeless thrill of eye-balling the world's largest collection of Italian Renaissance art, gorging on two entire rooms crammed with Botticelli masterpieces and ogling at 6000 mother-of-pearl shells encrusting the ceiling of the Medici's spectacular treasure-chest Tribuna.

With such a long and invincible track record, the Uffizi's new-gen sustainability "Diffusi" project can only succeed. To spread the tourist load, it is displacing selected masterpieces to unconventional pop-up venues – chapels, hilltop forts, abandoned villas, you name it – in less-trodden parts of Florence and Tuscany. Embrace it.

With My Vesuvius brooding on the horizon, Naples is sprawling, loud, sometimes edgy, and often magnificent. Its Dickensian backstreets are a joy to explore and its regal palaces showcase world-class collections of Greco-Roman antiquities and baroque art – check out the Museo Nazionale Archeologico and Cappella Sansevero for a glimpse. Then, of course, there's the city's revered pizza, served at historic pizzerias such as Da Michele.

Beyond the city, Pompeii is an easy day trip and the Amalfi Coast is within striking distance via the sunny resort town of Sorrento.

Ringed by brooding Alpine summits and steep wooded slopes, the Italian Lakes have been a popular holiday spot since ancient times. At Lake Maggiore, you can explore the Isole Borromee with their ornate palaces and lavish gardens, while further east you can go celeb-hunting on Lake Como, cruising around its exquisite villas and villages.

To reach the lakes you'll often have to pass through Milan, Italy's northern powerhouse. A day here would be enough to take in some of its signature sights: Leonardo Da Vinci's Last Supper, the fairy-tale Duomo, the Quadrilatero d'oro shopping district.

My favourite thing to do in Italy

As much as Italy's obvious beauty and blockbuster sights, what I love are its simple pleasures: a leisurely lunch in a favorite trattoria, the sight of pine trees towering over Roman ruins, a glass of prosecco on a Venetian canal-side.

I also love wandering around Rome and seeing how its life plays out against a backdrop of ancient monuments and historic palazzi. There's always something going on and even without trying I usually come across something special, an amazing baroque fountain or a teeming market in a medieval square. The city's streets really are an experience in themselves. I mean where else can you wait for a tram just yards from where Julius Caesar was stabbed?

What's this about not drinking cappuccino after 11 am?

Italy has a whole (unwritten) rule book on the dos and don'ts of drinking. As a foreign visitor you'll get a pass if you order the wrong drink at the wrong time, but it helps to know that Italians regard cappuccinos as breakfast drinks, call an espresso *un caffè*, and drink beer with pizza.

What's the card vs cash situation?

Businesses are legally obliged to accept digital payments but it's always best to have some cash on you. You probably won't have any problems but it's not unheard of for payment machines to be mysteriously broken in smaller bars, shops, museums or restaurants. Major credit cards are widely accepted (Amex less so).

Task Based on the essay you read about visiting Italy for the first time, prepare a similar text with tips for tourists coming to Belarus for the first time.

TEXT B Main tourist attractions in Belarus

The Republic of Belarus is located in the very heart of Europe, is part of Eastern Europe. It is crossed by major transit routes of the entire continent, including one of Eurasia's main transport corridors from southwest to northeast. The shortest transport links connecting the Baltic Sea and the Black Sea also run through Belarus' territory.

Belarus shares border with five countries: Poland in the west, Lithuania in the northwest, Latvia and the Russian Federation in the north, the Russian Federation in the northeast and east, Ukraine in the south. The total length of the state border is 3,617km. The distance between Minsk and the closest capital city of the neighboring country – Lithuania's Vilnius – is 215km. Latvia's Riga is 470km far from Minsk; the distance to Poland's Warsaw is 550km, Ukraine's Kiev is 580km, Russia's Moscow is 700km.

By its territory (207.6 square meters) it exceeds Austria, Belgium, Czechia, Hungary, Latvia, Lithuania, the Netherlands, Slovakia, and Estonia. Belarus is a

compact country with a slightly longer horizontal axis. The country stretches 560km from north to south, and 650km from west to east.

In the Middle Ages, the lands now known as Belarus were called the Country of Castles. Today it is more often called “blue-eyed”, the country of thousands of lakes.

As over 40% of the country is forest, expect lush vegetation and picturesque countryside, as well as an abundance of local wildlife including rare European bison. Thanks to forests, which occupy one third of the territory of the country, and the unique bog complexes it is also called the “lungs of Europe”.

Despite numerous wars and territory partition throughout its centuries-old history, Belarus managed to preserve a rich cultural heritage. Castles and extraordinary nature reserves, old family estates and churches, ethnographic villages... Unique and truly breathtaking landmarks can be found in each of the six regions of the country.

At first glance, Belarus may not sound like the most exciting of destinations, but if you look closely there is much to see and do in this landlocked country.

The most captivating places of interest in Belarus include surprising castles and family manors, magnificent temples and monasteries, unique nooks of pristine nature, ancient engineering constructions, interesting museums and ethnographic villages, birthplaces of famous painters, writers, and scientists.

The capital city of Belarus has a lot to offer visitors. Head to Independence Square which at 7 hectares is one of the largest public squares in all of Europe, and is perfect for an evening stroll to take in the pretty water fountains and dancing lights. Also not to be missed is Independence Avenue that acts as the main artery of the city, and has cafes, restaurants, and shopping opportunities, as well as clubs and music events.

Minsk is also known for its parks and gardens, so don't miss a trip to the Gorky Central Children's Park that features fairground rides as well as an observation wheel that provides stunning views over the city. Dive into Belarusian history at the National History Museum, or take in the cultural sights at the National Art Museum.

Known for being the oldest city in Belarus, having first been mentioned in the year 862, Polotsk, located in the Vitebsk Region, is a place of significance historical and architectural importance and has a whole host of heritage buildings for visitors to explore. The Belarusian national identity was formed there. The Cathedral of Saint Sophia dates from the medieval period and was restored over the years in the Baroque style, and there are several cultural museums of note in

the city. For those interested in the rich textile industry in Belarus, there is the Museum of Traditional Weaving, as well as the Museum of Belarusian Printing that has examples of works that date from the 16th century.

Polotsk gave Belarus and the world dozens of outstanding historical characters: the legendary Vseslav Charodey, Duke Rogvolod and his daughter Rogneda, the venerable Efrosinya Polotskaya, the first printer Francisk Skorina and the enlightener and pedagogue Simeon Polotsky. The National Historical Museum-Reserve which includes 11 museums functions in Polotsk. The town with dozens of fabulous historical monuments is an open air museum.

One of the premium attractions in Belarus, Mir Castle lies in the Grodno region and dates from the 16th century. This mighty architectural feat is built in the Baroque, Gothic, and Renaissance styles, and is heavily surrounded by fortification walls. Visitors to the castle can enjoy a stroll in the stunning flower gardens that are designed in the Italian style, as well as the vast artificial lake on the property. The castle offers a spectacular look at some of the best architecture in Belarus, and is also a UNESCO World Heritage Site, and although it was badly damaged by cannon fire in the days of old, it has now been lovingly restored to its former glory.

The city of Nesvizh is famous for its medieval castle, also known as Nesvizh Castle. The building is a mix of Baroque and Renaissance styles, and was completed in the 17th century. The former home of the Radziwill family, the castle is now open to the public who can explore the building as well as the sprawling gardens that are modelled on traditional English rose gardens. The castle was declared a UNESCO World Heritage Site in 2004, and from there visitors can move on to Corpus Christi Church, one of the oldest Jesuit churches in the world outside of Italy, that houses the tombs of the Radziwill family.

The Great Patriotic War of 1941-1945 is one of the most heroic and tragic periods in the history of the century. For three years the territory of Belarus was occupied by the Nazi. The country lost more than 3 million people (every third citizen felt in the fight against fascism), many towns and villages were ruined.

A memorial complex erected in the city of Brest that stands on the site of the original fortress, Brest Fortress is dedicated to the heroes of the Great Patriotic War. The site features conserved parts of the original ruins of the fortress as well as ramparts, and there are also modern art installations including memorial structures that stand on site. The fortress is built in the shape of a star, and there is a central island in the centre on which the main citadel of the fortress sits, that has been naturally carved out by the surrounding Bug River.

Berestye Archaeological Museum is one of the more unique museums in all of Belarus, and stands on an important archaeological site outside of the city of

Brest that dates from the 13th century. The site is that of a former wooden town that was excavated in the 1960s and turned into a museum in the 1980s when a glass roof was placed over the site. Visitors to the area can observe 28 traditional log cabins in addition to 1400 period artefacts from the region that give an amazing glimpse of life in Belarus in the days of old.

Also known as the 'White Tower', the Tower of Kamyenyets is actually red in colour due to its construction from red bricks in the 13th century. The tower stands in the town of Kamyenyets and in the past the tower was one of several located across Belarus, including in Kamyenyets, Brest, and Grodno.

Located in the west of Belarus, the city of Lida is the home of Lida Castle, first constructed in the 14th century. The castle is known for being trapezium in shape, as well as for its crimson walls that are the result of the ornate brickwork. Also of interest in Lida is the Church of Saint Joseph, a working church that is instantly recognizable due to the dome that tops the main building, and which was built in the 18th century. There is also a large Jewish community in Lida, and visitors will find a wealth of Jewish eateries and shops, as well as a Jewish memorial stone in memory of the victims of the Second World War.

Found on the western border of Belarus, come to the city of Grodno in particular for the Kalozha Church, a nominee as a UNESCO World Heritage Site. The church is still in working order and is a place of worship for Orthodox Christians in Belarus, and is said to have been built in the 12th century.

The church sits on the banks of a river giving it a romantic waterside feel. Look out for the church's six circular towers and the exquisite ceramic work in the interior. There are even frescoes said to date back to the 12th century.

Belovezhskaya Pushcha National Park covers both Belarus and neighbouring Poland, and is a protected area of land as well as a UNESCO World Heritage Site. The park is famous for its lush landscapes and flora and fauna, the most notable of which is the European Bison, and is one of the few places in the world where these majestic animals can be viewed in their natural habitat. As well as bison, there are also semi-wild horse known as konik, wild boar, and Eurasian elk found in the park. If you should happen to come here during the winter months, there is a holiday museum that is set up at the park that features the Belarusian version of Father Christmas and is bound to be a hit with younger visitors.

If you want to explore what is left of an ancient glacier then a visit to Braslav Lake Area is something that you can't miss. There are approximately 300 lakes in the region that are known as the 'Blue Necklace' of Belarus due to their azure waters. The area is also studded with rugged countryside such as bays and cliffs, and the lakes contain over 30 species of fish. Bird watching is a common

pastime here as well as rambling and climbing. You can also see the boulders left over as a result of the glacier, some of which can weigh up to 40 tonnes. The most famous of these rocks have names such as Devil's Footprint and Cow's Stone due to their size and shape

National Park Pripyatsky lies in a valley that is also known as the Belarus Amazon, due to the amazing number of forests and swamps found here. Visitors to the region flock here for the sheer diversity of wildlife present, and photography safaris are a popular activity. There are 51 species of mammals in the park including deer, elk, racoons, and beavers, as well as rarer animals such as lynx and mink. If you like bird watching then you will love it here, as there are over 250 species of birds that migrate to the Pripyat River.

The river also offers visitors the chance to take a boat tour to observe the aquatic life up close, and there are fishing and hunting trips available for those who want to explore the park even further. There is also a Nature Museum on site for those who want a more structured tour of the area.

The most famous native of Vitebsk, Marc Chagall, is one of the most remarkable representatives of the global avant-garde movement of the 20th century. The famous artist created paintings and illustrations to poetry by Andre Breton, Blaise Cendrars, Guillaume Apollinaire, decorations to the Aleko ballet by Leonide Massine and the Firebird by George Balanchine, and interior of the Opera Garnier in Paris, as well as sculptures, ceramics, graphics... Being far away from Vitebsk, the painter never forgot his home town, its roofs, churches and people. By the way, people are depicted in every single painting by Marc Chagall. The Marc Chagall Museum in Vitebsk boasts one of the world's biggest collections of the artist – over 300 original graphic works and reproductions of his most famous paintings.

Task Prepare a short speech about one of the sights of Belarus, which was not mentioned in the above text

Тэма 9. Tours and Excursions

Task Read the advertisement for a bus tour of London. On this basis, develop your own route around the capital, as well as a route around Belarus.

4 BEST HOP-ON HOP-OFF BUS TOURS IN LONDON

Jessica P. *July 15, 2023*

Big Ben. Westminster Abbey. St. Paul's Cathedral. Buckingham Palace. The majesty of London attractions encapsulates a 2000-year history that's rich in

power, innovation and culture. See the best of London's iconic landmarks, and discover new treasures amongst the old with Bus Tours.

In a city as vast and varied as London, it can be tricky to hit all of the top attractions on a trip. Although the city offers plenty of options for both public and private transportation, few are as convenient, comprehensive, and exciting as hop-on hop-off bus tours.

These are the best hop-on hop-off buses in London:

- Big Bus London Hop-On Hop-Off Bus Tour
- City Sightseeing London Hop-On Hop-Off Bus Tour
- Tootbus London Hop-On Hop-Off Bus Tour
- Golden Tours London Hop-On Hop-Off Bus Tour

How Do London Hop-On Hop-Off Bus Tours Work?

These double-decker bus tours in London travel along a designated route and stop at the city's top attractions along the way. You're welcome to hop off at any or all of the stops or remain on the bus for the duration of the tour. If you do hop off at any of the stops, you can hop back on another bus when you're finished at your attraction and continue along the route.

There are plenty of ticket options, including one-day, two-day, and three-day passes.

Best Hop-On Hop-Off Bus Tours in London

1. Big Bus London Hop-On Hop-Off Bus Tour

One of the most popular tour bus companies in London, Big Bus, offers open-top buses with flexible ticket options, exciting add-ons, and audio guides in Spanish, English, French, German, and Italian.

Routes of the Big Bus Tour in London

Big Bus tours travel along three routes that vary in duration and frequency. You can choose which route or routes to take regardless of the ticket you buy.

Green Route

- **Duration:** 1 hour, 10 minutes **Frequency:** Every 30-60 minutes
- **First bus:** 8:30 a.m. **Last bus:** 4:45 p.m.
- **Stops:** Woburn (Northbound), Euston Station, Kings Cross Station, St. Pancras Station, Euston Road, Woburn (Southbound), British Museum (Southbound), Covent Garden, Temple Underground Station, British Museum (Northbound)

Red Route

- **Duration:** 2 hours, 30 minutes **Frequency:** Every 15-30 minutes
- **First bus:** 8:40 a.m. **Last bus:** 5 p.m.
- **Stops:** Green Park Underground, Hard Rock Cafe, Queen Mother Gates, Marble Arch, Regent Street, Piccadilly Circus, Trafalgar, Square, Craig's Court, Horseguards, Whitehall, London Eye (Eastbound), Waterloo (Eastbound), Covent Garden, St. Paul's Cathedral, London Bridge, Tower of London, Temple Underground Station, Westminster Pier, London Eye (Westbound), Lambeth Palace, College Green, Tothill Street, Buckingham Palace, Victoria Station

Blue Route

- **Duration:** 3 hours, 30 minutes **Frequency:** Every 20-30 minutes
- **First bus:** 8:30 a.m. **Last bus:** 5 p.m.
- **Stops:** Victoria Nova Complex, Victoria Station, Queen Mother Gates, Marble Arch, Green Park Underground, Hard Rock Cafe, Hyde Park Corner, Harrods, South Kensington Museums, Gloucester Road, Kensington Palace, Notting Hill, Kensington Gardens, Thistle Hotel, Lancaster Gate, Paddington Station, Praed Street, Baker Street, Oxford Street, Regent Street, Piccadilly Circus, Trafalgar Square, Craig's Court, Horseguards, Whitehall, London Eye (Eastbound), Waterloo (Eastbound), Covent Garden, St. Paul's Cathedral, London Bridge, Tower of London, Temple Underground Station, Westminster Pier, London Eye (Westbound), Lambeth Palace, College Green, Tothill Street, Buckingham Palace

Tickets for the Big Bus Tour in London

Along with the three route options, Big Bus tours in London offer three ticket types:

- The **24-Hour Classic Ticket** includes hop-on hop-off access for 24 hours as well as a one-way river cruise. You can purchase the classic ticket alone for \$44 (about 36 British pounds), or bundle it with a ticket to ride the London Eye for an additional \$43. The **48-Hour Premium Ticket** includes hop-on hop-off access for 48 hours, a one-way river cruise, a panoramic evening tour, and a choice of three walking tours. This pass costs \$64. The **72-Hour Deluxe Ticket** includes hop-on hop-off access for 72 hours, a one-way river cruise, a panoramic evening tour, and a choice of three walking tours. This pass costs about \$75.
- **2. City Sightseeing London Hop-On Hop-Off Bus Tour**

Another great tour bus company in London, City Sightseeing offers top-of-the-line double-decker buses and a great selection of five self-guided audio tours that you can download onto your phone and listen to in your choice of 11 languages.

Routes of the City Sightseeing Bus Tour in London

City Sightseeing tours feature one main route and a convenient shuttle service that picks you up and connects you with the first or second stop.

Red Route

- **Duration:** 1 hour, 15 minutes **Frequency:** Every 10-20 minutes
- **First bus:** 8:30 a.m. **Last bus:** 5:20 p.m.
- **Stops:** Belvedere Road, Aldwych (One Aldwych Hotel), Ludgate Hill (St Paul's Cathedral), Queen Victoria Street (The City), London Bridge, Tooley Street (Tower Bridge), Tower Hill (Tower of London), Victoria Embankment, Westminster Bridge (Big Ben), Horseferry Road, Buckingham Gate (Buckingham Palace), Buckingham Palace Road (Victoria Station), Buckingham Palace Road, Stop Z12, Grosvenor Gardens, Queen Elizabeth Gate, Hyde Park, Marble Arch (Speakers Corner), Marble Arch (Park Lane), Haymarket, Pall Mall East (Trafalgar Square), Westminster Bridge (South)

Green Shuttle Service

- **Frequency:** Every 20-30 minutes
- **First shuttle:** 8:55 a.m. **Last shuttle:** 4:17 p.m.

- **Stops:** Belvedere Road, Aldwych (One Aldwych Hotel), Southampton Row, Woburn Place, Bedford Way, City Sightseeing Shop Southampton Row, Lancaster Place

Tickets for the City Sightseeing Bus Tour in London

City Sightseeing offers a variety of ticket options, with validity ranging from 24 to 48 hours and a selection of several add-ons and perks.

3. Tootbus Must-See Hop-On Hop-Off Bus Tour

Offering an open-air experience and comfortable top decks measuring 4 meters high, Tootbus is another great provider of exciting hop-on hop-off London tour buses.

Routes of the Tootbus Bus Tour in London

Yellow Route

- **Frequency:** Every 15-20 minutes
- **First bus:** 8:20 or 8:30 a.m. **Last bus:** Between 4 and 6 p.m., depending on the time of year
- **Stops:** Coventry Street, Trafalgar Square, London Eye, Waterloo Station, Covent Garden, St. Paul's Cathedral, London Bridge, Tooley Street City Hall, Tower of London, Westminster Pier, Buckingham Palace, Victoria Station, Grosvenor Gardens, Hyde Park, Marble Arch, Oxford Street

Blue Route

- **Frequency:** Every 20-30 minutes
- **First bus:** 9 a.m. **Last bus:** Between 4:30 and 6 p.m., depending on the time of year
- **Stops:** Grosvenor Gardens, Buckingham Palace Gate, Westminster Bridge, Parliament Street, Horse Guards Parade, Picadilly Arcade, Green Park Station, Hard Rock Cafe, Hyde Park, Harrods, Museums, Gloucester Road, Kensington Palace, Notting Hill Gate, Bayswater Road, Paddington Station, Praed Street, Oxford Street

Windsor Route

- **Frequency:** Every 60 minutes (30 minutes in July and August)
- **First bus:** 10 a.m. **Last bus:** 4 p.m. (5 p.m. in July and August)

Tickets for the Tootbus Bus Tour in London

Tootbus sells several ticket types, offering varied selections of routes and durations.

4. Golden Tours Open-Top Hop-On Hop-Off Sightseeing Bus

Last but certainly not least is Golden Tours, which offers open-top tour buses in London that make over 60 stops and travel along two routes.

Routes of the Golden Tours Bus Tour in London

Offering two appealing routes and convenient shuttle services, Golden Tours ensures you'll get a glimpse of all of London's best attractions.

Blue Route (Classic Route)

- **Frequency:** 20 minutes
- **First bus:** 8:40 a.m. **Last bus:** 6:20 p.m. (3:20 p.m. for full loop)

- **Stops:** Victoria, Buckingham Palace, London Eye, Covent Garden, St. Paul's Cathedral, Queen Victoria Street, King William Street, Tooley Street, Tower of London, Victoria Embankment, Westminster Pier, Parliament Square, Horse Guards Parade, Piccadilly Circus, Green Park Station, Hyde Park Corner, Knightsbridge, Royal Albert Hall, Kensington Palace, Gloucester Road, Sought Kensington Station, Victoria & Albert Museum, Harrods, Victoria Station, Lambeth Palace

Red Route (Essential Route)

- **Frequency:** 20 minutes
- **First bus:** 9:46 a.m. **Last bus:** 6:06 p.m. (3:46 p.m. for full loop)
- **Stops:** Covent Garden, Queen Elizabeth Gate, Marble Arch, Victoria Station, Lambeth Palace Road, London Eye, Westminster Abbey, Buckingham Palace, Marble Arch, Paddington, Madame Tussauds, London Zoo, Euston Station, Kings Cross, St. Pancras International Station, Upper Woburn Place, Russell Square, Holborn, Haymarket, Pall Mall East, Trafalgar Square, Waterloo Station

Tickets for the Golden Tours Bus Tour in London

Golden Tours offers an extensive selection of tickets, with the option to bundle tickets for several major attractions along the way. The **One-Day Basic Ticket** is valid from 8 a.m. to 6 p.m. and costs about \$39. The **24-Hour Ticket**, as the name implies, is valid for 24 hours from the time you first hop on. It includes a Thames river cruise and costs \$47. The **48-Hour Ticket** includes a Thames sightseeing boat ride and costs \$54. The **72-Hour Ticket** also includes the boat ride and costs \$60.

Benefits of a Hop-On Hop-Off Bus Tour in London

While the London Underground (or the Tube) is a reliable and affordable way to get around, it does take time to navigate, and you might miss out on some aboveground sights along the way. If you opt to travel around in taxis, you might find yourself racking up a hefty transportation bill.

London hop-on hop-off bus tours, on the other hand, offer a fun, flexible, and cost-effective way to see the city and check out all of your anticipated attractions. The buses are clean and comfortable, and the top decks of open-top buses in London offer fantastic views of the city that make for great photo opportunities. The tours also provide either live or recorded audio guides in many languages that share interesting facts about the city and various attractions.

Hop-on hop-off bus tours in London are a great way to save time and energy on shorter trips, since you won't have to navigate public transportation in a new city and the route is planned out for you. You can sit back and relax, knowing that the tour has accounted for all of the city's most popular tourist destinations and must-see attractions. If it's your first time in London, these tours are also a great way to help you get your bearings, familiarize yourself with different neighborhoods, and even mingle with the other tourists on your route.

While you can choose to purchase tickets for bus tours only, there are also plenty of options to bundle the bus tour with other attractions for maximum savings. If you're interested in pre-purchasing a larger package of attractions, you might want to consider a city pass.

The Go City Explorer Pass allows you to choose two to seven attractions out of over 80 possible options, including Big Bus tours. Another popular city pass is the London Pass, which offers validity options for one to 10 days and includes a one-day Big Bus tour, along with access to countless attractions.

Tips for Taking a Hop-On Hop-Off Bus in London

To help you achieve a smooth ride of sightseeing, we've created a quick guide with our top tips for hop-on hop-off in London:

- Check your bus tour's timetable and routes ahead of time to decide where you'll hop off. It might also be a good idea to keep screenshots of the timetable and routes on your phone, allowing you to take a quick look at them along the way.
- Make sure you understand exactly what your ticket includes before purchasing. While some tickets have options for multiple routes, others are valid for one particular route only. Some tickets may also include extra off-bus attractions and perks, such as boat cruises, walking tours, and museum admissions.
- London can get pretty chilly in the winter and fall, so if you plan on visiting in these months, bring some extra layers with you on the bus. This is especially important on open-air buses if you're hoping to hit the top deck for some photos.
- Check whether your bus company provides water beforehand. Bring your own if it doesn't or you're not sure, especially in the summer.
- Hop on as early as possible to get the most out of your ticket, and avoid rush-hour traffic if possible. This is especially important with one-day passes.
- If you buy a multiday pass and feel like you have enough time, consider doing the full route without hopping off before you start exploring attractions. This will help you get your bearings and is a great way to see the entire city.

We hope this guide has given you a better sense of sightseeing bus tours in London. Are you convinced yet that hop-on hop-off is the way to go?

Тэма 10. Tourism in Belarus

Place of Belarus in international tourism.

Advantages and disadvantages of Belarusian tourism.

Long regarded by travellers as little more than a curiosity, Belarus has suddenly emerged as one of Europe's 'it' destinations. Belarus has a rich history, welcoming residents, low crime, exotic architecture, clean streets, and beautiful scenery and offers many cultural activities to visitors. Fuelling that rise are relaxed visa requirements, a sneaky-good art and cafe scene, and hospitable locals. Belarus boasts a vast array of attractions for visitors and is determined to develop its tourism industry to take advantage of them.

The most captivating places of interest in Belarus include surprising castles and family manors, magnificent temples and monasteries, unique nooks of pristine nature, ancient engineering constructions, interesting museums and ethnographic villages, birthplaces of famous painters, writers, and scientists

The country has great natural beauty – including two national parks designated World Heritage sites by the United Nations – and a wealth of attractions, including ancient cities, medieval castles, art galleries and museums.

Reflecting this diversity, Belarus was tipped by the Daily Mail and The Times newspapers in the UK as one of the hottest destinations in 2009, and the Government has launched a programme to boost tourist numbers significantly over the coming years. By 2010, tourism offices will be opened in London, Paris, Berlin and Rome.

In preparation, the government is supporting a wide range of tourism including walking, cycling, horse riding and water sports.

Minsk is a developing city break destination with increasing numbers of international airlines, including Lufthansa and Austrian Airlines, opening routes to the city, and direct flights available via the national carrier Belavia from all the major European capitals.

Tourists are also travelling to other parts of the country, in particular the city of Brest, near the Polish border, and Vitebsk, once home to painter Marc Chagall and host to the annual Slavonic Bazaar, a festival of central and eastern European culture.

A major attraction in Belarus is its national parks, with Bereza State wildlife reserve, Belovezhskaya Puscha national park, Braslav Lakes, and Pripyatskiy national park attracting tens of thousands of visitors a year.

For investors, the hotel sector offers many opportunities, with new hotels required and many state-owned hotels due to be privatised. International chains such as Crowne Plaza and Hyatt have already invested in Belarus.

To encourage this investment the Government is signalling it will grant land rights and construction permits to private operators. And since 2006, new hotels are exempt from profit tax for the first three years of operation.

Agritourism

A priority for Belarus is the development of 'agritourism', offering visitors the chance to live on traditional homesteads and learn about local culture and traditions while exploring the countryside.

Many of these farms are based around national parks and are increasingly popular with visitors keen to learn more about the traditional lifestyles of the region.

Some farms specialise in teaching visitors about particular aspects of farming – one homestead, for example, in the south west of the country has a museum devoted to bee-keeping. Almost all offer horse-riding, walks and bicycle tours of the local countryside.

The Belarusian government has done much to encourage agritourism, introducing national standards for farm management and knowledge of traditional culture, including cuisine, for participating farms. It has also arranged grants to help farmers develop a viable tourist offer and has a target of 1000 participating homesteads by 2010.

Recently it has been helped by the United Nations Development Programme which awarded grants to environmentally sustainable agritourism projects in the Belavezhskaya Puscha region, a UNESCO World Heritage Site.

Ecotourism in Belarus

With its fabulous natural beauty, primeval forests and marshlands, crystal-clear lakes and rivers, a great diversity of flora and fauna, Belarus is certainly a must-see for eco-tourists.

The first environmental protection laws were introduced in Belarus by the Statute of the Grand Duchy of Lithuania as early as the 16th century. Due to this, vast areas of land in today's Belarus remained intact. By the way, Belovezhskaya Pushcha, Europe's biggest forest, was declared a reserve by Grand Duke of Lithuania Jahajla over 600 years ago.

In the 21st century, nature remains one of Belarus' biggest assets. Eco-tourists are invited to visit the famous national parks and reserves, wildlife sanctuaries, natural monuments and simply picturesque places that are abundant all over the country. There are plenty of things that will make them stand and stare.

For example, Belarus is home to some of Europe's biggest and deepest lakes that were left by ancient glaciers. Belarusian bogs, many of which are absolutely unique, are by right considered the "lungs" of the continent...

The country's symbol – bison – is the heaviest and biggest land mammal in Europe. At present Belarus is ranked second in terms of the bison population. Since 1946 these stately animals have been protected by the state.

Ornithologists come to Belarus from all over the world to watch birds: one will be able to see thousands of different birds at a time in Pripyatsky National Park and Berezina Biosphere Reserve. Belarus is a stronghold of aquatic warbler where 60% of its world's population breeds.

White stork is one of the most popular and loved birds in Belarus, as this bird symbolizes happiness, well-being, health and revival. One can spend hours watching them flying in the sky, strolling in the field, taking care of the offspring in nestles...

Belarus is a great destination for outdoor lovers, with a plenty of opportunities to experience an adventure in nature. One can

go hiking, biking or horse riding along an eco-route, order a mini-tour on a steamboat or a boat, take part in an eco-safari watching wild animals in their natural habitat, or simply contemplate the surrounding natural beauty in silence.

Eco-tourists are invited to stay at one of many eco-farms all over Belarus. These farms are built from eco-friendly materials in remote locations and their residents are offered a variety of outdoor entertainments, eco-friendly and fresh farm produce.

National parks and reserves

There are four national parks and two reserves in Belarus:

- Belovezhskaya Pushcha National Park
- Braslav Lakes National Park
- Pripyatsky National Park
- Narochansky National Park
- Berezina Biosphere Reserve
- Polesie Radiation and Ecological Reserve

Excursions at the Belarusian national parks and the biosphere reserve are both a highly educational and entertaining experience.

For example, Narochansky National Park, famous for its amazing landscapes, offers diving and helicopter rides. Visitors to Pripyatsky National Park can go on a safari trip in the primeval "Belarusian Amazonia".

In Belovezhskaya Pushcha, tourists can look into the "wilderness" at sunrise or before sunset, or take a unique route "Pushcha's Robinsons". In the vicinity of Braslav they can admire the "necklace" of large and small glacial lakes.

In addition to major national parks and reserves there are more than a thousand protected areas in Belarus:

- 85 sanctuaries of the national importance and 248 of local significance;
- 306 natural monuments of the state level and 576 of regional level.

Therefore, there are a lot of interesting places for ecotourism enthusiasts to study and recreate. Among them, for example are:

- the biological reserve Sporovsky – Belarus' first Ramsar site (the home ground of the national scything championship);
- the landscape reserve Olmany Mires, Europe's largest one-piece forest and lowland complex that is included in the Ramsar List (in the autumn the reserve holds the cranberry festival);

- the biological reserve Zvanets, the largest lowland with mineral islands, home to 125 bird species (21 from the Red Book List of Endangered Species);
- the reserve Yelnia, one of the biggest arrays of ancient glacial lakes and bogs in Central and Western Europe (its tourism brand – the festival "Cranes and Cranberries of the Miory Region");
- the reserve Middle Pripyat (the flood bed of the famous Polesye river is often referred to as European Amazonia).

By the way, the international status of the Ramsar site has been awarded to 26 specially protected territories of Belarus: the reserves Olmany Mires, Sporovsky, Mid-Pripyat, Zvanets, Prostyr, Kotra, Osveiski, Yelnia, Vydritsa, Kozyansky, Vigonoshchanskoe, Morochno, Stary Zhaden, Duleby Islands-Zaozerye, Dnieper River Floodplain, Polesye Valley of River Bug, Servech, Vileity, Iput River Floodplain, Golubickaya Puscha, Podvelikiy Moh, Svislochsko-Berezinsky, Berezinsky Biosphere Reserve and the Pripyatsky National Park.

Eco-Trails and Safari Parks

In Belarus there are many interesting tourist eco-trails and routes stretching from 1 to 250km. Some of them can be covered on foot, others by bike, horse or car, or a motor boat, a rowing boat or a canoe.

In addition, there are also combined routes that combine different types of travel, but above all, they offer interesting attractions for tourists: unique natural areas and objects, monuments of history and architecture, museums and the ancestral estates of famous personalities.

Here are just some of the fascinating environmental trails of Belarus:

- Secrets of The Ubortskoe Polesye
- The nature and history of Gomel Oblast (175 km)
- Cherikov water excursion on the Ptich River (designed for three days)
- Forbidden Forest Track and an unusual ecological and mythological route In the Land of Myths in Berezinsky Biosphere Reserve
- Bison Nursery in the Pripyatsky National Park (4km long)
- Volozhin Presents (150km long)
- The tourist route around medicinal herbs garden in the Narochansky National Park
- Myths and Legends of the Land of Life-Giving Springs (250km long)

Belarus, a country of forests, swamps and rivers with abundant wildlife, is interesting for the fans of safari and photo-hunting. During one tour it is possible to see not only all the animals of the "Belarusian five" (bison, wild boar, elk, red deer and wolf) but many other representatives of the European fauna.

Entertaining safari tours are offered on the vast territories of the Belovezhskaya Pushcha and Pripyatsky national parks. Such tours will be available in every national park of Belarus in the future. The development of a safari park is underway in the Narochansky national park as part of the state program.

A safari park will also be set up in the Stankovo eco-tourism center (Dzerzhinsk District) near Minsk: the center will provide an opportunity to come face to face with animals and birds that live on the area exceeding 300 hectares.

An unusual safari park operates in Mogilev, where Belarus' only educational zoological garden is located. The area of 120 hectares with fields and forests, glacial canyons and ponds is home to about 200 species. An open train will take you on a journey around the park to see animals living in the area.

In 2015 Belarus' first spring water ecology center Golubaya Krinitza was set up in Mogilev Oblast.

Eco Festivals and Feasts

Eco festivals that have been recently gaining popularity in Belarus combine the beauty of the nature, rich historical heritage and original folk traditions. Among them are:

- **Cranes and Cranberries of the Miory Region eco festival**

Every September one of Europe's biggest highmoors, Yelnya in Miory District (Vitebsk Oblast), welcomes 5,000 to 7,000 grey cranes that fly to warm countries for winter. The highmoor itself is known for bountiful harvests of health-giving cranberry. Guests of the festival Cranes and Cranberries of the Miory Region have an opportunity to watch these wonderful birds and take pictures, learn a lot of interesting things about the nature and its inhabitants, taste unusual dishes with cranberries. The visit center of the wildlife reserve Yelnya offers tourists binocular glasses and telescopes, bikes, skis, cross-country vehicles, interactive stands and games. An ecological trail (1.5km) is developed on the highmoor. Snowshoe walking on the quagmire is already available.

- **Festival Myths in the Swamp in Berezinsky Biosphere Reserve**

Every year in November one of the most famous places in Belarus – Berezinsky Biosphere Reserve – plays host to a festival, which surprises visitors not only with the beauty and uniqueness of nearby nature but also with the mysterious atmosphere of Belarusian myths. The guests are welcomed by the swamp spirit Bolotnik, which is a symbol of the reserve, as well as other creatures and spirits – Tsmok, Pushchevik, Bagnik, Polevik, Arzhavennik, and mermaids... During the festival the guests are invited to go on day and night (!) sightseeing

tours, to attend exhibitions, master classes on traditional arts and crafts, folk festivals with mythological entertainment programs...

• **Festival of Sandpipers in Turov**

The biological reserve Turov Meadow (Zhitkovichi District) is a unique place in terms of the number and species of birds (including those from the endangered-species list) who nest and spend the migration season on the Pripyat. Sandpipers that gave the name to the festival and that have a bronze monument erected in their honor in Turov can be found in large quantities on the local islands.

• **Countryside tourism festival Zaborsky Fest**

This farm and ecotourism festival is a trademark of Rossony District, Vitebsk Oblast, where as statistics say there is one lake per 100 residents. The festival features presentations of ecotourism farms, flower and landscape design exhibitions, excursions to the reserve Krasny Bor, boat trips and whitewater rafting.

• **Festival of ethnic and cultural traditions Zov Polesia**

The festival is held once in two years in the agro-town of Lyaskovichi on the territory of the **Pripyatsky National Park**. The participants of the festival present the original culture of the Belarusian Polesye. Apart from concerts, the program of the festival includes fishing competitions, races on traditional Polesye boats, special expos, including in the Museum of Nature.

Tourism in Belarus

Tourism is an important sector of the national economy of Belarus.

Belarus has created all necessary conditions for the development of inbound tourism. Belarus is a state open to cooperation, including in tourism.

One of the popular types of tourism is agro-ecotourism which utilizes the capacity of rural regions, local historical and cultural heritage.

The development of cognitive, ecological and scientific tourism is closely connected with the formation of the tourism product in small towns and protected natural sites. This is possible through the implementation of state programs. They include the program for social and economic development and multiple use of the natural resources of the Pripyat Polesie for 2010-2015, the Naroch region development program for 2011-2015, the program for the development of the Belarusian part of the Augustow Canal for 2009-2011, the program for the development of a network of specially protected natural areas for 2008-2014, the Mstislavl and Mstislavl District development program for 2011-2016. The

implementation of international tourism projects such as Unknown Europe in Grodno Oblast, Euroregion Poozerye, Bella Dvina in Vitebsk Oblast and many more will allow for an efficient use of the country's historical and cultural heritage, its unique natural potential, ensure its protection, especially in small towns and rural regions.

In recreational and health tourism the focus will be made on the construction of modern spa and wellness centers, development of children's health centers similar to the Zubrenok national children's recreational center, guesthouses and holiday hotels for senior citizens and students in small towns and villages, development of recreational tours.

Development of transit and cross-border tourism will be continued as part of the programs on good neighborliness and twin-town relations with the regions of Russia and neighboring countries as well as the Union State tourism programs. More effort will be put into the development of international tourist routes including cross-border educational, sports, recreational, medical, environmental and agro-tours.

Sports tourism is closely associated with the development of necessary infrastructure in the regions with the use of water systems and natural resources, construction of sports facilities and ski centers, aquaparks, cultural and entertainment centers, ice arenas. Development of water tourism in the regions requires enhancement of the associated infrastructure along the rivers Dnieper, Dvina, Sozh, Pripyat, Berezina and their confluents, construction of quays, acquisition of sea vessels, extension of the tours to the country's historical, cultural and natural sites, tailor-made tours and specialized programs.

Pilgrimage tourism is associated with visits to religious shrines and spiritual development. Travel operators will invest more effort in the development of tours to the religious sites of the Republic of Belarus.

The ministry will focus on setting up the advanced tourism infrastructure, logistics, up-to-date tourist facilities in small towns, upgrading of the existing sanatoriums and wellness centers, development of road service and infrastructure of water systems and specially protected natural sites, hunting and fishing lodges, children's tourism and local lore studies. New projects include construction of helipads near the tourist hubs, development of beach zones and health paths.

Belarus is an interesting and multifaceted country that is ready to offer its guests not only a rich excursion program, rivers and lakes, high-quality treatment in sanatoria, but also enough active pastime, visiting forums, festivals, thematic exhibitions, competitions and rallies. Every year, in the republic, there are hundreds of events of different directions.

Music, theater, cinema and gastronomy festivals. Each year, the country receives thousands of participants and viewers of musical and theater festivals, folk

craft festivals and national cuisine, medieval culture. The world famous is International festival "Slavyanski Bazaar" in Vitebsk. «Viva Braslav» International Sports and Music Festival offers a huge number of excellent music, sports, and exiting feelings. theatergoers are attracted by festivals «TEART» and «Belaya Vezha», gourmet gastrofest «Motalskia Prysmaki».

Sports competitions of regional and global level. In Belarus, great attention is paid to sports and physical culture. In 2013, the Republic of Belarus successfully held the Cycling Track World Championship, in 2014 - the Ice Hockey World Championship, in 2015 - 49th biathlon championship among juniors and 14th among boys and girls, 31st European Championships in Rhythmic Gymnastics. In 2019, they extended the country a courtesy of holding the European Figure Skating Championships, the World Biathlon World Championships and the II European Games.

Ritual events. The uniqueness of Belarusian culture is that despite centuries of Christian domination, the Belarusians managed to preserve the ancient pagan ceremonies and rituals - Maslenitsa, Gukanne vesny, Zazhinki, Kupala, Dozhinki, Kolyady - all these pagan holidays continue to be celebrated today. In many museums, historical parks, farmsteads, there are colorful theatrical festivities, where visitors are invited not only to watch folk fun, but also to take part in them.

Religious holidays. Belarus - a tolerant state. On its territory, for many centuries, there four religions peacefully neighbor: Orthodoxy, Catholicism, Judaism and Islam. Annually, pilgrims and believers gather dozens of regional and international spiritual events in Belarus. So, thousands of pilgrims from Belarus, Ukraine, Lithuania and Poland walk to Budslav to worship the icon of the Mother of God of Budslav and take part in the procession. In June, Orthodox believers celebrate the Day of Remembrance of St. Euphrosyne of Polotsk, the patron saint of the Belarusian lands. Popular festivals of spiritual music are «Mighty God» and «Sing to our God, sing».

International fairs, conferences and forums. Every year, in Belarusian business places, there are exhibitions, conferences and business forums. The most famous among them are international exhibitions-fairs for the wholesaling of light and textile goods of Beltekslegprom, a specialized forum on telecommunications, information and banking technologies «TIBO», International Specialized Exhibition-Fair «Furniture» and others.

In general, tourism in the country will be promoted through the creation of the modern international tourist centers and complexes based on new technologies and also investment projects and international programs.

It should be noted that the national tourism policy is formulated in the context of the social development concept of the country and takes into account the

transfer of the national economy on a path of innovative development. Educational policy in the tourism sector should take into account modern requirements for quality tourism services and human resources.

Reaching destinations in Belarus

▪ **Transregional trains**

Ready to explore Belarus beyond Minsk? Bus terminal Tsentralnyi is conveniently located next to Minsk Passenger Railway Station. Walk towards the street running ahead – Babruiskaya, turn left – you will be passing Galileo Mall – and in 5 minutes you will find yourself right at the entrance.

You can buy the tickets online or at the train station. Ticket offices for domestic and international long-distance trains are located to the left from the main entrance. Tickets for suburban trains are sold in the area on the right from the main entrance. From Minsk, you can travel by train to every major city in Belarus. For instance, a journey to Vitebsk may cost you €4 – €8 for a place in a sleeper train, taking between 4 and 9 hours to reach the destination depending on the route. The trains running to Brest are priced between €5 and €11.

They will carry you from Minsk to Brest in between 4 and 9 hours depending on the route. For a train journey, make sure you get your tickets in advance, as you won't buy them on the train. You may or may not always meet a ticket inspector on the train.

If your roads cross, and you reveal the absence of a ticket, you will be fined and promptly showed to the exit. As the time of publication, the amount of fine for a ticketless train trip equals BYN 24,50 (~€10).

Premium service trains are completed with first-class double-bed cabins. More common are carriages with four-bed cabins, widely loved economic class sleepers, and seating coaches. I spent my childhood crossing the vast expanses of the motherland with the tea in a classic *podstakannik* – or tea glass holder – in my hand, the symbol of a romantic train journey.

▪ **Suburban trains**

Suburban trains leave from Minsk Pasażyrski Railway Station. You can buy the train ticket at the train station just before the train. Beware of the ticket inspector – you can still be fined on a suburban train, although the amount of fine will be smaller, BYN 12,25 (~€5).

There are plenty of places worth checking out in the vicinity of Minsk. Such as Zaslavskaye Reservoir, affectionately nicknamed Minskoe more (i.e. Minsk sea) by the vacation-loving Minskians. It's great for a swim in the summer, and for a thoughtful walk along the banks at other times of the year.

To go there you can hop on the train going in the direction of Maladzyechna, travel for 5 stops and get off at the stop “Minskoe more”. The ticket costs from BYN 0,62.

Vyazyinka in Maladzyechna Region is known as the birthplace of a famous Belarusian poet Yanka Kupala. There you can visit his museum and incidentally get the idea of a peasant household at the end of the 19th century. You will be

overtaken by a pastoral landscape with a pond and the river Vyazyinka. You will pay BYN 0,84 for the train ride in the direction of Maladzyechna or Gudagay.

- **Buses**

Bus terminal **Tsentralnyi** is built into Galileo Mall, which is in a five-minute walk from Minsk Pasażyrski Railway Station. After passing by the entrance to the shopping mall you will see a huge parking space to your right, filled with buses. Walk a bit further and there you'll see the entrance to the waiting area and ticket offices.

Normally you can get the ticket from the driver; it works well if you travel to a not too distant location within the Minsk region. Traveling to the cities farther away you may want to buy a ticket in advance, online or at the ticket office there.

Most bus routes within Belarus are operated by the state-owned Minsktrans, however public minibus taxis aka marshrutka are wildly popular. They are considered faster, more flexible than the buses, and have a convenient schedule that promptly reacts to public demand.

Many places of interest in Belarus stand away from the train tracks. Such as Berezina Biosphere Reserve near Domzharytsy. The top-notch nature reserve can be reached by a weekend bus to Vitebsk that leaves at 09:35 or a daily bus leaving at 16:00.

via GIPHY

There are more routes depending on your preferred day and time of the trip. Get off at Domzharytsy. You can easily spend there several days exploring multiple walking, cycling, kayaking, or horse riding routes.

Accommodation is available in the form of guest houses priced between BYN 32 (~€13) and BYN 300 (~€123), and a few hotel compounds where you can get a double from BYN 68 (~€28). A one-way bus ride will cost you around BYN 6 (~€3).

Visit Naroch. Depending on the desired day of a journey there are 7 bus routes in the direction of the village of Naroch, located on the banks of similarly-named Naroch lake. National Park Narachanski has a variety of walking and cycling routes.

Many routes are designed for seasoned hikers and may take between one and three days. There are plenty of accommodation options, from Soviet-style Naroch hotel 3* to guest houses in “Nanosy” tourist complex priced between BYN 480 (~€196) – BYN 985 (~€403). The one-way bus ticket will cost you from BYN 10 (~€4).

Driving around Belarus

Driving by car may greatly simplify your journey across the country. However, there are many small details to be considered.

Useful booking services

- Check the schedule, availability, and book your bus ticket using the website of Beltrans.com. Despite having a blunt design sending you back to 2000s, it is regularly updated and is a convenient tool in checking information on your bus ride.

Sadly there is only Russian version, so we encourage you to use translation plugins to get about.

- A relatively new service by an international travel holding TTN helps you book every sort of transport, and even book hotels. Use your translation plugin to navigate. Changing your country/language will send to your country's website that might lack some valuable options. For instance, in the English version, you can only book flights and hotels.
- The official train ticket service is recommended as a last resort when nothing else has worked and you are ready for sophisticated self-imposed torture. Luckily there is an English version and a video demonstration, but it won't help you.

Planning a one-day adventure

Let's face it: you know what you can check out in Gomel, Brest, Grodno; and you can't argue these 7 cosy Belarusian towns are an ideal weekend getaway. Still, there are more unique travel gems you can find in rural Belarus. So where will you go?

Visit **Smilavichy**, the birthplace of a famous expressionist Chaim Soutine. Located within 45 kilometers from Minsk, the town will offer you a full day of pleasant discoveries wandering along the trails of past. It has a local museum with fine reproductions of Soutine's artworks and a cosy cafe serving good coffee.

Not so far stands Monyushko-Vankovichy Palace from the 17th century. The town stands away from the train tracks and can be reached only by bus or marshrutka. See the schedules at Yandex Timetable service. You can buy the ticket online or directly from the driver. It will cost you BYN 2, less than €1.

Iwye is another great destination for a one-day trip. 130 kilometers of distance and less than 2 hours until the unofficial "Tatar capital" of Belarus. The biggest Tatar community grew around the oldest preserved wooden mosque in the country. Iwye has long been known as a town of "four confessions".

A marble-white sculpture of Jesus Christ with outstretched arms next to the Bernardine monastery looks like a miniature copy of Christ the Redeemer in Rio de Janeiro. You can get to Iwye only by bus. There are not as many buses going that way.

The most convenient way would be to plan your trip for Saturday and take 08:20 bus to Lida in Grodno region. You will arrive in Lida at 10:51. You can then hop on the bus Grodno – Smorgon leaving Lida at 11:15. After 50 more minutes on the road, you will finally reach Iwye.

Take the bus back to Lida at 16:55. Your bus from Lida to Minsk leaves at 18:20. Be careful as this bus is available from Feb 11 to Dec 6 except Feb 15, 16, 17. Check Lida and Iwye timetables [here](#). An average cost for the ticket Minsk – Lida is BYN 8 (~€3). The ticket Lida – Iwye will cost you about BYN 3 (~€1).

Halshany is a perfect destination for a reckless traveler. The village takes its name after the historical owners of these lands, the princely family Olshanski, and is infamous in connection with one of the most bloodcurdling legends of the 17th century.

During the construction of the monastery one of the walls kept collapsing and no one could explain the mystery, until, one day, someone suggested it needed a sacrifice. A young woman, a builder's wife, was entombed in the wall, which, reportedly, stopped crashing down.

There is no direct evidence whether it's true. You can see for yourself by visiting the famous cathedral with the adjoining monastery. Take the weekend bus from Tsentralnyi bus station at 07:40. By 11:10 you are in Halshany. The journey will cost you BYN 8 (~€3).

What can be better than going home after a journey, you ask? A trip to Belarus!

Task Express your opinion on the following topics:

- How does Belarus reflect the world tendencies in tourism industry;
- Analyse the level of infrastructure and transportation in Belarus;
- Identify perspective direction of the Belorussian tourism. Ecotourism and agrotourism. Sport and recreation.
- Advertise the most worth visiting tourist-attractive events in Belarus. The main place of interaction in Belarus.
- Reveal the main achievements and problems of Belorussian tourism.

Part 2. Tourism Industry

Тэма 11. Working in Tourism. Careers and Jobs

JOBS IN TOURISM AND HOSPITALITY INDUSTRIES.

Tourism and related industries such as hospitality, personal services and food services can provide many successful jobs for those who like these types of work. The benefits of working in tourism are many—for example, you will probably have the opportunity to meet new people, help others and make people happy when they are enjoying a special trip. If you enjoy supporting others in their travels, a job in tourism might be right for you. In this article, we discuss tourism jobs and provide a list of jobs in tourism to help you find the career you have been looking for.

Hospitality & tourism myths

You may have heard that a career in hospitality and tourism is like constantly being on holiday. You hang out in hotels, bars and restaurants all day, doing a bit of work here and there, or you jet off around the world and help other people have a good time whilst topping up your suntan. Alternatively, you may have heard that a job in hospitality and tourism is always a stopgap. It's just something you do in the holidays to earn a bit of extra cash.

Well, if that's what you think, then we're here to tell you that you're wrong. Many people pursue lifelong careers in hospitality and tourism. These careers can be exciting, challenging and varied; however, they also require a lot of hard work and dedication.

So before you make the decision to get into hospitality and tourism, you should firstly discover what it's really all about.

Hospitality & tourism realities

It's all about food, accommodation and drinks. It's all about tourists, travelling, attractions and customer service. Basically, hospitality and tourism is all about helping people enjoy themselves when they're out and about.

We encounter the people who work in hospitality and tourism all the time: when we go out for a drink, when we grab a bite to eat, or when we go on a luxurious round-the-world trip, staying in five-star hotels and flying business class (just for the record: we never do this, but you get the point!). Our social lives and free time just wouldn't be the same without the hard-working people who dedicate their careers to this sector.

The main thing to know about careers in hospitality and tourism is that it's never going to be your typical nine-to-five job. The people who work in this sector really take one for the team and work when other people are having fun. For instance, people who work in pubs and clubs tend to work mainly in the evenings, and people who work in tourism are especially busy when everyone is jetting off on their summer holidays.

Jobs in hospitality and tourism are all about providing friendly, efficient and attentive customer service. Consequently, excellent communication skills, patience and a friendly nature are essential for you to thrive in these industries. You really have to want to work in this sector to do it well. It's a lot more difficult to be friendly and helpful if you're not enjoying yourself.

Tourism jobs are occupations in the travel industry, from planning a trip to transportation and the services provided once you arrive. These careers often include customer service, logistics and entertainment roles, which can be highly enjoyable for those who enjoy interacting with people and helping them make the most of their time in a location.

These roles might be full-time and year-round, or they might be part time or even seasonal. Tourism jobs can also include management roles, which might involve more indirect support for travelers and a possibly more time spent in an office setting.

Hospitality & tourism options

Careers within hotels and accommodation can vary greatly depending on the kind of establishment you work in. For instance, if you work in a youth hostel, your working life will be very different to that of someone working in a five star resort. Depending on the size of the organisation and what services they provide, you will be able to explore many different career paths.

Every establishment requires managerial staff to oversee the general operations. Larger hotel chains are also likely to employ financial staff, marketing departments, human resources and administrative staff.

Careers in restaurants, catering and eateries are hugely dependent on the people doing the cooking, slicing and dicing. Chefs, sous chefs, cooks, and kitchen staff are much sought after individuals for their specialist skills. Eateries also require managerial staff to make the important decisions and to ensure that the front-of-house team is working efficiently.

Understandably, waiters, bar staff and sometimes professional sommeliers are also required. Larger restaurant chains also employ business managers and financial, human resources and marketing staff.

Careers in bars, pubs and clubs require staff to do the active bar work, but many managerial positions are also available around the UK. People in management positions are likely to be trained in 'licensed retailing' (employees with the responsibility of selling and authorising the sale of alcohol are required to hold a licence to do so). Larger chains are also likely to provide various options for careers in promotions and events organisation.

It seems like coffee houses, juice bars and other similar joints are springing up all over the place. Evidently, these establishments are big business and many job opportunities are starting to become available within these outfits, including baristas, juice operators and managerial positions.

Conferences and cultural events require hospitality staff to ensure they run smoothly, from customer service representatives to promotional teams and bar staff. Catering and hospitality staff are also especially important within public service institutions, such as hospitals, schools and universities.

The tourism industry incorporates many of the same careers as the hospitality industry. However, many other careers impact on people's tourist activity. People who work in travel agencies and tourist information centres provide valuable services, which facilitates people's holiday experiences.

Their specialist knowledge of certain areas is greatly important in helping people to make the most of their free time in new places. Admittedly, the internet and travel literature are becoming increasingly popular alternatives to dealing with people face-to-face in these kinds of establishments. However, if people want a slightly more personal touch when planning their adventures, these guys are there to help.

Similarly, tour operators, tour guides, holiday reps and staff who work at tourist attractions help people to make the most of their experiences. These kinds of roles are also especially important within slightly more extreme areas of tourism, such as adventure sport holidays, where people with specialist skills, and safety and technical knowledge are required.

Careers in passenger services are another important part of the tourism industry. Air cabin crews and customer service staff on trains, ferries, cruise ships and coaches are essential for helping people's trips be as comfortable and enjoyable as possible.

So careers in hospitality and tourism aren't all about catching the rays and having a good time while on the job, but they definitely aren't always your average nine-to-five office job either! If what you've read has caught your attention then travel towards the numerous career path links related to this sector and find out if hospitality and tourism could be the industry for you.

If you're looking for exciting career opportunities in this line of work, look no further. Here are the top careers in Tourism & Hospitality.

1) TRAVEL AGENT

Travel agents arrange trips and excursions for individuals and groups. They sell transportation, accommodations, tours and attraction admission to leisure and corporate clients. Some travel agents specialize in one type of vacation, like cruises, or one kind of destination. For example, one agent could have mostly clients who want to visit national parks and other outdoor destinations, and another could serve people who want to see historical sites and museums.

Travel Agents research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it's often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities.

If you're considering becoming a Travel Agent, you will need great organisational skills, attention to detail, and the ability to think on your feet. Find out more about a day in the life of a Travel Consultant [here](#).

2) HOTEL MANAGER

Hotel Managers oversee all aspects of running a hotel – from housekeeping and general maintenance to budget management and marketing of the hotel. If you're considering a career as a Hotel Manager, you will need excellent interpersonal skills, experience in the hospitality industry, and a number of years' experience in managing employees.

You will be responsible for the daily running of the hotel, including recruiting, training and supervising staff; managing budgets; planning maintenance

work; dealing with customers' complaints; overseeing reservations; promoting and marketing the hotel; and ensuring that the hotel complies with health and safety regulations.

3) SPA MANAGER

Spa Managers are responsible for the day-to-day running of health and/or beauty spas. They manage a spa's finances, employees, and services. Many of the tasks are business-related and can include recordkeeping, getting involved in promotional campaigns, maintaining stock inventories, and payroll management.

Spa Managers typically create weekly work schedules, oversee general spa maintenance, train new employees, and arrange staff workshops on new treatments. Often, experience in spa management is essential when applying for a position.

4) TOUR OPERATOR

A Tour Operator typically combines tour and travel components to create holiday packages. He or she will deal with various service providers, including bus operators, airlines and hoteliers.

Tour Operators prepare itineraries for various destinations and will often monitor trends in popular destinations in order to put together attractive holiday packages for clients. Tour Operators mainly deal with Travel Agents, while Travel Agents deal with the public. Tour Operators will often visit destinations to check whether they should include them in their packages. If you enjoy travelling, this might be the job for you.

5) EVENT & CONFERENCE ORGANISER

Organising any event or conference is time consuming, so an Event and Conference Organiser will help with the finer details of planning an event. The role is hands-on and often involves working as part of a bigger team. Event and Conference Organisers co-ordinate every detail of meetings and conferences, from the speakers and meeting locations to the printed materials and audio-visual equipment.

If you're interested in becoming an Event and Conference Organiser, you will need to be able to think on your feet, pay attention to detail, deal with clients and suppliers, and work under tight deadlines. You will also have to be willing to work long hours in order to ensure the success of an event.

6) TOUR GUIDE

Tour Guides work in the travel industry, and give guided tours to groups of visitors/tourists. Tour Guides must have expert knowledge of specific areas, including natural features, historic sites, museums, and other tourist destinations. Guides may give walking tours, bus tours, or even boat tours.

If you decide to become a Tour Guide, you will probably get most of your experience on the job. You will need excellent communication skills – and speaking more than one language will definitely benefit you.

7) EXECUTIVE CHEF

If you hear “Executive Chef”, you might think of the local celebrity chef Reuben Riffel, or the renowned UK-based chef Gordon Ramsay. The Executive Chef is in charge of a restaurant’s kitchen, and is responsible for managing the kitchen staff, planning the menu, sourcing the freshest ingredients, and making sure that food hygiene is maintained throughout the restaurant. An Executive Chef must be able to spot problems and resolve them quickly and efficiently.

If you’re passionate about cooking for a crowd and think you might have what it takes, this might be the perfect career for you.

8) SOMMELIER

In short, a Wine Sommelier is an expert in wines. A Wine Sommelier is passionate about wine. He or she is a highly trained and knowledgeable wine professional, specialising in all aspects of wine service. Five-star restaurants will often employ a Sommelier to develop their wine list and to help customers find a wine within their budget that suits their tastes and complements their food.

As a Sommelier, your day might not start until 14:00, when you review your inventory, meet with suppliers, and arrange to taste wines. Before the restaurant opens for dinner, you go over the wine list with your staff. Then you work the floor, seeing to customer’s needs. Your day might not end until 01:00 or 02:00 in the morning.

9) PR MANAGER

A PR Manager manages a brand’s reputation, and will plan, develop, and implement specific strategies to build and maintain the overall brand and reputation. Often, the PR Manger will also act as the company’s spokesperson. In the Tourism and Hospitality environment, a PR Manager might work for a hotel chain, a cruise company, or a game reserve.

The job will involve writing and syndicating positive press releases about the brand, arranging events at the hotel (including press conferences, exhibitions,

open days, and tours) and connecting with relevant influencers in the industry. PR Managers will also have to deal with potential crisis situations. If you're interested in becoming a PR Manager, you will have to have excellent communication and problem-solving skills.

10) **RESORT MANAGER** oversees the operations of resort facilities, including personnel, facilities and guest experiences. They often provide customer service in addition to their management responsibilities.

11) LEISURE ACTIVITY CO-ORDINATOR

Leisure Activity Co-ordinators usually work for resorts and hotel chains. They're the people on the ground who make sure that any planned activities run smoothly. They're also responsible for every aspect of the day-to-day management of a leisure centre, organising health and fitness programmes, promoting and marketing the business, and interacting with guests. To become a Leisure Activity Co-ordinator, you will need excellent interpersonal skills, as you will spend most of your time interacting with guests.

Task : Answers the questions.

1. Why is tourism labour-intensive?
2. What is a common feature of all jobs in tourism?
3. Why are language skills necessary in many jobs in tourism?
4. What is the range of language skills required in various jobs in tourism?
5. How can people working in tourism acquire the necessary experience? What are the most important aspects of different jobs?
6. Why do travel writers receive lavish treatment?
7. What is the range of activities of the tour operators?
8. What are the functions of official and semi-official tourist bureaus?
9. What does the job of consultants in tourism involve?
10. What is the difference between a tour guide and a conductor?
11. What does the sightseeing guide have to do in his job?
12. What qualities does the conductor need? Why?
13. What does the job of a social director involve? Why is this job important?
14. What kind of instructors are needed in tourism? Why?
15. What should the final result of any job in tourism be?

Task : Say what you've learned from the text about

- a. the wide range of jobs in tourism;
- b. the common features of all jobs in tourism;
- c. the ways to acquire necessary skills and experience in tourism;
- d. the travel agents and tour operators;
- e. the sightseeing guides and conductors;
- f. consulting firms and social directors;

g. the main aim of any job in tourism.

Vocabulary practice

Task: *Check up the words in the dictionary and match the qualities with these definitions.*

1. articulate 4) diplomatic 7) optimistic
2. numerate 5) considerate 8) dynamic
3. enthusiastic 6) computer-literate 9) accurate

10) energetic

- a. is able to use information technology;
- b. thinks of other people's feelings;
- c. is discreet and tactful in delicate situations;
- d. shows a lot of enthusiasm and energy;
- e. is good with figures;
- f. can speak fluently;
- g. is precise, pays attention to detail;
- h. feels confident about the future.

Make a list of qualities you think are most important for anybody working in tourism. Mark the qualities you think you have, make a list of your good points.

The difference between travel agent and tour operators

At times there can be confusion about the difference between tour operators and travel agents and what exactly makes them different or what roles they play in the planning of your vacation. The main difference is that a **tour operator** is responsible for operating and providing your vacation through the contracting, booking and packaging together of the various components of your tour such as your hotel, transportation, meals, guides, optional tours and sometimes flight. Many tour operators are considered land only operators and focus on the aspects of your package once you have arrived in your destination.

Travel Agents hold the role of selling and administering packages from various tour operators to their personal clients based on what they're looking for and what package suits each client best. While many tour operators focus on a select concentration of destinations most travel agents can specialize in a range of destinations and then they can help you narrow down a package for that specific destination or area you are looking to travel to based on your budget, preferred method of travel and interests. Travel agents will then work directly with the tour operator to perfect your requests and provide the tour operator with the information and payments they need.

With the increase of internet use in everyone's lives independently booking your tour package directly with tour operators is now more available than it had been in the past therefore requiring the use of an agent to know what operators were out there and available. Most tour operators these days do deal directly with clients and sell their own packages therefore removing the middle man, however many people still prefer to use their local or family travel agent they have relied on for years.

Travel agents typically begin by talking with customers about their travel needs, desires and preferences. Then they use vendor databases to research hotels, flights, trains, cruises, tours and excursion tickets for their customers. Once they have found travel options that meet the specified requirements, they calculate costs and discuss arrangements with customers. Travel agents often use sales skills to help customers make decisions about their travel plans.

After booking travel arrangements for clients, travel agents provide their customers with itineraries that include the details of their accommodations, transportation and excursions. They may also help clients plan for travel essentials like passports, visas and other documents. Because unexpected weather and personal emergencies can cause travel delays, cancelations or alterations, travel agents often modify reservations as necessary. They may handle last-minute changes and cancelations at a moment's notice.

Since travel agents often advise clients about destinations and excursions, they frequently travel to experience these elements firsthand. Travel agents may visit specific destinations, take newly offered tours or travel on certain cruise ships or airplanes as they research.

Differences in a Nutshell

1. Travel agents act on their own with prospective travelers while tour operators act as a middleman between the two.
2. Travel agents become part of packages provided by different agencies, while tour operators are the ones who compile the packages.
3. Travel agents are responsible for all the traveling arrangements at a place throughout the trip while a tour operator is in charge of managing everything from the start till the end.
4. Travel agent manages all the flights and local trips for the client while a tour operator manages all the thing such as bookings, reservations, sites to visit and etc.
5. Travel agents can be specific to a location while tour operators are not restricted to one country or area.
6. A tour operator makes more profit in percentage than a travel agent.
7. A travel agent makes more profit than a tour operator in the overall terms.
8. Becoming a travel agent is relatively easier since is focuses on one aspect while a tour operator requires more time to learn the trade.
9. A tour operator requires less initial investment. A travel agent needs more money to start their own business.

10.A tour operator provides diverse opportunities while a travel agent provides particular options.

Travel Agent, Retail And Wholesale

Education and Training: Some college (preferably a degree) and on-the-job training

Salary: Median—\$27,640 per year

Travel agents help their clients make travel plans. In addition to booking reservations, they assist customers in choosing their destination, transportation, and lodging and inform travelers of passport and visa requirements, rates of currency exchange, and import duties.

Wholesale travel agents are generally skilled agents who specialize in organizing tours and then selling them to retail travel agencies. (Retail travel agents, in turn, sell the tours to travelers.) Designing and developing a tour involves determining an itinerary, arranging for tour escorts, and making travel and accommodation reservations. Many tours also include optional side trips and activities that have to be planned carefully. Wholesale travel agents must have good marketing skills to interest retail travel agents in the tours they have developed.

Retail travel agents offer advice to the general public. They furnish travelers with timetables and travel literature, compute fare costs and make reservations, and sell tours developed by the wholesale travel organizations. In large travel agencies, agents may specialize in specific geographic areas; in smaller agencies, travel agents have a broader range of responsibilities.

Most travel agents work for companies that are directly involved in transporting people—travel agencies, airlines, cruise ships, and railroads. Other employers of travel agents include oil companies, automobile clubs, and travel charter clubs. Some travel positions are available on the staffs of federal, state, and city governments seeking to encourage and expand tourism. Travel agents in government jobs provide industry-related information but do not perform services such as booking reservations.

Education and Training Requirements

College-level training is becoming more important as job competition increases. Courses in liberal arts and knowledge of geography, world cultures, and foreign languages are useful. Business administration, accounting, and marketing courses are also helpful, as is travel experience. Computer training is necessary to track ticket prices, availability, travel dates, and routing information.

TOUR GUIDES

The person who accompanies a group of holiday makers on a packaged tour is variously known as tour guide, leader, manager, director or (US only) escort.

The tour leader may be an employee of the tour operator, a freelancer or (less usually) someone who is operating (i. e. designing, marketing and leading) his or her own tour.

Company employees are expected to project the company image. Officially the job of tour guide consists of representing the company, meeting and/or accompanying a group (usually on a coach), providing commentary, reconfirming accommodation and activity arrangements (which should have been put in place by the employing tour operator), helping with luggage, sorting out problems and generally creating an enjoyable atmosphere for the clients. This is quite a tall order, but first it is necessary to understand the range of possibilities in the world of tour leading and guiding.

The rewards are those which attract most people into the tourism business in the first place: the chance to travel, a desire to work with people and the chance to take responsibility. Many prominent members of tourist industry started out as guides or reps as their first step on the career ladder.

A travel agent sells this product and other services to the public, and provides a convenient location, such as a shop or office for the purchase of travel.

If you imagine how a car is made and sold, the tour operator is like the factory where the different pieces of the car are assembled. The travel agent is like the car showroom which sells the finished product. So a tour operator will have to do things like decide what tours and holidays to organize — it might be inclusive tours, or independent holidays. They'll probably investigate and research new markets to find out what people actually want. Then, when they're putting together a tour, they'll have to negotiate with the various airline companies and hotels and other principals, as we call them, in order to get good bulk purchase deals. They'll probably charter aircraft, and later on they'll need to recruit and train staff to be resort representatives, guides and so on.

When that's all sorted out and they've signed contracts with the principals, they'll be able to concentrate more on promotion — designing and printing a brochure, and planning an advertising campaign. Once the tours are being sold, the tour operator deals more directly with the agent in accepting bookings. They have to continue work with the principals — sending room list, flight manifests, and so on.

So a tour operator doesn't usually have so much direct contact with the customer.

The travel agent, on the other hand, is in direct contact with the customer, advising on resorts, carriers, and travel facilities in general, helping to plan itineraries for customers, arranging corporate travel. Then, when they're actually selling

holidays, inclusive tours, air tickets or whatever, they'll be involved in recording and confirming reservations, sending invoices to customers, and issuing tickets and vouchers. They're also involved in ancillary services like arranging car hire or selling insurance. And plenty of other things as well, from ordering stocks of brochures for rack display to making sure the windows are clean!

Task A resume (American English) or CV (British English) is usually requested by a prospective employer as a record of your qualifications and professional experience. CV stands for the Latin words curriculum vitae, meaning "the course of one's life". Using text and example below write a CV as if you are applying for a job in tourism

Writing a Travel Agent CV

A hospitality CV is a targeted CV detailing your experience and achievements that help you gain employment in the hospitality sector. The hospitality sector is diverse and includes hotels, eating and drinking establishments, conference and corporate facilities, spas, travel and tourism companies and events organisers. Jobs can include waitresses, receptionists, events planners, bar staff, travel operators, sales staff and many more.

Before you sit down to write your CV for a hospitality job application, it's important that you take the time to plan accordingly. When planning a CV, remember to keep the role and job description you are applying for in mind. Employers generally prefer to see CVs that are closely tailored to the role the applicant is interested in, as opposed to generalised CVs.

Because of this, aim to only note down the information that is relevant to the job role. Taking a look at some CV examples before you start to write clarifies and aids your writing process and makes writing a CV for a hospitality job quicker and easier. Ask a friend or family member who works in hospitality to see their CV.

As is the case with any CV, there are a number of things that need to be mentioned in a CV for hospitality management. These include:

- your education history from GCSE level upwards
- your work experience relevant to the hospitality industry
- any relevant volunteering experience
- any relevant training or awards received

SAMPLE OF THE CV

Personal Details:

Name: John Doe

Address: 123 Some Road, Some Town, Some City, Some Country

Email: john.doe@example.com

Phone: +3 (123) 456-7890

Summary:

John Doe is an experienced travel agent with extensive knowledge in the travel and hospitality industry. He has a proven track record of providing exceptional customer service to travelers from all parts of the world. His expertise in the field has earned him numerous certifications and awards. He is committed to offering the best possible travel experiences to his clients.

Work Experience:

- Travel Agent, ABC Travel Agency, Some Town, Some City, Some Country – October 2015 to Present
 - Handled customer inquiries, provided travel information and booked travel arrangements for clients
 - Provided advice on local attractions, hotels, restaurants, and other travel-related topics
 - Assisted customers in making changes to their travel plans and resolving customer complaints
 - Processed payments and maintained accurate records of client transactions
- Front Desk Manager, XYZ Hotel, Some City, Some Country – April 2013 to September 2015
 - Coordinated with front desk staff to ensure that guests received prompt and professional services
 - Monitored staff performance to ensure that all hotel policies were being followed
 - Resolved customer service issues in a timely and professional manner
 - Maintained accurate records of guest transactions and hotel occupancy rates

Education:

Bachelor of Science in Tourism and Hospitality Management, Some University, Some City, Some Country – 2009 to 2013

Skills:

- Excellent communication and customer service skills
- Strong organizational and time management abilities
- Proficient in Microsoft Office Suite and other software programs
- Ability to multi-task and problem solve in a fast-paced environment

Certifications:

- Certified Travel Agent, Some Certification Authority, Some City, Some Country – 2016

- Certified Customer Service Professional, Some Certification Authority, Some City, Some Country – 2015

Languages:

English (Fluent), Spanish (Intermediate), French (Basic)

CV tips for Travel Agent

Crafting an impeccable CV that kickstarts your career is a challenging endeavor. While adhering to fundamental writing principles is beneficial, seeking guidance customized for your unique job pursuit is equally prudent. As a newcomer to the professional realm, you require Travel Agent CV pointers.

We've curated top-notch advice from experienced Travel Agent individuals. Explore their insights to streamline your writing journey and enhance the likelihood of fashioning a CV that captivates potential employers' attention.

- Include relevant experiences and skills that are applicable to the job you are applying for.
- Highlight any achievements that you have achieved in your career.
- Include customer service, interpersonal, and communication skills.
- Mention your efficiency in using travel booking systems.
- List any qualifications or certifications related to the travel industry.

Travel Agent CV Summary Examples

A Travel Agent CV Summary or CV Objective is an important part of a CV, as it provides potential employers with a snapshot of a candidate's experience and skills related to the travel industry. It should be succinct, highlighting the most important and relevant information that shows the candidate is a great fit for the job. This type of summary or objective can help employers quickly narrow down a large pool of potential candidates and quickly identify the best fit for the position.

For Example:

- Highly experienced travel agent with extensive knowledge of the industry. Passionate about providing excellent customer service and helping clients plan their dream holidays.
- Extremely organized and reliable travel agent with strong communication and customer service skills. Experienced with a range of booking systems and creating travel itineraries.
- Detail-oriented travel agent with 5+ years of experience. Skilled in using a variety of booking systems to create travel packages tailored to client requirements.

- Motivated travel agent with a proven ability to exceed customer expectations. Skilled in developing creative solutions to make travel plans as cost-effective as possible.
- Dynamic travel agent with a passion for exploring new cultures and destinations. Skilled at creating unique itineraries and providing the highest standard of customer service.

Build a Strong Experience Section for Your Travel Agent CV

Building a strong experience section for a travel agent CV is important because it allows employers to quickly assess your qualifications and determine if you are a good fit for the role. It also serves to demonstrate how your past experiences and successes have prepared you for the role. Finally, a well-crafted experience section serves to draw the reader in and keep them interested in your CV. By highlighting your relevant experience, employers can easily see the value you could bring to their organization.

For Example:

- Developed and implemented successful marketing strategies to drive sales for multiple clients.
- Provided excellent customer service to clients in person, over the phone and via email.
- Organized and booked travel arrangements for corporate clients.
- Managed travel packages for clients within their budget.
- Created and updated travel itineraries and documents.
- Liaised with airlines, hotels and other travel services suppliers to ensure the best deals for customers.
- Planned and coordinated group trips for corporate and leisure clients.
- Developed and maintained relationships with clients to ensure repeat business.
- Researched and recommended new destinations and attractions for clients.
- Utilized various software systems to process client requests and bookings.

Travel Agent CV education example

Most travel agents have at least a high school diploma. Some employers may prefer agents to have a bachelor's degree, especially if they are working for a large travel organization. Courses in travel and tourism, geography, customer service, accounting, business administration, and computer reservation systems can be helpful. Travel agents also must have knowledge of various destinations, travel regulations, and foreign languages.

Here is an example of an experience listing suitable for a Travel Agent CV:

- BA in Tourism and Hospitality Management, University of Washington, Seattle, WA - 2014
- Travel Agent Certification, American Society of Travel Agents - 2019
- Certificate in International Travel and Tourism, International Air Transport Association - 2018
- Certificate in Cruise Line Operations, Cruise Line International Association - 2017
- Advanced Certificate in Online Travel Booking, Online Travel Agents Association - 2016

Travel Agent Skills for a CV

It is important to add skills to a Travel Agent CV because it helps to demonstrate the candidate's relevant qualifications and experience in the field. Skills can include knowledge of different travel destinations, familiarity with various booking systems, excellent customer service, fluency in multiple languages, and the ability to handle money and payments. Including these skills can help to show a potential employer that the candidate is the right fit for the job.

Soft Skills:

1. Communication
2. Organizational
3. Time Management
4. Interpersonal
5. Problem Solving
6. Negotiation
7. Adaptability
8. Leadership
9. Customer Service
10. Multitasking

Hard Skills:

Ticketing

1. Booking
2. Itinerary Planning
3. Destination Knowledge
4. Visa Processing
5. Customer Service
6. Organizational Skills
7. Currency Exchange
8. Data Entry
9. Multi-Lingual

Common Mistakes to Avoid When Writing a Travel Agent CV

In today's competitive job market, an average of 180 applications floods employers' inboxes for each vacant position. To streamline this influx of CVs, companies frequently employ automated applicant tracking systems that weed out less qualified candidates. If your CV manages to surpass these digital gatekeepers, it must still captivate the attention of the recruiter or hiring manager. Given the sheer volume of applications, a mere 5 seconds is typically allocated to each CV before a decision is reached. With this in mind, it's crucial to eliminate any extraneous information that might relegate your application to the discard pile. To ensure your CV shines, consult the list below for elements to avoid including in your job application.

- **Skipping the cover letter:** A well-crafted cover letter is an opportunity to showcase your suitability for the role and express your enthusiasm for it.
- **Excessive jargon:** CVs laden with technical terms can alienate hiring managers who lack specialized knowledge.
- **Neglecting vital details:** Incorporate your contact information, education, work history, and pertinent skills and experiences.
- **Relying on generic templates:** Tailoring your CV to the specific job exhibits your commitment to the position and company.
- **Errors in spelling and grammar:** Proofreading is essential to eliminate typos, spelling errors, and grammatical blunders.
- **Overemphasizing duties:** Highlight accomplishments to underline your candidacy's value.
- **Sharing personal information:** Steer clear of revealing personal details like age, marital status, or religious affiliations.

Key takeaways for a Travel Agent CV

- Highlight relevant experience in the travel and tourism industry
- Demonstrate excellent customer service and problem-solving skills
- Showcase a proficiency in relevant travel software and booking systems
- Emphasize a knowledge of travel regulations, destinations and services
- Include a record of successful sales or business development
- Display an understanding of the competitive market
- List any relevant qualifications or certifications
- Describe any languages spoken fluently

Тема 12. Business English in Tourism

ENGLISH FOR BUSINESS COMMUNICATION

Task 1. Discuss in pairs what are the peculiarities of using business English in the sphere of tourism business.

Task 2. Read the text. Tell us in what other situations it is preferable to use business English

Business English is actually a broad term that covers a variety of language used in workplace communication. There are many types of business English. For instance, the business English that you use during a presentation will be very different from the small talk you engage in at a networking event. This means you have to do your research to prepare for formal situations that require business English. For presentations, you have to be ready to use the right words and get your point across, without stumbling or forgetting. In networking situations, however, your main aim is to create a pleasant and memorable impression. For this, you may want to think more about your body language and have an “elevator pitch” ready. Both of these types of business English are “formal,” but the level of formality differs.

Further, even the region of the world matters when it comes to business English. You may have to adjust your accent and vocabulary according to your situation. For example, American business English differs from British business English. So if you have recently relocated to the US, you will want to focus on learning American business phrases as well as mastering American pronunciation. You’ll also need to learn vocabulary relevant to your field, such as English for logistics or business administration terminology.

Business English is a type of English used in a professional context. It typically has a more formal tone than other types of English. There are four main characteristics of business English: Precision – refers to using language that is specific and accurate. Brevity – means using as few words as possible to communicate a message. Formality – means using language that is respectful and polite. Clarity – refers to using language that is easy to understand. Business English is important for those who want to communicate effectively in a professional setting. by using the right type of language for the situation, you can ensure that your message gets across clearly and concisely.

What are the functions of business English?

Many businesses use this style of English to write their internal policy documents, financial reports, and other important documents that explain how the business operates. In business operations, clear, consistent communication can be vital for setting a standard of production and behaviour or for detailing specific company policies.

Many businesses use business English when they communicate with other companies or their clients. The style can show both professionalism and a certain level of respect for the reader, showcasing the company's understanding of diplomacy.

Business English is a form of English used in the workplace. It is characterized by its use of specific vocabulary and grammar related to business, such as terms for marketing, finance, and human resources. Business English is also typically more formal than other types of English.

It is important for non-native speakers of English to learn the features of business in order to be able to communicate effectively in a professional setting. Learning business relationships can also help to improve job prospects and career advancement. There are many resources available for learning this language to climb the corporate ladder, including online courses, textbooks, and native-speaker tutoring.

The most important characteristic of exchanges in the context of business meetings, telephone calls, and discussions is a sense of purpose. Language is used to achieve an end, and its successful use is seen in terms of a successful outcome to the business transaction or event. Users of Business English need to speak English primarily so that they can achieve more in their jobs. Business is competitive: competition exists between companies and also within companies, between employees striving to better their careers. It follows that performance objectives take priority over educational objectives or language learning for its own sake. For example, a German company in Seoul may have a long-term objective to establish good trading relations, and their representative's use of English is geared to that end. A French telecommunications project manager in India needs to know English to communicate with his technical teams on the site, who are all Indian. A Swedish pharmaceutical product manager needs to give clear presentations of recent product development to subsidiaries in Europe and the Far East. In each of these examples, the use of language has an implied element of risk: mistakes and misunderstandings could cost the company dearly.^[1]

Much of the language needed by businesspeople (apart from social language) will be transactional: getting what you want and persuading others to agree with the course of action you propose. The language will frequently be objective rather than subjective and personal. For example, in discussions and meetings, it will be more appropriate to evaluate facts from an objective standpoint ('This is a positive point', 'On the other hand the disadvantage is ...') rather than expressing personal feelings and opinions.¹

What are the benefits of business English?

There are many characteristics in the business field that can benefit both native and non-native speakers:

- For one, business messages are generally more formal than other types of English. This can be helpful in creating a more professional image for both individuals and businesses.
- Additionally, everyday conversation in the business context often uses specific

vocabulary related to topics such as finance, marketing, and management. This specialized vocabulary can help to improve understanding and communication in those fields.

– Finally, business English typically employs a clear and concise style of writing. This can save time and improve efficiency in the workplace.

Task 3 Examine the distinctive characteristics of the use of English in business communication. Discuss in pairs what are the communicative features of business English? What is the difference between using business English in oral communication and written communication with partners and clients?

Task 4 Based on the text you have read, make a 2-column table listing the key points about the importance of using grammar and language skills correctly in business communication. What ways of increasing vocabulary for business communication are suggested in the text of the article?

Characteristics of Business English

Business English has many of the same rules as universal English, with some specific differences. To understand this style of English, consider core rules:

1. Social aspects.

There are many characteristics of business English that set it apart from other types of English. These different aspects have a significant impact on how business people interact with each other and socialize:

- For one, business English is usually more formal. This means that contractions, slang, and colloquialisms are generally avoided.
- Additionally, business English often makes use of specific jargon and technical terms. As a result, those who are not familiar with this type of language can often find it difficult to understand.
- Another key characteristic of business English is its focus on brevity. This is due to the fact that time is often of the essence in the business world. As such, sentences are typically shorter and to the point.
- Furthermore, business email etiquette often dictates that messages should be kept concise.
- Lastly, business people tend to be more direct than other types of English speakers. This is because there is often little room for ambiguity in the world of business.

All in all, these social characteristics make business jargon a unique and challenging type of language.

2. Clear communication.

This form of English is characterized by clear and concise communication. The goal is to promote efficient and effective communication between businesses and their clients. This can be achieved through the use of simple, direct language.

Formal documents rely heavily on the clarity of their message and their ability to translate that message to different readers. When you're writing in this style, focus on clear, consistent verbiage, nouns, and sentence structure. Say what you mean in as few words as possible and avoid hidden meanings, metaphors, or any other suggestive elements that might leave more room for interpretation. Write the document so that a reader understands exactly what you're trying to say and can almost repeat the message verbatim if necessary.

In addition, Business English strives to be free of ambiguity and jargon. To this end, it often makes use of standard grammar and vocabulary. As a result, Business English can be an excellent way to communicate with clients from all over the world.

3. It is the business language that is used internationally.

Business English is used internationally, and as such, it is important for those who are doing business with people from other countries to be familiar with it.

There are many international resources available for those who want to learn English, including books, online courses, and immersive programs. By learning this form of English, you will be able to communicate more effectively with clients and colleagues from around the world.

4. It is generally short and specific.

These English skills are generally characterized by being short and specific. This is in contrast to other forms of English, which may be more lengthy and flowery. The purpose of Business English is to get your point across quickly and efficiently, without wasting time or beating around the bush.

That's not to say that it can't be expressive – it can be, but in a concise way. This makes it ideal for email, report writing, and other professional communications. So if you need to communicate clearly and effectively in a business setting, then Business English is the way to go.

5. There is a specific “jargon” you must know.

In order to be successful in the business world, you need to be able to communicate effectively in a business environment. This means understanding and

using the specialized vocabulary and jargon of the business world. Business communication for success often includes words or phrases that are specific to a particular industry or field. For example:

- If you work in banking, you will need to know terms such as “liquid assets” and “interest rates.”
- If you work in marketing, you will need to know terms such as “branding” and “target audience.”

Knowing the right Business jargon terms can give you a leg up in your career. It shows that you are knowledgeable and professional and that you can communicate effectively with clients and colleagues. So if you want to succeed in business, start learning the jargon!

6. It differs from “regular” English in many ways.

Business language is a type of English used for commercial purposes. It usually refers to the varieties of English used in international business, such as that used in contracts, marketing materials, and business correspondence.

However, it can also refer to the English used in specific workplaces, such as the aviation industry or the financial sector. For example, business writing is often more formal and concise than other types of writing, and it often uses specialized vocabulary from fields such as accounting or human resources. Similarly, spoken Business English often includes more technical terms and abbreviations than standard English.

7. The goal is to communicate and express yourself in a professional and diplomatic manner.

Business terminology is used in a wide variety of settings, including business meetings, presentations, and email correspondence. Its goal is to communicate information clearly and effectively while maintaining a professional and diplomatic tone. To achieve this goal, business people typically avoid everyday slang or jargon and use concise, well-structured sentences.

By adopting these characteristics, you can ensure that your business English communicates your message clearly and effectively.

You must speak in a professional, diplomatic manner.

No matter what version of business English you are using, it is important to remember that you are trying to build professional relationships with the people you speak to. There are three things to keep in mind here.

First, you should not be too casual. You may find yourself slipping into colloquial (everyday) English occasionally, especially if you are comfortable with the people you're talking to, but you have to control it in a business setting.

You *can* be friendly, but slang, expletives (swear words) and colloquial lingo aren't permitted in an "official" setting. For instance, we may greet a close friend with a "Hey! Wassup?" But with a co-worker, we are usually better off saying, "Hello. How are you?"

Second, business English requires you to maintain a professional front. You must always be polite, considerate and respectful to everyone you speak with.

If you meet an industry professional, for example, your polite manners will help you stand out in a good way. During a job interview, being respectful will show that you deserve to get hired. During office disagreements, you will benefit from remaining diplomatic and mature.

Lastly, you want to avoid coming across as blunt or tactless. For instance, if you are giving feedback to a colleague, you can't just blurt out every thought that comes into your head.

In this situation, you can use the "Sandwich Rule," particularly if the feedback you're giving is negative. Start off by saying something positive, then point out the "negative" aspect and how it can be improved, then finish off with another positive point.

Maintaining a diplomatic manner while using business English will show others that you not only understand the language, but are aware of the professional culture, too.

8. Simple, yet effective, grammar.

Business English is a form of English used in the workplace. It is characterized by a more formal tone, a specific vocabulary, and sometimes special grammar rules. Although it may seem daunting at first, it is actually quite simple and straightforward. By understanding its key characteristics, you can start using it with confidence in no time.

When you speak to people, you do not usually think carefully of the words that you are going to say to them, you just say the words as ideas come into your head. However, when you write to someone, you will probably agree that you usually spend more time thinking about the words that you are going to write on the paper. This is because you want to make sure that the person who is reading your written communication will understand it. When you are speaking to someone, you can have instant feedback from that person which tells you if he or she has understood your message. If a writer does not make his message clear the first time, the person reading the message cannot ask the writer immediately what he or she means.

It is very important to choose exactly the right words for every written message you send. Even for English-speaking people, the same message can be interpreted differently by different readers. This tells you that you can never be absolutely certain that your message is going to be interpreted the way you want it to be.

But the good news is that you can very much increase your chances of your written message being understood by using the right words and writing techniques. In this chapter, you will learn to use common English words to the best effect. You will also learn not to use words that will not benefit your written communications.

Correct grammar and punctuation are top priorities in business English because you're typically writing official documents. Punctuation and grammar not only help the document read well, but also showcase your level of professionalism and writing skills. During the proofreading and writing processes, make grammar and good punctuation top priorities and focus on creating strong sentences with good punctuation. Depending on the specific style requirements of your company, you might adhere to different grammatical, structural, or even punctuation rules. For example, the Oxford comma isn't common in U.S. business English in Associated Press (AP) style.

Vocabulary and grammar are two of your most basic and most important tools. It is absolutely essential that your grammar in English is perfect if you want to communicate in English effectively. You should understand how each tense is structured, and how and when it should be used. You need to know how to (1) make affirmative statements, (2) make negative statements, (3) ask questions, and negative questions, and (4) form the question-tag question, both positive and negative, with all tenses. For example, here is the simple present tense, showing all four forms. However, isolated sentences do not often give the full idea of how to use the verb. Only a good grammar book and lots of practice will do that! You need to be able to use these four forms with all tenses in English.

While business English does focus on simplicity, that doesn't mean you neglect vocabulary. Strong vocabulary can increase the effectiveness and readability of your message. A large vocabulary will help you to find the exact word you want to express your ideas. Vocabulary, like grammar, is an extremely important tool. The more words you have, the easier it will be for you to express exactly what you want.

However, there is no need for you to learn an English dictionary by heart! In fact, it is completely useless to try to learn isolated, individual words. Words must be learned through reading, and it is best if you can learn words which are found in reading which interests you, as research has found that such words are more easily learned. A good start would be for you to buy an English-language newspaper

every week. Find an article which interests you, preferably in the business section, not too long at first. Read it through once, and then again, this time noting any words unknown or little-known to you, and any tenses of any verbs which you are not 100% familiar with. Highlight these with a marker on the second reading. Next, read the article a third time, this time looking up the unknown words in a dictionary. Read them again in the context of the article, noting in your head the sentence in which they appear, and how they are used. Try to memorize it — looking at and thinking about the sentence containing the word will help you to learn it.

Focus on strong words that fit the context of your message. You can use strong adjectives, nouns, and verbs in your writing as long as they match the tone of the rest of your document. If you think a word you're using is too complex, it might be a good idea to use a thesaurus or other tool to find a similar word or simplify the sentence so that you don't need that word or phrase.

9. The spoken and written language aren't the same.

While the English language is relatively uniform across different regions and dialects, there are some notable differences between spoken and written English:

For one, spoken English is generally more informal than written English, with greater use of contractions and colloquialisms.

In addition, spoken English tends to be shorter and simpler than written English, with less use of long or complex words and sentences. This is due in part to the fact that spoken language is processed by the brain differently than written language, making it more difficult to comprehend long or complicated constructs.

As a result, it is important to consider the audience when choosing whether to communicate in spoken or written English. In general, spoken English is more appropriate for casual conversation, while written English is more suited for formal communication.

Task 5 Read the text. Make a comparative table about the distinctive features of Business English compared to ordinary English.

Task 6 List the main business communication skills in English

Business English vs. Regular English: What Is the Difference?

If you're planning on doing business in an English-speaking country, it's important to familiarize yourself with the key features. While there are many

similarities between regular English and business English, there are also some important differences:

- Business English is generally more formal than regular English.
- You should use a polite and professional tone when communicating with clients or customers.
- Business English often uses more specific and technical language than regular English. For example, instead of saying “I don’t understand,” you might say “I’m not sure I follow.”
- Remember that precision is key in business communication. Be clear and concise in your writing, and make sure that your meaning is easily understood.

By following these tips, you can make sure that you’re communicating effectively in any business setting.

What actually is “Business English”?

Business English is a term used to describe the form of English that is used in professional settings. While the rules of grammar and vocabulary still apply, there are some characteristics that set it apart from other types of English. The language is often more formal and concise. This is because, in a professional context, time is often of the essence.

Business Communication for Success

Business professionals often rely on jargon and technical terms. This can be helpful for conveying complex ideas quickly and efficiently, but it can also be confusing for those who are not familiar with the specific industry.

Business organizations are constantly evolving to keep up with the latest trends and technologies. As such, it is important for those who use it to stay up-to-date on the latest changes.

In sum, Business communication is a distinct form of language that has its own rules and conventions. While it may take some time to learn, it can be an invaluable tool for anyone who wants to succeed in a professional setting.

What should English learners focus on to develop strong business communication skills:

Be Professional.

The characteristics of successful businesspeople are typically things like hard work, dedication, excellent communication skills, and the ability to network

effectively. In order to be successful in the business world, it's important to be able to demonstrate these characteristics.

Never speak or write about politics or religion during business communications.

In the business world, effective communication is essential. Whether you are communicating with clients, customers, or colleagues, it is important to use language that is clear and concise. It is important to be aware of the audience you are communicating with. A consideration when communicating in the business world is to avoid controversial topics such as politics or religion. These subjects can quickly lead to misunderstandings and can damage relationships.

It is always best to stick to safe topics such as the weather or popular culture when engaging in small talk with business associates. By following these simple guidelines, you can ensure that your business communications are clear and professional.

Use of words and basic grammar structure.

In order to communicate effectively in the business world, it is important to use language that is clear and concise. This can be achieved by using words that are commonly understood and avoiding jargon.

In addition, it is important to use basic grammar correctly. This includes using proper verb tense, subject-verb agreement, and pronoun usage.

By communicating in a clear and professional manner, you will be able to convey your message and build relationships with clients and colleagues.

Importance Of Business Writing.

Business writing is a critical skill for professionals in a wide range of industries. Whether you're drafting a proposal, preparing a report, or emailing a client, your ability to communicate clearly and effectively can make or break your success.

Develop skills and techniques for business correspondence.

While the specific words and phrases you use may be the same, the spoken and written versions of business English each require their own set of skills.

For instance, writing a winning cover letter is an art in itself. You'll need certain knowledge for writing emails and different knowledge for writing memorandums, papers or even finalizing a resume.

Business writing requires you to learn to **critically read and analyze the writing of others**. Of course, you'll also need to learn how to **express your own thoughts professionally** in writing, too.

There are several characteristics of business English that you should be aware of when corresponding. Formal language is usually required, as well as clear and concise sentence structure. It is also important to use an objective tone, rather than a personal or emotional one.

Additionally, business correspondence often requires the use of specific terminology, so it is important to familiarize yourself with industry-specific jargon. By developing these skills and techniques, you will be able to communicate effectively in a business setting.

Try studying sample cover letters and articles. Memorize the format and pay attention to how paragraphs are structured and which words are used often in the text. When you are practicing your business writing, imitate the common style of the type of document you're working on.

However, just because you can write beautiful cover letters doesn't mean you're a master presenter. You'll also want to focus on improving your business English speaking skills.

And again, the ability to speak efficiently during a conference call is different than the ability to successfully lead a group meeting. Figure out which speaking skills you need most, then watch and learn from others doing the same thing.

In general, though, to speak business English well, you need to develop confidence. Try practicing in front of a mirror, or get a study partner to practice your English speaking with.

As a student of business English, you will eventually need to learn and master both the written and spoken forms of the language.

For now, focus specifically on the skills you need most. Once you are more confident with those, you can move on to other tasks. In time, you'll find that you can use business English to speak fluently and write efficiently with equal ease.

Understand Verbal And Non-Verbal Communication Techniques and the importance of understanding different cultures.

Businesses today operate in a global marketplace, and effective communication is essential to success. Verbal and non-verbal communication techniques vary from culture to culture, and it is important to be aware of these differences in order to avoid misunderstanding. For example:

- Characteristics of business English include formal language, an emphasis on task-oriented communication, and directness.

- In contrast, many Asian cultures place a greater emphasis on relationship-building and may use more indirect language.

By understanding the different communication styles of various cultures, businesses can build strong relationships with partners and customers around the world.

What are business English communication skills?

Business English is a specialized form of English that is used in a professional context. Communication skills are essential in any business context, and those who are able to communicate effectively in business presentations will have a significant advantage. There are a number of different skills that fall under the umbrella of business client communication, including:

- Writing business emails
- Making presentations
- Taking part in conference calls
- Networking

Mastering these skills can help you to progress in your career and build successful professional relationships.

BASIC SKILLS AND TECHNIQUES FOR BUSINESS CORRESPONDENCE

Beginning the Letter

1. Know the format.

Whatever the content of your letter, there are a few business standards to follow regarding the way it looks. Business letters should be typed and composed in a common font such as Arial or Times New Roman. Employ block paragraphing - i.e., to start a new paragraph, hit "return" twice and don't use an indent.

- a). If you're printing the letter to send, consider printing the letter on company letterhead. This lends it a more professional air and provides your company's logo and contact information.
- b.) An emailed business letter should also be composed in a common font. Don't use script or colors other than black and white in a business email

2. Include information about your company.

List your company name and the company address, with each part of the address written on a different line. If you're self-employed or an independent contractor, add your name either in place of the company name or above it.

- a) If your company has pre-designed letterhead, you can use this instead of typing out your company and address.
- b) If you're typing out the address, it should appear either right or left justified at the top of the page, depending on you and your company's preference

3. Include the date.

Writing out the full date is the most professional choice. For example, write either "April 1, 2012" or "1 April 2012." This should appear left justified a few lines below the sender's address.

4. Add the recipient's information.

Write out the recipient's full name, title (if applicable), company name, and address in that order, with each piece of information on a separate line. If necessary, include a reference number. The recipient's information should be left justified a few lines below the date.

5. Choose a salutation.

The salutation is an important indicator of respect, and which one you use will depend on whether you know the person to whom you're writing, how well you know them and the level of formality in your relationship. Consider the following options:

- a) Employ "To Whom It May Concern" only if you don't know whom, specifically, you're addressing.
- b) If you do not know the recipient well, "Dear Sir/Madam" is a safe choice.
- c) You may also use the recipient's title and last name, e.g. "Dear Dr. Smith."
- d) If you know the recipient well and enjoy an informal relationship with him or her, you may consider a first-name address, e.g. "Dear Susan."
- e) If you are unsure of the recipient's gender, simply type the whole name, e.g. "Dear Kris Smith."
- f) Don't forget a comma after a salutation or a colon after "To Whom It May Concern."

Composing the Body

1. Strike the right tone.

Time is money, as the saying goes, and most businesspeople hate to waste time. The tone of your letter, therefore, should be brief and professional. Make your letter a quick read by diving straight into the matter and keeping your comments brief in the first paragraph. For instance, you can always start with "I am writing you regarding..." and go from there. Don't concern yourself with flowery transitions, big words, or lengthy, meandering sentences - your intent should be to

communicate what needs to be said as quickly and cleanly as possible. To tighten your copy, avoid passive verbs and try not to editorialize.

2. Write clearly and concisely.

Let your reader know exactly what you are trying to say. Your reader will only respond quickly if your meaning is crystal clear. In particular, if there is some result or action you want taken because of your letter, state what it is. Explain your position in as few words as possible.

3. Be conversational when appropriate.

Letters are written by people to people. Avoid form letters if possible - you cannot build a relationship with canned impersonal letters. However, stay away from colloquial language or slang such as "you know," "I mean" or "wanna". Keep the tone businesslike, but be friendly and helpful.

a).If you know the recipient well, it's fine to include a friendly line sending good wishes.

b).Use your judgement when determining how much personality to reveal. Sometimes adding a little humor is actually helpful in a business setting, but err on the side of caution before making a joke.

c).Most likely the purpose of your letter is to persuade your reader to do something: change their mind, correct a problem, send money or take action. Make your case.

4. Be courteous.

Even if you are writing with a complaint or concern, you can be courteous. Consider the recipient's position and offer to do whatever you can, within reason, to be accommodating and helpful.

5. Wrap it up.

In the last paragraph, summarize your points and clearly outline either your planned course of action or what you expect from the recipient. Note that the recipient may contact you with questions or concerns, and say thank you for his or her attention to the letter/matter at hand.

Closing the letter

1. Choose a closing.

The closing, like the salutation, is an indicator of respect and formality. "Yours sincerely" or "Sincerely" is generally a safe bet; also consider "Cordially," "Respectfully," "Regards" and "Yours Truly." Slightly less formal but still professional closings include "All the best," "Best wishes," "Warm regards," and "Thank you." Use a comma after your closing.

2. Sign the letter.

Leave about four lines empty for your signature. Sign the letter after you've printed it, or, if you're sending it via email, scan an image of your signature and affix it to this part of the letter. Blue or black ink is preferred.

3. Include your typed name and contact information.

Beneath your signature, type your name, phone number, email address and any other applicable means of contact. Give each piece of information its own line.

4. If necessary, include Enclosures.

If you've enclosed additional documents for the recipients review, note this a few lines beneath your contact info by noting the number and type of documents, e.g. "Enclosures (2): resume, brochure."

Task 7 Study sample business letters in English. Try to compose your own business letters about your proposals for tourist summer programmes to partner companies, about the need to change (adjust) the price of tourist group excursion services and a letter of response to a tourist complaint.

Sample 1

Arrington Symphony

12 Main Street, Arrington, Tennessee, 37014

Tel: (615) 395-8765

November 4th, 20--

Alicia Hathoway

14 Sparks Rd

Arrington, Tennessee, 37014

Dear Ms. Hathoway:

Forthcoming Price Change

Season tickets for this year's symphony are going on sale next month and we wanted you to be among the first to know.

As you probably know, rental prices have skyrocketed throughout Tennessee this year. Due to our increase in rent at the Arrington Forum, we are finding it necessary to raise the price of our season tickets from \$228 to \$275. Single viewing tickets will also be subject to a price increase.

We hope that you will consider purchasing season tickets for next year despite this change. The Arrington Symphony has been together for 23 years, and relies on season-ticket holders to fill 25% of the seating at each event. Without your support

the Arrington Symphony could be forced into retirement before its 25th anniversary.

To purchase tickets for the 20-- season, please visit our website at www.arringtonsymphony.us, or call the ticket agent representative at (615) 395-8750.

We look forward to having you in our audience again next year.

Yours truly,

Colin Fairchild

Colin Fairchild
Promotional Director

Sample 2

Lingua Services Galactic Ltd
69 Milk Street, LONDON SW7 6AW
Tel: +44 20 123 4567
Fax: +44 20 765 4321
Email: jb@linguaservices.ga

6 November 20--

Ms Andrea Philips
Dreamtime Movies Ltd
54 Oxford Road
Skagnes
SK3 4RG

Dear Ms Philips

Translation Services & Fees

Thank you for your letter of 4 November enquiring about our translation services.

Lingua Services Galactic offer a full range of translation services to help you in the development of sales literature and websites. I have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.

I look forward to calling you in a few days.

Yours sincerely

James Brown

James T Brown
Sales Manager

Sample 3

Dreamtime Movies Ltd
54 Oxford Road, Skagnes SK3 4RG
Tel: 0223 123 4567
Email: info@dtmovies.co.uk

4 November 20--

Lingua Services Galactic Ltd
69 Milk Street
LONDON SW7 6AW

Dear Sirs

Translation Brochure

I should be grateful if you would send us your brochure and price list about your translation services.

We are currently developing our sales literature and websites and are interested in translating these into five languages apart from English.

I look forward to hearing from you.

Yours faithfully

Andrea Philips

Andrea Philips
Marketing Manager

Sample 4

Howard Brothers
123 Main Street, San Francisco, CA 94122
Home : 415-555-0000 Cell: 415-555-0000
email@example.com

Dear Mr. and Mrs. Sumners,

I'm the General Manager here at The Gimmel Resort & Spa. It has been brought to my attention that your recent visit with us was not up to par. As you may know providing the highest level of hospitality is our number one priority and hearing we have fallen below that standard is something we like to address immediately.

I can imagine that our inability to accommodate you with the two bedroom suite you booked started your stay with us on the wrong foot. But I hope you and your family did understand that we had a water pipe break in that section of the building and was unable to put anyone there while the repairs were done which unfortunately took longer than we anticipated. That meant closing that portion of the building for 24 hours.

I hope you can forgive this inconvenience and not let it stop you from staying with us in the future. In fact I would like to offer you and your family a free night on your next stay at Gimmel.

Sincerely,

Howard Brothers

Тэма 13. Tour Operators

TEXT A

The best things about travelling in a tour group

1. Someone to show you the way

When you're travelling solo, you're the one who's responsible for finding accommodation, getting there, finding food and drink and making sure you get the best from your destination.

On tour, your guide will tell you where you're going each morning, probably take you there, and a good one will be able to give you facts about everything you see along the way too.

This is definitely one of the best things about travelling in a tour group. When you travel by yourself, in a country where you don't speak the language, there's no one to ask the deluge of questions you might have. On a tour, no matter how silly your enquiry, your tour guide is there to help.

2. Instant friends

The fact that there will be all kinds of different people on your trip, who've also joined to make new friends, means it's so much easier to get chatting to people.

You can quickly work out who you think you'd like to talk to, and then over the course of the trip others might surprise you. Either way, I can confirm that it's much easier to make friends on tours than by hoping to strike up conversations in hostel common rooms.

I've met some brilliant people on tours just recently and now have new friends all over the world.

3. Tried and tested best of a destination

Whichever tour company you go with, they'll have utilised years of tried and tested research to put together the best itinerary. It could take weeks of research to be able to put together as worthy a schedule as they do.

Good tour companies will only hire locals, or people with super slick local knowledge that can give you the best insider information there is. They'll also be able to recommend the best restaurants and bars to visit.

You can trust a good tour company to show you the best of a destination.

4. Safety if anything should go wrong

Join a tour group and you'll always have a tour leader to advise if things go wrong. This *is* just a safety net though; you're not five, and they're not your parent, but at least you have the reassurance that someone's got your back if it should all go wrong.

5. A good way to organise group travel

I can't believe I hadn't thought of this before, but a few people I met on the group tours had come with friends. They'd wanted to go on holiday with their mates but no one had really wanted to sort it out or be responsible for collecting and spending the money.

All you need to do is pick a tour, have you and at least another friend sign up, and then tell everyone else that's what you're doing. That way they can settle payments directly with the guide and your itinerary is set. All that's left to you is to enjoy being with your mates, and meeting the other people on the trip.

6. Reassurance for your parents

If your parents are worried about you going out into the big wide world by yourself, joining a tour group, at least to start your trip, is a great way to give them some reassurance that you're not going to be alone.

They know that with the tour company's phone number they can get in touch with you if they need and that there is someone answerable for your safety.

7. Group discounts

When you travel in a group your leader can arrange group discounts on activities, food and drinks. Companies will be happy to offer cheaper prices as there are so many of you.

8. See things you wouldn't be able to usually

As part of a tour your transport can sometimes access areas you wouldn't be able to yourself. This is especially true when it comes to those hard to reach destinations like Africa. You'll be taken to projects you would never have heard of, and have a chance to be introduced to locals like you wouldn't have if you were travelling by yourself.

9. Have someone for the photos

All those Instagram selfies are getting tiring for your friends, y'know. You need to get some friends in on the action. On tour everyone's happy to pose for a pic and be tagged as they all want to look like they're having the best time ever to their friends back home.

They're also there to take great photos of you, of course.

TEXT B

PACKAGE TOUR

A package tour, package vacation, or package holiday comprises transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided such a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country, and may also include travel between areas as part of the holiday. Package holidays are a form of product bundling.

These days, most people choose a package tour, especially when they go abroad on holiday. They pay for their travel and accommodation in their own country, and they take traveller's cheques which they exchange for local money when they arrive in the foreign country. But in the past it was very different. In fact, before the middle of the nineteenth century, travelling for pleasure was rare

and very expensive, and only a few rich people travelled abroad. The man who changed all this and brought in the age of mass tourism was Thomas Cook.

Thomas Cook was a printer in Leicester, England and the secretary of a local church organisation. In 1841 it was his job to arrange rail travel for members of his church to a meeting in Loughborough, a round trip of twenty-two miles. This was the world's first package trip. After this first success, he organised many more for his church. He then started to organise trips all over Britain, including the Great Exhibition in London. In 1851 he published the world's first travel magazine which had details of trips, advice to travellers and articles and reports about the places to visit.

In 1865 Thomas Cook opened an office in London, which his son John Mason managed. By then he had a million clients. Thomas Cook died in 1892 at the age of 84, and his son John Mason seven years later. But the age of the package tour and mass tourism was born.

Package holidays are organised by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

Package tours are excursions or holidays which “package” a variety of services together to make a single “combined” trip. Commonly they combine such things as transport, accommodation and meals. They may also include the provision of a tour guide and/or leader. Tours can be long or short in duration and distance. They may be a one-day or overnight package, or they could be a period of a month or more.

Packaged tours typically include:

- All transfers between airports/harbours/stations and hotels
- Twin share tourist and first-class accommodation with private facilities, as specified
- Cruises
- Rental cars
- Entrance fees to attractions
- Insurance
- Tickets for entry to events or attractions
- Insurance

Types of Packages

The types of packages available in today's market are vast and varied. This ensures all consumers' needs and desires are met. Package tours can be further broken down into specific tour types. Tours available range from Special-interest tours, Adventure tours, City or Regional tours, Group tours and Fully Escorted tours.

Special-interest tours are designed around a particular interest area which could include arts, food and wine, sport, cultural or agricultural. Specialist tours may include an expert or celebrity guide who relates to the theme of a tour (e.g. a gardening expert accompanying a garden tour, or an art expert accompanying an art tour).

Adventure tours are designed to allow the consumer to participate in their area of interest for the length of the tour and more experience based. They generally are physical and require a certain level of fitness, however, can sometimes be modified to meet your needs depending on the other travelers. Some examples of this tour type include diving, rock or mountain climbing, horse riding, skiing or cycling.

City/regional tours normally last for one full day or less. They follow a fixed itinerary and will visit areas of interest in a specific place, whether that is historic, religious or cultural, refreshments or meals are often included.

Group tours also follow a fixed and pre-arranged itinerary. They often only take place depending on the number of travelers i.e. they require a certain number of travelers in order to go ahead or it becomes a financial cost rather than profitable. It is also worth noting there are a maximum number of travelers on group tours too, as determined by the mode of transport – a 56 seater coach can accommodate no more passengers and therefore the number limit is defined. Group tours are generally always escorted or a tour guide service is provided.

Fully escorted tours are often a good idea for solo travelers and especially women travelling alone. This type of tour offers a sense of security or overcomes language and cultural barriers. Also, these types of tours are often somewhat educational, the escort providing local, historical and cultural knowledge or insight gives the consumer a more worthwhile experience and understanding of the country (place) visited.

Advantages and Disadvantages of Packaged Tours

From both a travel agent's and a consumer's perspective, package tours provide a number of advantages, which often outweigh the disadvantages.

Advantages for the consumer:

Cost saving and budgeting - the price of a trip when organised as a package is generally less as travel agencies bulk buy their package deals and therefore can sell the tours at a lower and more competitive rate. This is an instant cost saving benefit for the consumer, as the discount travel agencies receive is generally passed on to the consumer. Also, as the tour often includes all meals or trips for example, this reduces any uncertainty about the additional costs and allows the consumer to budget properly for costs associated with their travel. For example, if airport pick-

ups or taxi transfers are pre-booked and paid for beforehand there is no potentially expensive surprise when travelling to the accommodation on arrival at the destination.

- Responsibility is on the operator - the lack of responsibility on the traveler is an advantage. If something goes wrong, e.g. a flight is delayed, resulting in the traveler missing a connecting flight, it is not the traveler's responsibility to arrange a new ticket. The responsibility lies with the airline or tour operator. In a certain respect, travelers can relax knowing if something goes wrong, someone else is there to solve the problem.

Convenience and time-saving - this is definitely the most convenient way to arranging a vacation or tour. The travel agency deals with all the arrangements relating to airlines, hotels, transfers directly through the tour provider. This saves the consumer the effort and the time of contacting each company/service individually.

Social - this is frequently a main reason why people may opt to travel on a package tour. The chances of social interaction are higher, allowing the fostering of short or long term friendships. People regularly choose a tour which ensures they are socialising with people of a similar age, for example, young people who like to party may opt for an 18-30 party group tour, some adults may choose to stay in accommodation which caters to the needs of children and will opt for a family tour or some people may choose to go on adult only tours to avoid children completely!

Quality of service - tour operators (those who provide the travel agency with the tour package) spend a great deal of time assessing the airlines, hotels, sight-seeing operators etc, which they use to make up the tour package. By doing so they ensure a high standard of quality and the consumer can have peace of mind. Tour companies are eager to meet their own business needs and so they ensure that the most frequented areas of interest (cultural or geographical) are included in their tour, thus meeting the needs of the consumer.

Advantages for the travel agent:

Agent commission - travel agents normally receive 10% commission on all tours they confirm. Clearly the financial incentive means travel agencies find it extremely advantageous to sell tour packages and not solely flights and/ or accommodation.

- Savings in time and cost – in order for a travel agent to put together all the components of a package tour, this would take extensive communication with the different service providers, initially to check rates and availability and then to send through deposits and secure bookings. By using a tour provider, the travel

agent only needs to make one call, send one email or use an online booking system once to confirm the tour package. Clearly this saves a great deal of time, freeing up the agent to work for other consumers, thus increasing sales and commission.

Wide variety of package tours available - this means the travel agent can always make suggestions on tours which match the needs of the consumer. The high number of very different packages available allows people with possibly lower budgets to still enjoy tours.

Disadvantages for the consumer:

Inflexibility - when a traveler purchases a tour they commit to follow the itinerary, flight schedule and accommodation arrangements. Generally they are unable to change or reschedule their tour and whilst on the tour they cannot change their plans as they wish. For example, they must be at a point of pick-up at a certain time and if they are not there they delay the rest of the tour (if they are booked onto a group tour that may create problems and possibly complaints from other travelers). Also, if travelers have any special requirements, again for example, dietary requirements, but they are out camping in the bush overnight, the tour provider may not be able to meet their needs but substituting the food provided. It is the responsibility of the travel agent at the time of booking to ensure all possible issues are raised and the traveler's needs are addressed due to the inflexible nature of a tour package

Disadvantages for the travel agent:

- Control - travel agents have little or no say over the tour operator's choice of services, restaurants, accommodation or attractions included in a tour package. As a result they must ensure they carefully choose the correct package which provides a high standard of quality, or is the most appropriate for the particular market. Also the business of tour packages and the number of tour providers is vast. This makes it very difficult for all travel agents to become and remain knowledgeable of all the available tour 'products' and so extensive time must be spent researching choices and selecting the best one for the consumer.

The saving in time and money a travel agent saves a consumer is invaluable. Contacts in the industry regarding reservations and availability then acquiring the best prices to suit an individual cannot be overlooked when considering travelling.

Travel agencies receive 10% commission on most packaged tours; however if the agency has a preferred product arrangement with a certain company this amount could be higher. As a commission is taken out before forwarding the final payment to the tour operator, the agency is able to receive the reward for its effort without delay.

Tour operators and wholesalers often reserve the right to alter their itineraries for various reasons such as weather, strikes or the outbreak of fighting in a particular area. Any price changes that might occur prior to departure are likely to be passed on the client.

Organised tours

The first organised tours dated back to Thomas Cook who, on 5 July 1841, chartered a train to take a group of temperance campaigners from Leicester to a rally in Loughborough, eleven miles away. By 1872 he was undertaking worldwide tours, albeit with small groups. His company, Thomas Cook & Son (commonly called Thomas Cook or simply "Cook's"), grew to become one of the largest and most well known travel agents before being nationalised in 1948.

With the gradual decline of visits to British seaside resorts after the Second World War, Thomas Cook & Son began promoting foreign holidays (particularly Italy, Spain, and Switzerland) in the early 1950s. Information films were shown at town halls throughout Britain. However they made a costly decision by not going into the new form of cheap holidays which combined the transport and accommodation arrangements into a single 'package'. The company went further into decline and were only rescued by a consortium buy-out on 26 May 1972.

Group tours

Vladimir Raitz, the co-founder of the Horizon Holiday Group, pioneered the first mass package holidays abroad with charter flights between Gatwick airport and Corsica in 1950, and organised the first package holiday to Palma in 1952, Lourdes in 1953, and the Costa Brava and Sardinia in 1954. In addition, the amendments made in Montreal to the Convention on International Civil Aviation on June 14, 1954 was very liberal to Spain, allowing impetus for mass tourism using charter planes.

By the late 1950s and 1960s, these cheap package holidays — which combined flight, transfers, and accommodation — provided the first chance for most people in the United Kingdom to have affordable travel abroad. One of the first charter airlines was Euravia, which commenced flights from Manchester Airport in 1961 and Luton Airport in 1962. Despite opening up mass tourism to Crete and the Algarve in 1970, the package tour industry declined during the 1970s. On 15 August 1974, the industry was shaken by the collapse of the second-largest tour operator, Court Line, which operated under the brand names of Horizon and Clarksons. Nearly 50,000 tourists were stranded overseas and a further 100,000 people faced the loss of booking deposits.

In 2005 a growing number of consumers were avoiding package holidays and were instead travelling with budget airlines and booking their own accommodation. In the UK, the downturn in the package holiday market led to the consolidation of the tour operator market, which is now dominated by a few large tour operators. The major operators are Thomson Holidays and First Choice part of TUI

AG and Thomas Cook AG. Under these umbrella brands there exists a whole range of different holiday operators catering to different markets, such as Club 18-30 or traveleze. Budget airlines have also created their own package holiday divisions such as Jet2 Holidays.

The trend for package holiday bookings saw a comeback in 2009, as customers sought greater financial security in the wake of a number of holiday and flight companies going bust, and as the hidden costs of 'no-frills' flights increased. Coupled with the search for late holidays as holidaymakers left booking to the last moment, this led to a rise in consumers booking package holidays.

Dynamic packaging is a method that is becoming increasingly used in package holiday booking procedures that enables consumers to build their own package of flights, accommodation, and rental car instead of a pre-defined packages.

Тэма 14. Tour Agencies

TOURISM DISTRIBUTION

Like most industries, being a part of the tourism industry requires you to have industry specific knowledge to create and run a successful business. Understanding the distribution systems, recommended rates of commission, and the roles of various booking agents is essential for a successful business. This section has been designed to aid you in your understanding of the tourism industry.

To explain it simple, there are two ways of reaching potential customers:

1. **DIRECTLY** - You can target visitors directly through advertising, brochure distribution, website, social media, client referrals and so on.
2. **INDIRECTLY** - Another way to promote your business is through a third party (indirectly) by using tourism distribution channels such as retail travel agents, wholesalers and inbound tour operators.

TRADITIONAL TOURISM DISTRIBUTION CHAIN

A **TOURIST** has seen footage of beautiful Western Australia on TV and also heard about it from his friends. He decides to find out more.



He tourist visits his local **RETAIL TRAVEL AGENT** to enquire about Western Australia, and ends up booking an eight-week adventure including accommodation.



The travel agent plans a comprehensive West Australian itinerary through the brochure of a **TOUR WHOLESALER** and then proceeds to book all tour operations through them.



The tour wholesaler contacts the **INBOUND TOUR OPERATOR (ITO)** to book each individual element of the tour itinerary, such as accommodation and tours.



The inbound tour operator contacts individual **LOCAL TOUR OPERATORS** to book accommodation and tours directly.

WHAT IS A RETAIL TRAVEL AGENT?

Retail travel agents sell travel services directly to customers and act on their behalf to book and purchase holiday packages, travel, accommodation, tours and so on. It is not feasible for small retail travel agencies around the world to have specific information and up-to-date rates for every tour operator in Western Australia. To source this information they go to tour wholesalers who literally wholesale tour products.

FAST FACTS:

- Retail agents are a one-stop travel shop as they can assist customers with several travel queries and make all bookings at the one location.
- Operators rarely deal directly with a retail travel agent; instead they go through a tour wholesaler or an inbound tour operator.
- Local visitor centres can also be considered as retail agents.

WHAT IS A TOUR WHOLESALER?

Tour wholesalers operate in a very similar way to wholesalers in other industries. However, instead of supplying tangible products they supply touring options including travel, accommodation, and tours. A tour wholesaler supplies to retail travel agents, they **DO NOT** sell directly to consumers. Wholesalers link individual tourism operators with retailers. They consider which type of tour program would appeal to a particular market and promote that accordingly.

FAST FACTS:

- Tour wholesalers package products together. Wholesalers are able to achieve lower prices because of the volume of business and exposure they generate.
- National and international tour wholesalers will mostly turn to a local, WA-based, inbound tour operator to book specific touring options.
- Tour wholesalers specialising in West Australian products will deal directly with tourism operators.
- Every wholesaler will have a different price for operators to participate in their programs.

- Wholesalers will rarely include a product in their brochures that doesn't have a proven track record.

BENEFITS TO OPERATORS:

1. A comprehensive brochure is produced and distributed to travel agents in Australia, and often overseas. Plus, an industry launch is usually held to promote the brochure.
2. The wholesaler's representatives will conduct sales calls on retail travel agents to promote the program and operators in it.
3. Wholesalers have computerised, often global, reservation systems to record bookings.
4. Familiarisation visits for the retail industry and media are conducted to give staff an opportunity to experience the product first hand.
5. Wholesalers undertake advertising campaigns aimed at both consumers and retail travel agents.

WHAT IS AN INBOUND TOUR OPERATOR?

Inbound Tour Operators (ITOs) are Australian based businesses that specialise in developing programs and itineraries for distribution through overseas travel distributors. ITOs are a vital link between Australian tourism products and the overseas travel distributors who buy them, including travel wholesalers, direct sellers, travel agents, meeting planners and event planners.

An ITO provides consultation on itinerary planning and product selection, and coordinates the reservation, confirmation and payment of travel arrangements. They do this on behalf of their clients by working with overseas travel companies and with Australian tourism products. They bring the components of accommodation, tours, transport and meals together to create an itinerary.

BENEFITS TO OPERATORS:

1. Inbound tour operators conduct a number of activities to attract the interest of overseas wholesalers and retail agents, and to make them aware of the services and products in Western Australia.
2. They create individually tailored packages. For example: farm-stay, self-drive, nature-based tourism, special events and so on.
3. They attend trade workshops, missions and shows.
4. They provide international exposure for your product.

WHAT ARE THE DIFFERENT INBOUND MARKETS?

Inbound tour operators put together different tourism products to create packages to suit the needs of different inbound markets. These include:

Fully independent traveller (FIT)
This individual traveller buys from a wholesale brochure or buys a specially tailored itinerary.

Group inclusive tour (GIT)
Group travellers also buy from a wholesaler's brochure or have a specially tailored itinerary created to suit their needs.

Incentive traveller
Many businesses reward performance by providing travel rewards to employees as incentives. These travel arrangements usually require a tailor-made product which is at the top-end of the market.

Convention traveller
Conventions involve the movement of large numbers of people, and inbound operators can develop pre and post convention tours.

The Australian Tourism Export Council (ATEC) can provide members with a list of ITOs and the markets in which they operate.

TEXT B

Belarusian National Tourism Agency

National Tourism Agency is a non-commercial organization, subordinate of the Ministry of Sport and Tourism of the Republic of Belarus. Agency was created in 2001 with a purpose of promotion of tourism in the Republic of Belarus and participation in the realization of the state policy in the tourism sphere. Since 2011 the Agency has acted at the expense of the Republican budget.

The main work direction of the Agency is the realization of the activities according to the State programme on tourism development for a definite period. For the achievement of the statutory goals the Agency performs the following activities: - propaganda and promotion of the services provided by subjects of the tourist industry of the Republic of Belarus in the internal and external tourist markets. Maintenance of the tourism website [www. belarustourism.by](http://www.belarustourism.by), working out of the tourist on-line navigation. - organization and participation in the international tourist exhibitions on the territory of the Republic of Belarus and abroad, in the National exhibitions of the Republic of Belarus abroad as well. - propagation of information on the tourist potential of the Republic of Belarus; working out, publication, replication and distribution of information materials. Edition of booklets and brochures about tourism, videos clips and video movies about tourism, distribution of them.

Collaboration with Belarusian mass media and foreign mass media as well, assistance in highlighting the issues of tourism sphere in the Republic of Belarus. - Increase of the international relations in the sphere of tourism. Building of the network of tourist information centres of the Republic of Belarus abroad. - Maintenance of the State tourist objects database of the Republic of Belarus. - Educational and analytical provision

of the tourist sphere, research in the sphere of tourism. Working out of educational and analytical documentation on excursion routes and tours, its propagation. - Giving assistance to the tourist industry subjects in their activity connected with the development of tourism in the country. - Services quality promotion of the tourist industry subjects of the Republic of Belarus. Organization, holding of promotional - informational seminars, presentation of tourist potential of the Republic of Belarus, contests and other activities in the sphere of tourism and participation in them as well.

Tourism information center of the National tourism agency is situated in the center of Minsk, at the railway station, at walking distance of the main attractions of the Belarusian capital. Here you can find all the information:

- About current tourist routes in the Republic of Belarus,
- About event activities,
- About accommodation options,
- About gastronomic offers,
- About transport services
- and any other.

TEXT

Marketing tips for different types of tourism

1) Health and wellness tourism

This type of tourism is gaining more and more popularity with the general societal increase in concerns over mental health. The focus of this type of tourism is on promoting personal health and well-being, rather than simply sightseeing or entertainment.

Marketing tips for health and wellness tourism

If you have a spa or your hotel is close to the mountains, for example, you should promote those particular characteristics by speaking about them on your website by way of a blog article or speaking out about all the benefits your amenities and those of your surrounding area can give to anyone looking for relaxation and simply a break. You could also publicise a special offer on social media or your website for the World Mental Health Day.

2) Countryside tourism

This one is exactly what it says on the tin. Travellers visit remote areas in order to get a taste of something simpler – often for cheaper than anything is available in the big city.

Marketing tips for countryside tourism

This type of tourism it's also called rural tourism and it's a great for guest houses and B&Bs in particular. People love to taste ancient flavours and breath clean air in a pure background. Be sure to broadcast every detail on your website and on your social media posts. Convey closeness from texts to photos. Do you have a pet running around the property? Show it off! Do you have funny family stories that happened on the property? Tell them. Do you have a small vegetable garden or a garden? Take photos and post them on social media. Do you provide bikes? Well, what are you waiting for to post it on social media or give discounts to your loyal customers?

3) Business tourism

This type of tourism involves travelling to different locations to attend to business issues or work. Business tourism doesn't involve tours, per se, but it does involve booking into a hotel and eating and spending money in the local community and so it appears on this list.

Marketing tips for business tourism

A great idea? Keep up to speed with all the trade fairs and events in your city and in your area. As a general rule it is important to have a comprehensive vision of everything happening in your area and to use whatever there is from one week to the next to favourably augment your Occupancy Rate. Needless to say – if you have a conference room in your structure you should make this element evident on your website, giving all the information that an organiser might need from prices to numbers of seats to the possibility of adding a buffet.

4) Food tourism

Speaking of buffets – there anyone who doesn't love good food? Many tourists simply follow their taste buds and choose their holiday destinations based on the things they want to eat.
Marketing tips for food tourism

Marketing tips for food tourism

Share tips on places to eat local food, take vineyard tours and “foody” entertainment like that. You can partner with a local chef or workshop to teach how to prepare a local delicacy. Make upselling your workhorse with local delicacies and make deals with local restaurants to offer discounts to your customers (discounts, needless to say, must be well publicised).

5) Sports tourism

Sports tourism is a type of tourism that involves attending sporting events or participating in sports activities. These travellers often require accommodations, making hotels a key part of the sports tourism industry.

Marketing tips for sport tourism

Be sure to be always aware of all the sports event in your city and even in your area at large. Sometimes a good price can convince people to sleep in a nearby location. Be smart and play always with dynamic pricing to have always a competitive price. SmartPricing by Amenitiz gives you the possibility to set competitive prices compared to your competitors and your past demand, to always have a high occupation rate.

Тэма 15. Tour Promotion

Tourism promotion means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programmes to be planned, and to select the best methods to be used to control and assess the promotion operation.

The following three types of promotion help to modify the consumer's behavior in the stages of the buying process.

Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension.

Secondly, persuasive promotions work well at the intermediate buying process stages which assist with attitude, intention, and purchase.

Finally, after the first visit or use of the services, reminder promotions are effective to use.

It is quite clear that promotion plays a vital role to advertise any destination and can help to modify the tourist behaviour by ensuring the repeat visitor continues to purchase the same product instead of switching to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behaviour of the existing buyers and influence them to visit a destination.

Every destination country should extend its efforts to discover the needs and follows necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism related services and products. Research

has proven that tourist information is an important element to have a positive image about the destination and the decision making process of tourists. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for the tourism industry. Destination marketing is identifying what tourists would like to see and a variety of methods may be used to attract tourists. Generally, the potential tourists like to know in advance about the products, services and facilities at the destination. Using various forms of promotional activities can lead the organization to carry out different promotional measures in order to provide the message to the potential tourists and influence them to visit the destination.

Types of Promotional Activities

Promotion of travel to destination for the European market;

Discussion with trade representatives;

Distribution of promotional brochures to individuals, tourist operators and travel agencies;

Dissemination of tourism information to EU media and EU travel industry;

Participation in workshops both of a general and specialized nature. The purpose of workshops is to enable professionals in the tourism sector to market their product. These are the most effective marketing strategies available to companies. For the professional they offer a very direct and personalized channel for promotion and commercial relations;

Participation in major tourism fairs (both general and specialized) held domestically and abroad. Possibility of taking part in a fair as a co-exhibitor allows use of synergies between the public and private sectors, while also helping to create business opportunities for the company or institution concerned;

Participation in travel shows, conferences, seminars, conventions;

Travel agency e-training;

Arranging familiarization trips for travel agents and journalists. Trips are a direct and effective promotional tool for showing attractions at first hand and for selling the destination in situ. These are organized journeys aimed at making the destination known to influential people so they can help promote it and market it;

Presentations (i.e. specific activities organized to provide information about the tourist destination). Presentations may be restricted to the professional sector or at the end user (the tourist);

Contacting tour operators;

Educational visits for distribution networks;

Placing advertisements in newspapers and magazines;

Contacting travel agents and editors;

Taking part in tourism promotion events;

Engaging in social media and other online content strategies;

Managing current and potential customers' needs via strategic customer relationship management strategy (using on and offline strategies);

Using strategic email marketing tactics to communicate specific messages for specific audiences to ensure relevancy and increase brand management;

Working with industry trade partners to distribute product;

Actively building relationships with other like-minded tourism businesses to package product to increase distribution into new markets;

Measuring and reviewing marketing effectiveness on a regular basis to ensure you are achieving a positive return on investment.

Four Questions

For Tourism Promotion Authorities, appraising destination image involves answering four key questions:

What is the perceived destination image held by the customer or potential customer?

Is it favourable?

Is it different from perceptions of what is thought to exist in competitive destinations ? On average travellers are thought to seriously consider three or four destinations thus to be on the 'shopping list' of potential destinations for a particular category is essential.

How can it be affected? Once a destination image has been determined among key segments and its comparative attractiveness relative to substitutes assessed, Tourism Promotion Authorities must decide to what extent they need to take action to consolidate, modify or change perceptions.

Critical Success Factors for Destination Marketing

1. Strategic Orientation

Visitation statistics are included and the destination's main markets are quantified and segmented

The main competition is identified

Tourism trends are identified

A long-term orientation is adopted

The importance of international competitiveness is recognized

The need for infrastructure improvements is highlighted

The need for integration with national tourism plan is recognized

Residents' attitudes to tourism are considered

Local cultures, values and lifestyles are considered

Wealth and job creation and quality of life for residents are primary aims.

The issue of overcrowding is addressed

The benefit of tourism to the destination is quantified

Scenarios are developed

2. Destination Identity and Image

The need to develop brand identity is recognized

Brand associations are identified

The need for image development is recognized

Positioning is discussed

The need for coordination of industry promotional material is recognized

Recognition to ensuring the promises made in marketing communications are conveyed to visitors

New and innovative forms of communication channels are addressed

The need to improve branding and brand awareness is recognized

The importance of experiences to tourists as opposed to tangible propositions is recognized.

3. Stakeholder Involvement

National government agencies are involved in planning

Local government agencies were involved in planning

The area tourist board/area tourist office was involved in the planning

Local residents were involved in the planning

Local businesses were involved in the planning

The need to improve communication between different stakeholders is recognized

Leadership is addressed to give greater guidance to stakeholders.

4. Implementation, Monitoring and Review

The time scale for each task is included

7 Effective Promotion Ideas for Tourism Marketing

Let's check out below how tourism marketing companies (and tourism businesses) attract their audience and the promotional ideas they use.

1. Utilize local listings

The simplest promotion you can do is **registering your business with Google My Business(opens in a new tab)**– it is the new Yellow Pages. The vast majority of people use Google to find everything. If your business doesn't show up in all those searches- you are missing out! A Google listing is basically free advertising for you. The setup process is quite simple, and then you have complete control to update your listing, add new photos, or update hours if they change. **Follow these steps(opens in a new tab)**, and include as much information as possible.

2. Using email newsletters

Using email newsletters(opens in a new tab) and a customer relationship management (CRM) program is an easy yet effective strategy for interacting with clients. There are classic avenues to invite people to sign up for your newsletter, such as built into your website or Facebook page. Also get creative how and where you ask for subscribers. For example, find a fun way to circulate a paper sign up sheet during a tour. And be very thoughtful of the wording you choose. Offer the user the option to subscribe to the newsletter in order to 'regularly receive information about current offers' or 'hear about our seasonal tours'. Offer a newsletter that is relevant and interesting to your prospective customer. Prospective customers have different interests compared to people who already know how great your tours are.

3. Showing online banners

Considering **internet marketing tools**(opens in a new tab) for the tourism industry is crucial. One of the most effective promotional ideas tourism businesses can employ is to invest in online advertising. Placing ad banners on certain websites, where users will be able to see your current promotions and offers, is a great idea to get more exposure. The websites you advertise on should be the types of sites your target audience visit. Be careful that you're placing your ads where your ideal customer is visiting, otherwise you could be marketing to the wrong audience and your efforts will be in vain. You can use different sources and sites to place banners, just use top keywords in your Google search, like 'top hotels', 'travel', 'top destinations', etc.

4. Paid social media marketing

You can use SMM(opens in a new tab) (social media marketing) tools and targeted advertising to get in front of your ideal audience on social networks, such as Facebook and Instagram. Paid advertising on Facebook is **extremely easy to set up**(opens in a new tab) and monitor. Moreover, targeting a specific audience has been perfected by Facebook, so even a novice will be able to see results with their paid FB ad campaigns. Or, consider reaching out to SMM specialists who know how to promote your travel channels, it is the most effective way to advertise your tours.

5. Applying offline promo

Good ol' fashioned business cards are crucial, especially for travel and tourism businesses. They are extremely useful and cost-effective. With help (in the form of developing *multiple* marketing strategies, not relying on one), they can really improve the reputation of your brand, increasing the likelihood of interest from travelers and tourists.

Classic postcards are a great direct marketing tool for tourism marketing and travel agents. By sending a colorful postcard with a wonderful landscape of a tourist destination and a small message to potential customers, you will definitely convince them to contact you. I can imagine the star eyes now, when a person longing for a vacation finds a pretty postcard in their mail.

There is no better way to present a brief and interesting overview of the services offered by your travel business than high-quality flyers and brochures. With brand-oriented design, your travel brochures will resonate with your audience and generate interest in your brand.

6. Checking the contextual advertising and SEO

Contextual advertising (advertising on a page that is relevant to your business) and SEO optimization are types of promotional activities that are aimed at end-users who use search engines such as Google to be able to select their desired tour.

-Wait, what?!

Ok, so contextual advertising is basically placing an advertisement in a location that is relevant. For example, a promotional ad for a gym membership with an athletic clothing company. Consider what type of person books your tours, how they learn about your company, and put your paid advertisements in locations relevant to this audience. Learning more about this type of advertising will improve your techniques, and also help inform your marketing strategies as you grow your business. **Read a basic summary here**(opens in a new tab). This is another great place to invest money in a pro.

However, if you do not have the budget yet, get creative! Start with a small campaign, consider joining **a tourism professional group**(opens in a new tab), and keep detailed notes to track your successes and areas to improve in.

SEO optimization is a hot topic! It is also dynamic and constantly evolving, which can make it an intimidating area to become familiar with.

Each of the online methods is good in its own way, and it's worth choosing based on the specifics of your tourism business. The main thing in this business is a professional approach for a bright result and further development aimed at improvement.

7. Using tourist promo videos

The popularity of video content is constantly growing. It is also easier than ever to make a high quality video. These trends are important for the tourism industry to capitalize on. If you are trying to boost sales and grow your business... showing people all the fun they can have on your tours is obviously the way to go! Using positive testimonials, as well as photos and videos of your clients enjoying themselves on your tour is the best way to demonstrate the value in what you offer. It is easy to hire a freelance videographer to make a short promo video highlighting your fun tours.

If you can't hire a pro yet, get your phone out and start using it! Maybe ask for a brief interview after a tour is finished. Being mindful and asking permission to take a video is an easy way to get the conversation going. This is a great way to appeal to your customers. Read tips on how to take great quality videos here.

In conclusion

The methods above are by far the most effective ways to promote your tourism business, but the list is by no means extensive. **You can find lots of other ways to promote your travel business.(opens in a new tab)** Check what people are searching for today. If your target customers go to music festivals, this could be a great location for the promo. If they use apps and mobile phones to be up-to-date, don't forget to advertise on social media.

First and foremost, do not forget to research your market and make a strategy for promotion. Think of your product and how to best present tourism attractions to prospective clients. You have to know what your target audience needs in the first place. Furthermore, you have to offer your services and present your content via different sources, namely your website, social media channels and email advertisements.

Task 1. Name the main ways of promoting tourist and excursion services.

Task 2. Prepare a small argumentative speech about what marketing strategies in your opinion is now the most relevant

Task 3 discuss in pairs, why is it important to consider different groups of customers - target audiences - when forming a strategy for promoting tours and excursion programmes?

Task 4 Compose two promotional proposals (presentation or advertising leaflet, brochure)): a foreign tour for Belarusian tourists during the New Year period and an offer of an excursion programme in Belarus for foreign guests of our country.

Тэма 16. Customer Service in Tourism

Importance of Customer Service in Hospitality & Tourism

By Scott Morgan January 25, 2019

Whether someone is traveling for business or pleasure, the level of customer service she receives on her trip will help determine whether she comes back for another visit or warns her friends to avoid your business in the future. Travelers, after all, have a ton of options when they leave home. Top-notch customer service is often the difference between choosing you or choosing your competition. And most of the time, it doesn't cost you anything extra.

Customer Expectations

Travelers, particularly those on vacation trips, want memories they can look back on with a smile. When it comes to hotels and tourist destinations, guests expect staff members to be courteous, helpful and friendly. They also want staff members to be knowledgeable about the area and attractions. Remember, many travelers are visiting your area for the first time and are unfamiliar with it. If your staff can direct people to attractions and sites, they will help guests create those memories they crave.

The Online Effect

Modern travelers are very Internet-savvy. They find and book trips, destinations and hotel rooms on their laptops and smartphones. When they look for ideas on hotels and activities, the experience they have with your website is important. It's the first impression they have of you.

If your website looks uninviting, is outdated or difficult to navigate, they're moving on. They also tell the world about their experiences with your business on online review sites. When guests book online, they often choose businesses that have the best customer feedback within their budget. Bad feedback about customer service can be extremely damaging, and if enough guests have bad experiences with your business, word will spread rapidly.

Positive Attitudes

Apathy, complacency and employees who complain in front of guests can sour their image of your business forever. Excellent customer service begins and ends with smiling staff members, positive attitudes and helpful, friendly tones. This is important for individual employees as well as teams, such as those who help guests check in – desk clerks, concierges and porters.

These employees are the face of your business and the employees guests will most often see during their stay. Their cheerful attitudes will greatly influence the joy guests take in their visit. And don't forget about happy goodbyes, too, as it's easy to rush or dismiss customers on their way out, but it's the last impression they'll have of your business. If you want it to be a good one, make goodbyes as pleasant as hellos.

Complaints are Opportunities

The oldest adage in customer service is that the customer is always right, even if he's 100 percent wrong. This is not just about making customers happy and keeping them from visiting your competitors, it's also an opportunity to learn what shortcomings or problem areas your business might have. Courteously

helping a guest solve a problem often creates a loyal patron more willing to return in the future. Consider complaints as feedback from consultants who are trying out your business. Then do whatever you can to correct anything they found lacking.

Text for discussion in groups

Customer Satisfaction in the Hospitality Industry

by Lynda Moultry Belcher

If there's any place where customers are likely to be paying attention to the type of service they receive, it's within the hospitality industry. From restaurants to hotels and everything in between, your job as a hospitality service provider is to maintain customer happiness and satisfaction. Keep your customers at the forefront of your operational plans to hold your hospitality business afloat.

Customer Experience Expectations

Gone are the days when customers were happy just receiving "please" and "thank you" or getting service with a smile. Although those go into the recipe for proper etiquette, it's just not enough. Satisfied customers are looking for a memorable experience and dynamic service where it counts. From receiving quick service to bending the standard practices – such as extending a guest check-out in a hotel or customizing a menu item in a restaurant – customers want to feel as if their business is appreciated.

To be on the receiving end of customers' satisfactory ratings in surveys and among their network, anticipate their needs and be able to have your staff deliver accordingly.

Deliver On Promise

One key factor in keeping your guests engaged and coming back is to deliver as you promise. From being consistent to making sure they get the same awesome service to doing what you say you will do, don't drop the ball when it comes to what you say you'll offer. Customers are more likely to get frustrated when you reel them in on a big promise such as special services or premium products and it's not the case. Avoid saying that you are luxury if your services are mediocre or in developing gimmicks that excite customers only to disappoint them throughout the process of working with you.

Customer Happiness and Loyalty

Happy customers are loyal customers. Not only is it important for you to provide stellar service, but awesome products as well. Make it a point to be on the fast track for keeping up with trends that your customers may follow such as

building personal assistance services for traveling customers or making special concessions for avid repeat consumers. Be sure you have items on hand so when your customer needs you and your products, everything's available.

A customer who has to continuously wait for you to do your part may grow tired, no matter how loyal, and venture off to your competition. Keep customers loyal by focusing on them at all times.

Let Them Vent

Give your customers an outlet for telling you about poor experiences. When you have customers who have had a negative experience, make it easy and clear for them to not only tell you about it but get it off their chest to you and not someone else. Don't patronize customers when they are disgruntled by shooing them off with little to no plans for recourse. Make it a point to correct issues that went wrong and look into those that could stand some improvement.

Capture communication methods for keeping in contact with your customers so that you can alert them when changes and improvements occur.

Keep an Eye Out Online

You'll hear from many customers directly, with their complaints as well as their compliments. But don't forget to monitor what's being said about you online. Sites like Yelp and Trip Advisor carry endless numbers of reviews for thousands of establishments. Many of the reviews are surprisingly detailed and informative.

Make sure to keep an eye out for comments about your services; you can generally respond to reviews, with either a thank you or a statement of concern and an offer to make things right.

You can also create a site for your company at Facebook, Instagram and other social media services where you can display your wares, so to speak, and invite customers to ask questions or post comments.

5 reasons why is customer service important for hospitality businesses?

1. Creating memorable experiences for word-of-mouth

When someone asks your customer how their experience was at your hotel or any other accommodation business, the quality of the customer service is going to be one of the first answers that come to mind. This is particularly the case if the customer service was exceptionally good or exceptionally bad; average customer service tends to be more forgettable.

Customer service is so important in the hospitality industry in part because of human psychology. Human interactions and emotional events play a big role in shaping how customers remember their experiences.

Excellent customer service goes beyond a simple transaction; it aims to build a connection and leave a positive lasting impression. By providing personalised, warm and respectful service, hospitality businesses can turn ordinary visits into extraordinary memories. Not only is that great for customers: your business will also benefit from the word-of-mouth (WOM) marketing.

According to marketing research, 78% of people rave about their favourite recent experiences to people they know at least once per week, and 90% of people are more likely to trust a recommended brand even when it's recommended by a stranger. On the other hand, one bad customer service experience can create a long-lasting negative memory of your brand for a guest or customer. This person will usually go on to share that experience with friends and family. According to data, 26% of people will completely avoid a brand if their friend or family tells a negative story about their experience.

2. Building customer loyalty

In an industry where competition is fierce, customer loyalty can make all the difference. Building strong relationships with guests through exceptional customer service and repeated positive interactions fosters customer loyalty. This in turn brings with it a lot of benefits:

- Having a strong loyal base of regular customers can provide your tour and accommodation business with a backbone to keep it resilient during times of crisis, such as the pandemic
- Loyal customers in travel, hospitality and tourism on average spend 67% more than new customers
- It is cheaper to keep your loyal customers than to spend money on marketing and advertising in order to find new ones. According to data, acquiring a new customer can cost five to seven times more than retaining an old one
- Plus, as mentioned in the first point above: long-term loyal customers who really care about your business also become your brand champions, offering important WOM marketing for free

When guests feel valued and appreciated during customer service interactions, they are far more likely to return and become loyal customers, and in turn to recommend your establishment to others.

3. Gaining a competitive edge

In today's saturated tourism market, standing out from the crowd is crucial. The data is clear: outstanding customer service can set your business apart and give you a competitive edge.

According to Forbes Magazine, 73% of companies with above-average customer experience perform better financially than their competitors, while 39% of CEOs say customer experience is the most effective method of creating a competitive advantage.

Although these statistics hold true for all industries, good customer service plays an even bigger role in gaining a competitive advantage in an industry that is shaped so much by reviews, WOM, and personal interactions between staff and customers or guests.

When customers in the tourism industry experience exceptional service, they are simply more likely to choose you over your competitors and to recommend your brand. By consistently going above and beyond in customer service, you can create a distinct identity that attracts new guests and keeps existing ones coming back for more.

4. Boosting online reputation

In the digital age, online reviews, ratings and your brand's online responses can make or break a travel and hospitality business.

In fact, reviews online today have more influence over customers' tour or hotel booking decisions than star ratings. According to data from TripAdvisor, 81% of people frequently or always read reviews before booking a tour or a hotel with a particular travel company. In Australia, restaurants, bars and cafes represent 14% of all reviews written online and are the most reviewed businesses out of all industry categories.

On the one hand, this presents a real opportunity for your business to get some free promotions. All you need to do is ask your customers: according to one Australian consumer survey, 56% of the respondents who had left a review online did so simply because the seller had prompted them to.

Happy guests are naturally more inclined to leave positive reviews and recommend your travel company, restaurant, cafe, hotel, tour guides or other hospitality business on review platforms like TripAdvisor, Google Maps or Yelp. Of course, good food and beverage are essential, but customer service is almost always mentioned when customers leave reviews online so it's crucial to get it right.

On the other hand, poor customer service can lead to emotional customers leaving negative reviews online, damaging your reputation and deterring potential new customers. Prioritising customer service helps maintain a positive online presence and serves as a marketing tool for attracting new guests.

Customer service in the hospitality industry in 2023 doesn't just mean the interaction that occurs between staff and customers on the ground: it also extends to all your interactions with customers online.

With new branded apps and expanded AI chat services now available, data shows that 81% of hotel guests want greater digital customer service. In one recent survey, 46% of holidaymakers report their recent experience contacting a travel hospitality brand was “just OK,” while an additional 20% say it was “slow and frustrating.”

New digital tools provide an opportunity for travel and hospitality brands to provide faster service online, but must be balanced with consumer demand for personalisation and the desire to speak with a person: 76% of customers in one survey say they expect to talk to someone immediately upon contacting a travel company.

It’s crucial for every hospitality business in 2023 to engage positively and efficiently with customers online, through email and chat communications and via social media. The digital interactions you have with guests are just as important for your brand as in-house customer service.

5. Maximising revenue

Last but not least, excellent customer service has a direct impact on profits. By providing exceptional customer service you build an environment where guests feel comfortable and valued. Happy guests are more likely to spend more money during their time with you -- be it on room upgrades, additional services, an extra bottle of wine or repeat visits. In fact, data shows that customers who have had a positive customer service experience are likely to spend 140% more than customers who report negative experiences.

Plus, happy customers will leave you good reviews, champion your business, become loyal customers and bring new customers to your door absolutely free of charge. All of this has a cumulative impact on the bottom line of your hospitality business.

Data shows that customer-focused businesses tend to just do better financially than those that aren’t. According to Forbes magazine, brands with superior customer experience bring in 5.7 times more revenue than competitors that lag in customer experience.

For many professionals working in hospitality, providing exceptional service is a great source of personal pride and can be incredibly rewarding. But not only that: exceptional customer service plays a vital role in fostering customer loyalty, enhancing your online reputation and giving your travel and hospitality business a competitive advantage.

WHEN THE WELCOME IS FROSTY

If holidaymakers get a cool reception in some holiday destinations it may have more to do with the practices of some tour operators in the UK than with the hospitality of the local hoteliers.

Many hotel owners and local agents feel badly treated by British tour operators. Some of them have lost a small fortune when unsecured trade creditors have gone bust.

They feel especially bitter when an ailing competitor is taken over the new owners may continue to do business under the same brand name, and yet are under no legal obligation to settle any outstanding debts. As a result, hoteliers may be out of pocket when a tour operator ceases trading, even though the same company, now under new ownership, is sending its customers to the same destinations. So it comes as no surprise if hoteliers accuse tour operators of sharp practice. For example, allegations have been made that tour operators use their position to force down the rates which hotel rooms were originally contracted. Sales may be booming but the tour operators will tell the hotelier that business is sluggish and that the rooms can only be filled if they discount their prices.

Another tactic is to claim that competitors are holding down their prices and that the only way to remain in business is to do likewise. The hotelier can do nothing to prove the contrary.

Hoteliers also suffer from cash flow problems through delays in payment. Although most settle up within a couple of months, some operators have been known to request a fresh allocation of bed-nights when they still have not paid for the previous season.

So if you're going on a package don't be surprised if the welcome you receive is less than enthusiastic — the chances are that the room was contracted at a rate that will barely cover overheads. But you would still be in a better position compared to some unfortunate holiday makers in Spain. One British operator had forced a reluctant hotelier to accept a greatly reduced rate with the result that when the tourists arrived their rooms had been re-allocated to a foreign operator offering a better deal.

Answer these questions:

1. To what extent can a hotelier trust a tour operator?
2. How do tour operators attempt to persuade hoteliers to take less money?
3. How did a hotelier in Spain react?

Task 6. Sum up all articles and speak about the things you have learned from the stories. Think and answer:

1. What do you think a foreign tour operator wants from a hotelier?
2. What do you think a local hotelier wants from a foreign tour operator?
3. Who is in a better position to negotiate?
4. What problems do you think there might be?

Тема 17. Tourist Attraction and Entertainment

The 21 types of tourist attractions

Dr Hayley Stainton, a Tourism Academic with a passion for teaching you all about the world that we live in.

The different types of tourist attractions make up an integral part of the structure of the tourism industry. People travel far and wide to visit a particular tourist attraction. Visiting said attractions could be the reason for their trip, or it could be a byproduct of their trip.

There are many different types of tourist attractions. Some are large, some are small. Some are busy, others are quiet. Some are privately owned travel and tourism businesses and others are public enterprises.

What is a tourist attraction?

Before we delve into the ins and outs of the different types of tourist attractions, we first need to understand what a tourist attraction is.

A tourist attraction, often also referred to as a visitor attraction, is a place of interest that is commonly visited by tourists.

A tourist attraction will usually have value to the tourist in one of the following areas -

- Historial significance
- Cultural value
- Political significance
- Nature
- Natural or built beauty
- Leisure
- Amusement and fun

Why are tourist attractions important?

Tourist attractions make up an important part of the visitor economy. The visitor economy comprises the activities and expenditure involved in supplying products and services for visitors by both the private and public sectors.

Tourist attractions contribute significantly to the tourism industry. They typically reap economic benefits of tourism and/or promote the local culture, heritage and environment. This can often result in increased environmental preservation- a positive environmental impact of tourism.

It is important, however, that tourist attractions are well-managed. If poor management occurs, tourist attractions can have adverse impacts on the local society, economy and (most commonly) the environment. It is imperative, therefore, that proper tourism planning is undertaken and that sustainable tourism measures are adopted when developing and managing the operations of a tourist attraction.

What is the role of tourist attractions?

Tourist attractions are an important part of the tourism industry.

Some tourist attractions are there predominantly to provide entertainment, such as theme parks and zoos.

Other tourist attractions provide entertainment as well as other aspects, such as education. Examples of educational tourist attractions might include museums and exhibitions.

Other types of tourist attractions may facilitate recreation, hospitality and special events.

Products and services offered by tourist attractions

Different types of tourist attractions will offer different types of products and services.

Products and services are directed towards what the types of customer that is expected to visit will like.

Some tourist attractions offer rides or experiences. You can go snorkelling in the Atlantis aquarium in Dubai or ride Space Mountain at Disney Land, for example.

Some attractions offer information services, such as guidebooks, information boards, guided tours, interpretation and translation services and educational talks.

Some tourist attractions offer hospitality services, for example renting out areas for a wedding or a conference.

Many tourist attractions have gift shops and catering options for their customers.

Task Read descriptions of several types of tourist attractions, choose the one you like best, and compose a short speech about that type, adding examples and your personal experience.

Types of tourist attractions

There are many different types of tourist attractions that are found around the world. Generally, tourist attractions can be separated into four main categories: natural, man-made, sport, events. I will discuss these four categories below.

Natural types of tourist attractions

Natural types of tourist attraction are attractions that are naturally occurring. In other words, they are not built by man. There are many types of tourist attractions around the world that are natural. In many cases, areas surrounding natural attractions have been developed for tourism because of the natural attraction that is on offer. Here are some of the different types of tourist attractions that are deemed natural attractions.

National parks

A national park is an area that is protected due to its cultural heritage, varied wildlife and/or beautiful countryside. National parks are popular types of tourist attractions. There are clear boundaries showing where the park begins and ends. Laws exist to protect the nature and wildlife so that it can all be enjoyed by current and future generations. The overarching aim of a national park is for people to be able to continually benefit from everything nature has to offer, without destroying it.

Beaches

Many people choose to go on holiday in search of a beach— meaning that beaches are popular types of tourist attractions! Beach tourism is particularly popular amongst populations who live in predominantly cooler climates, such as Brits and Russians. Many tourists seek warm weather and soft sand and head to exotic shores to satisfy their desires. Beaches are one of the most popular types of tourist attractions around the world. Beaches can be busy or they can be quiet and secluded. Many beaches in popular tourist areas suffer from overtourism. The typical package holiday and the mass tourism industry are generally associated with beach tourism.

Nature attractions

Caves

There are many spectacular caves around the world and are popular natural types of tourist attractions. Caves are natural voids in the ground. Some caves are small and other caves are large. These voids are typically created through weathering and erosion. Many caves have water inside, some of which are known as cenotes. Caves are often home to many different species of bats, mice, rats and various insects. Many people choose to visit caves in order to take a look at the natural formations or to undertake active pursuits, such as caving, diving and canoeing.

Mountains

Mountains are some of the most popular types of tourist attractions. A mountain is a natural elevation of the earth's surface. A mountain usually has a peak. Mountains are bigger than hills and the top of the mountain is usually 2000m or more above sea level. Mountains usually come in ranges (multiple mountains), but sometimes are lonesome. Tourists choose to visit mountains for a number of reasons. They may simply want to enjoy the scenery or they may be in search of cool weather. Many tourists choose to visit mountains for hiking or skiing activities. Mountains are natural attractions that must be looked after. There have been many negative stories of erosion due to skiing and litter left behind by hikers.

Waterfalls

Visiting a waterfall is on many people's travel to-do list! Many destinations have waterfalls that attract tourists. Some waterfalls are big and others are small. Some waterfalls are easily accessible and others are found in remote destinations. The area around some waterfalls is very developed for tourism (such as Niagara Falls), and for others the area is not developed at all.

Wildlife attractions

There are many types of tourist attractions that involve the use of wildlife. Some of these are natural areas, such as grazing lands when you go on a safari. However, most of these are purpose built tourist attractions.

There are many types of wildlife attractions that make use of the concept of animal tourism. Some are better managed than others. When you are visiting an animal-focussed attraction it is important that you do your research and only visit if the animals are well treated and cared for.

Zoos are a popular type of wildlife attractions. Zoos are areas whereby animals are kept. They usually have a wide range of animals, many of which are

exotic, such as lions, elephants and monkeys. Tourists are allowed to enter the venue and look at and/or interact with the animals. Some zoos have very small cages and the treatment of the animals is poor. This is unethical and I do not recommend visiting such zoos. Farms are similar to zoos, but they generally have larger enclosures and keep only animals that naturally live in the country. In the UK, zoos generally feature animals such as cows, goats, sheep and chickens. Some farms that allow visitors are working farms.

Aquariums are also tourist attractions that enable tourists to see wildlife. Aquariums feature marine life, such as sharks, sting rays, turtles and a wide range of fish. Some aquariums have large tanks and allow visitors to interact with the marine life by snorkelling or diving. Other aquariums may only have small tanks for their fish, which is unethical.

Lastly, there are a number of attractions around the world that use animals as their focus. Some destinations will transport animals to the area to encourage tourists to visit. A common example of this is monkeys. There are attractions that use tigers or lions, such as Tiger Temple in Thailand. Here you can get up close and personal and have photos taken with the tigers. Thailand is also well-known for its elephants, with many tourist attractions featuring elephant rides or elephant conservation. Some destinations, such as Mexico create tourist destinations which enable you to swim with dolphins and other marine life.

If you are considering visiting an attraction like this, do your research first and make sure that the organisation demonstrates ethical practices. Animal tourism is a controversial issue and is one that is frequently debated. Whilst these attractions can be very profitable and have positive economic outcomes, they can, if not managed sustainably, have negative impacts on the animals.

Entertainment parks

There are many different types of entertainment parks around the world that are common examples of types of tourist attractions. Theme parks are very popular built tourist attractions. They are built with the sole purpose of providing entertainment for visitors. Theme parks are usually quite large. Sometimes you will pay a one-time fee to enter with unlimited access to rides. Other times you may be required to pay for individual rides. Many of the large theme parks are renowned for being busy and having long queues for rides. Another example of an entertainment park is a waterpark.

Waterparks can be both indoors and outdoors, although outdoor waterparks are usually larger, with more rides and facilities. Holiday parks like Centre Parks offer indoor waterparks as part of their offering to tourists. In warmer climates, such as in Spain or Florida, there are many outdoor waterparks. Waterparks often

feature wave pools, lazy rivers and a variety of slides and playgrounds. Play parks are areas that have playing equipment for children.

The facilities offered at play parks can vary widely. Some play parks may have water areas, others are completely dry. Play parks may have small rides, such as train rides. They may also have horses or donkeys to ride. There will likely be playgrounds as well as other activities such as archery or canoeing.

Soft play areas are another example of play parks. Soft play areas consist of indoor playgrounds. They usually have ball pits, slides and sometime bouncy castles. Soft play areas are popular with young children. Many countries have impressive soft play attractions such as China and Canada.

Museums and art galleries

Museums and art galleries are usually purpose-built for tourism and are also examples of types of tourist attractions. Museums and art galleries are found all over the world. These fall into different categories of the types of travel and tourism organisations. Some museums and art galleries are publicly funded or subsidised and others are privately owned, and therefore incur a cost to the visitor.

Museums and art galleries vary considerably in size. They can also have different intentions, some are based on history, or science, or culture amongst a wide variety of other subject matter. Some museums offer niche or unusual products- I was shocked to find out on my trip to Jeju in South Korea that the island has more sex museums than any other place!

Historical or heritage attractions

Some man-made types of tourist attractions are not purpose built for tourism. Instead, they have been adapted for the purposes of tourism. There are a wide range of buildings, areas and places that have historical or culturally significance. These places are often restored or protected and then displayed to tourists. Historical or heritage-based tourist attractions include castles, famous walls, ruins, towers, monuments, religious buildings, houses and palaces. These types of tourist attractions are often beneficial because they help to preserve cultural and heritage, which is a positive impact of cultural tourism.

Special events

There are many special events that take place around the world that be be classed as types of tourist attractions. Special events come in all shapes and sizes and there is no end to the different types of special events that can be organised. However, the most common types of special events are either markets, festivals and parades, exhibitions or entertainment venues.

There are different types of markets, which are popular types of tourist attractions. Some markets are intended for local use (i.e. fruit and vegetable

markets or fish markets) and others are intended for tourists (i.e. souvenir markets). There are many places throughout the world that are famous for their markets. Some tourists may visit especially because they wish to visit the market. And for others, visiting a market may be a byproduct of their trip.

Markets come in different sizes. Some are large and others are small. Some markets operate everyday and others are only operational on particular days of the week or month. Markets also look different in different places. In some areas there are indoor markets and in some places they are outdoors. Some take place in the street, others in an organised venue. Some take place in more unusual locations, such as on a river!

Markets are commonly associated with the concept of bargaining or haggling. They usually specialise in produce that is grown/made locally, i.e. leather in Morocco. Some are regulated more than others and you may find counterfeit or copied products here.

Task 1. As the author of the text has rightly pointed out museums and galleries are popular tourist attractions. Information about museum institutions in different countries on many popular museums is often not available for various reasons or is quite contradictory. Compile the top 10 museums of the Belarusian capital and the top 10 museums of the Republic of Belarus, which you would advise foreign visitors to visit.

Task 2. Compile the top 10 sites of the Belarusian capital and the top 10 sites of the Republic of Belarus, which you would advise foreign visitors to visit.

Task 3. Imagine you're an individual guide. In a few days you are to give a tour to a group of students who have travelled to Belarus for the first time. Compose and act out a dialogue between the guide and the group leader about the route of your excursion.

Task 4. Choose an object that deserves to be included in the tourist routes of our country, but has not been included yet, and prepare a presentation about it.

Part 3. History and Heritage Protection

Тэма 18 - 21. The Main Historical Periods

Belarus is an ancient Slavic country located in the geographical center of Europe. Belarusian history was full of events: endless wars, changes of the rulers, imposition of culture, religion and other difficult moments. But Belarus overlived those difficult times of its history. Now, it is an independent country that preserved its traditions and language.

Its history is an age-old tradition of cooperation, tolerance and perseverance. The country had to go through several stages in its tragic but at the same time glorious history in order to become what it is today.

The history of Belarus dates back to the Stone Age. The first signs of settlements in ancient Belarus date back some 250,000 BC. The Stone Age site in the village of Ogovo (Brest region) is considered to be the oldest one in the Belarusian lands and one of the oldest in Eastern Europe. The ancient settlements have been discovered in the Gomel region.

The history of Belarus, or more precisely of the Belarusian ethnicity, begins with the migration and expansion of the Slavic peoples throughout Eastern Europe between the 6th and 8th centuries. East Slavs settled on the territory of present-day Belarus, Russia and Ukraine, assimilating local Baltic — (Yotvingians, Dniepr Balts), Ugro-Finnic (in Russia) and steppe nomads (in Ukraine) already living there, their early ethnic integrations contributed to the gradual differentiation of the three East Slavic nations. These East Slavs, a pagan, animistic, agrarian people, had an economy which included trade in agricultural produce, game, furs, honey, beeswax and amber.

As a result of interaction between the Balts and the Slavs, new ethnic groups emerged. The modern Belarusian ethnos was probably formed on the basis of the three Slavic tribes' unions — Kryvians, Drehovians, Radzimians as well as several Baltic tribes.

During the 9th and 10th centuries, Scandinavian Vikings established trade posts on the way from Scandinavia to the Byzantine Empire. The network of lakes and rivers crossing East Slav territory provided a lucrative trade route between the two civilizations. In the course of trade, they gradually took sovereignty over the tribes of East Slavs, at least to the point required by improvements in trade.

The emergence of statehood in the Belarusian lands took place from the 8th to the 10th centuries. The common cultural bond of Eastern Orthodox Christianity and written Church Slavonic (a literary and liturgical Slavic language developed by 8th century missionaries Saints Cyril and Methodius) fostered the emergence of a new geopolitical entity.

In the middle of the 9th century, favorable conditions were created for the emergence of the first stable East Slavic early feudal states-principalities around Novgorod, Kiev and Polotsk. Their formation and development were facilitated by geographical, climatic, social, ethnic and foreign policy conditions.

The first centrally-managed formation on the territory of modern Belarus was the Principality of Polotsk, founded by the krivichi. The importance of these lands is in the location on the famous trade route from the Varangians to the Greeks.

The first known Prince of Polotsk was Rogvolod, who reigned in the middle of the Xth century. He strengthened the borders of the principality, laid the foundations of administrative management and the political system. Prince Vladimir of Novgorod asked Rogvolod for the hand of his daughter Rogneda, a real beauty, but was refused. Outraged Vladimir and his uncle Dobrynya stormed Polotsk, killed Rogvolod and his two sons, and captured Rogneda by force and made her marry the prince. The offended princess was looking for a convenient moment to take revenge on Vladimir. When one day the prince fell asleep beside her, she tried to kill him with a knife. But Vladimir woke up and grabbed her hand. Vladimir ordered Rogneda to wear a wedding dress and prepare for death. When he came to Rogneda to execute her, his eldest son Izyaslav with a sword in his child's hand came out to meet him. This act stopped and embarrassed Vladimir.

After talking with the dukes, he decided to send Rogneda and his son to the Polotsk principality and ordered to build a new city for them, which was named after his son Izyaslavl (now Zaslavl). Since then the descendants of the proud Rogneda had occupied a special place among the descendants of St. Vladimir. Owners of Polotsk considered themselves uncontrollable to Kiev. Soon after the death of St. Vladimir, Polotsk was the first city in Kievan Rus, which separated from Kiev in order to become an independent state - **the Grand Duchy of Polotsk**.

The Polotsk principality possessed all the relevant attributes of the state - the sovereign power of the prince, the Administration, capital, the Army, and a fiscal system. The Polotsk principality expanded its influence in the Baltic region, subordinating to itself a number of Baltic tribes. In the X-XII centuries the Polotsk principality covered a vast territory, including the north and center of modern Belarus, as well as part of the lands of modern Latvia, Lithuania and the Smolensk region of Russia. The most famous Polotsk prince was Vseslav (1044-1101), known in history as Vseslav the "Wizard" for his wisdom and strength. It was for the period of his reign that the highest prosperity of the principality of Polotsk took place. On his orders in 1066 a magnificent St. Sophia Cathedral was built in Polotsk in order to imitate Sofia's in Constantinople, Kiev and Novgorod. The construction of St. Sophia cathedral placed Polotsk on a par with such large cities as Kiev and Novgorod. Under the authority of Vseslav, many other Christian churches were built. Vseslav was tolerant to adherents of paganism and did not destroy their prayer houses. He sought the consent of various religions and thereby united people. 72 years of his life he devoted to the creation and strengthening of the first Belarusian state.

Another large early feudal principality on the territory of Belarus was Turov, which was formed in the IX–X centuries. Turov was first mentioned in chronicles

under 980. The city was located on the Pripyat River and had good trade relations with other territories. The cities of the principality were Pinsk, Brest, etc.

Between the 9th and 12th centuries, the Principality of Polotsk (northern Belarus) emerged as the dominant center of power on Belarusian territory, with an important role played by the Principality of Turov in the south.

It repeatedly asserted its sovereignty in relation to other centers of Rus', becoming a political capital, the episcopal see of a bishopric and the controller of vassal territories among Balts in the west. The city's Cathedral of the Holy Wisdom (1044–66), though completely rebuilt over the years, remains a symbol of this independent-mindedness, rivaling churches of the same name in Novgorod and Kiev, referring to the original Hagia Sophia in Constantinople (and hence to claims of imperial prestige, authority and sovereignty). Cultural achievements of the Polatsk period include the work of the nun Euphrosyne of Polatsk (1120–73), who built monasteries, transcribed books, promoted literacy and sponsored art (including local artisan Lazarus Bohsha's famous "Cross of Euphrosyne", a national symbol and treasure stolen during World War II), and the prolific, original Church Slavonic sermons and writings of Bishop ov (1130–82).

In the 11th century, the Principality continued to expand. Its territory covered a third of today's Belarus by the end of the century. The following period was marked by a characteristic for European countries feudal fragmentation and constant wars between local Princes. As a result, the Polotsk State was divided into seven smaller principalities, and its power was lost.

New states followed their own courses. In the XIII century, two dangerous enemies appeared. The first were the Teutonic Knights, the German Crusaders, who took upon themselves the mission of baptizing pagan Balts and Slavs. The second enemy was the Mongolian Horde of Genghis Khan, who rushed from central Asia to Europe.

In the thirteenth century, the Grand Duchy of Lithuania with its capital in Novogrudok was formed. In the 13th century, the Lithuanian prince Mindog united under his authority a part of Lithuanian and East Slavic lands, including the Grand Duchy of Polotsk, founding the state known as the Grand Duchy of Lithuania. It was only in 1323 the capital was moved to Vilno (present-day Vilnius). At that time Polotsk was still a large city, and the Supreme Court of Appeals was held either in Minsk or in Novogrudok.

Only Lithuanian Prince Gedimin, as a result, was able to peacefully unite the Polotsk and Lithuanian Principalities and thus put an end to the endless bickering. Thanks to him, and later to his son Olgerd, Belarusian lands were finally assembled in a single Grand Duchy of Lithuania. It was the period in history of Belarus when the Belarusians started to form as a nationality.

Olgerd, defeating the Mongol-Tatar Horde, joined Kiev Principedom to their land, thus making their nation the largest in Europe. Policy of Unification played an important role in ensuring the security of Poland and Lithuania from the extremely active knights of the Teutonic Order. The Grand Battle of Grunwald in 1410, in which the Order suffered a crushing defeat, finally put an end to the constant expansion of the Crusaders.

In the mid-fifteenth century, the Grand Duchy of Lithuania started its “golden age”. State reaches its peak both in the territory and economy, the culture at this time is also on the rise. The greatest territorial development of the GDL reached in the XVth century, when its borders stretched from the Baltic to the Black Sea from north to south and from Brest region to Smolensk from west to east. In the same century, the Litvins (today's Belarusians) eventually formed into a separate ethnic group.

The Old Belarussian language was the state language in the Grand Duchy of Lithuania from the middle of the XIVth to the end of the XVIIth century. That period in history became the time of the Belarusian Renaissance, when humanism, writing, philosophy and literature arose. At the beginning of the XVI century, Francisk Skorina from Polotsk published 22 volumes of the Bible translated into his native language. It was one of the first translations of the Bible into the language of a living nation in the world. Other prominent figures of the Belarusian Renaissance included teachers, philosophers, poets, translators and first printers, such as Simon Budnyi and Simeon of Polotsk.

The following period was marked by the merger of a single State of the Grand Duchy of Lithuania and Kingdom of Poland and the creation of the Commonwealth with a view to joint defense from the threats. In 1569, the Lublin Union was signed between the Grand Duchy of Lithuania and the Kingdom of Poland: two states united in a federation - Rzeczpospolita in order to withstand the growing claims of neighboring countries and the continued expansion of the Crusaders. It was a union of two states, each of which had its own government, army, laws and even language. The territory of today's Belarus was still viewed as part of the Grand Duchy of Lithuania. The largest city was Mogilev, followed by Vitebsk, Polotsk, Slutsk and Brest. Vilno, the capital of the GDL, also had a significant Belarusian population. Inside the state, the Commonwealth government pursued a policy of polonization and propagated Catholicism. That policy did not find a support among the Belarusians, who were mostly Orthodox.

The compromise between Orthodoxy and Catholicism was crowned with the signing of the Brest Church Union in 1596, according to which the Orthodox Church acknowledged the supremacy of the Pope of Rome and Catholic dogma, while preserving its rights, organization and rituals. By the end of the XVIII

century more than 70% of the population of Belarus belonged to the Uniate (Greek-Catholic) Church.

The 17th century is one of the darkest in the history of Belarus. One war was followed by another. As a result of these grueling wars, the population of the state has halved.

The result of such turbulence was another territorial split, then the time of magnate anarchy started. Permanent civil war, the creation of Szlachta confederations (Szlachta was 10 percent of the population) has further weakened the Commonwealth. May 3, 1791, the first constitution of Europe was adopted, but it didn't save the state: 18th century ends by the split of States and the Kosciuszko uprising.

At the end of the XVIII century, as a result of the three partitions of the Commonwealth in 1772, 1793 and 1795, practically the entire territory of modern Belarus was joined to the Russia. Since the nineteenth century, Belarusian lands became a part of the Russian Empire and were named the North-Western region.

On the eve of a possible war with Napoleon, in March 1810, a plan of defending the western regions of the Russian Empire from war was prepared. It included the erection of new defensive fortifications. The Bobruisk fortress was built, which played a significant role in the Patriotic War of 1812. During the Patriotic War with Napoleon In 1812, Belarus suffered a great deal, about a million people perished. The local gentry, counting on the restoration of the Grand Duchy of Lithuania, basically supported Napoleon.

In 1839, the Uniate church was abolished on the territory of the Russian Empire, and the Uniates passed under the jurisdiction of the Russian Orthodox Church. Although during the reign of the Tsars of Nicholas I and Alexander III national culture was suppressed as a result of de-polonization and Russification a number of authors began to publish their works in Belarusian, including Yan Chechot, Vladislav Syrokomlya. In the middle of the 19th century, the Belarusian economy, like the whole of Europe, experienced significant growth as a result of the spread of the industrial revolution in Eastern Europe. The revolutionary wave of the early twentieth century contributed to the rise of the wave of the Belarusian national movement.

In the twentieth century, Belarus had even severe experiences: revolutions, two debilitating world wars, during which millions of inhabitants were killed, and dozens of towns and villages were destroyed.

After the October Revolution in Russia in October 26, 1917, Belarus again became the arena of a whole series of political experiments. The creation of the Belarusian statehood was connected with the Belarusian national movement. Its

representatives began preparations for the First All-Belarusian Congress, which was held in December 1917 in Minsk. Some delegates of the congress wanted to declare Belarus an independent republic. Others proposed the autonomy of Belarus as part of Soviet Russia. The proclamation of the BNR was an attempt to realize the idea of creating Belarusian statehood. However, this republic was short-lived. It did not have a Constitution, its own armed forces and borders, finances and other attributes of statehood. The idea of creating a Belarusian Soviet state was defended by the Belarusian National Commissariat and Belarusians who supported the Bolsheviks. On January 1, 1919, the Manifesto of the Provisional Workers' and Peasants' Government of Belarus on the formation of the Socialist Soviet Republic of Belarus was issued.

In 1921, after the Polish-Russian war, the Riga Peace Treaty was signed in accordance with which Poland and the Soviet Russia's Bolsheviks divided the territory of Belarus into two parts: the Eastern (Soviet) and the Western (Poland) ones. In 1922, the BSSR became a member of the Union of Soviet Socialist Republics. In the Soviet Belarus, the industrialization processes were actively proceeding. New branches of industry and agriculture were formed. The Gomel agricultural machinery plant "Gomselmash", the "Znamya" garment factory and the "Kim" plant in Vitebsk, the Orsha Flax Mill and many other, successful even nowadays, enterprises were opened. During the three five-year periods industrial production in the BSSR grew 23-fold, science, national culture, and art developed. In the 1920s, Belarusian, Yiddish, Polish and Russian were the official languages of the Belarusian Soviet Socialist Republic. On the territory of Western Belorussia, the Polish government pursued a policy of polonization. 3 300 Polish schools were opened, and almost all Belarusian schools were closed at the same time, in 1938-1939 only 5 general education Belarusian schools remained. 1 300 Orthodox churches were converted into Catholic.

On September 2, 1939 the Nazi Germany attacked Poland. In September 1939, after Hitler's Nazis occupied the territory of ethnic Poland, the Soviet leadership decided to send troops to the territories that had previously belonged to Poland following the conclusion of the Riga Peace Treaty and thus take the local population under protection from possible Nazi aggression and genocide. Red Army troops liberated Western Belarus, which merged with the Soviet Belarus in one state. It was the sad events of the initial period of the Second World War that allowed the Belarusian people to finally reunite within almost ideal ethnic borders.

On June 22, 1941 Fascist Germany attacked the Soviet Union. The Great Patriotic War (Second World war on the territory of the USSR) began , lasting almost four years. The heroic defenders of the Brest Fortress stood to the last man. The Fascist command planned to capture the fortress just within few days, however, the defense lasted 30 days. The motto of the defenders of the fortress became: "We'll die, but we will not leave the fortress!" Already on the second day

of the war, fascist planes appeared over Minsk. The first bombs fell onto the city, then again and again, because of the smoke they could not look at the sun.

The city moved to the east, taking away industrial equipment, evacuating civilians, however, most of them remaining in the city because of the fascists' fast attack. An army rose on the way to the enemy rushing furiously towards Minsk. At the approaches to Minsk, the soldiers of the 1st Guards Artillery Division, under the command of Army General Ivan Rusiyanov, for the first time in the practice of the Great Patriotic War, used in the fight against enemy tanks bottles with gasoline and kerosene, the experience subsequently used at other fronts of the Great Patriotic War.

Despite the heroism of the defenders of the city, the capital of Belarus was occupied by the fascists on June 28, 1941. By the end of August 1941, the entire territory of Belarus was occupied by German fascist invaders. Having occupied Belarus, the fascists established a regime of violence and terror on its territory. During the three years of occupation, 209 cities and almost 11,000 villages were destroyed. In total during the war, Belarus lost more than 2,700,000 inhabitants, one in every three inhabitants of the republic perished.

However, the Belarusian people did not accept the status of the occupied nation, but rose to a holy war against the Nazi occupation. During the war, 374,000 partisans were active on the territory of occupied Belarus, about 70,000 patriots fought in underground organizations. More than 1.3 million Belarusians and natives of Belarus fought at the fronts of the Great Patriotic War, of which 446 were awarded the highest award of the country - the title of Hero Soviet Union, and four - twice. About 400 thousand Belarussian soldiers were awarded with military orders and medals. During the war, more than 400 Belarusians became generals and admirals.

Thanks to the heroism of Soviet soldiers and partisans, the capital of Belarus Minsk was liberated from German fascist invaders on July 3, 1944. The operation to liberate Belarus ended with the liberation of the city of Brest on July 28, 1944. The contribution of the Belarusian people to the Great Victory over the fascist aggression was recognized throughout the world. Given this, an international conference, convened on April 27, 1945 in San Francisco decided to include Belarus among the founding countries of the United Nations Organization.

Victory over the enemy in the Great Patriotic War was achieved at the cost of great sacrifices and irreparable losses of the Belarusian people. According to experts, Belarus suffered more than any other country in Europe from that war. The direct material damage caused to Belarus by the occupation is estimated at 75 billion rubles (in 1941 prices), which is 35 times higher than the budget of the republic of 1940. Statistics show that if before the war in its current borders there were 9.2 million people, then at the end of 1944 - 6.3 million people. Most of the

cities were destroyed, thousands of villages were burnt, industry, transport, communications almost completely ceased to function, agriculture was in a difficult situation. The republic lost more than half of its national wealth.

The restoration of destroyed cities became a heroic page in the history of the Belarusian people. For ten years, one of the most ruined cities in Europe, the city of Minsk, turned into a perfect new city, and its main avenue (today Independence Avenue) for the integrity of the buildings and its architectural appearance, is a candidate for inclusion in the UNESCO World Heritage List.

The life of the Belarusian society in the first post-war decade was rather complicated. People experienced great financial difficulties. At the same time, the victory inspired them to selfless labor, which resulted in a high rate of restoration and development of industry, transport, construction and other sectors of the economy. Industry in general and most of its industries (except for light and food) already in 1950 reached and surpassed the prewar level of output. In 1950-1970, the country continued to develop rapidly. Belarus became a key part of the national-economic complex of the country. Belarus was called the "assembly shop" of the Soviet economy. The most developed branches were machine building and chemical industry (Soligorsk potash plant, refineries in Novopolotsk and Mozyr, "Belshina").

Political processes of the late 1980s and early 1990s led to the collapse of the USSR. Two events were most influential in the socio-political life of the BSSR: the accident at the Chernobyl nuclear power plant, which had a huge resonance in society and the discovery of mass graves in Kuropaty near Minsk.

In 1990, the history of Belarus started anew, the Declaration on State Sovereignty of the Belorussian SSR was adopted. The following year it was given the status of a constitutional law, and on September 19, 1991, the BSSR was renamed into the "Republic of Belarus".

On December 8, 1991, the heads of Russia, Ukraine and Belarus met in the village of Vaskuli in "Belovezhskaya" Pushcha. According to the signed agreement the USSR was dissolved and BSSR together with the two other states became a founder-member of the Commonwealth of Independent States (CIS). On December 10, 1991, the Supreme Council of the Republic of Belarus ratified the agreement on the formation of the CIS and denounced the 1922 Union Treaty. On September 19, 1991 года a new name for the country - Republic of Belarus - was adopted.

In the first years after the collapse of the Soviet Union and independence, Belarus became a parliamentary republic, the Belarusian ruble was introduced, the formation of its own armed forces began, the Belarusian Greek Catholic Church was legalized. In 1994, the Constitution of the Republic of Belarus and the basic

legislation of the country were adopted. According to the Constitution, Belarus became a presidential republic, and the first presidential elections were held in the same year.

The Republic of Belarus is a unitary state, a presidential republic. On July 20, 1994, the first president of independent Belarus, Alexander Lukashenko, was elected, and he subsequently won the elections several times

After the declaration of independence, the Republic of Belarus exists as a sovereign state. The country has no territorial disagreements and conflicts with one of its neighbors. Interethnic and interfaith peace and harmony are preserved.

Thus, by overcoming difficulties the Belarusian nation not only has kept and preserved with honor through centuries their original culture and mentality, but also absorb the best achievements of European and world civilization .

Task 1. Tell us which period of the Belarusian history do you consider the most significant for a more detailed presentation to tourists from foreign countries? explain your point of view.

Task 2 Prepare a short presentation on one of the most significant periods of Belarusian history.

Task 3 Discuss in pairs which period of the Belarusian history can cause a contradictory perception among guests from neighboring countries. Contribute your ideas on how to tell older people about such periods (they remember the common Soviet past) and young people. It should be assumed that discussions of how and topics should definitely be avoided when telling about the historical past of Belarus.

Task 4 Prepare a presentation about one or two outstanding personalities in the history of Belarus and an outstanding modern native of Belarus, a figure of culture, science or an athlete.

Тэма 22. Heritage Protection

Cultural heritage: definition, structure, threats and preervation

Cultural heritage, a term that signifies the wealth of physical artifacts and intangible attributes inherited from past generations, plays a crucial role in shaping societal identity. This heritage, passed from one generation to the next, encompasses practices, places, objects, artistic expressions, and values.

Cultural heritage provides a sense of identity and continuity, offering a link from the past to the present and paving the way to the future. Our cultural heritage, like our DNA, determines who we are, giving us both identity and the values that will guide our lives in a changing world.

It is a mirror reflecting the historical journey of a civilization, offering insights into its evolution, achievements, and challenges. Cultural heritage reflects societal values, beliefs, and customs, serving as a valuable educational tool. It contributes to social cohesion, fostering a sense of belonging and promoting mutual respect among different cultural communities.

Cultural heritage bifurcates into tangible and intangible forms. Tangible cultural heritage includes buildings, monuments, landscapes, books, works of art, and artifacts, which are significant milestones in a community's history. For instance, the Great Wall of China, the Pyramids of Egypt, and the Taj Mahal of India are emblematic of their respective civilizations' architectural prowess and aesthetic sensibilities.

Intangible cultural heritage, on the other hand, refers to traditions or living expressions passed down over generations. This includes oral traditions, performing arts, rituals, festive events, knowledge and practices concerning nature, and traditional craftsmanship. The Flamenco dance of Spain, the tea ceremony of Japan, and the storytelling tradition of West Africa are examples of intangible heritage that shape the cultural identities of these regions.

The preservation of cultural heritage is crucial for maintaining cultural diversity in the face of growing globalization. It involves safeguarding significant cultural items and intangible aspects from threats such as natural disasters, conflict, and neglect. This task necessitates the collaboration of local communities, governments, and international organizations.

Preserving cultural heritage is of paramount importance for several reasons. Firstly, it promotes a sense of identity and continuity in a fast-changing world, offering a source of pride and belonging for communities. Secondly, cultural heritage serves as a bridge between the past and the present, providing valuable lessons and guiding societal progress. Lastly, cultural heritage is an important driver of tourism, contributing to economic growth and sustainable development.

There is never any guarantee that heritage will survive and be passed on to the next generation. This has been true throughout history and it is even truer today. For this reason, and in recent years, an increasing number of countries have launched initiatives designed to protect and preserve their own cultural heritages. These initiatives are designed not only to protect famous monuments, buildings, and the natural landscape, but also the fine arts and crafts, and the more ordinary buildings and objects that reflect the history and ways of life in each country.

Despite its importance, cultural heritage faces numerous threats. Uncontrolled urbanization, environmental degradation, armed conflicts, and even tourism can lead to the deterioration or destruction of both tangible and intangible

heritage. Moreover, the rapid pace of modernization and globalization can lead to the erosion of traditional practices and knowledge systems.

The digital era has brought new opportunities and challenges for cultural heritage. Digitization can help preserve and disseminate cultural heritage, making it accessible to a wider audience.

In conclusion, cultural heritage is an essential part of our shared human experience. It is a testament to human creativity, resilience, and diversity. Cultural heritage is an invaluable asset that offers a window into the past, shapes present identities, and guides future progress. As such, It holds significant value for both individuals and societies, and its preservation is vital for our collective future. generations, to safeguard and preserve our cultural heritage. This requires concerted efforts at local, national, and international levels, as well as the integration of heritage conservation into broader socioeconomic development strategies.

Task 1. On the UNESCO website, get acquainted with the tasks of this organization in the field of protection of the world cultural and natural heritage.

Task 2. Study Convention Concerning the Protection of the World Cultural and Natural Heritage, adopted in 1972

Task 3. Describe the main types of cultural heritage

Task 4. Tell us about the main criteria for including an object in the World Cultural Heritage list.

HOW HERITAGE PRESERVATION REDUCES POVERTY

Mikayla Burton

Cultural heritage preservation means keeping the artifacts and traditions of a community intact against factors trying to change them or wear them away. Some common examples are restoring historical buildings, passing on an ancient craft or recording traditional tales. Cultural heritage is crucial for communities. It gives them a way to look back on their history in a way that informs their present-day identity. It also provides the communities with new chances to thrive.

Many people behind cultural conservation programs prioritize staying local and helping their communities as much as possible. Often, people living in poverty or those on the outskirts of society are the ones first offered these opportunities. In this sense, heritage preservation reduces poverty and helps communities by giving people employment and education.

Heritage Tourism

Cultural heritage preservation encourages as well as utilizes tourism. Heritage Tourism is one of the major ways preserving cultural heritage can reduce poverty in a community. It often boosts a community's economy and can become one of its major industries. Many tourists visit cultural sites and partake in culturally-enriching activities while traveling and tend to stay longer at these places.

As tourism increases, so do jobs for local community members directly involved in tourist activities (such as museum guides or re-enactors) and those not associated with tourism (such as the food industry or local shops). Employers can then afford to pay their employees more as they receive more and more business. People also become encouraged to start their own businesses or move their businesses to these small communities upon seeing the economy emerge and grow. A Pakistan-based study published in February 2020 shows that increases in tourism noticeably improve a community overall. A 1% increase in tourism can enhance the GDP by 0.051%, agricultural development by 0.26%, direct foreign investment by nearly 2.65% and potentially decrease poverty by 0.51%.

Examples of Cultural Heritage Preservation

An example of a cultural heritage preservation project that has greatly helped a small, rural community is the Rural Revitalization Drama Festival. It occurs in Shixia Village in China and showcases traditional Chinese Opera. Though Shixia was an impoverished village in 2010, the tourism created by the festival has provided more jobs. It has created more opportunities for extra income, encouraged people who previously left the village to return and urged people to start businesses there. The festival has also highlighted other cultural treasures in the area that promoted even more preservation projects and tourism. By 2019, they were able to purchase the technology needed to process their own millet crops; whereas, they previously had to outsource production to other places.

These disciplines and practices are culturally important, but they also give many people the chances of employment and education. For example, in the Philippines, Escuela Taller has created education programs in different traditional disciplines, such as carpentry and metalwork. In Peru, local women were trained in creating traditional textiles in order to support themselves and their families. This project was created by Centro de Textiles Tradicionales del Cusco in 1996 with the support of JoinTrafalgar and the TreadRight Foundation.

How Heritage Preservation Reduces Poverty

Cultural heritage preservation reduces poverty and helps communities by passing down ancient, artisan crafts to new generations. Preserving cultural heritage is a way of declaring to others that the people and the communities housing these museums, historical buildings and traditions are important and worth protecting. With people empathizing with a community, it can encourage them to fight against the destruction of land or buildings. It can inspire people to donate

and even start charities and nonprofits. Preserving cultural heritage reduces poverty by promoting the visibility and the empowerment of communities. It can at first seem to only be about showcasing a country's history but it runs deeper. Cultural heritage preservation gives modern people a chance at a prosperous future.

Тэма 23. World-famous Tourist Sites in Belarus

UNESCO World Heritage in Belarus

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration. Places as unique and diverse as the wilds of East Africa's Serengeti, the Pyramids of Egypt, the Great Barrier Reef in Australia and the Baroque cathedrals of Latin America make up our world's heritage. What makes the concept of World Heritage exceptional is its universal application. World Heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located. Belarus joined UNESCO in 1954. During many years, Belarus has been maintaining fruitful and dynamic relations with international organizations. Belarus' program of UNESCO activities includes numerous interesting projects in the fields of education, science, information, communications, and, of course, culture. In October 1988, Belarus joined the Convention on the Protection of the World Cultural and Natural Heritage adopted by UNESCO in 1972. Today 4 Belarus sites have been already included into the UNESCO World Heritage List.

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In 1992, the **Belovezhskaya Pushcha National Park** (a natural heritage object), a unique European forest reserve protected since the 14th century, was the first one to become a UNESCO World Heritage Site. In 1993 Belovezhskaya Pushcha National Park was granted UNESCO Biosphere Reserve status.

A key tourist attraction of Belarus, Belovezhskaya Pushcha National Park is what's left of the primeval forest which used to stretch from the Baltic Sea to the Buh River and from Odder to the Dnieper River. The park is located 340km to the south-west of Minsk in the Brest and Grodno oblasts of Belarus. It is one of 4 National Parks in Belarus and the largest forest in the lowlands of central

Europe. The first records of the Belovezhskaya Pushcha National Park date back to the year 983. The name comes from a white tower in the vicinity (Belaya Vezha) erected 700 years ago, and the name Pushcha is mentioned in both Lithuanian and Polish historical documents dating back to the 15th century. Belovezhskaya Pushcha National Park has been a battleground throughout the ages. The Napoleonic War and world wars have all taken their toll on the forest. In 1939 the land was declared a state reserve and in 1944 part of the reserve was given to neighbouring Poland. Today Belovezhskaya Pushcha National Park is one of the most famous places in Belarus and plays a very important role in the ecology of Belarus.

The park is famous for its ancient named oak trees dating back more than 500 years. In all there are more than 1000 species of trees and flowers here including: old ash, pine, silver fir, rare grass plants, Belovezhskaya Pushcha National Park is also home to more than 300 animal and bird species, including: the largest population of the rare European bison, wolf, lynx, otter, tarpan European wild horse, greater spotted eagle, crane, woodpecker/ long tailed tawny owl/ As well as the forest, Belovezhskaya Pushcha National Park also boasts a zoo, library and a museum, and supports wood processing, handicrafts and various local industries.

In 2000, the **Mir Castle Complex**, which was built in the beginning of the 16th century, was added to the UNESCO World Heritage List. The successful blend of Gothic, Baroque and Renaissance architecture makes Mir Castle one of Europe's most impressive castles. The Mir Castle complex (Mirsky zamok) is an outstanding example of 16th-century fortification art. It's located in the town of Mir in the Grodno region of Belarus. The construction of this Belarus' Gothic style castle was started in the 1520s by Duke Ilinich. In 1568 the castle came into the hands of Mikolay Radziwil, who completed it in Renaissance style. A three-storey palace was built along the eastern and northern walls of the castle which had forty fretted rooms. Earth walls were built around the castle with bastions at the corners, surrounded by a water moat. An Italian garden was laid to the north of the walls and an artificial lake was established to the south. The Radziwills owned the castle for several centuries. During the Napoleonic wars the castle was severely damaged. In 1891, the castle is bought by Nikolai Svyatopolk-Mirsky who started bringing order to his new property. His son continued his father's work, led by renowned architect Teodor Bursze. A subsidiary of the National Art Museum of the Republic of Belarus was located in the castle in 1992. In 2000 UNESCO designated Mir Castle a World Cultural and Natural Heritage site. The successful blend of Gothic, Baroque and Renaissance architecture makes Mir Castle one of the most impressive castles in Europe. Following intensive restoration works, Mir Castle was reopened to the public in December 2010. Renovation works on the Mir Castle Complex, however, are still underway. The plans are to repair the Italian

Renaissance Park, the English Park and the pond, to restore the Svyatopolk-Mirsky Castle. The restoration works on this historic landmark was completed in 2013.

In 2005, two more sites were inscribed into the UNESCO World Heritage List. They include the Architectural, Residential and Cultural Complex of the Radziwills in Nesvizh and the Struve Geodetic Arc points.

Located 120 km south-west of Minsk, the town of Nesvizh is one of the oldest in Belarus. The first record of it dates back to 1223. For centuries the **Nesvizh Palace** used to be the residence of the Radziwills, one of the richest dynasties in Europe. In the 15th century, while still a minor town, it passed to the Radziwiłł princely family, and remained the family's estate for more than three centuries. On the initiative of Mikołaj "the Orphan" Radziwiłł the city was granted Magdeburg rights in 1586. Throughout its history Nesvizh has always exercised great influence in the sciences, arts, crafts and architecture. Today Nesvizh has become a modern urban centre with elegant cafes and restaurants, numerous souvenir shops and comfortable hotels and is a real delight for tourists. Nesvizh surroundings are extremely rich in antiques and places of interest. It'll be an especial pleasure to start discovering the city with Slutsk Gate, the only surviving gate of the end of the 16th – beginning of 17th centuries urban fortification system. Not less pleasure will you get viewing the 16th century Nesvizh Town Hall with its distinctive Baroque and Renaissance features. The list of the city's outstanding landmarks also includes the 1st in Eastern Europe Baroque style temple of Corpus Christi, the craftsmen's house, the unique complex of former Benedictine monastery and Bernardine Monastery.

But what makes the town of Nesvizh especially elegant, what gives it its charming atmosphere and singularity is Nesvizh Palace and Park Ensemble. The ensemble, located in the north-east part of the town and surrounded by ponds of the river Usha, was built and occupied by the Radziwiłł family from the 16th to 20th centuries.

Over 400 years of its history, the palace had absorbed the attributes of different architectural styles: Renaissance and Classicism, Baroque and Rococo, Art Nouveau and Neoclassicism. But the castle's ten interconnected buildings, including the palace, the galleries, the residence and the arsenal have always been one architectural whole. The castle withstood numerous assaults of Russian troops in the 17th and 18th centuries, later was partially destroyed by the Swedes. The repair and renovation works began in the 18th century and marked a new stage in the ensemble's development.

The archive of the Great Principality of Lithuania was kept in the castle. The castle library accounted for 20 000 volumes in 1770. In the 2nd half of the 18th

century, it was the largest private library at the territory of Polish-Lithuanian Commonwealth. The picture gallery was home to 984 canvases in 1770. The collections of weapons, numismatics and other valuables were also unique. Unhappily, it was exactly in 1770, when the castle was seized by Russian forces and the Radziwill family was expelled, what made the palace fall into disrepair. However as soon as in 1886 the castle's interiors were renovated, and a magnificently beautiful landscape park in English style was designed. Later on in Soviet times, the chateau was used as sanatorium, while the park gradually fell in neglect. Soon its destiny was shared by the palace. Today the National Historical and Cultural Museum-Reserve Nesvizh, a wonderful restored castle, is a landmark of Belarus.

The Struve Arc is a chain of survey triangulations stretching from Hammerfest in Norway to the Black Sea, through 10 countries and over 2,820 km. These are points of a survey, carried out between 1816 and 1855 by the astronomer Friedrich Georg Wilhelm Struve, which represented the first accurate measuring of a long segment of a meridian. This helped to establish the exact size and shape of the planet and marked an important step in the development of earth sciences and topographic mapping. It is an extraordinary example of scientific collaboration among scientists from different countries, and of collaboration between monarchs for a scientific cause. The original arc consisted of 258 main triangles with 265 main station points. The listed site includes 34 of the original station points, with different markings, i.e. a drilled hole in rock, iron cross, cairns, or built obelisks. The Struve Arc, points in 10 countries: Norway, Sweden, Finland, Russia, Estonia, Latvia, Belarus, Ukraine and Moldova. According to the historical data, there were 34 geodesic points in Belarus, and only 20 survived. Five of them, with special plaques, have been inscribed into the UNESCO World Heritage List.

Sites inscribed on the UNESCO World Heritage Tentative List:

- August Canal (2004)
- Spaso-Preobrazhenskaya Church and St Sophia Cathedral in Polotsk (2004)
- Boris and Gleb (Kolozhskaya) Church in Grodno (2004).
- Defence cults in Belarus, Poland and Lithuania (2004)
- Wooden Churches of Polesie (2004)

The architectural ensemble of Independence Avenue in Minsk is nominated for inscription on the UNESCO World Heritage List as part of the transnational nomination with the provisional title "Socialist Post-War Architecture in Eastern and Central Europe".

Task 1. Prepare a small presentation on one of the Belarusian objects included in the UNESCO World Heritage List.

Task 2 What innovative ways to popularize Belarusian World Heritage sites would you suggest for different categories of tourists and residents of our country?

The Contribution of World Heritage to Sustainable Development

Outside the Millennium Development Goal (MDG) N. 7, on environmental sustainability, which addresses in part the need to protect biodiversity and natural resources, the MDGs adopted by the international community in 2000 made no specific reference to heritage or even to culture in general. Yet, the contribution of heritage to a sustainable human development is major. The protection of exceptional heritage properties cherished by people all over the world – such as great natural sceneries and landmark monuments - can be considered as an intrinsic contribution to human wellbeing. It would be hard to imagine our countries, cities and landscapes without the familiar remnants of our past, a witness to continuity through the passing of time, and the presence of nature, to inspire us with a profound sense of wonder and joy.

But in addition to its intrinsic value for present and future generations, World Heritage – and heritage in general – can make also an important instrumental contribution to sustainable development across its various dimensions. Through a variety of goods and services and as a storehouse of knowledge, a well-protected World Heritage property may contribute directly to alleviating poverty and inequalities by providing basic goods and services, such as security and health, through shelter, access to clean air, water, food and other key resources.

Preserving natural resources, including outstanding sites containing some of the richest combinations of terrestrial and marine biodiversity, is obviously a fundamental contribution to environmental sustainability. Most of these sites, on the other hand, have developed over time through mutual adaptation between humans and the environment, and thus demonstrate how, rather than existing in separate and parallel realms, biological and cultural diversities interact with and affect one another in complex ways in a sort of co-evolutionary process.

World Heritage is also an important asset for economic development, by attracting investments and ensuring green, locally-based, stable and decent jobs, only some of which may be related to tourism. Activities associated to the stewardship of cultural and natural heritage, indeed, are local by definition and green “by design” since they embody an intrinsically more sustainable pattern of land use, consumption and production, developed over centuries if not millennia of

slow adaptation between the communities and their environment. This is true for natural protected areas rich in biodiversity, of course, but also for cultural landscapes and historic cities.

World Heritage is also essential to the spiritual wellbeing of people for its powerful symbolic and aesthetic dimensions. The acknowledgment and conservation of the diversity of the cultural and natural heritage, fair access to it and the equitable sharing of the benefits deriving from its use, enhance the feeling of place and belonging, mutual respect for others and a sense of purpose and ability to maintain a common good, which contribute to the social cohesion of a community as well as to individual and collective freedom of choice and action. The ability to access, enjoy and care for one's heritage is essential for what the Nobel prize winner Amartya Sen calls the "capability of individuals to live and to be what they choose", that is a fundamental component of human development.

A well-maintained heritage is also very important in addressing risks related to natural and human-made disasters. Experience has shown how the degradation of natural resources, neglected rural areas, urban sprawl and poorly engineered new constructions increase the vulnerability of communities to disaster risks, especially in poorer countries. A well-conserved natural and historic environment, based on traditional knowledge and skills, considerably reduces underlying disaster risks' factors, strengthens the resilience of communities and saves lives.

At times of crisis, moreover, access to and care for the heritage may help vulnerable people recover a sense of continuity, dignity and empowerment. In conflict and post-conflict situations the acknowledgment and conservation of heritage, based on shared values and interests, may foster mutual recognition, tolerance and respect among different communities, which is a precondition for a society's peaceful development. All of the above concerned potential positive contributions that an appropriate WH conservation and management could make to sustainable development.

Тэма 24. Working in Museum

How to find jobs in museums

5 steps

Museums are places that house and display items that hold cultural, historical or educational value. There are many jobs in museums that work together to support the institution's goals. If you're interested in working in a museum, you may want to learn more about what opportunities you can look for and how to get them. A large art museum is like a mini-society with various levels and functions

of staff members who work hard behind the scenes to ensure that visitors have a memorable cultural experience.

Museums include a wide range of professionals, from educators to businesspeople to technicians. Art enthusiasts interested in being a part of this world should start by being aware of the various positions available. Here's a look at the top ten art jobs offered in most art museums around the world.

Visitor services or attendants These are staff members who greet visitors, sell tickets and answer questions.

Facilities management This area includes janitorial staff and engineers, such as specialists who manage sensitive climate controls that museum specimens might need.

Marketing, development and fundraising These staff members focus on securing funding for and advertising the museum.

Curators and collections management These staff members manage the items contained in a collection, including the collection's physical care protocol and displays, and decide when and whether to acquire new items. Curators are both administrative and research professionals. They work to manage a museum's collections and decide on future collection items and transfers with other institutions. Curators also oversee the care and display of the collection. They usually have a particular area of focus and expertise and typically perform research related to their specialty area. Sometimes, museum curators also support the work of other departments by doing things like fundraising and public education.

Administration, museum directors This area includes staff who oversee daily operations and long-term planning for the museum. They work alongside curators to decide which objects to include in the museum's collection.

Exhibits Staff in this area work with exhibits daily, for example, by packing or unpacking items, caring for live animals and installing new exhibits.

Education This area includes staff who teach inside the museum and with community outreach programs.

Business Staff in these areas might work in the museum gift shop, human resources, information technology and accounting.

Security These staff members protect the museum collection.

Interns, fellows, docents and volunteers These are staff who work at the museum temporarily. The museum may or may not pay them.

1. Begin with unpaid experience

Many museums offer volunteering programs or unpaid internships. These positions allow you to gain experience working in museums. Some jobs are temporary, and others require a weekly or monthly commitment and can continue indefinitely.

These are a great way to try various museum types and departments and find the one that interests you the most. You can also use this time to talk to museum staff to think about what types of museum jobs you would like to do.

2. Attend museum related events

Museum events often allow you to meet industry professionals in the museum industry. Meeting people who work in museums can help you with professional networking. In the future, they could possibly help you find or get a museum job. Some museums host events on-site, which you could attend as a guest or volunteer. You could also go to museum-industry conferences.

3. Consider working at a museum adjacent company

Before working in a museum, you can consider working for companies that work with museums as part of their of work. For example, you could work for a shipping company that handles the museum's transportation, or you could learn to restore antiques and artifacts. In addition to meeting museum professionals in the course of your work, you can gain skills that could be useful in your future museum jobs.

4. Get an entry-level museum job

You can apply for entry-level museum jobs and move to higher positions with time and experience. Previous experience, such as volunteering, may make you a more desirable applicant. It can also help to apply to relatively small or new museums, as they may have fewer applicants for open positions.

If you're writing a resume for a position working in a museum, there are a variety of elements you can include to highlight what you can bring to the role and institution. A good resume features your strongest skills and attributes and allows the hiring manager to learn more about your professional training and experience. As a museum professional, you may have relevant knowledge regarding the curation of art and artifacts or a background in gallery management. You can use your unique expertise and industry insight to discuss why you're a qualified candidate for a particular position.

Before you begin to write your resume, consider reviewing the job description for the position you're interested in and noticing what qualifications your prospective employer lists. This allows you to ensure that you know their expectations for the role and what skills or experience make you a unique and qualified candidate. It can also help you identify whether you've already performed relevant job tasks during your previous positions and allows you to add them to your resume.

After reviewing the position, you can select a resume format to help you with the layout of the document. There are three primary formats you can choose from, including a functional resume, a chronological resume and a combination resume. Consider using the type of resume that allows you to lead with your strengths, because this may help you capture the hiring manager's attention.

Functional resumes allow you to highlight your relevant skills and abilities before listing your educational background and work history. This means it may be the ideal layout for a highly skilled professional with limited work experience. Alternatively, a chronological format begins by listing your professional background and relevant experience. You may decide to use this layout if you've worked in museums or a related industry for several years. A combination resume can be a great option for people with years of experience and an applicable skill set, as can help you feature all of your compelling credentials.

Here's a list of resume elements you can include in the document if you're applying for a position in a museum:

Header You can use this section to list your name and contact information, including your email address, phone number and your location. After selecting a layout, you can start to write your resume by listing your contact information in the upper right, left or center of the document. Include your first and last name, your phone number and your email address. Employers may not require you to add your location, although you can list it as well if you prefer.

Featuring this information at the beginning of your resume can ensure that the reader knows how to reach you if they're interested in scheduling an interview, or if they have questions regarding your experience and credentials. Consider featuring your name in a bold or larger font, so it's easy for the hiring manager to notice and remember.

Following your contact information, you can include a resume introduction that mentions your accomplishments, abilities and career goals. This statement can provide a brief overview of your experience and ambitions. Resume introductions are typically one to three sentences long, so lead with your strongest professional assets. There are a variety of introduction formats you can choose from, such as:

A resume objective allows you to summarize your relevant skills and professional experience that might make you a good fit for the role. You can describe the position you're seeking and how your goals and aspirations align with this role.

A qualifications summary allows you to outline the important certifications, skills and accomplishments that make you a qualified candidate for the position. This introduction can help you illustrate how you're prepared for the responsibilities and duties of your prospective role.

You can use a professional profile to discuss your experience, accomplishments and any industry-related awards or recognition you've received. If you've earned a variety of professional accolades or reached milestones in your career, this might be an appropriate resume introduction that allows you to feature your achievements.

Hard, soft and other skills You can also include a section that features your skills and abilities. You may consider organizing this according to theme, and grouping together your hard, soft and industry-related skills.

There are a variety of skills museum professionals can list on their resumes. While there are several roles that can allow individuals to work in museums, they may benefit from having similar common abilities. Some skills to list on a museum resume include:

Whether you apply for a role as a museum director or museum shop manager, you may benefit from having **time management skills**. Museums typically have a variety of employees with unique roles and responsibilities, so it may be important for everyone to adhere to their specific schedule in order to maintain order and organization.

If you're interested in becoming a curator, docent or educator, research may be an integral aspect of your role, making this a useful skill for many museum professionals. To accurately display and discuss the contents of exhibits, individuals may execute research and historic, artistic or scientific investigation.

Regardless of your specific role, working in a museum may require you to communicate with visitors and collaborate with your colleagues. This means that effective interpersonal communication is an important aspect of museum professions, and many roles can include speaking to small groups or large audiences of visitors.

Writing skills are a valuable aspect of various museum roles. For example, receptionists may be responsible for record-keeping and scheduling, and public relations officers may write announcements and press releases to inform the

community of upcoming events. Some people may also be responsible for grant writing and fundraising.

Professional experience Highlight your relevant professional experience to show that you're familiar with the responsibilities and job duties of your prospective position.

Professional summary You may include a short professional summary at the beginning of the document to outline your skills, qualifications and goals. This can be an introduction to the rest of your resume and provides an overview of who you are as a candidate.

Your professional experience may depend on the museum role you're interested in pursuing. You may have experience working for galleries or art studios. Alternatively, if you're interested in anthropological collections, you may have experience working alongside archeologists.

When you're listing your work history, include your previous job titles, the company or institution you worked for, the location and your employment dates. Following this information, you can also include a bulleted list to feature the professional responsibilities you carried out during your time in each role. Consider highlighting transferrable responsibilities that are relevant to your prospective position to show the hiring manager you're familiar with key tasks and job duties.

Education List any degrees you've earned, and college, university or institutions you've attended. In addition to professional experience, employers may be interested in your academic credentials. Include the degrees you've earned on your resume, particularly if they relate to your prospective role. Many institutions may require museum professionals to have a bachelor's degree in a related field, although specific qualifications may differ depending on the position and geographic location of the museum. For example, if you're interested in museum administration, you may benefit from pursuing a Master of Fine Arts degree, or a Master in Business Administration.

When adding this information to your resume, include the title of the degree you obtained, your major, the college, university or institute you attended and your enrollment dates. If you have limited industry experience, you can also include your GPA to demonstrate your mastery of important topics and information.

5. Consider getting a degree

If you find getting a museum job challenging, you can consider earning a degree in museum studies or a field related to your area of interest in the museum. This may help you get certain museum jobs, especially those that require specific

expertise. If you have a degree and are interested in continuing your studies while also working in a museum, you could consider applying for a museum fellowship.

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Task 1 After reading the text, answer the questions:

1. What are the main positions and areas of work in museums.
2. In which department would you like to work?
3. What 5 points does the author of the article suggest to envisage and do?
4. Which point do you think is the most important?
5. What should the CV of an applicant for a position in a museum include?

Task 2 Discuss the following aspects of working in museum:

1. What knowledge and skills is the employer primarily interested in?
2. What general and special knowledge is needed to work in historical (art, literary) museums?
3. What sociocultural skills should an applicant for a museum job have?
4. What character traits should an applicant for a job in a museum possess?

Text B for discussion in groups

How to Get a Job at a Museum

You want to be prepared going into an interview, so get all the information you can. Make sure that this is the place you want to work. Generate a list of questions for them that show you have done your homework and that will satisfy any nagging issues you have. If you have a portfolio of work to show, make it look stellar. If you have worked at well-known institutions or with well-known professionals, drop the names into the conversation. Eagerness and earnestness could very high in museums, so show yours off.

1. Visit a Museum's Web Page.

Look for job postings and HR background information.

Read the entire site. The appearance of the site along with the information it holds will tell you a lot about the culture of the museum.

Do they list staff contacts? Large, bureaucratic, and old museums tend to not list them. They don't want the public contacting staff.

Do they have events and classes going on all the time? When was the last time they posted a press release or item of news? If their news is months old either they don't value the public relations of their own web site or they are operating in first gear.

When was their most recent special exhibit and what was it? Record what you find out. When you talk to the staff informally or during an interview you can ask them about exhibits and programs by name. This will impress them that you're on the ball.

2. Visit the Museum

Find out what's going on. Are your pre-conceived notions about the museum fulfilled?

Find out staff attitudes. Casually talk to the staff about what they are doing or how the new exhibit is going. Are staff and volunteers excited about what is going on? If they aren't excited and aren't interested in getting you excited, why would you want to work there?

Pick up the literature. Is it professionally laid out and printed? Could you do a better job? If so, you could mention that you'd like to work on future flyers, newsletters, and brochures. Mine the literature for information you can use in an interview.

What are the exhibits like? Could you make something comparable? Better? Are there other technologies that might work better? Clearly you don't want to make the staff defensive about the quality of their work, but you might mention an interest in trying other ways to build or maintain exhibits.

3. Find out what the Community thinks about the Museum

If you live in the same community this is easy. If you don't, go to the chamber of commerce and ask for information on the museum. Ask the staff about it and if they would recommend you visiting. In your interview you can mention that you've done a quick assessment of the community views and then share what you've found.

4. Use your Network

Who do you know who has contacts with the board or staff? Contacting board members can be tricky as they should not meddle in the hiring process, but can provide you with useful information. Don't try to have a board member intervene on your behalf – it can backfire badly.

Staff can alert you to what the museum is looking for in the open position. They can also give you inside information on the financial condition of the museum.

5. Get the Annual Report

Museums should produce an annual report with financial statements. They may share it on their web site or you could contact the museum to request a copy.

Some watchdog organizations collect and share nonprofit's IRS filings. GuideStar (www.guidestar.org) is one of these.

Review the financial reports. If you are unfamiliar with reading these, ask an accounting friend to read them with you.

Why go to this trouble? Do you want to quit your job, possibly move your home, and start working for a museum that has fallen on hard times? If that prospect doesn't frighten you, then understanding the financial reports will make you appear much more knowledgeable during your interview.

6. Present Yourself as a Problem Solver

Especially in smaller museums every member of the staff wears several hats. Regardless of who holds what title, the person who can repair computers is called upon to do that. If you can repair computers, or toilets, or the cash register, let them know.

Don't point out a museum's weaknesses in an interview, but present yourself as someone who can solve the problems they appear to have. Given that they may have two or more equally credentialed candidates for a job, they might select the one who offers talents they need in other areas.

7. Attend the Conference

Attend the conferences of the associations for museums. They will have the latest museum job openings listed at the conference and some museums may be interviewing people at the conference. At the least by attending you will learn more about the type of museum you are interested in and may make contacts you can call later for information.

8. Subscribe

Subscribe to the newsletters or magazines published by the national organizations that represent museums you are interested in. You can gain good background information on the industry as a whole and about the institutions individually from the notes and articles.

If you are interested in museum jobs in one region, go the regional museum organization on the web. Not only do they post jobs, they also hold annual conferences and provide some professional training.

9. Prepare

Get your resume in order. Or, develop a new resume that will appeal to museums. Have several friends review your resume. As in any job search your resume is your tool to get to first base. Prepare notes for your interview – things you want to mention and questions you want to ask. Let them know that you have taken the time to learn about them.

10. Plan B

If there are no jobs open or if you don't get the one you were applying for, go to plan B: get a non-paying job at the museum with the idea of making yourself indispensable (see Volunteering at a museum). You will be surprised how many people working at museums got their start by volunteering. Once you're a volunteer, make yourself indispensable so when a job becomes open they slide you in.

Get additional qualifications. Colleges offer non-degree programs in museum management and in the specific -ologies that the museum specializes in. For instance, a museum that features modern art would be more interested in someone with some background in modern art. A science museum with a planetarium might be more impressed with someone who just took an astronomy class. It's easier to describe your enthusiasm for a museum and its field if you have some qualification to point to.

Join. Take out a membership so you can follow more closely what is happening. Attend the social events and lectures or other programs. Try to meet the staff and key volunteers. The more you know about a museum, the more valuable you are.

Task 1. What are some action plans the author of the article suggests when applying for a job at the museum?

Task 2. On the basis of the text you have read, tell us how you will act to get a job in the museum.

Task 3. Write a CV for employment in the museum.

Тэма 25. World Museums

Spectacular Museums You Need to Visit in Your Lifetime

Museums and cultural institutions beckon people to explore new cultures and topics through their carefully curated collections and transcending exhibitions. For those quick to dismiss the museum experience as boring, it's time to think again. Galleries in all corners of the world, from Senegal to Japan, have mastered the art of creating engaging exhibits on art, history, and culture that can change any naysayer's mind.

While the subject matter may vary from location to location, the best museums in the world make visitors think differently about society. An added bonus: Many of these museums are also known for their incredible restaurants and lush landscapes, making a day at the museum a fulfilling experience.

Check out this comprehensive list of the best museums and galleries throughout the world with one-of-a-kind displays that educate and inspire. Whether you're interested in discovering the ancient gems of Egypt or learning about the post-impressionist works of Van Gogh, these incredible collections are well worth the trip.

Since its inception in 1990, the Museo Reina Sofia has always been viewed as a cultural center where art retells the history of Spain and gives insight into its future. The 20,000-piece collection focuses primarily on Spanish artists from the 20th century, but you'll find a number of groundbreaking pieces from international artists like Vasily Kandinsky and Sarah Grilo.

The star of the museum is Pablo Picasso's *Guernica*, a powerful oil painting depicting the horrors of the Spanish Civil War. Reina Sofia's other signature exhibition includes the works of Salvador Dalí.

Founded in 1947 by Brazilian businessman Assis Chateaubriand, the Museu de Arte de São Paulo (MASP) was the first modern museum in all of Brazil. Originally located on Rua 7 de Abril, the museum's current glass structure on Avenida Paulista was designed by Lina Bo Bardi in 1968. The award-winning building's airy appearance is mirrored throughout the exhibition halls as works on crystal easels feel as though they are floating. Its holdings consist of nearly 11,000 artworks and objects collected from all across the world, including the most important collection of European art in the southern hemisphere.

Hidden amidst the bustle of Ho Chi Minh City sits a shocking scene of fighter jets and tanks lined up seemingly ready for action. While it may appear to be an army base, it's actually the War Remnants Museum which truthfully documents the brutal effects and tragedies of the Vietnam War through photography and relics. A heavier museum-going experience, the war museum

offers insight into a defining chapter of the country's history, and how it has affected the nation's identity today.

Inaugurated in 2018, the Museum of Black Civilizations acts as a creative hub for Senegal—and the entire African continent—to celebrate their culture while detailing the struggle that Africans faced throughout history. The museum was the vision of the country's first president Léopold Sédar Senghor, who vowed to build an institution honoring African art and identity. While Senghor unfortunately passed before the museum opened, his legacy lives on in the curated art selections and striking displays filling the galleries. The opening of the cultural landmark also spurred a debate amongst the art world, with many scholars calling for museums throughout Europe to return thousands of artifacts looted from Africa during the colonial period.

The first national museum in Thailand, this Bangkok cultural splendor houses the country's most extensive collection of Thai artifacts and artwork. The museum's structures can be traced back to 1782, when they served as the palace of Rama I's viceroy, Prince Wang Na. Nearly 100 years later, the grounds were transformed into a museum with three differently themed galleries: a Thai History Gallery, an Archaeological and Art History collection, and a Decorative Arts and Ethnological Collection. In addition to the main collections, guests can discover one of the most revered images of Buddha, Phra Phuttha Sihing, in the Bhuddhaisawan Chapel.

You never quite know what awe-striking sculpture or Japanese masterpiece you'll find at this impressive institution. The National Art Center prides itself in being an “empty museum,” constantly ushering new exhibitions and collections spread across its concrete-and-glass structure designed by Kisho Kurokawa.

The only national museum devoted to the documentation of the African American experience, this Smithsonian institution was inaugurated in 2016. However, the idea of the museum was first proposed more than a hundred years before in 1915 by Black veterans of the Civil War. The initial proposal called for a monument to be erected in the honor of Black soldiers and sailors in the nation's capital, but debates over funding and site locations kept pushing the project back.

It wasn't until 2003 when an Act of Congress established the institution and construction plans began. Today, the National Museum of African American History and Culture houses more than 40,000 objects dedicated to African American life, history, and culture.

When the National Gallery of Canada was established in 1880, the first exhibition primarily consisted of 19th-century works at the historic Clarendon Hotel in Ottawa. Over 140 years later, a 30-foot bronze spider called

the Maman greets visitors at the gallery's new home designed by architect Moshe Safdie.

The national art museum now houses 75,000 works of art ranging from Canadian and Indigenous pieces to the neoclassicist painting *The Death of General Wolfe* by Benjamin West.

The beginnings of the Metropolitan Museum of Art date back as far as 1866 in Paris, France, where a group of Americans discussed the need to bring art education to the public. On April 13, 1870, the Met opened within the historic Dodworth Building before moving to its permanent location on Fifth Avenue and 82nd Street in 1880.

The museum presents over 5,000 years of artwork, including Islamic art dating back to the seventh century and the well-known Edgar Degas' painting *The Dance Class*.

Known as the Royal Picture Gallery of the Netherlands, Mauritshuis houses a rare collection of Golden Age paintings from countless Dutch and Flemish artisans. In 1816, King William I offered the collections once owned by his father, stadtholder Prince William V, to the Dutch state, establishing the first national gallery in The Hague. The Mauritshuis's 841 works of art include Johannes Vermeer's *Girl with a Pearl Earring* and Carel Fabritius' *The Goldfinch*.

One of the largest museums in North Africa, the Egyptian Museum houses nearly 120,000 ancient Egyptian artifacts and the world's largest collection of Pharaonic antiquities. The museum was commissioned in 1835 by the Egyptian government in hopes to stop the looting of many archeological and historic sites. Visitors can come face to face with the gold mask of Tutankhamun, which is composed of 11 kilograms of solid gold.

Emperor Franz Joseph I of Austria-Hungary commissioned the Kunsthistorisches Museum around 1891 as a place to display the terrific art collection from the House of Hapsburgs, which is still the museum's primary collection. Housed within the palatial building on Ringstraße, the museum's works includes *Madonna del Prato* by Raphael and Diego Velázquez's well known portrait *Infanta Margarita Teresa in a Blue Dress*.

The largest and most visited museum in Mexico, Museo Nacional de Antropología specializes in the history of the country's pre-Columbian heritage through archaeological artifacts. Architect Pedro Ramírez Vázquez paid tribute to the indigenous legacy of Mexico by building the museum in the Chapultepec Forest, emphasizing a natural relationship with the environment. The 600,000-piece collection includes the Aztec Stone of Sun and the Xochipilli statue.

The Musée D'Orsay, once a railway station, houses an internationally renowned collection of Impressionist art and other Western pieces from 1848 and 1914. Architect Victor Laloux built the original magnificent structure in 1900 to welcome visitors to the World's Fair. After its closure in 1939, the Beaux-Arts station remained in a state of disuse until President Valery Giscard authorized renovations on the historic building in the late 1970s.

Inaugurated in 1986, the white limestone walls are now home to some of the most notable artworks in France, like sculptures by Auguste Rodin and paintings by Paul Gauguin.

The ancient Chinese funerary art of terracotta sculptures at this mausoleum and museum depicts the armies of Qin Shi Huang, the first Emperor of China. The terracotta army, dating back to the late third century, was discovered by local farmers in 1974 just outside of Xi'an City. It's estimated that the three pits within the mausoleum contains more than 8,000 soldiers, 130 chariots with 520 horses, and 150 cavalry horses. Within the same site, visitors can also enjoy the Museum of Terracotta Acrobatics, Museum of Terracotta Civil Officials, Museum of Stone Armor and Museum of Bronze Chariot and Horse.

Designed by famed architect Juan de Villanueva, the Museo Nacional Del Prado serves as Spain's national museum, showcasing countless Spanish artists like Diego Velázquez and Francisco Goya. King Charles III ordered the construction of the Prado in 1785 to house the Natural History Cabinet.

King Ferdinand VII later designated the building as the new home of the Spain's most valuable paintings and sculptures in November of 1819. The Prado announced in 2016 that British architect Norman Foster and Carlos Rubio Carvajal will renovate the Hall of Realms, formerly a part of the Buen Retiro palace, as a \$32 million extension to the museum.

Board this recovered 17th-century Swedish ship for the ultimate trip down Scandinavian memory lane at the Vasa Museum. Gustav II Adolf lead the construction of new Swedish navy ships around 1618 including the Vasa, named after the Vasa Dynasty. The ship was regarded as one of the most powerful warships in the Baltic until it ultimately sunk in August of 1628. As a part of the museum today, the recovered ship is now embellished with hundreds of wooden sculptures.

The highly curated exhibits of the Acropolis Museum focuses on the archaeological findings in the Acropolis of Athens between the Greek Bronze Age and Byzantine era. Located in the historic area of Makriyianni, the museum was founded in 1976 and houses nearly 4,000 sculptures and antiquities.

The Grand Duke of Tuscany established the Galleria dell'Accademia in the 18th-century as a teaching facility for students of the Academy of Fine Arts. Michelangelo's David joined the museum in 1873 from Piazza della Signoria, becoming the museum's must-see attraction. The Accademia Gallery also showcases a collection of antic musical instruments.

As the most-visited museum in Germany, the Pergamon houses reconstructions of massive archaeological structures like the Pergamon Altar, Market Gate of Miletus, the Ishtar Gate of Babylon, and the Mshatta Facade. During the 19th-century, the discovery of the ancient city of Troy by archaeologist Heinrich Schliemann fueled German researchers to travel to Babylon, Uruk, Ashur and Egypt to discover other worldly treasures. Museum Island become the location of preservation for these ancient treasures and later home to the Pergamon Museum.

While the Smithsonian National Air and Space Museum didn't officially open until 1976, the institution's relation to aviation began at its creation with the first secretary of the Smithsonian, Joseph Henry. The physicist invited aeronaut Thaddeus S.C. Lowe to inflate a hot air balloon on the museum's grounds in 1861, establishing the institution's dedication to air and space education. The museum details America's storied past of space exploration and aeronautics trial and error.

Explore the bicultural partnership between indigenous and non-indigenous people at New Zealand's national museum. Translated to "Our Place," Te Pa's emphasis on diversity began in 1865 with the opening of the Colonial Museum, which included a number of paintings and ethnographic items from the indigenous Māori people.

After a number of name changes, the Museum of New Zealand Te Papa Tongarewa officially opened 1998, uniting National Museum and National Art Gallery as one entity. The vast 800,000 piece collection ranges from contemporary artworks to ancestral carvings in their Taonga Māori Collection.

Task Discuss with your classmates

1. Which of the museums on sarah dimarco's list you would like to visit if you could?
2. Which museum would be first on the list?
3. Which world museums were not mentioned on the list?
4. What unusual and interesting museums would be on a list like this if you were making it?
5. Which Polish and Russian museums would be interesting for belarusian tourists and belarusian historians?

The Louvre

The Louvre is the main landmark of Paris. It is one of largest museums in the world. The museum is situated in the Louvre Palace, which was once a fortress. This magnificent building exists from 1190. The King Philip August ordered to build it to defend Paris from the Vikings. In the 16th century the Louvre was reconstructed and became a royal palace. Later it became a museum of fine arts. It opened in 1793 with only 537 paintings to exhibit. The size of the collection greatly increased under the rule of Napoleon. For some time it was even named the Museum of Napoleon. Today it is one of most beautiful constructions in the world and most visited sight in France. The Louvre is lies on the right bank of the river Seine. It houses nearly 35 000 objects and covers the area of 60 600 square meters for exposition. Each year more than 8 million people visit the Louvre. The collection of the Louvre is divided into eight departments: Egyptian Antiquities, Greek, Roman and Etruscan Antiquities, New Eastern Antiquities, Islamic Art, Paintings, Sculpture, Decorative Arts, Prints and Drawings. The Louvre houses some of the most famous pieces of existing art. For example, Leonardo da Vinci's painting "Mona Lisa". Nobody knows exactly, who is the woman on the painting. That's why there are always debates and disputes around this piece. The symbol of the Louvre is the Inverted Pyramid which appeared in late 20th century. The Louvre museum collection contains the works of such renowned artists as Michelangelo, Raphael, Vermeer, Le Brun, Falconet, Rembrandt and many others.

Task Discuss with your classmates

Why every tourist visiting Paris should visit the Louvre?

What other French museums would you include in an obligatory cultural and educational programme for visitors to this country?

Which French museum would you visit?

Text C

Museums of the Great Britain

Great Britain is a country of traditions, so it pays much attention to raising interest and honor to its history and art. Authority puts great efforts to support the preservation of antiquities and creation or development of contemporary masterpieces. Many of them are housed in British museums and galleries for each person to see them. They contain diverse collections of historical, scientific, artistic and general interest. Most cities and towns have their museums and galleries devoted to the local art or history and to the whole country. But there are such museums and galleries in the UK that make the jaw drop. Most of them are situated in London, of course, and gained fame all over the world. They are popular tourist destinations providing unique exhibits, important historical items and incredibly beautiful pieces of art.

There are some must-see museums and galleries in London including the British Museum, the V&A, the Natural History Museum, the Science Museum, the National Gallery, the Tate Gallery, the London Transport Museum and many others

Not every museum can boast about the collection comprising millions of objects available on display at any suitable time. The British Museum is a real godsend for people, who are interested in history. It has extraordinary objects of each century starting from 1100 AD and sheds light on **customs and festivals having taken place thousands of years ago**. Its special items include the Elgin Marbles, parts of the Greek Parthenon, the Lycurgus Cup (4th century) changing color in different light, the Anglo-Saxons' iconic helmet, the restored King's Library or valuable pieces from the Persian Empire. **This museum has also the National Library** located in a vast beautiful piazza with numerous reference books to look through. Focusing on history, art, archeology and ethnography it is the signature of London and the UK.

If you are a fan of applied arts, it is impossible to omit the V&A, a superb showcase of countless sculptures, pieces of jewelry, glass, textile, metalwork, ceramics, furniture grouped either by age or by theme. The museum was opened by Queen Victoria and nowadays it features examples both of contemporary art and ones from different centuries. The most splendid exhibits are the canvases of Raphael, the world's oldest Ardabil carpet, the photography collection with more

than 500,000 images and wonderful fashion galleries dating back to the 18th century.

The Natural History Museum is both a research center and a fabulous museum. It will **amaze you at first sight** of a Diplodocus skeleton in the entrance hall. Different color zones offer everything from animatronic dinosaurs to the giant sequoia tree and the delightful Wildlife Garden.

The Science Museum is a 7-storey building suggesting educational and entertaining exhibits. You are given a chance to appear in open space, submerge into the ocean depth, explore basic principles of science or see the oldest collection of watches and clocks in the world.

The National Gallery houses more than 2,000 masterpieces from almost each European school of art. The works of Monet, Titian, Raphael, Piero can not be seen **during the only visit**, so make the most of the visit using audio guides or special tours to enjoy at least the most famous paintings.

In case you are looking for a place **to inspire you at first sight**, the Tate Gallery is obviously this place. It used to be a power station and 20 years later it opened its doors to the visitors as a museum of art. **Who could ever imagine** seeing a stage **performance inside of the former oil tank** or an enormous origami structure? More than 5 million people visit it annually, as there you are able to see nearly all contemporary styles and genres together with the ones from the last century. Its collection comprises paintings, sculptures, installations, unique paper works, prints and reliefs. Even if you do not have a chance to visit this place, you can dive into the world of modern art visiting their site, where the staff of the museum gives all necessary information and images of the exhibits.

For vehicle enthusiasts London has also got something in store. You will start your adventure in 1800 since the appearance of the first licensed transport – the sedan chair. Your next stations are a horse-drawn omnibus and the first railway for passengers, the first underground engine and numerous cabs and double-deckers. For small visitors there is a fleet of **mini-cars to fix and play with**, while big kids get an opportunity to become a driver of a red bus or guide a simulator through exciting tunnels.

These are only several examples of the museums worth visiting in London. Their choice all over the UK is much bigger and more various. I think everyone can find a suitable museum **to his interests**. You will not only fulfill your interest, but also develop your personality and expand your knowledge. Museums are unique schools, where studying is interesting, exciting and unforgettable.

IV РАЗДЕЛ КАНТРОЛЮ ВЕДАЎ

4.1 ЗАДАННІ ДЛЯ САМАСТОЙНАЙ РАБОТЫ СТУДЭНТАЎ

Арганізацыя самастойнай работы студэнтаў прадугледжвае падрыхтоўку студэнтамі неабходных інфармацыйных матэрыялаў па адпаведных тэмах, прадстаўленых у тэматычным плане праграмы.

Для дыягностыкі кампетэнцый студэнтаў прадугледжана выкарыстанне наступных сродкаў:

- правапіс слоўнікавых дыктантаў па асобных раздзелах курса;
- пісьмовыя пераклады, індывідуальныя і групавыя заданні па раздзелах курса;
- самастойная падрыхтоўка і прэзентацыя праектаў па абранай студэнтамі тэме;
- распрацоўка, дадатак дыялогаў, тэкстаў, аўдыё - і відэаматэрыялаў для аўдыравання.

Выніковая адзнака кампетэнцыі студэнта прадугледжвае правядзенне экзамену.

Крытэрыі ацэнкі ведаў на занятках “Спецтэрміналогія (на замежнай мове)”.

На пачатковым этапе ацэньваецца ўзровень валодання мовай у форме дыялогу са студэнтам, аналізу яго камунікатыўных і моўных навываў, ведання асноў граматыкі замежнай мовы.

На занятках праводзіцца розныя формы кантролю новых ведаў:

- выкананне дамашняга задання-падлічваецца колькасць выкананых пісьмовых заданняў і дасланных на электронную пошту выкладчыку.
- актыўнасць удзелу ў калектыўных абмеркаваннях, уменне дапаўняць адказы, выказваць індывідуальную пазіцыю – ацэньваюцца станоўчым або адмоўным знакам. Індывідуальныя заданні па працы з тэкстам-ацэньваюцца станоўчым або адмоўным знакам.
- напісанне кантрольных і праверачных работ, слоўнікавых дыктантаў-ацэньваюцца ацэнкай ад 2 да 10. Стварэнне прэзентацый, тэматычнага выступу, дакладу па тэме-ацэньваецца ацэнкай ад 2 да 10.

Формаі бягучага кантролю могуць быць пісьмовыя кантрольныя работы, тэсты, тэматычныя слоўнікавыя дыктанты, праекты-прэзентацыі, эсэ, калоквіумы і інш.выніковая (выніковая) ацэнка па дысцыпліне з'яўляецца Інтэгральным паказчыкам, што фарміруюцца на аснове ацэнка ведаў студэнта ў ходзе бягучага кантролю і бягучай атэстацыі. Ўклад бягучага кантролю ў выніковую ацэнку ведаў па дысцыпліне можа дасягаць 60%.

4.1. ПЫТАННІ ДЛІ САМАКАНТРОЛЮ

1. What kind of places can become tourist attractions?
2. What can be the popular attraction for the young people?
3. What are some kind of attractions that make large cities major tourist destinations?
4. What is the amusement park?
5. Why do large cities have the ability to absorb large numbers of tourists?
6. What economic advantage do the theme park have?
7. What kind of entertainments usually attract families with children?
8. How can independent travellers arrange their tour?
9. What kind of places, besides the big cities, usually offer historical interest?
10. +++++++What does the sightseeing business deal with?
11. What kind of places, besides the big cities, usually offer architectural interest?
12. What would usually be included in a sightseeing excursion?
13. Why does natural scenery attract tourists?
14. Why is it important to offer as much variety as possible to tourists?
15. What are the principal attractions of holiday resort?
16. What activities are traditionally included in a sightseeing business?
17. Why is shopping an important attraction for tourists?
18. How are the sightseeing trips arranged?
19. What kind of goods (merchandise) is featured in the souvenir shops?

20. Can an individual tourist employ a guide to show him around and make arrangements for him?
21. Why do most cruise ships try to keep up a party atmosphere throughout the voyage? What factors promote success of the theme park among the teenagers?
22. Why is tourism an economic plus for many cities?
23. How can theme park increase the flow of tourists?
24. Do tourists go only to easy and comfortable places to see the natural wonders?
25. How are sightseeing trips arranged?
26. What are the good value options for accommodation?
27. What is the price range for different hotels?
28. What is the alternative accommodation for those who don't want to stay at a hotel?
29. Which hotels are the cheapest and why?
30. What can young travellers choose as accommodation?
31. What are the features of dormitories and hostels?
32. What can small hotels offer to the tourists?
33. What can be restaurant specialization?
34. What is a restaurant guide?
35. What are different types of restaurants?
36. In which way does dining in expensive establishments differ from dining at unpretentious places?
37. Why is tourism labour-intensive?
38. What are common features for all jobs in tourism?
39. Why are language skills necessary in many jobs in tourism?
40. What is the range of activities of the tour operators?
41. What are the functions of the official tourist bureaus?
42. What kinds of organizations are involved in tour promotion?
43. What are types of publicity in tourist promotion?

4.2. ПЕРАЛІК ТЭАРЭТЫЧНЫХ ПЫТАННЯЎ

4.2.1. Пытанні да заліка

1. Tourism and its history
2. Types of tourism. Traditional and modern tourism.
3. Tourism as a fast growing industry
4. Travel motivation
5. Place of Belarus in international tourism. Advantages and disadvantages of Belarusian tourism.
6. Classification of visitors.
7. Types of resorts
8. The most popular resorts in Europe
9. Travelling by air: advantages and disadvantages
10. At the airport
11. Travelling by train
12. At the railway station
13. Cruise as a popular way of travelling by sea
14. Going through the Border
15. Searching the accommodation. Types of hotels
16. Catering and Eating out
17. Animation during the tours and in hotels.
18. Sightseeing and Attractions.
19. Belarusian sites and national heritage
20. Tours and Excursions
21. Working in Tourism. Jobs and required skills.
22. Tour Operators and Tour Agencies.
23. Tour Promotion
24. Leadership of the travel company. Creation of the image of the company.
25. Customer Service in Tourism. Care about tourists' needs.

26. Negotiations, presentations and meetings. Professional ethic and corporative culture.

27. Communication with clients and service in the travel industry.

28. Tourists complains and dissatisfaction. Handling a difficult situation.

Welcoming clients and foreign visitors.

29. Making telephone calls and discussions.

4.2.2. Питанні да экзамена

1. Tourism development. Types of tourism
2. Traditional and modern tourism
3. Tourism as a fast growing industry in the world
4. Tourism in Belarus: the main directions for international tourists
5. Holidays and tourist-attractive events in Belarus
6. Perspective directions of the Belarussian domestic tourism
7. Tourism in Belarus. Agro and ecotourism as popular direction
8. Tourism in Belarus. Event and sport tourism as popular direction
9. Tourism in Belarus. Religious and ethno tourism as a perspective direction
10. Tourism in Belarus. Medical and health tourism
11. Classification of visitors and tourists
12. Travel motivation and tourists needs
13. Types of resorts. The most popular resorts in the world
14. Travelling by air: advantages and disadvantages
15. Transportation support. Travelling by train
16. Transportation support. Travelling by car and by bus
17. Popular ways of travelling by sea
18. Going through the border. Rules and restrictions
19. Types of accommodation in tourism
20. Accommodation. Types of hotels
21. Hotel reservation. Types of rooms and services
22. Catering and eating out places for tourists

23. Sightseeing. Tours and excursions
24. Tour operators and travel agencies. Creation of the image of the company
25. Tour promotion. Types and forms of promotions and marketing
26. Working in tourism. Careers and jobs
27. Professional and personal skills of the guide
28. Communication with clients and service in the travel industry
29. Tourist entertainment. Events and holidays in hotels and resorts
30. The list of the World Heritage Sites
31. Heritage protection. Community development and the World Heritage
32. The heritage promotion and attraction for the tourists
33. Belarussian sites in the list of the World Heritage Sites
34. Belarussian sites nominated into the World Heritage Sites list
35. Belarussian national heritage and tourism
36. Working in Museum. Job positions and directions of work
37. Working in Museum: requirements and qualifications
38. The main directions of museum activities
39. Museums and its place in Belarussian tourism
40. National Art Museum: public activities and projects
41. National Historical Museum: development, activities and publicity
42. Literature museums and its role in national culture
43. Exhibition practice in museum
44. Educational programs and projects
45. Museum public. Visitors and social nets promotion
46. Museum events and public activity
47. The outstanding fine arts' museums of the world
48. World-famous museums and reserved areas
49. Belarussian national and regional museums
50. History and development of Belarussian lands
51. The main periods in Belarussian history
52. The prominent people in the history of Belarus

5. ДАПАМОЖНЫ РАЗДЗЕЛ

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5.2. ЛІТАРАТУРА

ІНФАРМАЦЫЙНА-МЕТАДЫЧНАЯ ЧАСТКА

ЛІТАРАТУРА

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