



























































I want to introduce you to Excuses Inc.. I have been doing business with them for quite some time. We have *joint ventures* concerning the *fabrication* of lies and excuses -all ventures that you, too, might be interested in *pursuing*.

Excuses Inc. is opening an office in your area. Mr Deception, who is to be in charge of that *location*, is a good friend of ours, very *personable*, and extremely *knowledgeable* about our industry.

To give you a better idea of Excuses Inc.'s *activities*, I'm *enclosing* a recently prepared *brochure*.

When Mr Deception contacts you, I'll appreciate any *cooperation* you can give him. I do think you'll find several common business interests to pursue.

*Sincerely,*  
*Dax Cheng*

### ***Business letter of introduction example 2***

Another reader was moving out of town and wanted an introduction letter to introduce her clients to another hairstylist. Below is her request and my sample for her.

I'm a hairdresser, we are moving out of state and I want to thank my clients as well as give them a new hairstylist recommendation....not sure how to put it all together.

Answer:

This is a sample letter that may help:

ACME Hair would like to thank you for being a great customer all these years. We *regret* to inform you as of September 1st we will be closing. I am moving back to Australia.

My assistant Debra is opening her own salon and I would recommend her as she would still be able to provide the styling and service that you have *grown accustomed to* at ACME Hair.

You can contact Debra for an *appointment* at 012345678 or go to her salon at 123 Hairstyle Road.

Thank you and all the best.

*Regards,*  
*Dax Cheng*

## ***Follow-up Letter of Introduction***

by Ingrid

(Toms River, NJ)

I would like to know what type of letter to send as a follow up to a company letter of introduction. I emailed letters introducing our company to other companies in the hopes that they would be interested in hiring our company to provide our services. How should I follow up?

Answer:

Hi Ingrid,

I would follow up with another letter saying that you have sent them a letter before and if they have somehow missed the letter, provide the same information again and give them a strong reason to contact you.

A side note, it is not a good idea to send a letter of introduction via email. Most people would consider that spam and not even look at it.

If you were sending it via snail mail, then the chances are better that they have received it. In that case, depending on the situation, you can follow up with another letter as described above or give them a call.

*Regards,*

*Dax Cheng*

### **12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. How many kinds of business introduction letter are there?

- |          |         |
|----------|---------|
| a) one   | d) four |
| b) two   | e) five |
| c) three |         |

2. What didn't the author of the article mention in the text?

- a) different types of introduction letter
- b) some good sentences to start the letter of introduction
- c) some examples of business introduction letters
- d) how to follow up to an introduction letter
- e) how to answer an introduction letter

3. What is not recommended to do while introducing a person or company?

- a) to give the reason(s) for the introduction
- b) to give background information about a person or company from your personal experience
- c) to indicate any referral action you've taken
- d) to obligate the reader
- e) to express appreciation for any courtesy

4. How can one make the item or service being introduced easy to investigate?

- a) by offering a sample
- b) by an attached illustration
- c) by a "case study" explanation
- d) providing a readily available *assistance* by phone, visits, or display
- e) all of the variants given

5. What is the best way of sending a letter of introduction?

- a) via email
- b) via fax
- c) via snail mail
- d) none of the variants given
- e) giving a phone-call is much better.

**12.2. Complete the chart with your own advice for every situation described.**

What should one do...	Your advice
1) ... introducing a person or company?	
2) ... introducing a product, equipment or service?	
3) ... before the negotiations begin and after negotiations have ended for the day?	
4) ... starting the letter of introduction?	
5) ... following-up the letter of introduction?	

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. If possible, the reasons for introduction should be expressed in terms of the reader's interest. 2. Writing an introduction letter for a product, equipment or service, do not introduce it at once. 3. In the business letter of introduction, you should explain how the new product, service, or equipment differs from whatever is already available. 4. Most readers approach anything new with a wait-and-see-what-everybody-else-thinks hesitancy. 5. You should never follow up a letter of introduction with another letter providing the same information again, because you may seem too pushy. 6. It is not a good idea to send a letter of introduction via email, because most people would consider that spam and not even look at it. 7. Never follow up your business introduction letter with a phone-call.

**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. How do you like the first example of a letter of introduction given by the author? How can the way it is presented characterize the author's personality? 2. Compare the author's examples of the letters with his own written answers to his readers' questions. Do you see any similarities in their structure? Are there any differences? 3. Have you ever written a business-letter? Do you find it difficult to think of good opening sentences to your letters? Do you consider the author's examples useful?

**13. Watch the video "Television and Your Children" (folder "Video" on the CD) and answer the questions given below. Make sure that you understand the words in italics.**

*advertising violence affect plot distinguish portray admire  
switch on/off reminder*

1. How does television affect the children of different ages? 2. In what way can a child be influenced by famous people he admires? 3. What is the impact of TV-advertising on children? 4. How do children percept violence on TV? 5. What is the use of TV in helping a child to learn things about the world around? 6. How can a parent manage television-time for a child?

**14. Role-play the given situation in your group. Try to use the active vocabulary and negotiation tips from the unit under consideration.**

Imagine that you participate in a conference dedicated to the problem of television and children. Think of the part you are going to play (name, gender, age, occupation, the questions you would like to take upon, your ideas and attitude towards the problem under discussion).

**15. Write a 100-word composition on the topic below.**

What is more dangerous for children: TV or the Internet? Is there any danger at all? Can it be so that many dangers are exaggerated?

Репозиторий БарГУ

## PART III

### Tourism as a Career

1. Make sure that you understand the meaning of words and expressions given below. Use a dictionary if necessary.

animator	a must
to book	promotion
booking agent	to receive
career	retail
carrier	retailer
to continue	to sell (sold, sold)
customer	separate
a commission	service
to deal with (dealt, dealt)	service industry
destination(tourist destination, travel destination)	sightseeing
Destination Geography	successful
to develop	suppliers
essential	social director
extensive	ticket agent
entertainment	tour
graduation guide	tourism manager
guide-interpreter	tour guide
to handle	tour operator
hospitality	travel agent
hospitality industry	travel consultant
interpreter	travel writer
to involve	tutoring
to issue tickets	wholesale
	wholesaler

2. Listen to the given audio files (folder "Audio" on the CD) and find the words that you will hear in the grid below.

Word 1 \_\_\_\_\_

Word 4 \_\_\_\_\_

Word 7 \_\_\_\_\_

Word 2 \_\_\_\_\_

Word 5 \_\_\_\_\_

Word 8 \_\_\_\_\_

Word 3 \_\_\_\_\_

Word 6 \_\_\_\_\_

Word 9 \_\_\_\_\_



Word 10 \_\_\_\_\_  
 Word 11 \_\_\_\_\_  
 Word 12 \_\_\_\_\_

Word 13 \_\_\_\_\_  
 Word 14 \_\_\_\_\_  
 Word 15 \_\_\_\_\_

Word 16 \_\_\_\_\_  
 Word 17 \_\_\_\_\_  
 Word 18 \_\_\_\_\_

H	W	S	I	G	N	I	G	I	C	A	N	R	E	H	G	C	S	D	V
O	I	P	S	R	S	U	U	U	E	S	S	E	N	T	I	A	L	R	S
S	C	A	S	Y	P	I	I	P	P	T	E	C	U	I	F	R	G	E	I
P	O	S	U	T	A	N	D	Y	T	E	N	E	L	S	S	E	V	F	G
I	N	T	E	R	P	R	E	T	E	R	O	I	S	E	E	E	Z	E	H
T	S	N	V	E	S	T	I	G	A	T	E	V	R	P	J	R	I	R	T
A	U	K	N	O	S	L	E	D	G	E	R	E	T	A	I	L	E	R	S
L	L	P	Q	R	O	Y	S	U	P	P	L	I	E	R	S	V	M	A	E
I	T	L	C	Q	C	I	P	M	E	N	T	D	I	A	K	E	N	L	E
T	A	Q	A	N	I	M	A	T	O	R	S	T	A	T	C	E	H	P	I
Y	N	N	R	U	A	W	H	O	L	E	S	A	L	E	R	F	G	F	N
A	T	P	R	E	L	I	A	T	I	O	N	K	I	L	U	T	F	V	G
Z	B	F	I	E	R	T	Q	A	G	P	E	R	S	O	N	A	B	L	E
O	R	F	E	X	T	E	N	S	I	V	E	N	P	O	I	R	G	G	D
E	B	N	R	J	R	T	Y	S	I	C	O	M	M	I	S	S	I	O	N

**3. Build the words and word-combinations by matching their constituent parts.**

1) tour	a) agent
2) social	b) destination
3) travel	c) operator
4) destination	d) tour
5) tourist	e) animator
6) car	f) director
7) sightseeing	g) rental
8) chief	h) geography

**4. Fill in the blanks with the words from your active vocabulary.**

- \_\_\_\_\_ supervises all operations in a tourist company and its staff.
- \_\_\_\_\_ handles tour groups.
- \_\_\_\_\_ sells tour packages and separate services to customers.
- \_\_\_\_\_ provides entertainment for holiday-makers.
- \_\_\_\_\_ develops tour packages.
- The tour guide knows all sights in the \_\_\_\_\_.
- The tourism manager decides on \_\_\_\_\_ and advertizing of new tours.
- The tour operator pays \_\_\_\_\_ to travel agents.
- The tour guide conducts \_\_\_\_\_ tours.
- The animator arranges and conducts \_\_\_\_\_ programmes.

5. Make the sentences shorter by changing the constructions written in italics into the appropriate words from your active vocabulary. If necessary, change the word-order in some of the sentences.

1. Are you a *seller of goods in large quantities at low prices to be retailed by others* or trade supplier? 2. I don't think I could *deal with* it if they turned me down. 3. One of the fastest growing sectors of the economy of our time is *the industry connected with the reception and entertainment of guests, visitors, or tourists*. 4. I think being an *agent that makes the necessary ticket arrangements for travelers* is one of the tougher customer service jobs out there. 5. The *place you make a special trip to visit* that you choose can have a lot to do with your travel budget. 6. This video is *something that should not be overlooked or missed* for everyone. 7. The pricing technique used by most *companies that sell goods to the public in relatively small quantities for use or consumption rather than for resale* is cost-plus pricing.

6. Create a job interview connected with tourism business and based on the questions and tips given below. Role-play the conversation in pairs.

Questions and Tips:

— *What salary are you seeking?*

Do not name numbers here. Just like any other business transaction, the first one that names a figure loses. Ask the job interviewer what the typical salary is for that position. If you are pinned down for an answer, give an answer with a broad salary range and not an exact figure or answer that you would like the industry standard for the position. If you don't already know, you should research the salary range for the position you are seeking so that you may give a reasonable response to this job interview question.

— *Why should I hire you?*

Ah, the ultimate job interview question. Don't let it trip you up. Be very specific with your answer to this question. Don't give a general interview answer, such as "I am a hard worker". Give specific examples of why you are especially suited to this particular job position.

*What was your reason for leaving your last job position?*

Give an honest answer to this question without becoming negative. If your last job ended badly, don't badmouth the company or managers. This is the quickest way to blow a job interview.

Think of a way to put a positive twist on the reason for leaving your job while still being honest. An example would be, "I left my last job because

I wanted to advance, but there were no opportunities available.” Do not go into too many details if the experience was a negative one.

—*Have you ever been terminated?*

This job interview question is closely related to the one above. Of course if you haven't, answer no. But if you have been fired, be honest. And follow the guidelines for the above question.

—*Do you have any questions?*

Be sure to have a couple of questions if this comes up. This is the job interview question where you can really stand out from the rest of the job applicants.

Do some research about the company before you show up for your job interview. Then ask relevant questions that show that you have knowledge of the company. This shows a real interest and will impress the interviewer.

Be sure to ask relevant questions, however, and not just try to show that you have researched the company. And ask questions that you really want to know the answers. For instance, “Your company has offices in the Midwest region. Are there any plans to open an office in the Chicago area soon?”

Another excellent interview example question for this is to ask the interviewer why they enjoy working for the company. This gives the interviewer a chance to talk a bit and will probably cause your job interview to stand out from the rest.

**7. Guess the jobs of people in the pictures using the words from the box below. Support your ideas with what you see in the pictures.**



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5

tour guide    tour-operator    animator    travel agent    tourism manager

8. Imagine that you are going to apply for a certain position to a travel agency via email. Write your own email job application on the basis of the given sample (figure 1).

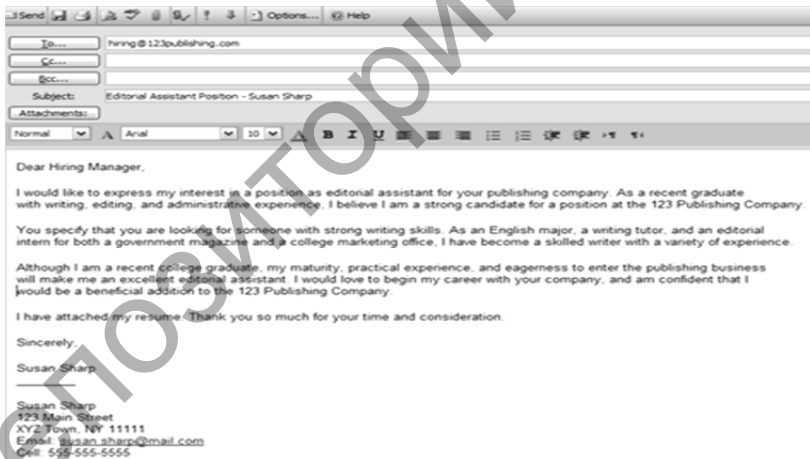


Figure 1. Email sample

9. Choose one small part of the text given below. Close the book, and share the information you have just read with your groupmates. Working all together and listening to one another try to match the pieces of information with the given plan.

## HOW TO FIND A NEW JOB IN A WEEK FLAT

The best shot you have at finding a job in the least amount of time is by using your network. It's not just about who you know, it's also about who they know. When you inform your friends, family members, and acquaintances that you're looking for work in your field, tell them to spread the word. You'll be amazed at how fast the news of you wanting a new career travels throughout your city, even among a network outside of you own that you have never met.

Not only does this save time in the job search, you won't have to convince a company as much about your character. No need to sell yourself to a potential boss because you're already sold. Companies love to hire based on testimonials of people they already trust.

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This is a lightning-quick way to find a job. Distribution centers, factories, and other large-scale operations hire like the military. They normally have high wages and the best financial and health insurance benefits. While you can get a production, maintenance, or transportation job with little or no education background, there are several positions in fields like HR, IT, and Management. Don't forget about receptionist and security guard positions.

Then to save time, call and ask how to apply. Large scale operations such as these are looking for new workers on a daily basis.

---

You already have a resume typed up. Now submit it to circulate quickly among local businesses and companies. Just about every city has a local jobs website these days. You can find out about it in the classifieds section of your local paper. All you have to do is copy and paste or upload your resume to the website for interested parties to find in searches.

It's absolutely critical to title your resume with words that involve your area of expertise. Even if you're a general laborer, put something like "labor and production" in your title. Your resume will get into the right hands with hardly any work on your behalf.

Consider this as well. If your name is circulating throughout your network and beyond, chances are an employer is going to log onto the local jobs website and search for your resume based on your name. Again, it would be wise not to waste much time searching on your local jobs site, but rather allowing employers to find you, a method in which (in a way) preserves your values.

No more stress, worries, frustration, or unemployment insurance benefits. Network, target large scale companies who hire like the military, and put your resume on your local jobs website. Do this and you'll be on your way to efficiently finding a fulfilling job within a week.

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You need a job. Keep these three tips in mind and you'll likely to get hired for a satisfying job within only one week. Finding a job can be simple actually.

PLAN:

- 1) Introduction;
- 2) Use Your Network;
- 3) Target Companies Who Hire Like the Military;
- 4) Put Your Resume On Your Local Jobs Website;
- 5) Conclusion.

**10. Answer the following question:**

What occupation can be chosen by a person who wants to take up a career in the field of tourism?

**11. Using the text given below as a source of additional information, extend your answer:**

The *tour operator* works in a tourist company. He *develops* tours also known as tour packages. Tour packages include transportation, accommodation, catering, transfers and other *services*.

In order to develop a tour package the tour operator works with transportation companies or *carriers*, hotels, restaurants, museums and other *suppliers*.

The tour operator usually markets the *tours*. He advertises them in mass media or in brochures.

The tour operator is a *wholesaler*. He *sells* tour packages to travel agents *wholesale* and pays commission to them. Sometimes he sells tour packages direct to the public.

Tour operators organize tours, so they are the main producers in the tourist industry.

The *travel agent* works in a travel company. The travel agent like the shop-assistant sells goods to *customers*. The goods which he offers are tour operator's packages.

The travel agent is a *retailer*. He sells tour packages *retail* to consumers. He gets a *commission* from the tour operator. The commission is from 5 to 10 per cent of the tour cost.

The travel agent also sells *separate* services. They are flights, hotel rooms, *sightseeing* tours, car rentals, travel insurance and so on. The travel agent works directly with the public.

Travel agents sell tours, so they are the main sellers in the tourist industry.

The tourism manager works in a tourist company. He runs some tourist business. He supervises all kind of operations in a tourist company. He also supervises the tourist company staff.

Sometimes the tourism manager is just the head of some department in a large tourist company: a sales department, a marketing department, or a public relations department. In this case he reports to the general manager.

The *tourism manager* plans tourist business: operations, new products; profits: He controls the results.

In a travel company — a tour operator or a travel agency, the tourism manager decides on development and *promotion* of new tour packages, advertising and sales. He also decides on prices and discounts.

The tourism manager hires employees. He selects them and provides their training.

The tour guide *handles* tour groups. He shows tourists round a city, a sight, of a museum. The tour guide conducts sightseeing tours or tours of museums and exhibitions. The tour guide is also called the tour conductor.

The *tour guide* accompanies tourists during a local tour or during the whole journey. He or she caters to the needs of tourists. During a journey the tour guide deals with all kinds of problems.

The tour guide speaks the language of the tourists perfectly well. He or she interprets and translates well from one language into another.

The tour guide knows a lot on history, geography, art and culture.

He or she knows all the sights in a travel *destination*. The tour guide answers a lot of questions.

The tour guide is a friendly, easy-going and helpful person. Tourists always tip their guides if they like them.

The *animator* organizes and provides *entertainments* for guests in a hotel or a holiday resort. He also organizes entertainment programs for passengers on a cruise ship.

The animator organizes and conducts parties, shows, sports or arts contests, games for children and grown-ups. He *involves* guests in action: games and shows.

The chief animator manages the staff of animators. He is also called the *social director*. He communicates with guests a lot.

The animator speaks a few foreign languages. He communicates with guests in their native languages.

The animator not only speaks well. He is very artistic. He usually dances well, sings well and acts like an actor.

The animator is an easy-going and cheerful person. He is a pretty good mixer. The animator is the main entertainer in the tourist industry.

**12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. What do tour packages include?

- a) transportation
- b) accommodation
- c) catering
- d) transfers
- e) all of the variants given

2. What statement about the travel agent doesn't correspond to reality?

- a) The travel agent is a wholesaler
- b) The travel agent is a retailer
- c) The travel agent gets a commission from the tour operator
- d) both "a" and "c"
- e) both "b" and "c"

3. What does the tourism manager do?

- a) hires employees
- b) runs some tourist business
- c) works directly with the public
- d) both "a" and "c"
- e) both "a" and "b"



4. What are the features of the tour guide?

- a) knows a lot on history, geography, art and culture
- b) decides on prices and discounts
- c) plans tourist business
- d) knows all the sights in a travel destination
- e) both “a” and “d”

5. What statement characterizes the chief animator?

- a) is also called the social director
- b) communicates with guests a lot
- c) accompanies tourists during a local tour or during the whole journey
- d) both “a” and “b”
- e) “a”, “b” and “c”

**12.2. Complete the chart with the descriptions of jobs connected with tourist industry.**

Occupation	Description
1. The tour operator	
2. The travel agent	
3. The tourism manager	
4. The tour guide	
5. The animator	
6. The chief animator	

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. In order to develop a tour package the tour operator works with travel agencies. 2. Sometimes the tour operator sells tour packages direct to the public. 3. Tour operators are the main producers in the tourist industry. 4. The travel agent like the shop-assistant sells goods to customers. 5. The travel agent sells tour packages wholesale to consumers. 6. Travel agents are the main sellers in the tourist industry. 7. The tourism manager is also called the tour conductor.

**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. What is the difference between a wholesaler and a retailer? 2. To your mind, which of the occupations mentioned in the text is the most demanding? 3. What traits of character should a person have if he or she wants to work as a tour operator/a travel agent/a tourism manager/a tour guide/an animator?

**13. Watch the video “Travel and Tourism — Opening Doors for Your Future” (folder “Video” on the CD) and answer the questions given below. Make sure that you understand the words in italics.**

*pilgrimage*    *trade*    *wants and needs*    *environmental protection*  
*craft*    *poverty*

1. What are the main “historical” reasons for travelling? 2. How many people travel abroad these days? 3. How many people are employed in tourism nowadays? 4. What other businesses and professions depend on tourism industry? 5. What are the main wants and needs of modern travelers? 6. What are the benefits that tourism gives to local communities? 7. How are tourism industry and environmental protection interconnected? 8. Why do they call tourism a “World of Opportunities”? 9. What is required of a person who wants to take up a career in tourism?

**14. Role-play the given situation in your group. Try to use the active vocabulary from the unit under consideration.**

Imagine that your entire group works for a travel agency that is about to go bankrupt and must undergo a staff reduction. The Director General has set up a meeting to decide what positions are least important. Decide on a part you are going to play (name, age, gender, nationality, position) and be ready to prove that your position is of great importance – otherwise you lose a job.

**15. Write a 100-word composition on the topic below.**

What occupation in the sphere of travel industry would you personally choose? Why?

## PART IV

### Tourist Country-Specific Studies

1. Make sure that you understand the meaning of words and expressions given below. Use a dictionary if necessary.

to get around	guidelines
to reach one's destination	public transport map
to set out for	payment type
airplane / plane	discount cards
apart	overland
adventurous	vehicle
to skip	urban area
the locals	developed country
to be afraid of	disadvantage
contribution	highway
global warming	remote
alternative	to end up
adventure travel	distant
public transport	motorbike
independent travel/individual	to go offroad
travel	an overland truck
drawback	excitement
on the other hand	last but not least
by train	by bicycle
to move around	by boat
rail tracks	densely forested
to take the bus	passenger ship
advantage	cruise
for instance	cargo ship
subway	to take passengers

2. Listen to the given audio files (folder “Audio” on the CD) and find the words that you will hear in the grid below.

Word 1 \_\_\_\_\_  
 Word 2 \_\_\_\_\_  
 Word 3 \_\_\_\_\_  
 Word 4 \_\_\_\_\_  
 Word 5 \_\_\_\_\_  
 Word 6 \_\_\_\_\_

Word 7 \_\_\_\_\_  
 Word 8 \_\_\_\_\_  
 Word 9 \_\_\_\_\_  
 Word 10 \_\_\_\_\_  
 Word 11 \_\_\_\_\_  
 Word 12 \_\_\_\_\_

Word 13 \_\_\_\_\_  
 Word 14 \_\_\_\_\_  
 Word 15 \_\_\_\_\_  
 Word 16 \_\_\_\_\_  
 Word 17 \_\_\_\_\_  
 Word 18 \_\_\_\_\_

Q	W	S	I	G	N	I	F	I	C	C	N	D	I	S	C	O	U	N	T
G	D	E	S	T	I	N	A	T	I	O	N	M	V	N	M	B	Y	R	I
G	N	A	T	Y	P	I	D	D	E	N	S	E	L	Y	F	J	G	B	I
U	E	S	I	T	A	N	V	Y	T	T	N	C	L	O	A	E	V	I	B
I	N	S	T	A	N	C	E	C	A	R	G	O	S	R	D	C	Z	C	A
D	O	V	E	R	L	A	N	D	A	I	E	Y	R	H	V	T	I	Y	C
E	G	K	N	O	W	L	T	D	G	B	A	B	L	E	E	I	K	C	C
L	I	P	Q	R	T	Y	U	T	Q	U	V	W	T	A	N	H	M	L	U
I	B	L	E	Q	U	I	R	A	L	T	E	R	N	A	T	I	V	E	S
N	L	Q	P	R	Y	U	O	S	S	I	S	T	A	N	U	G	E	P	T
E	C	R	U	I	S	E	U	L	J	O	H	O	O	L	R	H	H	F	O
R	P	P	R	E	C	I	S	T	L	N	N	K	I	L	E	W	I	V	M
Z	D	I	S	A	D	V	A	N	T	A	G	E	S	O	N	A	C	L	E
O	R	F	A	B	R	I	C	A	T	I	O	N	P	O	I	Y	L	G	D
D	R	A	W	B	A	C	K	S	I	E	X	C	I	T	E	M	E	N	T

3. Build the words and word-combinations by matching their constituent parts.

1) to reach	a) travel
2) an overland	b) area
3) on the other	c) transport
4) global	d) one's destination
5) discount	e) truck
6) public	f) hand
7) urban	g) cards
8) adventure	h) warming

4. Fill in the blanks with the words from your active vocabulary.

1. The New York City \_\_\_\_\_ is the largest in the world and the only one which operates 24 hours a day. It consists of 26 lines and 468 stations; the

total length of the system is 842 miles (1355km). 2. The freedom to roam nourished our \_\_\_\_\_ spirit. 3. I appreciate the long day drives out in the desert, maybe a short hike, to get away from the city for awhile. I also stay on the road rather than \_\_\_\_\_ in an ATV or motorcycle. 4. The video manual allows the viewer to \_\_\_\_\_ sections he's not interested in. 5. Too often \_\_\_\_\_ are confused to be standards of care, they are not, nor are they to be viewed as prescriptive. 6. It's easy to \_\_\_\_\_ town with public transportation. 7. Sightseeing by \_\_\_\_\_ is an activity that allows the rider to discover the environmental and cultural wealth of a region in the most pleasant and ecological manner. 8. \_\_\_\_\_ maintenance workers lay, maintain and repair tracks. 9. These towns are many miles \_\_\_\_\_. 10. The Berlenga Islands are an hour's journey by \_\_\_\_\_ from Peniche.

**5. Make the sentences shorter by changing the constructions written in italics into the appropriate words from your active vocabulary. If necessary, change the word-order in some of the sentences.**

1. If you haven't driven this stretch of *the main road connecting major cities* before, I suggest you buy a road map to help you navigate yourself around town. 2. Sharing a family *means of transport* can reduce your fuel costs dramatically. 3. Riding *single-track, two-wheeled motor vehicles* has always been part of my life. 4. They left the ship and *travelled a long distance over land* to Coolgardie. 5. A cruise ship carrying more than 100 tourists, most of them from Germany, collided Wednesday with a *ship carrying cargo, goods, and materials* in a Danube River channel near the capital of Slovakia, officials said. 6. The branches are the different practices that together as a whole make up medicine *available as another possibility or choice*. 7. Let's *move the furniture from place to place* and see how this room looks.

**6. Create your own conversation connected with a funny or awkward situation based on cross-cultural peculiarities on the analogy of the given model. Role-play the conversation in pairs.**

M o d e l:

- Oh, I'm tired with the Customs formalities. Let's take a short rest now. Shall we sit here?
- It's a good idea and the armchairs look cozy. Let's enjoy fresh air.
- Certainly. Well, that's what La Manche looks like.
- You mean the English Channel.

- Why? What's the difference?
- Oh, no difference between ourselves, because you are Polish and I'm German, but when you speak to a Frenchman, call it La Manche. On the other hand, British people prefer the English Channel.
- Then I think it should be called the British Channel, shouldn't it?
- That 's history, traditions and all that.
- Thanks a lot, because it's very good to know the “likes and dislikes” of the country you are going to visit for the first time.

**7. Advertise the travel destinations depicted in the photos below (figure 2). Use the expressions in the box for your advertising text.**



Figure 2. Landmarks' photos

a luxury destination	picturesque views	the local delicacies
off the beaten track	the beating heart of Europe	friendly locals
colorful	family-friendly	perfect for individuals
	urbanized	romantic epic

**8. Imagine that you are a tour-operator and work out a package-tour of your own using the sample given below.**

***Golden Triangle Package***

**5 Nights / 6 Days Package**

**Day 01: Arrival – Delhi**

On arrival at Delhi our Golden Triangle package representative meets you at the airport and assists you till your check in process at the hotel. Stay overnight at the hotel.

**Day 02: Delhi**

In the morning go for a sightseeing tour of Delhi. Visit Raj Ghat (the cremation sites of Mahatma Gandhi) and Jama Masjid. Drive past Red Fort and Chandni Chowk. In the afternoon visit Qutub Minar (built by Qutub-ud-Din Aibek in 1199), Humayun's Tomb, India Gate (War Memorial Arch) and Lakshminarayan Temple (a modern Hindu Temple). Also drive past President's House, Parliament House, Government Secretariat Buildings and Connaught Place shopping centre during Golden Triangle tour package. Stay overnight at the hotel.

**Day 03: Delhi—Agra**

Drive to Agra, en route stopover at Sikandra for photography. In Agra, our Golden Triangle package representative assists in your check in process at the hotel. Later visit the Agra Fort which has the Pearl Mosque, Diwan-e-am (the hall of public audience) and Diwan-e-Khas (the hall of private audience). Stay overnight at the hotel.

**Day 04: Agra—Jaipur**

In the morning visit the famous Taj Mahal built by Mughal Emperor Shah Jahan in memory of his wife Mumtaz Mahal. This monument is made of white marble and it took 22 years to get constructed. Take breakfast and then drive to Jaipur; en route stop at Fatehpur Sikri. Fatehpur Sikri was built between 1571 and 1585. It is one of the finest examples of Mughal architectural splendour during Golden Triangle tour package. Though the city is in ruins, it is a must visit place for those who visit Agra. Fatehpur Sikri is a place where one should spend some time. The sunset over the ruins of this fort is a sight to be cherished. On your arrival at Jaipur, our Golden Triangle package representative assist you in your hotel check in process. Stay overnight at the hotel.

### Day 05: Jaipur

In the morning visit the Amber Fort. Amber Fort was the capital of this state long time ago. Visit the Sheesh Mahal (Hall of victory) which is a hall glittering with mirrors. Ascend the fort on an Elephant back. In the afternoon, go for a sightseeing tour of Maharaja's City Palace, the Observatory and Ram Niwas Gardens. Drive past the Hawa Mahal. Stay overnight at the hotel.

### Day 06: Jaipur—Delhi—Departure

Leave Jaipur for Delhi. En route, halt for lunch. On arriving Delhi head for the Delhi airport for onward destination.

**9. Choose one small part of the text given below. Close the book, and share the information you have just read with your groupmates. Working all together and listening to one another try to match the pieces of information with the given plan. Make sure you understand the meaning of the italicized words.**

## MEANS OF TRANSPORT FOR ADVENTURE TRAVEL

For us, *adventure travel* includes finding your way around by *public transport*. This is what is often meant by *independent travel* (or *individual travel*) as well. A *drawback* may be that it takes some more time to get around, but *on the other hand* it is a great way to meet local people, and that's also what travelling is about, isn't it?

In general, two types of public transport systems can be identified: the systems that take you from destination to destination, and local systems that help you get around.

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There are many different means of transport *to get around*. Nevertheless, most people take the plane *to reach their destinations*. And when they *set out for* longer journeys, they also take *the airplane* to move between destinations, even if they are not far *apart*.

According to us, taking the airplane is not the most *adventurous* way of travelling. It will only bring you to big cities or the most popular places, *skipping* the interesting countryside. And it will not bring you in contact with *the locals*, who are not using airplanes to get around.

And what about those of us who *are afraid of* flying? And what about the air travel's *contribution to global warming*? So, let's find out about some *alternative* means of transport for adventure travel.



To travel from one destination to another, we prefer to travel *by train*. Trains are comfortable, without sudden movements, and mostly you can *move around* in them.

In some continents or countries, however, there are little or no *rail tracks*. To move between destinations there, you will have *to take the bus*.

But buses have their *advantages*, too. For one, they are often cheaper than trains.

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Where it is not possible to travel overland, consider travelling *by boat*. Boats are used in *densely forested* surroundings (Borneo, the Amazon area). But they are also an important means of transport in large Archipelagos, like Indonesia.

For travelling between the continents, and over the oceans, there are also possibilities like *passenger ships, cruises, or cargo ships* that *take passengers*.

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To get around within a city or region, you need to depend on local transport. However, in every continent, every country, and even in every city, the local public transport system can be different.

When travelling to the big cities in *for instance* Europe, be prepared to learn the specific details of the local *subway* or bus system again for each city. These are the general *guidelines* for this: find *a public transport map*; find out the *payment type* and *discount cards*; and get going.

In some continents and countries, however, you need to learn the general way of local transport.

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Apart from using public transport, there are other means of travelling *overland*. Bringing your own *vehicle* is also an option. In *urban areas* and *developed country*, this may have some of *the disadvantages* as air travel: you will only see your destination plus the *highway*, and you will not meet the locals.

In more *remote* areas, however, you will indeed see much more, and may *end up* sleeping at the locals in *distant* villages in the countryside. In these remote regions, you will most likely need a 4x4 vehicle or *motorbike*, allowing you *to go offroad*.

If you are adventurous, but not technical enough to go by your own 4x4, consider taking *an overland truck*. These are organized trips, but other than that, they offer all the *excitement* of adventure travel.

*Last, but certainly not least*, we would like to mention travelling *by bicycle*. Agreed, it is slow, but if you have more time on your hands, it is the best way to experience the country and region you are travelling in.

PLAN:

- 1) Perfect Means of Transport for Adventure Travel;
- 2) Do you travel with the locals?
- 3) Should you use the train or the bus?
- 4) How do you get around?
- 5) What is meant by Overlanding?
- 6) Take your time and relax on a Boat.

**10. Answer the following question:**

How well are you informed about the state of Belarusian tourism? What can you tell about the main types of tourism typical of our country?

**11. Using the text given below as a source of additional information, extend your answer:**

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 Pripjat 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 Sports and Tourism 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*.

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*.

**12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. What is one of the most popular types of tourism in Belarus?
  - a) ecological tourism
  - b) cognitive tourism
  - c) agro-ecotourism
  - d) scientific tourism
  - e) health tourism
  
2. What international tourism projects are being implemented in our country?
  - a) Bella Dvina in Vitebsk Oblast
  - b) Unknown Europe in Grodno Oblast
  - c) Euroregion Poozerye
  - d) “a”, “b” and “c”
  - e) both “b” and “c”
  
3. What is the focus made on in recreational and health tourism?
  - a) the construction of modern spa and wellness centers
  - b) development of children’s health centers
  - c) guesthouses and holiday hotels for senior citizens and students in small towns and villages
  - d) development of recreational tours
  - e) all of the variants given
  
4. What rivers are the most important for the development of water tourism in Belarus?
  - a) Dnieper, Dvina, Sozh, Pripyat, Berezina
  - b) Svislach, Yaselda, Dnieper, Dvina
  - c) Sozh, Pripyat, Neman, Ptsich
  - d) Pripyat, Berezina, Bug, Vilija
  - e) Dnieper, Dvina, Sozh, Neman, Ptsich
  
5. What do some new projects include?
  - a) upgrading of the existing sanatoriums
  - b) construction of helipads near the tourist hubs
  - c) development of beach zones and health paths
  - d) both “a” and “b”
  - e) both “b” and “c”

**12.2. Complete the chart enumerating all kinds of tourism that exist in Belarus with the description of each kind.**

Types of tourism	Description
1	
...	...

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. Belarus has created all necessary conditions for the development of inbound tourism. 2. 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. 3. The implementation of international tourism projects 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. 4. 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. 5. Scientific tourism is closely associated with the development of necessary infrastructure in the regions with the use of water systems and natural resources. 6. Development of water tourism in the regions doesn't require the extension of the tours to the country's historical, cultural and natural sites. 7. Belarus already possesses the advanced tourism infrastructure.

**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. What resources can be utilized for the development of tourism in Belarus? 2. What can be done for the advancement of Belarusian tourism industry? What has already been done? 3. To your mind, what types of tourism are the most promising for Belarus?

**13. Watch the video “Edinburgh, Scotland — Iconic Castle” (folder “Video” on the CD) and answer the questions given below. Make sure that you understand the words in italics.**

*birthplace imposing Royal Residence roughly siege  
to charge duke cannon commemorate regiment shrine  
resistance champion infatuation*

1. What is the main peculiarity of the location of Edinburgh Castle?
2. Why do crowds of people gather near the castle every day at 1 o'clock?
3. How much time does it take to get to the top of the rock, where the castle is located? How long is the distance to climb?
4. Has Edinburgh Castle ever been taken by force?
5. What is “Mons Meg”?
6. What does the Scottish National War Memorial commemorate?
7. What musical instrument has accompanied Highland soldiers into battle for centuries?
8. Who are the two champions of Scottish independence, whose statues “guard” the exit from Edinburgh Castle? What are they famous for?
9. What does the Latin inscription over the exit declare?

**14. Role-play the given situation in your group. Try to use the active vocabulary from the unit under consideration.**

Imagine that a group of tourists from different countries with their tour-guide went sightseeing around a certain city. Decide on a part you are going to play (name, age, gender, nationality, occupation, character, interests, aims) and be ready to get involved into a spontaneous conversation in some unexpected turns of events.

**15. Write a 100-word composition on the topic below.**

If you were a tour-guide, what tourist-route around your home-town/city would you work out? Describe it in detail.

## PART V

### Youth Life Home and Abroad

1. Make sure that you understand the meaning of words and expressions given below. Use a dictionary if necessary.

youth movement  
youth organization  
to unite  
sections of the population  
Youth Council  
to represent  
non-political  
religious body  
voluntary  
to embrace  
nuclear weapon tests  
interest club  
the National Union of

Students

to aim at  
to train  
first aid  
camping  
outdoor activities  
to do one's best to  
duty  
to obey  
a left-handed handshake  
badge

obedience  
soil pollution  
characteristic  
bird-watching club  
released prisoners  
strengthen  
thrift  
deed  
to be intended for  
uniform  
to survive  
to found  
intelligence  
practical skills  
cookery  
needlework  
childcare  
international links  
sport club  
Nuclear Disarmament  
amateur theatre  
leisure facilities

2. Listen to the given audio files (folder "Audio" on the CD) and find the words that you will hear in the grid below.

Word 1 \_\_\_\_\_

Word 2 \_\_\_\_\_

Word 3 \_\_\_\_\_

Word 4 \_\_\_\_\_

Word 5 \_\_\_\_\_

Word 6 \_\_\_\_\_

Word 7 \_\_\_\_\_  
 Word 8 \_\_\_\_\_  
 Word 9 \_\_\_\_\_  
 Word 10 \_\_\_\_\_

Word 11 \_\_\_\_\_  
 Word 12 \_\_\_\_\_  
 Word 13 \_\_\_\_\_  
 Word 14 \_\_\_\_\_

Word 15 \_\_\_\_\_  
 Word 16 \_\_\_\_\_  
 Word 17 \_\_\_\_\_  
 Word 18 \_\_\_\_\_

Q	C	S	I	A	M	A	T	E	U	R	N	D	I	Y	O	U	T	H	T
G	O	E	S	T	I	N	A	T	I	O	N	M	V	N	M	N	Y	R	I
G	U	A	T	Y	P	I	D	H	E	N	S	E	L	Y	F	I	G	B	I
U	N	U	C	L	E	A	R	R	T	E	N	C	L	O	A	T	V	I	B
V	C	S	T	A	N	C	E	I	A	E	G	O	S	O	B	E	Y	C	U
O	I	V	O	R	L	A	N	F	A	D	E	Y	R	B	V	T	I	Y	N
L	L	K	U	O	W	I	N	T	E	L	L	I	G	E	N	C	E	C	I
U	I	P	T	R	T	B	U	T	Q	E	V	W	T	D	N	H	M	L	F
N	B	L	D	Q	U	A	R	A	L	W	E	L	E	I	S	U	R	E	O
T	L	Q	O	R	Y	D	O	S	S	O	S	T	A	E	U	G	E	P	R
A	C	R	O	I	S	G	U	L	J	R	H	O	O	N	R	H	H	F	M
R	E	P	R	E	S	E	N	T	I	K	N	K	I	C	E	W	I	V	M
Y	D	I	S	A	D	S	T	R	E	N	G	T	H	E	N	A	C	L	E
O	R	F	A	B	R	I	C	A	T	I	O	N	P	O	I	Y	L	G	D
D	R	A	W	O	R	G	A	N	I	Z	A	T	I	O	N	M	E	N	T

**3. Build the words and word-combinations by matching their constituent parts.**

1) first	a) body
2) sections	b) club
3) outdoor	c) handshake
4) the National Union	d) pollution
5) soil	e) movement
6) religious	f) skills
7) practical	g) activities
8) interest	h) of the population
9) youth	i) aid
10) a left-handed	j) of students

**4. Fill in the blanks with the words from your active vocabulary.**

1. We are funded by \_\_\_\_\_ contributions. 2. The dogs are \_\_\_\_\_ to sniff out illegal stowaways. 3. After breakfast there, I'd walk over to New College, \_\_\_\_\_ in 1379. 4. For purposes of litigation, an infant can and must be \_\_\_\_\_ by an



adult. 5. It's my \_\_\_\_\_ to uphold the law. 6. They are \_\_\_\_\_ by their love of cars. 7. He advises an application of fluoride to \_\_\_\_\_ the teeth. 8. The program will \_\_\_\_\_ at deepening understanding. 9. "Excellent!" said the gentleman — "Very delicious — I must beg a few receipts from your \_\_\_\_\_ book." 10. His career \_\_\_\_\_ a number of activities — composing, playing, and acting.

**5. Make the sentences shorter by changing the constructions written in italics into the appropriate words from your active vocabulary. If necessary, change the word-order in some of the sentences.**

1. *The activity of spending a holiday living in a tent* attracts people of all ages. 2. But his proposals were strictly *not relating to or motivated by politics* such as moving a smelly garbage collection site. 3. Children were taught to show their parents *compliance with an order, request or submission to their authority*. 4. He began with an attack on extremism *typical of this person*. 5. Employers will have to make provisions for *the care of children, especially by a crèche, nursery, or childminder while parents are working*. 6. The Wilderness Center is the home to special *clubs whose members have common interests*. 7. They checked everyone's *emblems (small pieces of plastic or cloth or metal) signifying their status* before letting them in.

**6. Create your own conversation between a parent and a teenage child about drinking. Follow the tips given below. Role-play the conversation in pairs.**

How to Talk to Teens About Drinking:

1) Find out what your teen knows. Many teenagers believe they can't talk to their parents about drinking or drugs because their parents immediately "freak out" or "start with the lecture." Teens are curious about adult things and the only way to find out what your teen knows is to stay open-minded and let teens talk about concerns and ideas as they come up. Not only will you find out what they are thinking and doing, but you can throw in your 2 cents.

2) Give "call me" instructions. Your child needs to be told specifically that he can call you no matter what. Tell him over and over: "You can call me, no matter what." Let your teens that if they have been drinking, or if their friends have been drinking, and it isn't safe to drive that they can call you and you will come get them. Remind them often.

3) Keep the conversation going. Education about drinking does not start and end with one conversation. Talking about drugs and alcohol needs to be ongoing so that all aspects are explored thoroughly. When having discussions, listen to your teen's point of view. When sharing what you think, try hard not to lecture. A few questions you can pose to yourself and your teen: Is it ever OK to allow a teen to drink? What is your philosophy about a parent providing alcohol or drugs to a teenager? Do you think alcohol is a good way to relax? How much is too much? What is your philosophy about drinking and driving? How do you handle it when friends drink too much?

4) Allow for the possibility. Allowing for the possibility that your teen might drink lets you employ realistic preventative measures. While you can't be absolutely sure of what your teens are doing, you can be aware of what's happening in their social circle. By paying attention to the clues you're getting and asking your child what she thinks, you'll be aware of her decision-making process. That way, you can handle your concerns before experimentation turns into a problem of habitual use or addiction.

5) Find the balance between being completely naive and assuming the worst. Imposing the rule that your teen never, ever drinks is OK, but there is a possibility that he will experiment with alcohol. You want him to know your expectations and he needs to think about the issues in advance so he can make a wise choice. Some questions to ask your teen: What do you do when you are at a party and all your friends are drinking? When, if ever, you do drink is your purpose to get drunk, buzzed, to relax or to be social? What do you consider to be social drinking?

6) Watch for double messages. Teens get far too many double messages about drinking. They don't need double messages from their parents, too. Teens hate it when they see their parents drunk or using drugs. If you come home from work and say, "I really need a drink," you're sending the message that alcohol is the way to handle stress and problems.

7) Set a good example. Parents are important role models for children. Studies indicate that if a parent uses alcohol, his children are more likely to drink themselves. Use alcohol moderately, and don't tell your kids stories about your own drinking in a way that conveys that alcohol use is funny or glamorous. When entertaining other adults, keep alcohol-free beverages on hand and plenty of food.

8) Encourage friendships, and get to know your child's friends. Do her friends drink? Talk directly with your teen about the qualities in a friend

that really count, such as trustworthiness and kindness, rather than popularity or a “hip” attitude. Include friends on outings and in discussions about these topics.

9) Provide exciting activities. One reason kids drink is to beat boredom. Encourage teens to participate in activities that are challenging and exciting.

10) Discuss refusal techniques. Help your teen find a few excuses for not participating in the alcohol and drug scene. Tell your teen that it's OK to never drink. Teens who have the courage to go against the norm and do what they know is best for themselves is admirable. Oh yes, and while you're making this point, drop in this fact, too: Throwing up is a sign that you've had too much to drink.

7. Match the pictures with the descriptions of various youth subcultures given below. Explain your choice. Share your own experience of being involved into a certain youth subculture yourselves or communicating with one or some of its members.



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7



Picture 8



Picture 9



Picture 10

### *1) New Romantic / Glam Rock*

All hail the eighties, where hair was big, bangles were bountiful and synthesizers rocked the airwaves. The Glam Rockers were all about colored leggings and leg-warmers, a la Fame, Cyndi Lauper and Paula Abdul, whereas the New Romantics preferred a darker look, complete with black denim, make-up for boys and shiny shoes, like The Artist Formerly Known as Prince.

### *2) Gangsta*

The emergence of rap music saw throngs of young people's jeans get baggier and baggier, and bling increased so much it's a wonder there aren't more neck problems. The Gangsta look is still going strong, with clothing lines such as FUBU and Rocawear feeding the need to wear all things 'street', and icons such as 50 Cent and Jay-Z carrying on the walk-with-a-limp, show-off-boxers, plaster-on-the-face look like it'll never go out of fashion.

### *3) Rockers*

In the early sixties, rockers were the rougher, dirtier version of Greasers, but the antithesis to hippies. To be part of this club, you need a mean-

looking motorbike, long hair, tattoos and a curled lip. Indeed, this was the era where the Hell's Angels were born — a subculture still going strong today, with all ages and creeds welcome.

#### 4) *Geek Chic*

This style has a resurgence every few years, with the latest one still in full swing – think Travis from Gym Class Heroes, Andre 3000, Johnny Depp or Justin Timberlake. You too can achieve this interesting look, designed to make the wearer look intelligent yet interesting, by teaming thick-framed glasses (it doesn't matter if you need them or not), drain-piped checked trousers with sneakers, and a tucked-in t-shirt.

#### 5) *Punks*

Some say punk was born in a small specialist London boutique owned by the eccentric Vivienne Westwood back in the seventies. In an extreme reaction to the other popular, neatly groomed and tidy style of the time — mods – the punk look aimed to shock by combining mismatched patterns, 'work' boots, ripped denim and lots and lots of safety pins. Combine with a brightly-colored, starched mo-hawk and a bad attitude, and there you have one of the most infamous subcultures of all time.

#### 6) *Emo*

Radical youth subcultures seem to have died out over time, as there are so many 'types' of people that almost every combo has been done. Nevertheless, it would seem the emo look could be classed as the latest new look, even though it does draw comparisons from the Goth and New Romantic looks. Inspired by bands with long names such as The Day My Dog Went to Town or Fire Eat Boy Eat Lamppost, morbid youths all over the world decided to wear their hair in extreme side-partings, don neckerchiefs, black eyeliner, and jeans so tight that they can no longer feel their legs.

#### 7) *Grunge*

The nineties brought us nu-wave rave, complete with neon trousers and shell-suits, which people soon realized was a stupid look. However, it also brought us Kurt Cobain, and with that, a look that was adopted by millions of people for years following. Long, lank hair, knitted jumpers with holes in and scruffy jeans became the uniform of choice for grunge-lovers.

#### 8) *Hippies*

One of the most iconic looks of all time would have to be that of the hippy. Immortalized by The Beatles, Twiggy, and anyone that went to Woodstock, this look was all about color, flower power, corduroys and looking laid back, man.

### 9) *Goths*

Nobody really knows where Goths came from – they just happened. They've always been around in some shape of form and they probably always will be. Just look for the black nail polish, crucifix, bat tattoos, long dark hair and Cradle of Filth t-shirt.

### 10) *Metallers*

Metallers are a bit smarter than grunge, and more colorful than Goths. They love to thrash out at rock concerts, only ever wear band t-shirts, have very long hair and wear a chain on their jeans. They started out in the 80s and early 90s thanks to ACDC and Metallica, and you'll find them at the front of most mosh pits round the world, drinking – and spilling – cheap beer from a plastic cup.

**8. Study the advertisement of an already-existing program for the so-called “at-risk youth” (i.e. young people who are caught up in a dangerous lifestyle and place their health and even their life at risk). Suggest your own project aimed at helping at-risk youth in our country and advertize it on the analogy with the advertisement given below.**

You are a parent with a teenager at-risk. What can you do to help your son or daughter? Where can you find help? How much will it cost? Will your child move away from home to receive the help? Will the program they undertake be effective?

These are just some of the questions parents with at-risk youth are asking every day. With the pressures found in today's society, with the breakdown of families through divorce and with the temptations available, often quite easily today, young people can find themselves in trouble.

The good news is there are so many programs for at-risk youth that you are almost certain to find something which will work for your teen.

A great aspect of places like wilderness camps is that the programs and facilities are always available to parents seeking support. You can go online and look at photos of the venue. You can read the details of the courses they run and find out almost anything there is to know about the facility.

In addition, these camps provide a comprehensive question and answer service to all prospective clients using telephone and email. You would do well to make a list of all the questions you have before you make contact. Your teen's well-being is far too important to choose the wrong camp. Know the problems your teen faces, know the needs of your teen and then list your questions accordingly.

So what sorts of programs are available?

Well outdoor activities are a main feature of many camps. There's no sitting around getting bored. Residents eat a well-balanced and healthy diet and then get outside, often in the wilderness, for some well-planned and highly beneficial programs.

The learn many skills such as lighting a fire without matches, cooking the meals in the wilderness, taking responsibility, breathing lots of fresh pollution-free air and generally having a tough but a fine time.

Just the location can be a real boost for your child. The beauty of nature may not have previously registered with many city-bound kids. Out in the wilderness the teens get to commune with nature, observe the wildlife and tackle challenging physical tasks which really build their self-confidence and their muscles!

**9. Choose one small part of the text given below. Close the book, and share the information you have just read with your groupmates. Working all together and listening to one another try to match the pieces of information with the given plan. Make sure you understand the italicized words.**

### TROUBLED YOUTH

For *obese* children, life can be *tough* and troubled. Youth with serious weight problems often face social problems and may have trouble *fitting in*. In addition, they have higher rates of depression and behavior problems. If your child is *overweight*, be aware of his or her *self-esteem*, and offer assistance in helping your child *overcome* the weight *issues* as well as the other issues that may come with it.

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Many parents believe that the risks of smoking, *underage* drinking, and drugs are *reserved* for teenagers. Unfortunately, many preteens engage in underage drinking, smoking, or other *abusive* dangers, such as *inhalants*. Knowing the signs that your child is using alcohol, or drugs can help you *combat* the problem earlier rather than later.

---

There are many ways in which troubled youth *express themselves*. For some it's through *risk taking*. Actually, it's not just troubled youth who take chances. Risk taking is common among teens and preteens, partly because they truly do believe they are *invincible*. Risk taking can include *binge drinking*, having sex, and taking chances with their own *safety*.

For many troubled youth, self-esteem can be a problem. There are numerous ways to help your child build a healthy self-esteem. Be positive, and give them opportunities to both *succeed* and *fail*. And be sure you point out that you do not expect *perfection* from your child — you just want him to try.

---

*Growing up* can be difficult, and as much as *preteens* go through while *transitioning* to the *teenage years*, it's no wonder many of them find themselves in the middle of some troubling *challenges*. Parents, teachers, and other *adults* can help *troubled youth* by being *supportive*, and by setting *fair limits*. Below are a few ways *preteens* can *stumble* into trouble, as well as some *solutions* to help them when they fall.

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Kids can find their way to trouble in any number of ways. But when children have plenty of *unsupervised free time*, they can easily find ways to stumble into problems. Your child should know that you *keep track* of him, and that certain behaviors are off limits, no matter what.

---

Depression and *anxiety* can *strike* children as well as adults, and in both cases it can be a difficult and challenging obstacle. Children who are depressed will often *pull away from* friends, have *trouble sleeping*, or they may change their *eating habits*, among other possible symptoms. If you suspect your child may be suffering from depression or anxiety, it would be wise to contact your child's doctor for an evaluation.

In addition, research has shown that *physical activity* can help with depression and anxiety symptoms – so *schedule* a little physical activity every day.

PLAN:

- 1) Challenges of Growing Up;
- 2) Risk Taking and the Teen Years;
- 3) Troubled Youth and Substance Abuse;
- 4) Depression and Anxiety;
- 5) Obesity and Youth;
- 6) Troubled Kids and Self-Esteem Issues;
- 7) Kids, Trouble and Free Time.

**10. Answer the following question:**

What do you know about the youth movement in Great Britain? Can you name at least one or two British youth organizations?



**11. Using the text given below as a source of additional information, extend your answer:**

Youth and *youth movement* have become important factors in the life of the country. Numerous *youth organizations* have been formed since the Second World War, *uniting* young people from all classes and *sections of the population*. There are about 60 youth organizations in Great Britain. *Youth Council*, which *represents* the youth of the country both nationally and internationally. All youth organizations can be divided into three large groups:

- 1) *non-political* organizations;
- 2) youth organizations *associated* with political parties;
- 3) youth organizations controlled by *religious bodies*.

The two largest non-political youth organizations are the associations of the Boy Scouts and the Girl Guides. There are about 1300000 boys and girls in them. The membership is *voluntary*. The Scout Association was formed in 1908 by General Baden Powell. His idea was to *train* boys in mapping, signaling, knotting, *first aid* and all the skills that would arise from *camping* and *outdoor activities*. Most important of all for a Scout was to make a promise that he would *do his best* to do his *duty* to God and the Queen, to help other people and *to obey* the Scout Law. The Boy Scouts had a *left-handed handshake*, a special *badge* and the motto "Be Prepared." The Scout Law *embraces* "honour, *obedience*, cheerfulness, *thrift* and cleanliness in thought and *deed*."

The Scout movement *was intended for* boys from 11 to 14 (15), but in 1916 Baden Powell introduced a program for younger people. He called them Wolf Cubs. They had special *uniforms*, badges, a special training system and the motto "Do your best!". The Wolf Cub pack is based on Kipling's "Jungle Book" about learning *to survive*.

The Girl Guides Association was *founded* by Baden Pawell in 1910. It's divided into three sections: Brownies (from 7.5 to 11), Guides (from 11 to 16), Rangers (from 16 to 21). The program of training is planned to develop *intelligence* and *practical skills* including *cookery*, *needlework*, *childcare*. Like a Scout a Girl Guide must be a friend to animals. The Girl Guides Association has extensive *international links*.

There are some other non-political organizations: the Combined Cadet Force, Sea Cadet Corps, the Woodcraft Folk, the Youth Hostels Association, the National Federation of Young Farmers Clubs, Greenpeace.

Youth Organization Greenpeace deals with most urgent ecological problems. It protests against *nuclear weapon tests*, sea and *soil pollution*, etc.

*Sport clubs* are characteristic youth organizations in the UK. They unite people who are interested in baseball, football, golf, etc. There also exist *interest clubs*. You can attend any club: from theatre to *bird-watching clubs*. By the way, bird-watching clubs are very popular in Great Britain.

There are several youth organizations associated with political parties. The Youth Campaign for *Nuclear Disarmament* (YCND) unites young people and organizes mass rallies and meetings, demonstrations, marches of protest, festivals. It co-operates with *the National Union of Students*.

Religious young organizations and groups aim at helping to elderly people or working in hospitals. There are even groups where young people help *released prisoners* to start their life a-new. Religious organizations pay attention not only to the study of religious views but involve youth into such activities as music festivals and *amateur theatre*.

As you see, all these organizations *aim at* preserving and *strengthening* the social and political system existing in the country. Many of them have done and still are doing useful work in providing *leisure facilities* for young English people.

**12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. Since when have numerous youth organizations been formed in Britain?

- a) since the First World War
- b) since the Second World War
- c) since the English Revolution
- d) since the beginning of the XIX century
- e) none of the variants given

2. What are the two largest non-political youth organizations in Britain?

- a) the Boy Scouts
- b) Wolf Cubs
- c) the Girl Guides
- d) both "a" and "b"
- e) both "a" and "c"

3. When was the Scout Association formed?

- a) in 1998
- b) in 2008
- c) in 1980
- d) in 1908
- e) in 1809

4. What is NOT included into the Scout Law?

- a) honour
- b) obedience
- c) courteousness
- d) cheerfulness
- e) cleanliness in thought and deed

5. How was the Scout program for younger people called?

- a) Brownies
- b) Wolf Cubs
- c) Guides
- d) Rangers
- e) the Woodcraft Folks

**12.2. Complete the chart describing all the leading youth organizations of Great Britain.**

Youth organizations	Description
1	
...	...

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. There are about 60 youth organizations in Great Britain. 2. There are no religion-based youth organizations in Great Britain. 3. The membership in the two largest non-political youth organizations is obligatory. 4. Most important of all for a Scout was to make a promise that he would do his best to do his duty to God and the Queen, to help other people and to obey the Scout Law. 5. The Boy Scouts had a left-handed handshake, a special badge and the motto "Be Prepared." 6. Like a Scout a Girl Guide must be a friend to animals. 7. All British youth organizations do not depend on any political parties.

**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. What is the main aim of all youth organizations in Great Britain?  
2. Can you trace any similarities between the youth organizations of Great Britain and Belarus?  
3. To your mind, can youth movement help to solve any acute social problems? In what way?

**13. Watch the video “Student Views — Campus Traditions” (folder “Video” on the CD) and answer the questions given below. Before listening make sure you understand the words in italics.**

*student body campus experiences lawn to jam wheel tricks  
ride purchase annual linger brutal hockey-stick puck*

1. What university has the traditions mentioned in the film? 2. How many students does the student body of the university consist of? 3. Where is the place for the gathering of Outing Club located? 4. When does the annual campus-wide “Moustache Ride” take place? How could you describe it? 5. What is meant by the “White Out”?

**14. Role-play the given situation in your group. Try to use the active vocabulary from the unit under consideration.**

Imagine that a great international youth event (say a festival) is organized in Belarus, and youth groups from many countries of the world are invited to take part in it. Each group should think of a short “self-performance”, reflecting the culture of the country they are from, the leisure, music and clothing preferences of its youth, and the greetings to the hosts of the event (for the Belarusians – to the guests of the event). Decide on a part you are going to play (name, age, gender, nationality, occupation, character, interests) and be ready to get involved into a spontaneous conversation in some unexpected turns of events.

**15. Write a 100-word composition on the topic below.**

Prepare a short descriptive report about:

- a) youth movement in Belarus
- b) youth subcultures in Belarus
- c) student traditions at Belarusian universities

## PART VI

### Leisure Tourism

1. Make sure that you understand the meaning of words and expressions given below. Use a dictionary if necessary.

health-giving mineral waters  
disease  
gout  
liver disorder  
bronchitis  
invention  
initially  
machinery  
owner  
trader  
to comprise  
to reflect  
origin

esplanade  
seafront  
Promenade des Anglais  
well-established  
palace  
customer  
previously  
to cater  
to invent  
to appear  
to stay indoors  
cuckoo clock

2. Listen to the given audio files (folder "Audio" on the CD) and find the words that you will hear in the grid below.

Word 1 \_\_\_\_\_  
Word 2 \_\_\_\_\_  
Word 3 \_\_\_\_\_  
Word 4 \_\_\_\_\_  
Word 5 \_\_\_\_\_

Word 6 \_\_\_\_\_  
Word 7 \_\_\_\_\_  
Word 8 \_\_\_\_\_  
Word 9 \_\_\_\_\_  
Word 10 \_\_\_\_\_

Word 11 \_\_\_\_\_  
Word 12 \_\_\_\_\_  
Word 13 \_\_\_\_\_  
Word 14 \_\_\_\_\_  
Word 15 \_\_\_\_\_

Q	G	O	U	T	M	A	T	E	U	P	N	D	C	A	T	E	R	H	I
G	O	R	S	T	I	N	A	T	I	R	N	M	V	N	M	N	Y	R	N
G	U	I	T	Y	P	I	D	H	E	O	S	E	L	Y	F	I	G	B	D
U	N	G	B	L	E	A	R	D	T	M	N	C	L	O	A	T	V	I	O
V	C	I	R	A	N	C	M	I	N	E	R	A	L	O	B	E	Y	C	O
E	I	N	O	R	L	A	N	S	A	N	E	Y	R	B	V	T	I	Y	R
S	L	K	N	O	W	I	N	E	E	A	L	I	G	E	N	C	E	C	S
P	I	P	C	R	T	B	U	A	Q	D	V	W	T	C	U	C	K	O	O
L	B	L	H	Q	U	A	R	S	L	E	E	L	E	I	S	O	R	E	O
A	L	D	I	S	O	R	D	E	R	O	S	T	A	E	U	M	E	P	R
N	C	R	T	I	S	G	U	L	J	R	H	O	O	N	R	P	H	F	M
A	E	P	I	N	I	T	I	A	L	L	Y	K	I	C	E	R	I	V	M
D	D	I	S	A	D	S	T	R	E	N	G	T	H	E	N	I	C	L	E
E	S	T	A	B	L	I	S	H	E	D	O	N	P	O	I	S	L	G	D
D	R	A	W	O	R	G	A	N	I	M	A	C	H	I	N	E	R	Y	T

**3. Build the words and word-combinations by matching their constituent parts.**

1) mineral	a) clocks
2) variety of	b) masses
3) working	c) factors
4) cuckoo	d) travel
5) urban	e) diseases
6) package	f) tour
7) business	g) waters
8) luxury of	h) development
9) sociological	i) oligarchy
10) economic	j) centres

**4. Fill in the blanks with the words from your active vocabulary.**

1. Water-parties are often given by \_\_\_\_\_ of yachts. 2. The best perk might just be the drop-dead \_\_\_\_\_ views, unmatched in all of Mumbai. 3. When kidney \_\_\_\_\_ exists the individual's resistive vitality is much lowered. 4. His father was now \_\_\_\_\_ in his career. 5. The country \_\_\_\_\_ twenty states. 6. This method of glass making was \_\_\_\_\_ and patented by Mr Hartley, the noted manufacturer, of Sunderland. 7. He is next found travelling in Switzerland, Germany and Italy, distinguishing himself as much by mechanical \_\_\_\_\_ as by painting. 8. Invitations are issued by the Lord

Chamberlain, but His Majesty \_\_\_\_\_ revises the list. 9. State Balls are annually given at Buckingham \_\_\_\_\_ during the London season by command of His Majesty. 10. In all other respects his conduct \_\_\_\_\_ the highest honour on him.

**5. Make the sentences shorter by changing the constructions written in italics into the appropriate words from your active vocabulary. If necessary, change the word-order in some of the sentences.**

1. The dollar snapped higher Friday as some *people who purchase and maintain an inventory of goods to be sold* closed out bets against the currency. 2. Their conversation was so prolonged that the Black Forest *clock that announces the hours with a sound like the call of the cuckoo* hanging over the door struck midnight. 3. Cold, damp weather lowers resistance to respiratory infections like pneumonia and *inflammation of the membranes lining the bronchial tubes*. 4. My husband and I both work during the day out of the house, so the two lads would *remain inside the house* and get around an hour of fresh air and exercise in the evening. 5. *Waters occurring in nature with some dissolved salts present, often bottled and sold as drinking water* are by no means common in this county. 6. Nice's *celebrated promenade along the Mediterranean* is lined with cafes situated directly on the beach, and it's a bustling area active with cyclists, runners, walkers and rollerblades. 7. Lime trees are planted on both sides of *the long stretch of open level ground (paved or grassy) for walking beside the seashore*, and there are bicycle paths throughout.

**6. Create your own conversation connected with booking a trip in a travel agency on the analogy of the given models. Role-play the conversation in pairs.**

Model 1:

— Hello.

— Good morning. Can I help you?

— Well, I have to go to Argentina next week, so I'd like some information about flying to Buenos Aires.

— OK. Well, there are direct flights on Mondays, Wednesdays and Fridays.

— And what time do they leave?

— At 2 p.m. on all of these days.

— OK. Wednesday is best for me. Now, how can I get to the airport? Is there a bus?

— Yes. You'll have to check in at the airport at 12 o'clock, so you could take the ten o'clock coach from the bus station in Mill Street.

- OK. How long does the coach take?
- About one and a half hours.
- And how much is a single ticket to Buenos Aires?
- It is \$300, but if you have a student card there's a twenty per cent reduction.
- Yes, I've got a student card. Here it is.
- OK, the flight will be \$240
- Right. And the coach fare?
- That is \$13.50
- OK, I'll book the ticket, please.

#### M o d e l 2:

- Good morning. Can you give me some information about Barbados, please?
- Just a moment, please. Here's the brochure about holidays in the Caribbean.
- Thank you. A couple of general questions. How can I get there?
- Well, there are regular flights to Barbados direct from Moscow.
- Yes? And how much do they cost?
- Well, you see, that varies of the airline and it depends on when you travel.
- Right well, what's the weather like in Barbados?
- It's very sunny for most of the day and it's always very hot.
- What are the beaches like?
- They're really fantastic! Beautiful long beaches with lovely white sand.
- And what are the people like?
- Well, they are very friendly, hospitable and fun-loving, too.
- What about food, what's it like?
- It's absolutely delicious! There are some exotic delicacies like lobster and flying fish.
- I like fish and chips myself. And what is there to do?
- Oh, there are lots of things to do. You can go swimming on the east coast and you can go windsurfing and surfing on the north coast.
- What about places to visit?
- There are lots of excursions to go on like the famous ship Jolly Roger... and lots more.
- Right. Well, thank you very much. I'll have to think this over very carefully. Goodbye.
- Goodbye.

#### M o d e l 3:

- Can I help you?
- We're thinking about a holiday. But we can't decide where to go. We've been looking at brochures for Italy and Ireland.
- I'm glad you came to me. If I were you, I'd forget about Italy and Ireland. The place to go is Matona.
- Hold on a minute. I've never...
- You'll love it there. Matona's the place everyone is talking about.
- Yes, but I don't even know where it is.
- Have a look at the map in the brochure, madam. Look at the photographs. Isn't it the most wonderful holiday centre you've ever seen? But don't let me persuade you. Sit down and decide for yourselves.



(Five minutes later)

— Well, it's got all the things we were looking for. But it's rather expensive, isn't it? It would cost \$1,200 for the five of us.

— I'm not saying it's the cheapest holiday we've got, but it's certainly the best.

— I'm not sure. We'd better think it over for a few days.

— Of course, madam. But don't forget that Matona is very popular this year. To tell the truth, if you came back next week it might be fully booked.

— Perhaps we should book now.

— I would if I were you, madam.

— I'd like time to think about it.

— If you book today, madam, I'll cut the price to \$1,000.

— All right. I hope we're doing the right thing.

— I'm sure you are. Can I have the deposit of \$110, please?

7. Choose the pictures that are most suitable to advertize each type of leisure tourism from the list below. Explain your choice.



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6

## TYPES OF LEISURE TOURISM:

- 1) adventure leisure tourism;
- 2) leisure tourism for youth/students;
- 3) leisure tourism for individual travelers;
- 4) family leisure tourism;
- 5) honeymoon tourism;
- 6) leisure tourism for retired people.

**8. Study the given hints for going through customs and use the information to create a concise traveler guide “Top Tips for Going Through Customs”.**

As your overseas adventure draws to a close, you will be asked to fill out a customs declaration form, the first step in completing your Customs and Border Protection passport inspection and interview with a customs officer. (If you are driving across an international border, you will not be asked to fill out the form, but you will need to know which items to declare in any case.)

When you arrive at Passport Control or an international border, a Customs and Border Protection officer will review your declaration form, examine your passport and ask you about your trip and about the items you are bringing back with you.

If you plan ahead, you can help make the customs inspection process flow smoothly. Here are our top tips for quickly clearing customs.

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 assist you when the time to fill out your customs declaration form arrives.

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

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.

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'll have a handy record of your purchases.

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 some trouble.

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

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. Carry them with you at all times.

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, or 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.

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 should not be painful, provided you plan ahead and prepare for your customs interview.

**9. Choose one small part of the text given below. Close the book, and share the information you have just read with your groupmates without naming the travel destination itself. Working all together and listening to one another try to match the pieces of information with the given list of top ten travel destinations.**

### EUROPE'S TOP TEN TRAVEL DESTINATIONS

Noisy, vibrant and truly multicultural, it is a megalopolis of people, ideas and energy. The capital and largest city of both the United Kingdom and of England, it is also the largest city in Western Europe and the European Union.

Located in the north of the country on the river Seine, it has the reputation of being the most beautiful and romantic of all cities, brimming with historic associations and remaining vastly influential in the realms of culture, art, fashion, food and design.

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This 'Eternal City', is the capital of Italy and of the Lazio (Latium) region. It's the famed city of the Seven Hills, La Dolce Vita, the Vatican City and Three Coins in the Fountain. The Historic Center is a UNESCO World Heritage Site.

---

It is Spain's second largest city, with a population of 1.5 million people, and the capital of Catalonia. The city is on the Mediterranean coast, and has a wealth of unique historic architecture.

---

It is the capital city of the Republic of Ireland, with more than a quarter of the Irish population living in the greater metropolitan area. The city center however is relatively small and can be navigated by foot, with most of the population living in nearby suburbs.

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It is Turkey's most populous city, and its cultural and financial center. Located on both sides of the Bosphorus, the narrow strait between the Black Sea and the Marmara Sea, the city bridges Asia and Europe both physically and culturally.

---

It is the capital of Spain, as well as the capital of the autonomous community of the same name. It is best known for its great cultural and artistic heritage, a good example of which is the El Prado museum. It also boasts some of the liveliest nightlife in the world.

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It is the capital of the Netherlands with impressive architecture, lovely canals that crisscross the city, great shopping, and friendly people who nearly all speak English well. There is something for every traveller's taste here.

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Almost undamaged by WWII, its compact medieval centre remains a wonderful mixture of cobbled lanes, walled courtyards, cathedrals and countless church spires all in the shadow of her majestic 9th century castle that looks eastward as the sun sets behind her.

---

It is by far the most populated city in Austria. As the former home of the Habsburg court and its various empires, the city still has the trappings of the imperial capital it once was, and the historic city centre is inscribed on the UNESCO World Heritage List.

## TOP TEN TRAVEL DESTINATIONS OF EUROPE:

- 1) Amsterdam, Netherlands;
- 2) Barcelona, Spain;
- 3) Dublin, Ireland;
- 4) Istanbul, Turkey;
- 5) London, England;
- 6) Madrid, Spain;
- 7) Paris, France;
- 8) Prague, Czech Republic;
- 9) Rome, Italy;
- 10) Vienna, Austria.

### 10. Answer the following question:

What types of tourism do you know? Which one do you prefer? Why?

### 11. Using the text given below as a source of additional information, extend your answer:

#### Health Tourism & Leisure Travel

It was not until the 19<sup>th</sup> century that cultural tourism developed into leisure and health tourism. Some English travellers, after visiting the warm lands of the South of Europe, decided to stay there either for the cold season or for the rest of their lives. Others began to visit places with *health-giving mineral waters*, in order to relieve a whole variety of *diseases* from *gout* to *liver disorders* and *bronchitis*.

Leisure travel was a British *invention* due to sociological factors. Britain was the first European country to industrialize, and the industrial society was the first society to offer time for leisure to a growing number of people. *Initially*, this did not apply to the working masses, but rather to the *owners* of the *machinery* of production, the economic oligarchy, the factory owners, and the *traders*. These *comprised* the new middle class.

The British origin of this new industry is *reflected* in many place names. At Nice, one of the first and most well established holiday resorts on the French Riviera, the long *esplanade* along the *seafront* known to this day as the *Promenade des Anglais*; in many other historic resorts in continental Europe, old *well-established* palace hotels have names like the Hotel Bristol, the Hotel Carlton or the Hotel Majestic — reflecting the dominance of English *customers* to whom these resorts *previously catered* to.

## **Winter Tourism**

Even winter sports were largely *invented* by the British leisured classes initially at the Swiss village of Zermatt (Valais) and St Moritz in 1864.

Until the first tourists *appeared*, the Swiss thought of the long snowy winter as being a time when the best thing to do was *to stay indoors* and make *cuckoo clocks* or other small mechanical items.

The first packaged winter sports holidays or vacations followed in 1903, to Adelboden, also in Switzerland.

Organized sport was well established in Britain before it reached other countries. The vocabulary of sport bears witness to this: rugby, football, and boxing all originated in Britain, and even tennis, originally a French sport, was formalized and codified by the British, who hosted the first national championship in the nineteenth century, at Wimbledon. Winter sports were a natural answer for a leisured class looking for amusement during the coldest season.

## **Mass Travel**

Mass travel could not really begin to develop until two things occurred.

a) Improvements in technology allowed the transport of large numbers of people in a short space of time to places of leisure interest.

b) Greater numbers of people began to enjoy the benefits of leisure time. A major development was the invention of the railways, which brought many of Britain's seaside towns within easy distance of Britain's urban centres.

The father of modern mass tourism was Thomas Cook who, on 5 July 1841, organized the first package tour in history, by chartering a train to take a group of temperance campaigners from Leicester to a rally in Loughborough, some twenty miles away. Cook immediately saw the potential for business development in the sector, and became the world's first tour operator.

He was soon followed by others, with the result that the tourist industry developed rapidly in early Victorian Britain. Initially it was supported by the growing middle classes, who had time off from their work, and who could afford the luxury of travel and possibly even staying for periods of time in boarding houses.

**12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. When did cultural tourism develop into leisure and health tourism?

- a) in the 19<sup>th</sup> century
- b) before the 19<sup>th</sup> century
- c) in the beginning of the 20<sup>th</sup> century
- d) not until the 18<sup>th</sup> century
- e) not until the 20<sup>th</sup> century

2. In what country was leisure travel invented?

- a) in France
- b) in Russia
- c) in Britain
- d) in Spain
- e) in the USA

3. What social groups initially were not offered time for leisure?

- a) working masses
- b) the owners of the machinery of production
- c) the economic oligarchy
- d) the factory owners
- e) the traders

4. When did the first packaged winter sports holidays take place?

- a) in 1864
- b) in 1903
- c) in 1930
- d) in 1964
- e) in 1846

5. Who was the father of modern mass tourism?

- a) James Cook
- b) Thomas Cook
- c) Adam Smith
- d) Thomas Smith
- e) Thomas Leicester

**12.2. Complete the chart with the facts from the history of development of each type of tourism mentioned in the text.**

Type of tourism	Development history
1. Leisure tourism	
2. Health tourism	
3. Winter tourism	
4. Mass tourism	

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. Some English travellers, after visiting the warm lands of the South of Asia, decided to stay there either for the cold season or for the rest of their lives. 2. The postindustrial society was the first society to offer time for leisure to a growing number of people. 3. The British origin of leisure tourism is reflected in many place names. 4. Even winter sports were largely invented by the British leisured classes. 5. Organized sport was well established in Britain before it reached other countries. 6. The first package tour in history was organized on 5 July 1841. 7. The tourist industry developed rapidly in early Georgian Britain.

**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. When did cultural tourism develop into leisure and health tourism? 2. What did some English travelers decide to do after visiting the warm land of the South of Europe? 3. Why did people begin visiting places with mineral waters? 4. Why was the leisure travel a British invention? 5. Who did leisure travel apply to first? Why? 6. In which way the British origin of the travel industry is. 7. When and where was winter tourism invented? 8. Who invented winter tourism? 9. What were the Swiss used to do in winter? 10. When was the first winter packaged tour established?



13. Watch the video “Woodland Leisure Park Lodges — Trimmingham Norfolk” (folder “Video” on the CD) and complete the information chart given below. Before listening make sure that you understand the words in italics.

*attractions to accommodate tranquil exterior/internal look lodges disabled access equipped jacuzzi caravan fabulous superb touring pitch splash-pool hectic essentials*

Location	
Surroundings	
Lodging	
Entertainment	
Amenities/facilities	
Food	
Extra benefits	

14. Role-play the given situation in your group. Try to use the active vocabulary from the unit under consideration.

Imagine that you all are a group of travel industry specialists from different countries, which is planning to open a specialized tourist resort, and you must discuss everything at a business meeting. Decide on a part you are going to play (name, age, gender, nationality, occupation, character, interests), and be ready to suggest your original ideas and answer all possible questions. As a result of the meeting the business-group must choose the best tourist resort project.

15. Write a 100-word composition on the topic below.

Are you keen on leisure tourism? Where and how would you like to spend your next vacation if you had an opportunity?

## Part VII

### Customer Service

1. Make sure that you understand the meaning of words and expressions given below. Use a dictionary if necessary.

a slack time	a henpecked husband
an inquiry	to run up
to have a week free	to do well
a complete rest	travel bureau
relaxation	a seaside holiday guide
sunbathing	to look forward to
to enjoy water-skiing	to order
a boarding house	to suggest
a sandy beach	ads
a pebble beach	arrangements
a seaside resort	comprehensive information
a quiet holiday	discount
to fix up	folder
to arrange	high season
a beaten track	low season
a five-star hotel	four-package
a pier	ready-made tour package
an amusement arcade	tourist's guide
to do fishing	travel insurance
a gift shop	
to be green with envy	

2. Listen to the given audio files (folder "Audio" on the CD) and find the words that you will hear in the grid below.

Word 1 _____	Word 7 _____	Word 13 _____
Word 2 _____	Word 8 _____	Word 14 _____
Word 3 _____	Word 9 _____	Word 15 _____
Word 4 _____	Word 10 _____	Word 16 _____
Word 5 _____	Word 11 _____	Word 17 _____
Word 6 _____	Word 12 _____	Word 18 _____

I	C	S	I	A	M	A	T	P	U	R	N	D	I	B	U	R	E	A	U	
N	S	U	N	B	A	T	H	I	N	G	C	M	V	O	M	N	Y	R	I	
S	K	A	T	Y	P	I	D	E	E	N	O	B	E	A	C	H	G	B	I	
U	I	U	C	L	E	A	R	R	E	N	E	M	C	L	R	A	T	V	I	B
R	I	S	T	A	D	C	A	I	A	E	P	O	S	D	B	E	Y	C	U	
A	N	V	O	R	I	A	R	F	A	D	R	Y	R	I	H	T	I	F	N	
N	G	K	R	E	S	O	R	T	E	L	E	I	G	N	E	C	E	O	L	
C	I	P	T	R	C	B	A	T	Q	E	H	W	T	G	N	H	M	L	F	
E	B	L	D	Q	O	A	N	A	L	W	E	L	E	I	P	U	R	D	I	
T	A	Q	O	R	U	D	G	S	S	O	N	T	A	B	E	A	T	E	N	
A	R	R	O	I	N	G	E	L	J	R	S	O	O	N	C	H	H	R	Q	
R	C	P	R	E	T	E	M	T	I	K	I	K	I	C	K	W	I	V	U	
Y	A	I	S	A	D	S	E	R	E	N	V	T	H	E	E	A	C	L	I	
O	D	F	A	B	R	I	N	A	T	I	E	N	P	O	D	Y	L	G	R	
P	E	B	B	L	E	G	T	S	L	A	C	K	I	O	N	M	E	N	Y	

**3. Build the words and word-combinations by matching their constituent parts.**

1) a boarding	a) hotel
2) a five-star	b) time
3) a slack	c) beach
4) a sandy	d) arcade
5) an amusement	e) husband
6) to be green	f) holiday
7) a henpecked	g) with envy
8) a quiet	h) water-skiing
9) to enjoy	i) well
10) to do	j) house

**4. Fill in the blanks with the words from your active vocabulary.**

Peter Burch went into a London travel 1) \_\_\_\_\_. He went up to the counter while his wife sat down at a low table and started looking at the seaside holiday guides. It was a 2) \_\_\_\_\_ time so Peter had only three minutes to wait before a clerk was available to deal with his inquiries.

P E T E R. Good morning! My wife and I are from Canada. We are 3) \_\_\_\_\_ forward to having one week free in England for a 4) \_\_\_\_\_ rest.

No sightseeing, no shopping, not even a cinema: just a relaxation and 5) \_\_\_\_\_. Golf and perhaps some salmon or trout fishing for me, and my wife

6) \_\_\_\_\_ water-skiing, though that might not be available. You see, we'd like a really small quiet place with nearly empty beaches while on holiday. Plenty of sunshine, if that can be ordered. Oh, and we'd like to stay in a small 7) \_\_\_\_\_ house or perhaps on an isolated farm. Can you suggest a good place to go to?

C L E R K. You'll find the quietest seaside places in Scotland or Ireland.

P E T E R. They'd hardly do. I think. We'd like a place not more than 70 miles from London – just in case we want to run up for a day or two to look around. How about this place called Brighton? Is there a good sandy 8) \_\_\_\_\_?

C L E R K. I'm afraid not. It's a 9) \_\_\_\_\_ beach. And Brighton is a big very lively 10) \_\_\_\_\_ resort. Hardly for quiet holiday day. Perhaps a small hotel in a country village. We could probably fix up something like that for you. But it might be a job to arrange anything else.

P E T E R. That should do very well. Provided it's a quiet area off the 11) \_\_\_\_\_ track and away from the crowds. (At that moment Mrs Burch joined her husband at the counter)

M R S B U R C H. Do you know what I've been thinking? You remember the Joneses were in England last year?

P E T E R. That's something I'll never be allowed to forget. They've never stopped talking about it ever since.

M R S B U R C H. Now, they were touring and they spent a night in a place called Blackpool. They had a room in a 12) \_\_\_\_\_ hotel on the front and said that everything was quite marvellous. Just imagine their faces when we go back and say that we've spent a week there!

P E T E R. That's all very well, but from what they said it didn't sound a particularly quiet place.

C L E R K. It isn't, sir. It's a very popular resort, packed with people at this time of year. It's got two piers with 13) \_\_\_\_\_ arcades, hundreds of hotels and boarding 14) \_\_\_\_\_ and thousands of visitors. It's over 200 miles from London, and I've heard they've been having awful wet weather all this season.

M R S B U R C H. Oh, I expect there are lots of cinemas we could go to if it's wet. And plenty of shops to look around. You can do all the fishing you want at home. This could be fun, Peter. A swimming pool and concert hall, a wonderful dance floor, hairdressers, sunbathing and gift 15) \_\_\_\_\_. Oh, Peter, wait until we tell the Joneses. They'll be 16) \_\_\_\_\_ with envy.

P E T E R. I suppose you'll get your own way. So much for a quiet holiday! Why did I bother to bring my fishing rod? (As the clerk turns away he shrugs his shoulders slightly and whispers to one of his colleagues)

C L E R K. You do meet some funny types in this game!

**5. Make the sentences shorter by changing the constructions written in italics into the appropriate words from your active vocabulary. If necessary, change the word-order in some of the sentences.**

1. Some people like *to lie in the sun*, others don't. 2. You are happy if clerks *have not much work to do*. 3. Do women prefer to have *dominated* husbands? 4. Elderly people are often looking for *rest without sightseeing, shopping and even cinema*. At a seaside resort you can feel *freedom from work, strain or responsibility*. 5. An experienced clerk *answers your questions and gives advice* very quickly. 6. A *holiday without crowds of people and entertainment* is not for me.

**6. Create an exemplary telephone-conversation based on solving a conflict that could possibly arise between a client of a travel agency and its employee. As the basis of the interlocutor's behaviour, you may use the pattern described in the text given below and also the advice mentioned in the text. Role-play the conversation in pairs.**

*In most cases*, customers have good reasons for their complaints. When *face-to-face*, the Customer Service Rep has more advantage of using *body language*. On the telephone, the Customer Service Rep needs to have a pleasant voice besides excellent listening and speaking skills.

**Conversation:**

C U S T O M E R. I've received the same statement with 50 dollars *overcharge* again. I called up twice last month for the same problem.

C U S T O M E R R E P. Good morning, Madam. This is Ray. I understand you're having a problem. But I need your name first. What's your name please?

C U S T O M E R. All they do is ask for name. Of course, I'll give you my name. But I also need your name. What's your name?

C U S T O M E R R E P. My name is Ray.

C U S T O M E R. You don't sound American. That's an American name.

C U S T O M E R R E P. Ray is my *business name*, Madam. I need your name in order to help you.

C U S T O M E R. Ok!. My name is Sera Dolores. I'm calling from Chicago.

C U S T O M E R R E P. Thank you, Ms Dolores. Give me one minute, I'll *pull up* your account.

C U S T O M E R. I hope you will not make me *hang on* here for ages.

C U S T O M E R R E P. No, I won't, Ms Dolores. Here is your account information. I see here a 50-dollar *charge* for late payment of the last two bills. You've paid two bills together, Ms Dolores. But they were paid late last month.

C U S T O M E R. What'd you mean I paid them late? I paid them last month together.

C U S T O M E R R E P. Exactly so. You paid one bill one-month late and the other toward the end of the month instead of before the second week. We've charged 50 dollars instead of only 25 dollars because we received your payment late. We received your payment after the late charge was already *imposed* on your account.

C U S T O M E R. How come? I always pay my bills by the end of the month. I never get late payment charge?

C U S T O M E R R E P. Ms Dolores, you didn't pay your June bill until the third week of July. And you made two payments on August 22 for 670 dollars.

*If the customer is right, apologize for the problem and tell the customer your company will correct the problem. If you are sure of the solution and authorized to take immediate action, take action.*

C U S T O M E R. This is *ridiculous*! No one called me.

C U S T O M E R R E P. I'm sorry that you've paid late charges, Ms Dolores. But, I can ...

C U S T O M E R. All you can do is to apologize. I have paid my bills!

C U S T O M E R R E P. If you let me finish, Ms Dolores, I'll be able to help you. Ok?

C U S T O M E R. Ok. Go ahead.

C U S T O M E R R E P. I will remove one late-charge for 25 dollars because you paid the second bill within the month although it was one week late.

C U S T O M E R. Well. What can I say? It's *better than nothing*.

C U S T O M E R R E P. You will receive a credit for 25 dollars in your next *statement* in September. Is there anything else I can do for you, Ms Dolores?

C U S T O M E R. No. Thank you.

C U S T O M E R R E P. You're welcome, Ms Dolores. Thank you for calling HSBC. Have a good day.

***Recommendations:***

Never argue with the customer.

Be calm.

Be professional.

Listen carefully.

Always explain details clearly. If necessary, explain the details but in a concise language. Do not ramble around unnecessary details. Give the customer a chance to digest your details, and, for that, pose to ask if the customer is following you. If the customer is not following you, do not linger on the same expression but change it to more clear and precise language. If the customer is following your explanations and sounds satisfied, you may ask a new question in order to move on to the next step, and finally close it. See in the conversation above how the Customer Rep provides details to Ms Dolores. The Customer Rep uses a clear and concise English; provides all the details over the late charges, but the Customer Rep never overloads the customer Ms Dolores with unnecessary details.

Do not try to prove the customer is wrong but you are right.

If the customer is angry and interrupts you when talking, remind the customer politely you need to finish.

Do not lecture the customer over how wonderful your company is, instead be empathetic. Express your empathy.

Offer solutions if you have any. If you don't have any solutions, offer what else you can do: transfer the call to your supervisor; offer a written immediate answer with a solution. For example, offer to send an email with the solution or call back.

**7. Match the pictures with the descriptions of different psychological types of client given below. Explain your choice. Share your experience of facing such types of clients in your everyday life.**



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7

### 7 Personality Types of Clients:

1. *The Clueless Child* — like a child with a short attention span, he is indecisive and ignorant. Working with the clueless child might not seem so bad at the beginning; he is agreeable and relies on your expertise. Problems arise after your initial agreement on the details of the project — when he starts to change his mind. His interest was piqued by the details of the project, and now the clueless child is not so ignorant. Perhaps he has been hit by a sudden epiphany or has received feedback from friends, co-workers or other experts. He calls you in the middle of the night — whenever



inspiration strikes — to tell you that he wants certain changes made. It doesn't end there. You make the changes he wants, and when he comes to view the project he brings his mother along. She then suggests more changes. After all, "Mom knows best."

2. *The Garbage Collector* — less is not more — at least, not in the world of the garbage collector. We always hope that our clients have an idea of what they want, but the garbage collector goes to the extreme; prior to approaching you with his project, he has done plenty of research and assembled the examples of all of the tour-packages that he likes. This kind of person goes to a buffet and puts a little of everything on his plate. The garbage collector gathers everything that have caught his eye and will insist that you include them in his tour-package.

3. *The Nitpicker* — might seem a tad meticulous during the negotiation phase, but he appears normal on the whole. When you start production and show him your progress, though, you'll see this client's true colors. There is always something wrong with what you've done. The nitpicker scrutinizes your work and never fails to find fault with it. One could call him a perfectionist, but the truth is he's just trying to get his money's worth by ensuring that you work doubly hard for the money that you will wrench from his cold unwilling hands.

4. *The Queen of Hearts* — be prepared to be at her beck and call. A royal decree must always be obeyed, and the queen is of the opinion that you are blessed to be showered by her favor. She has no concept of weekends, public holidays or time itself. A summons in the middle of the night is a common occurrence. Your loyalty is expected, your respect demanded. The queen of hearts wants you to fix all her problems, and she wants it done yesterday. She wants you to be a designer, developer, technician, networker, anti-virus expert, plumber and even nanny. Her wish is your command. And don't expect to be paid extra—for she is your queen; obedience is your privilege. Just learn to say, "Yes, your majesty." And learn it fast or it's "Off with his head!"

5. *The Scrooge* — wants everything for nothing. Discounts, freebies and sales make him happy. Even if he doesn't need it, he wants to get his hands on a free item "just in case." Like his namesake, this client is a money-pincher who gives you all kinds of trouble on payday. Even prior to payday, expect plenty of issues with payment. And expect to battle for months with the scrooge over final payment for the project—you can certainly expect him to want the agreed-upon amount to be heavily discounted. The scrooge is the

ideal person to bring to a bargaining market, but pray he is on your side and not the other.

6. *The Smart Aleck* — thinks he knows it all. This client probably has an interest in the given sphere and has read a couple of books about it. He sticks his nose in the air and looks down at you from his pedestal. The smart aleck feels compelled to interfere because he wants his “expert views” to be taken into consideration. The truth is: the smart aleck knows very little about the matter. He is arrogant, shows blatant disrespect and doesn’t think it beneath him to order you around and insist that his ideas are better than yours. He tells you everything without really saying anything. He has particular ideas about what he wants but never communicates them explicitly. “It’s so easy even a monkey could do it,” he claims.

7. *The Word-Breaker* — “Promises are made to be broken,” says the word-breaker. Word-breaking clients remind us just how important it is to write a contract prior to commencing a project. Sometimes, though, even legal contracts do not prevent these clients from breaking their word. The word-breaker is dishonorable and can side-step the agreements in a contract. He expects you to honor your end but has no intention of fulfilling his own commitments. The word-breaker is glib and charming, and he manipulates people into doing his bidding. He is always right in his own eyes and works hard to keep the upper hand. Be careful when dealing with the word-breaker because when something goes wrong, you will be the target in his firing range, and he will not hesitate to shoot you dead.

**8. Study the given hints for handling customer complaints and add some tips corresponding to the types of clients mentioned in the previous exercise. How would you react if your complaining client is a “Scrooge”, a “Word-breaker”, a “Queen of Hearts”, etc?**

#### Instructions

1. Listen attentively to customers with complaints. As they express their grievances, they will be explaining everything that's happened to them, including how they feel and why they're upset. Don't interrupt them at this time, because they'll want to be heard. Don't tell them to calm down. Stay agreeable and take notes to avoid asking them to repeat themselves.

2. Put yourself in their shoes and empathize with the customers. Think about what it'd be like to experience their problem. Tell them you can

understand what they're feeling, and assure them they did the right thing by coming to you.

3. Apologize when you can. Customers who are dissatisfied with certain products or services will feel a little better when you express your apologies. Most likely, you didn't have anything to do with what they're complaining about. Still, it is important to politely apologize for the situation. Remember that customers are never to be blamed.

4. React to the customer's complaints as positively as you can. You will need to know how to resolve the problem at this time. Be proactive when dealing with concerns, because there's always a way to make it up to the customer. Try to satisfy the customer by suggesting a refund, or get the manager to fix the problem on a higher level.

5. Take action right away. Don't delay solving the problem for another day. Take the appropriate steps immediately to show your company appreciates the customer. Show that you're willing to go extra lengths to keep the customer happy. Valuing the customer this way will be remembered and may keep customers loyal to your business.

6. Check for customer satisfaction. Ask the customers if there's anything else you can do and if they're OK with the solution. Sometimes customers are still disagreeable at this point. Know that there's only so much you can do and that you've taken your best steps to help them. Continue to be polite and thank them after the situation's been handled. Give them contact information if they still need more help.

7. Don't take complaints personally.

8. Complaints may rise to a level that may upset you. If you're getting upset, turn the customer over to someone who can better handle the situation.

**9. Choose one small part of the text given below. Close the book, and share the information you have just read with your groupmates. Working all together and listening to one another try to match the pieces of information with the given plan.**

## HOW TO HANDLE CUSTOMER COMPLAINTS

Coaxing a vexed customer to be constructive in their criticism is made more difficult if you're unable to take control of the situation. The simplest way to take charge of a situation where an angry customer is in "full flight" is to stay calm, be polite and maintain professionalism. It won't be too long before the customer realizes he is overreacting and apologizes for his outburst.

---

Tap into the collective wisdom of your customers by soliciting feedback or surveying them on complaints you had received. This can be easily achieved by creating a special page on your website or blog. It's a good idea to do this because sometimes a complaint might sound reasonable and making a change seems feasible, but most of your customers might think differently. By gathering their opinions before implementing any changes, it can save you from making a bad business decision that could ultimately prove costly. There's every possibility that you may encounter the occasional serial complainer whose only ambition in life is to make people miserable. You can spot such customers a mile away and they very rarely contribute to the growth of your company. Fortunately, these types of complainers are few and far between and don't make for very loyal customers.

The ones that do offer constructive criticism disguised as complaints on the other hand, should be thought of as your personal marketing consultants that pay you to listen to them. It doesn't get much better than that.

---

When customers complain, they are often seeking acknowledgement of the problem, empathy and most importantly, an apology. If none of these "criteria" are met by the company, the customer will walk away never to come back. Or worse, it may ensue into a public battle. Adopting a defensive stance rarely works with an unhappy customer, even if you weren't in the wrong. The best solution would be to offer an apology and acknowledge that the company will take full responsibility for its mistake. An apology is to the customer what a pacifier is to a baby.

---

There is a misconception lingering about in the business world that customers who complain are usually too demanding and hence a nuisance. Another misconception is that customers who don't complain are an indication that a company is doing things right and thus heading in the right direction.

The truth is however, customers who complain are actually carving out opportunities for a business to improve its customer service and resolve any undetected problems for long-lasting profitable growth.

Research has also shown that customers who complain are far more likely to remain loyal to a business if the complaint is resolved quickly. The opposite is true of customers who have problems with a company but don't complain, opting to shop or to do business with its competitor instead.

Bearing this in mind, let's examine five customer service tips you can use right now to turn complaints into sales.

---

Complaints are actually very valuable and they ought to be analyzed. Such data can be used to improve your products or services and analyzed to develop new ideas for product development. When a customer complains, it is well worth the time and effort to pay careful attention to what the customer is complaining about. Take this opportunity to talk to the customer about ideas they might have to resolve the issue.

What you might end up with is a goldmine of information obtained at no cost that can eventually be used to create more sales, simply because you listened.

---

Delight the customers who have lodged complaints with quick solutions to their problems. Many of us are familiar with the "I'll look into it" phrase, but never to hear a peep from the customer service department again. Stand out from your competitors by working to resolve your customers' issues quickly. Keep them informed of what you have done, checking to ensure that they're satisfied with the outcome and compensate them for their troubles. With customer service this good, your customers can't help but to show their appreciation by sticking around a lot longer.

#### PLAN:

- 1) Myths and Misconceptions about Complaining Clients;
- 2) Listen Intently;
- 3) Be Professional;
- 4) Two Words, "I'm Sorry";
- 5) Work To Resolve Complaints Quickly;
- 6) Form A Customer Focus Group.

**10. Answer the following question:**

Are you an experienced holiday-maker? Have you ever consulted a travel agency to organize your holiday? Can you recommend any strategy of choosing a right travel agency?

**11. Using the text given below as a source of additional information, extend your answer:**

Normally people plan their holidays in advance. Holiday-making people, as a rule, prefer to stick to the same travel agency they have already used before and got their money's worth. On the one hand, they trust the travel agency they've got to know earlier, on the other, they expect to purchase a tour package at a reduced price as regular customers.

Suppose you are not an experienced holiday-maker. You are at a loss which travel agency to choose out of a large amount of agencies offering similar services.

You want an enjoyable holiday at some reasonable price, or at least you don't want to be trapped.

Here are some hints for you. Out of the travel agencies offering similar destinations and tours pick out 4 or 5. Their names should be familiar to you: their ads regularly appear in travellogues and in mass media. Compare the prices: they should be neither too high, nor too low. All the ad information should be clear to you: nothing should seem odd.

Call the travel agencies you have picked out, and if you lack some information or advice, don't hesitate to ask questions. Responding to the callers' queries is a part of travel agents' duty. If you are still not disappointed, make an appointment with the travel clerk at the agency office.

Efficient travel clerks will always help you to make a decision about where to go, what to see or where to stay in each area you plan to visit. Travel agents are sure to have the most comprehensive information at hand about the destinations they offer. There are usually lots of travellogues, brochures, folders, tourist's guides and maps available for customers.

You may either choose and obtain a ready-made tour package, or ask for a tailor-made tour package. Most of travel companies are able to arrange tailor-made tours according to their customers' requests.

Purchasing a tour you should pay in cash or by credit card. You will get a voucher for the services you have paid for, air tickets and other travel

documents. Travel agents may offer you to pay for your travel insurance. Bear in mind that in high season the prices are up to 25 per cent higher than in low season, party tours are cheaper than individual ones; children get discounts or even travel free.

**12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. Why do people normally prefer to stick to the same travel agency they have already used before?

- a) they trust the travel agency they've got to know earlier
- b) they are too lazy to look for another travel agency
- c) they expect to purchase a tour package at a reduced price as regular customers
- d) both "a" and "b"
- e) both "a" and "c"

2. How many travel agencies should a holiday-maker pick out of those offering similar destinations and tours?

- a) 1 or 2
- b) 2 or 3
- c) 3 or 4
- d) 4 or 5
- e) 10 or 12

3. What are the main criteria of picking out the travel agencies?

- a) their names should be familiar
- b) the prices should be neither too high, nor too low
- c) all the ad information should be clear to you: nothing should seem odd
- d) both "a" and "b"
- e) "a", "b" and "c"

4. What alternatives can be offered to a customer in a travel agency?

- a) to choose and obtain a ready-made tour package
- b) to wait for a new tour package to be developed

- c) to ask for a tailor-made tour package
- d) both “a” and “b”
- e) both “a” and “c”

5. What should a holiday-maker bear in mind?

- a) in high season the prices are up to 25 per cent higher than in low season
- b) party tours are cheaper than individual ones
- c) children get discounts or even travel free
- d) both “a” and “b”
- e) “a”, “b” and “c”

**12.2. Complete the chart with your own advice for every situation described.**

What should one do...	Your advice
1. ...planning their holiday?	
2. ... if one wants an enjoyable holiday at some reasonable price?	
3. ...if one doesn't want to be trapped?	
4. ... to start choosing a travel agency?	
5. ... if one lacks some information or advice calling the travel agencies?	
6. ... at an appointment with the travel clerk at the agency office?	
7. ... purchasing a tour?	

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. Normally people plan their holidays in advance. 2. Experienced holiday-makers are often at a loss which travel agency to choose out of a large amount of agencies offering similar services. 3. Responding to the callers' queries is a part of travel agents' duty. 4. Never ask travel clerks to help you to make a decision about where to go, what to see or where to stay in each area you plan to visit. 5. There are usually lots of travelogues, brochures, folders, tourist's guides and maps available for customers. 6. Only a few travel companies are able to arrange tailor-made tours according to their customers' requests. 7. Travel agents may offer you to pay for your travel insurance.



**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. Why are you at a loss when you are not an experienced holiday-maker? 2. Why shouldn't you hesitate to ask questions? 3. What will efficient travel clerks always help you with? 4 What are most of travel companies able to arrange? 5. What do many travel agents offer you to pay for? 6. When are the prices higher?

**13. Watch the video “eLearning — Customer Service Training Course” (folder “Video” on the CD) and complete the information chart given below. Before listening make sure you understand the words in italics.**

*tough treatment representative competitor caller to check with smb.  
to have the answers at one's fingertips to be unable to do smth.*

Forbidden Phrase	Proper Way to React
<i>I</i>	
...	...

**14. Role-play the given situation in your group. Try to use the active vocabulary from the unit under consideration.**

Imagine that a travel agency has to handle many clients of different types in a high season. Some of the clients came with the complaints. Decide on a part you are going to play (name, age, gender, nationality, occupation, character, interests), look through all the tips given in the previous exercises, and be ready to get involved into a spontaneous conversation in some unexpected turns of events.

**15. Write a 100-word composition on the topic below.**

Recollect any episode with a complaining customer from your own experience or from the experience of someone you know. Suggest how the problem from that episode should have been handled.

## PART VIII

### Health Insurance as a Tour Component

1. Make sure that you understand the meaning of words and expressions given below. Use a dictionary if necessary.

immunizations medication medical condition prescription health insurance emergencies hitchhikers medical physician laws health crisis become hospitalized doctor's medical prescription injury	enjoyable health professional pieces of luggage an unpleasant stay local hospital accidents belongings without any warning provincial plan deductibles travel health insurance
--	--

2. Listen to the given audio files (folder "Audio" on the CD) and find the words that you will hear in the grid below.

P	C	O	N	D	L	T	I	O	N	R	W	A	R	N	I	N	G	A	U
R	R	U	N	B	A	T	H	I	U	N	P	L	E	A	S	A	N	T	I
O	I	D	T	Y	H	O	S	P	I	T	A	L	I	Z	E	D	G	B	I
V	S	E	C	L	I	A	R	R	T	E	M	C	L	R	A	T	V	I	E
I	I	D	T	A	T	C	A	I	M	M	U	N	I	Z	A	T	I	O	N
N	S	U	O	R	C	A	R	F	E	D	R	Y	N	I	H	T	I	F	J
C	G	C	R	E	H	O	R	T	D	L	E	I	S	N	E	C	A	O	O
I	I	T	T	R	H	B	A	T	I	E	H	W	U	G	H	H	C	L	Y
A	B	I	D	Q	I	A	N	A	C	E	M	E	R	G	E	N	C	Y	A
L	A	B	O	R	K	D	G	S	A	O	N	T	A	B	A	A	I	E	B
A	R	L	O	I	E	G	E	L	T	R	S	O	N	N	L	H	D	R	L
P	R	E	S	C	R	I	P	T	I	O	N	K	C	C	T	W	E	V	E
Y	A	S	S	A	D	S	E	R	O	N	V	T	E	E	H	A	N	L	I
O	I	N	J	U	R	Y	N	A	N	I	E	N	P	O	D	Y	T	G	R
B	E	L	O	N	G	I	N	G	S	A	C	K	I	O	N	M	E	N	Y

Word 1 \_\_\_\_\_  
Word 2 \_\_\_\_\_  
Word 3 \_\_\_\_\_  
Word 4 \_\_\_\_\_  
Word 5 \_\_\_\_\_  
Word 6 \_\_\_\_\_

Word 7 \_\_\_\_\_  
Word 8 \_\_\_\_\_  
Word 9 \_\_\_\_\_  
Word 10 \_\_\_\_\_  
Word 11 \_\_\_\_\_  
Word 12 \_\_\_\_\_

Word 13 \_\_\_\_\_  
Word 14 \_\_\_\_\_  
Word 15 \_\_\_\_\_  
Word 16 \_\_\_\_\_  
Word 17 \_\_\_\_\_  
Word 18 \_\_\_\_\_

**3. Build the words and word-combinations by matching their constituent parts.**

1) medical	a) immunizations
2) proper	b) prescription
3) health	c) history
4) immunization	d) tickets
5) doctor's medical	e) costs
6) traffic	f) physician
7) airline	g) members
8) family	h) situation
9) personal	i) security
10) to pay for any	j) laws

**4. Fill in the blanks with the words from your active vocabulary.**

1. If you are planning to travel, you should see a \_\_\_\_\_ at least six to eight weeks before travelling. 2. \_\_\_\_\_ will be able to help you get the proper immunizations. 3. A copy of the doctor's \_\_\_\_\_ should also be carried. 4. Make sure you take full \_\_\_\_\_ and \_\_\_\_\_ health insurance. 5. Bring extra \_\_\_\_\_ in case of emergencies. 6. Know local \_\_\_\_\_ and respect them. 7. Important \_\_\_\_\_ should be divided in different \_\_\_\_\_ of luggage. 8. There is always a possibility of coming down with something that can \_\_\_\_\_ you. 9. \_\_\_\_\_ can happen to anyone at any time and \_\_\_\_\_ any warning. 10. With \_\_\_\_\_ you will have the peace of mind of knowing that you are covered.

**5. Make the sentences shorter by changing the constructions written in italics into the appropriate words from your active vocabulary. If necessary, change the word-order in some of the sentences.**

1. Yet there always is the unexpected: medical *sudden unforeseen crises (involving danger) that require immediate action*, problems with insurance coverage, urgent financial issues. 2. Twelve had relatively minor *physical damage to the body caused by violence or accident or fracture*, while two were seriously hurt. 3. Increasing *causes that relieved the insurer of responsibility to pay the initial loss up to a stated amount* is only one way employers are attempting to shift health costs onto their workers. 4. Obama's medications include "rare" anti-inflammatory drugs related to strenuous physical activity and *acts of making immune (especially by inoculation)* associated with world travel. 5. Province looked like the many *people who travel by getting free rides from passing vehicles* who pass through town. 6. More than 200 million *written instructions from a physician or dentist to a druggist concerning the form and dosage of a drug to be issued to a given patient* are written each year for opioids in the U.S. 7. Ralph watched him poke papers and other personal *possessions that were owned by him* into his pockets.

**6. Create your own conversation connected with visiting a doctor on the analogy of the given models. Role-play the conversation in pairs.**

M o d e l 1:

S E C R E T A R Y: Good morning. Can I help you?

V L A D I M I R R O Z O V: Good morning. My name is Rozov. I have an 11 o'clock appointment.

S: Please, take a seat. The doctor will see you soon.

V. R.: Thank you.

D O C T O R: Hello, Mr Rozov. Come in, please. Sorry to have kept you waiting.

V.R.: That's all right. Did you get all the test results?

D: Yes, I got them last night. As to the tests, everything is okay. Your cardiogram is normal too.

V. R.: But what about the X-ray? Is anything wrong?

D: The X-ray shows emphysema. That's evidently the result of your heavy smoking. Your breath shortness and your cough are probably caused by the emphysema.

V. R.: Is that serious?

D: It could become extremely serious. If you are worried about your health cut out your smoking.

V. R.: Certainly, I'll try to stop smoking. What else could you advise me to do for improving my health?

D: You should do daily exercises. Eat small meals four or five times a day.

V. R.: Do I have to go to the hospital?

D: No. I'll give you a prescription. Take the pills three times a day. I want you to see me again in three weeks. Stay well.

V. R.: Thank you, doctor.

M o d e l 2:

S E C R E T A R Y: Good morning, can I help you?

P A T I E N T: Yes, my name is Anne Pearl. I have an appointment for ten o'clock.

S: Have a seat, please. The doctor will see you soon.

P: Thank you.

S: Dr Smith, this is Ms Pearl.

D E N T I S T: Hello, Ms Pearl. Please come with me. Sit down. What's the problem?

*(Ms Pearl sitting down in the dentist's chair)*

P: I have a toothache on the left upper side.

D: How long have you had it?

P: For about three days. I have a filling that is loose. I'm afraid it is about to drop out.

D: Let me take a look at it. Open your mouth wide, please. I'll take an X-ray.

P: Good.

D: There's a rather deep cavity on the right side of the tooth.

P: Will you have to pull the tooth?

D: No. I hope to save your tooth. I'll give you an injection of Novocaine.

P: Okay.

D: Now I can drill the tooth. You don't feel any pain, do you?

P: No, I don't.

D: I'd suggest that – besides the usual filling – we put a crown on your tooth. That can save it. I'll put a temporary crown there today. The permanent crown will be ready in about 10 days. Then you'll come back. Is it all right with you?

P: If you think it's the only way to save the tooth, then go ahead. I realize a crown is rather expensive. But what's to be done?

D: Okay. You can eat in two hours. Call my secretary for an appointment next week.

P: Thank you, doctor.

M o d e l 3:

A: Hello. May I help you?

B: Is this the number for making arrangements for doctor house calls?

A: Yes, it is. Doctors make house calls 24 hours a day, seven days a week.

B: When can I request a house call?

A: Whenever your family doctor does not have office hours, for instance, at night, or you are too sick to leave your home. In emergency cases, call 911.

B: How does your service work?

A: That's quite simple. Specially trained operators take your full name, address, phone number and a brief explanation of your problem. They then schedule you with a doctor already on house calls nearby.

B: When can I expect the doctor to arrive?

A: In most cases, expect the doctor within two hours.

B: What kind of medical services are available in my home?

A: Our doctors perform examinations, prescribe medicine, give injections and recommend other required services.

B: Are such services as blood tests, electrocardiograms and X-rays available in my home?

A: Absolutely. If required, the doctor can perform these services.

B: When am I supposed to pay the doctor?

A: At the end of the doctor's visit.

B: Will the visiting doctor fill out any insurance forms required?

A: Of course, he will. Many insurance plans pay for doctor's calls. Often we are permitted to bill insurance companies directly.

B: Is Medicare accepted by Doctors on Call?

A: You pay the doctor. He fills out the Medicare form.

B: Can you tell me more about the doctor's charge?

A: When you call for an appointment, ask our operator about our charges. They are quite reasonable, comparable to an office visit.

B: Thank you for the information.

**7. Describe the symptoms of common illnesses illustrated by pictures below. Let your groupmates guess what kind of illness is meant and suggest the appropriate treatment for it using the prescriptions given below the pictures.**



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7



Picture 8

Prescriptions:

1. Once identified, the cause of the symptoms may be avoided or removed from your life. For example, a particular food can be avoided, or a pet can be removed from the home or kept away from sleeping areas. Although prevention comes first, more may be needed. Medications are usually used to decrease symptoms and improve the patient's quality of life. Improvements in drugs have eliminated most of the side effects from older drugs.

2. Cough lozenges or hard candy can help dry, tickling coughs. These should never be given to a child under 3 years old because of the risk of choking. A vaporizer or steamy shower may help a dry cough by increasing the humidity in the air. Drink extra fluids to help thin the secretions in your throat and make them easier to cough up. Zinc lozenges can reduce cold

symptoms, especially cough. Coughs due to bacterial or viral upper respiratory infections may be effectively treated with botanical and homeopathic therapies.

3. If you or a family member comes down with the flu, antivirals may be a good option. Antiviral drugs are prescription medicines that can be used for prevention or treatment of flu viruses. If you get sick, antiviral drugs can make you feel better faster.

4. There are many headache remedies. What works for one person may not work for another. However, almost all practitioners consider relaxation beneficial for tension and migraine headaches. Regular aerobic exercise is a mainstay of headache management. Most tension headaches can be helped by analgesics such as aspirin, acetaminophen, or ibuprofen. But be careful! Taking too many of these easy-to-buy pills is a major cause of new, more-difficult-to-treat headaches called analgesic rebound or analgesic induced headaches. If you need to take these drugs often, see your doctor.

5. A lot of effective options are available no matter if you are looking for a natural remedy for insomnia or other insomnia remedy. Many people like to begin with a milder insomnia remedy. Chamomile is a great option, and it can be taken in tea or liquid form. Therefore, it would be a great idea to have a cup of chamomile tea with a lemon before you go to bed at night. In some cases, only this simple tip is enough of an insomnia remedy to make people have a good night sleep. Another idea that you may want to try if you are suffering from insomnia is Valerian Root. This is an herb that has been used for centuries in the treatment of insomnia. It is one of the most common and widely used herbs for insomnia due to its natural sedative action, and it is also used as a muscle relaxant often times.

6. The method of treatment depends on your level of obesity, overall health condition, and motivation to lose weight. Treatment includes a combination of diet, exercise, behavior modification, and sometimes weightloss drugs. In some cases of severe obesity, gastrointestinal surgery may be recommended.

7. For the removal of nasal congestion, use a steroid spray that is mild for instance Fixonase. Zinc is thought to be a faster running nose treatment. It is obtainable in lozenges form as well as nose sprays. But it should only be taken when a physician prescribes it due to the fact that it can cause nausea and terminate the sense of smell. If the running nose is due to a bacterial infection, your physician will need to prescribe you an antibiotic. Often a running nose is because of a sinus infection or other nasal problem. You



might need to have to opt for surgical treatments for total elimination of the problem. A spray which is a decongestant will also help to eliminate congestion. The more common one is Otrivin. It is only intended to be used for a brief time and continued use can rebound back.

8. In most of the cases, sore throat is a non serious condition that can be treated with the help of over-the-counter drugs and medications or home remedies. Antibiotics can only be used to treat the condition caused by bacteria. Any age-old remedies are still used today to treat sore throat. Gargling is one of the oldest, yet the best sore throat remedy. You can add ½ teaspoon salt in a glass of lukewarm water and gargle 3— 4 times a day. Having hot tea helps in quick sore throat relief. You can add 1—2 slices of ginger or a teaspoon of honey to hot tea and have it once or twice a day. Honey and lemon help in giving quick relief from sore throat. You can add 1—2 teaspoon of honey, 1 teaspoon of lemon to a glass of hot or lukewarm water and drink it once or twice a day.

**8. Think of five important steps to maintaining a healthy lifestyle. Write them down and look up information from the article given below to support these ideas. Finally, create your own healthy lifestyle advertisement using all the information previously discussed.**

Many people find themselves halfway to a healthy lifestyle, doing the right thing part of the time. Go further with some simple steps to round out your daily self-care routine. Eating better and moving more will naturally lead to other positive activities. Don't wait for your physical or mental health to fail before improving your lifestyle. Managing your basic needs on a regular basis promotes health and helps you age gracefully.

### ***Improve Your Nutritional Profile***

Start reading food labels to find out whether you get the full daily values of nutrients recommended by the FDA. Add up your totals for a week to evaluate your nutritional profile. If you're like most Americans, the USDA suggests that you might need more dietary fiber; vitamins A, C and E; potassium, calcium and magnesium. To get more of these, reduce your fat and sugar intake and eat more whole grains and fresh fruits and vegetables.

### ***Get More Exercise***

Even if you already exercise, increasing the frequency or intensity of your workouts can improve your physical and mental fitness. The U.S.

Department of Health and Human Services reports a reduced incidence of chronic disease associated with 2.5 hours of moderate exercise per week. An increase to 5 hours brings greater health benefits to the cardiovascular and musculoskeletal systems. Forming an exercise routine also prevents depression and improves brain function.

### ***Get Better-Quality Sleep***

Getting adequate sleep doesn't just make you feel refreshed, it preserves your health. Without it, your body and mind begin a gradual decline in mood, memory skills, energy and appetite regulation, as the National Institutes of Health report. Promote restful sleep by keeping a regular bedtime and easing into it with reduced activity. The National Sleep Foundation suggests banning TVs and gadgets from bedrooms, and allowing yourself seven to nine hours to recharge every night.

### ***Connect With Others***

Isolation can bring depression, anxiety and a sedentary lifestyle that threaten your physical health. As part of your mental-health management plan, Helpguide advises avoiding people who stress you out and surrounding yourself with people who add to your quality of life. Find ways to connect with others, such as exercising with a friend, discussing your worries with a family member or volunteering to help out at a community center. A personal support system can help you manage stress and share your healthy lifestyle.

**9. Choose one small part of the text given below. Close the book, and share the information you have just read with your groupmates without naming the travel destination itself. Working all together and listening to one another try to match the pieces of information with the given list of top ten travel destinations.**

## **A USER'S GUIDE TO YOUR DOCTOR'S VISIT**

A primary care provider is the main medical professional involved in your nonemergency care over time. The PCP's role is to (1) provide preventive care and teach healthy lifestyle choices; (2) identify and treat medical conditions; and (3) assess your medical problems in a timely manner, and to refer you to medical specialists when necessary.

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Choosing a PCP is an important decision that can be confusing. Remember, you are choosing someone with whom you hope to develop a long-term working relationship. So it's important that you choose

a person you're comfortable with in regard to their style of communication, their language, even their gender.

And remember, you do have a choice about gender. When you ask for an appointment, ask if your provider is male or female, and let the office know what you prefer.

---

A doctor's visit is not one size fits all; it should be tailored to your health. This includes health information about your close relatives. Family history is important because families share common genes and this plays an important role in one's risk for certain illnesses. For example, there is nearly a twofold increase in risk of colon cancer, breast cancer, heart disease and diabetes for individuals with at least one immediate family member with those illnesses. This may affect the treatment plan your provider devises for you, including additional steps that may be taken to reduce risk, such as additional screenings or lifestyle changes.

Your provider will want to know about close relatives, including biological parents, siblings and children, and also information about grandparents, aunts, uncles and cousins. Important things to know are illnesses and age of onset. There are many illnesses that are relevant to family history, but some of the most common illness that primary care physicians are interested in knowing about in adults are diabetes, high blood pressure, stroke, heart disease (heart attacks, bypass surgery), etc.

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Data suggest that individuals who have an established, regular source of care, such as a primary care physician, receive more preventive visits and necessary screenings. Evidence also suggests that those who have good continuity of care with their doctors use the emergency room less often and may have lower rates of hospitalization. They may also have greater trust in their doctors and greater patient satisfaction.

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It is important to establish a primary care physician before a problem occurs so that someone who knows you, your health and your body can care for and guide you through such a problem. For the primary care physician, familiarity with an individual's baseline or normal state when they feel well helps in the evaluation of when they are ill. Often, it may take a couple of months to get in to see a PCP if you are a new patient; however, once established as a patient in a practice, it is easier to get an immediate appointment for an urgent issue.

You should know your medical and surgical history so you can describe it to your doctor. This includes medical conditions you have and times you've been hospitalized with dates. Surgeries you have had with dates are also important. Bring a list of medications you take, both prescription and over the counter, including herbal meds, their names and dosages. Bring in bottles if you can. Any allergies to medications or foods and what kind of reaction you have had are important.

It is also helpful to write down your questions before the visit and bring them in, because in a busy visit it is easy to forget them. Bring your concerns up early in the visit, as you may run out of time if you leave them until the end. If you have a medical problem before your visit, pay attention to when your symptoms occur, how often and whether anything brings them on or makes them better. Keep a log and bring it to your visit.

**PLAN:**

- 1) Why is it so important to have a primary care provider?
- 2) What Is a Primary Care Provider?
- 3) Getty Images;
- 4) How Do You Find and Choose a Primary Care Physician?
- 5) What you should know and bring to your visit;
- 6) Know your Family History.

**10. Answer the following question:**

What are the main dangers expecting a traveler? What can a traveler do for his own safety?

**11. Using the text given below as a source of additional information, extend your answer:**

If you are planning to travel, you should see a medical physician at least six to eight weeks before travelling, in order to get any *immunizations* that may be required. A health professional will be able to help you get the proper immunizations or preventative medication depending on your health situation and previous immunization history.

If you require *medication* for any existing *medical condition*, make sure that you take an adequate supply during your travel. It is best to keep these

in clearly labeled containers. A copy of the *doctor's medical prescription* should also be carried. Important medication should be divided in different pieces of luggage, in case one piece of luggage is delayed, lost or stolen, your alternate supply is available.

Aside from health issues, be sure to also follow these rules:

Make sure you take full medical and travel *health insurance*.

Bring extra money in case of *emergencies*.

Keep all *belongings* in a safe place and out of public view. What thieves don't know about, they won't try to steal.

Know local laws and respect them. Obey speed limits and all traffic laws. Be extra careful when driving in winter for snow, ice and wildlife.

Listen for local weather warnings.

Leave copies and information of your passport, airline tickets, hotel, plans and any travel information to friends or family members. This can be useful if you become lost, are in trouble or if you are needed to get in touch with.

Never pick up strangers or *hitchhikers*.

### **How important is having travel health insurance?**

It is reassuring to know that you can be covered for most health and dental *emergencies* when you are faced with an accident, or emergency *health crisis*. Especially if such an accident should happen far from home!

Thousands of people every year find themselves in a difficult situation. They somehow *become hospitalized* in a foreign country, unable to communicate clearly, unsure of what is happening and without *travel health insurance*.

When you are travelling, you should be aware that conditions, both natural and man-made, may be significantly different from those in your country and may seriously affect health and personal security during travel.

Often neglected, travel health insurance is one of the most important items to have when travelling abroad. Even in the safest of environments, there is always the possibility of illness or *injury*. With travel health insurance you will have the peace of mind of knowing that you are covered.

### **Understanding the Importance of Travel Health Insurance**

Travel health insurance can be the difference between an *enjoyable*, problem-free travel experience, and an *unpleasant stay* at a local hospital. Health, safety and security should be considered before and during travel.

There is always a possibility of coming down with something that can hospitalize you. Aside from possible maladies, you are never safe in any country from personal injury. *Accidents* can happen to anyone at any time and *without any warning*.

You should always arrange for private travel health insurance to pay for any costs which are not covered by your *provincial plan*. Should a sudden illness or accident occur during travel, the costs of illness or costs of injury can be many thousands of dollars. Pay special attention to *deductibles*.

**12. Read the text in detail and do the tasks given below.**

**12.1. Choose the correct variant of answer to the given questions (only one variant is possible).**

1. What is the proper term to visit a medical physician if you are planning to travel?

- a) half a year before travelling
- b) at least a year before travelling
- c) more than eight weeks before travelling
- d) at least six to eight weeks before travelling
- e) both "c" and "d"

2. Where should a traveler put all the important medication?

- a) in a special section of his suitcase
- b) in his pockets
- c) in one piece of luggage
- d) in a first-aid kit
- e) in different pieces of luggage

3. What other rules should be followed aside from health issues?

- a) make sure you take full medical and travel health insurance
- b) listen for local weather warnings
- c) know local laws and respect them
- d) leave copies and information of your passport, airline tickets, hotel, plans and any travel information to friends or family members
- e) all of the variants given

4. Why is it important to have travel health insurance?

a) because thousands of people every year become hospitalized in a foreign country

b) because the conditions, both natural and man-made, may be significantly different from those in your country and may seriously affect health and personal security during travel

c) because even in the safest of environments, there is always the possibility of illness or injury

d) both “a” and “b”

e) “a”, “b” and “c”

5. What can the costs of a sudden illness or injury be during travel?

a) hundreds of dollars

b) thousands of dollars

c) millions dollars

d) not more than a hundred dollars

e) not a single cent, because medical service is free of charge

**12.2. Complete the chart with your own advice for every situation described.**

What should one do...	Your advice
1. ... before travelling?	
2. ... if one requires medication for any existing medical condition?	
3. ... with all the belongings during travel?	
4. ... driving a car in a foreign country?	
5. ... in case they become lost, get into trouble or needed to get in touch with?	
6. ... with strangers or hitchhikers?	

**12.3. Decide whether each of the given statements is true or false. Correct false statements.**

1. If you are planning to travel, you should see a medical physician at least six to seven weeks before travelling. 2. A health insurance will be able to help you get the proper immunizations. 3. Important medication should be divided in equal pieces of luggage. 4. Make sure you take full medical and travel health insurance. 5. Bring less money in case of emergencies. 6. Listen for local police warnings. 7. Never pick up strangers or hitchhikers.

**12.4. Give extended answers to the questions using the information from the text and your own experience.**

1. What are the advantages of having travel health insurance? 2. Is it necessary to consult a doctor before travel? Why? 3. What information should you give to your relatives or friends before you leave? What for?

**13. Watch the video “Travel Insurance — Do I need Travel Insurance — TOWER” (folder “Video” on the CD) and answer the questions given below. Before listening make sure you understand the words in italics.**

*to get by without smth    cancellation of flight    surgery    limited  
medical preexistence    to cover    peace of mind    loss of air fare  
emergency    deprived of    rental vehicle    frequent traveler*

1. Is it obligatory for a traveler to get an insurance policy? 2. What is very important to know if a traveler has some pre-existing medical conditions? 3. Do insurance agencies offer any cover for such inconveniences as missing or stolen luggage? 4. What does Tower Insurance Company offer in the way of travel insurance? 5. If you travel with your family, do you need to buy an insurance policy for each of your family members?

**14. Role-play the given situation in your group. Try to use the active vocabulary from the unit under consideration.**

Imagine that a group of tourists found themselves in a foreign country and all of a sudden different illnesses overtook half of the tourist group members. What would you do? What help could be offered? Decide on a part you are going to play (name, age, gender, nationality, occupation, character, interests, health state, family history), look through all the tips given in the previous exercises, and be ready to get involved into a spontaneous conversation in some unexpected turns of events.

**15. Write a 100-word composition on one of the topics below.**

1. Do you pursue the latest fitness fashion? Give your own “recipe” of keeping fit and living a long and healthy life. 2. What is being done in your country to enhance the popularity of fitness and sports? Are the Belarusian a healthy nation?



# KEYS

## Part I

### Ex.2

		F	A	V	O	U	R	A	B	L	E					A		
	K	E	Y	N	O	T	E									T	E	
	O	T										O				T	X	
	V	A	W	K	W	A	R	D				U				E	E	
	E	R								B	A	R	G	A	I	N	C	
	R	G										T				D	U	
A	C	E		N	E	G	O	T	I	A	T	E				E	T	
G	O	T										S				E	I	
E	M	T	R	U	S	T	W	O	R	T	H	Y						V
N	E		A	C	C	O	M	O	D	A	T	I	N	G	L	Y	E	
D	S	C	H	E	D	U	L	E				V						
A	C	K	N	O	W	L	E	D	G	E	M	E	N	T				
												N						
O	V	E	R	W	H	E	L	M	G	E	N	U	I	N	E			
												E						

Ex.3 1e, 2i, 3j, 4d, 5h, 6c, 7b, 8f, 9a, 10g.

Ex.4 1. gateway. 2. at ease. 3. swayed. 4. fields. 5. stance. 6. well-being. 7. genuinely. 8. negotiate. 9. imperative. 10. a small talk.

Ex.5 1. courtesies. 2. concise. 3. trustworthiness. 4. negotiation strategies. 5. essential. 6. off-limits. 7. on time.

Ex.12.1 1. d. 2. e. 3. d. 4. c. 5. e.

Ex.12.3 1. False. 2. True. 3. False. 4. True. 5. False. 6. True. 7. False.

## Part II

### Ex.2

		S	I	G	N	I	F	I	C	A	N	C	E			O			
	I	P	U	R	S	U	E									B		R	
	N															J		E	
H	E	S	I	T	A	N	C	Y		E	N	C	L	O	S	E		F	
	L															C		E	A
	I	N	V	E	S	T	I	G	A	T	E					T		R	C
	G	K	N	O	W	L	E	D	G	E	A	B	L	E		I		R	C
	I															V		A	U
	B		E	Q	U	I	P	M	E	N	T					E		L	S
	L						A	S	S	I	S	T	A	N	C	E			T
V	E	N	T	U	R	E													O
A	P	P	R	E	C	I	A	T	I	O	N								M
									P	E	R	S	O	N	A	B	L	E	
		F	A	B	R	I	C	A	T	I	O	N							D
								S	I	N	C	E	R	E	L	Y			
					B	R	O	C	H	U	R	E							

Ex.3 1i, 2h, 3j, 4b, 5a, 6e, 7g, 8c, 9f, 10d.

Ex.4 1. appreciation. 2. fabrication. 3. significance. 4. objective/objectives. 5. cooperation. 6. limitation. 7. differ. 8. assistance. 9. obligated. 10. appointment.

Ex.5 1. locations. 2. opening sentence. 3. brochure. 4. personable. 5. background information. 6. case study. 7. make contact.

Ex.12.1 1. b. 2. e. 3. d. 4. e. 5. c.

Ex.12.3 1. True. 2. False. 3. True. 4. True. 5. False. 6. True. 7. False.

## Part III

### Ex.2

H			I				G					R				C				
O			S				U		E	S	S	E	N	T	I	A	L		S	
S	C		S				I					C				R		I		
P	O		U				D					E		S		E		G		
I	N	T	E	R	P	R	E	T	E	R		I		E		E		H		
T	S						I					V		P		R		T		
A	U				S							R	E	T	A	I	L	E	R	S
L	L				O		S	U	P	P	L	I	E	R	S					E
I	T		C		C										A					E
T	A		A	N	I	M	A	T	O	R				T						I
Y	N		R		A	W	H	O	L	E	S	A	L	E	R					N
	T		R		L															G
			I																	
			E	X	T	E	N	S	I	V	E									
			R							C	O	M	M	I	S	S	I	O	N	

Ex.3 1c, 2f, 3a, 4h, 5b, 6g, 7d, 8e.

Ex.4 **1.** the tourism manager. **2.** the tour guide. **3.** the travel agent. **4.** the animator. **5.** the tour operator. **6.** travel destination. **7.** development. **8.** commission. **9.** sightseeing. **10.** entertainment.

Ex.5 **1.** wholesaler. **2.** handle. **3.** hospitality industry. **4.** ticket agent. **5.** travel/tourist destination. **6.** a must. **7.** retailers.

Ex.12.1 **1.** e, **2.** a, **3.** e, **4.** e, **5.** d.

Ex.12.3 **1.** False. **2.** True. **3.** True. **4.** True. **5.** False. **6.** True. **7.** False.

## Part IV

### Ex.2

										C		D	I	S	C	O	U	N	T
	D	E	S	T	I	N	A	T	I	O	N								
G							D	D	E	N	S	E	L	Y					B
U							V			T					A				I
I	N	S	T	A	N	C	E	C	A	R	G	O			D				C
D	O	V	E	R	L	A	N	D		I				V					Y
E							T			B					E				C
L							U			U					N	H			L
I							R	A	L	T	E	R	N	A	T	I	V	E	
N							O			I					U	G	E		
E	C	R	U	I	S	E	U			O					R	H	H		
							S			N					E	W	I		
	D	I	S	A	D	V	A	N	T	A	G	E				A	C		
																Y	L		
D	R	A	W	B	A	C	K			E	X	C	I	T	E	M	E	N	T

Ex.3 1d, 2e, 3f, 4h, 5g, 6c, 7b, 8a.

Ex.4 1. subway. 2. adventurous. 3. go offroad. 4. skip. 5. guidelines.  
6. get around/move around. 7. bicycle. 8. rail tracks. 9. apart. 10. boat.

Ex.5 1. highway. 2. vehicle. 3. motorbike/motorbikes. 4. overlanded.  
5. cargo ship. 6. alternative. 7. move around.

Ex.12.1 1. c, 2. d, 3. e, 4. a, 5. e.

Ex.12.3 1. True. 2. True. 3. True. 4. True. 5. False. 6. False. 7. False.

## Part V

### Ex.2

	C			A	M	A	T	E	U	R				Y	O	U	T	H	
	O							T									N		
	U							H		N						I			
	N	U	C	L	E	A	R	R		E						T			
V	C							I		E				O	B	E	Y		U
O	I		O					F		D				B					N
L	L		U				I	N	T	E	L	L	I	G	E	N	C	E	I
U			T				B			E				D					F
N			D				A			W		L	E	I	S	U	R	E	O
T			O				D			O				E					R
A			O				G			R				N					M
R	E	P	R	E	S	E	N	T	I	K				C					
Y							S	T	R	E	N	G	T	H	E	N			
				O	R	G	A	N	I	Z	A	T	I	O	N				

Ex.3 1i, 2h, 3g, 4j, 5d, 6a, 7f, 8b, 9e, 10c.

Ex.4 1. voluntary. 2. trained. 3. founded. 4. represented. 5. duty. 6. united. 7. strengthen. 8. aim/be aimed. 9. cookery. 10. embraced.

Ex.5 1. camping. 2. non-political. 3. obedience. 4. characteristic. 5. childcare. 6. interest clubs. 7. badges.

Ex.12.1 1. b. 2. e. 3. d. 4. c. 5. b.

Ex.12.3 1. True. 2. False. 3. False. 4. True. 5. True. 6. True. 7. False.

## Part VI

### Ex.2

	G	O	U	T						P				C	A	T	E	R	I
		R								R									N
		I								O									D
		G	B					D		M									O
		I	R				M	I	N	E	R	A	L						O
E		N	O					S		N									R
S			N					E		A									S
P			C					A		D				C	U	C	K	O	O
L			H					S		E									O
A		D	I	S	O	R	D	E	R										M
N			T																P
A			I	N	I	T	I	A	L	L	Y								R
D			S																I
E	S	T	A	B	L	I	S	H	E	D									S
										M	A	C	H	I	N	E	R	Y	

Ex.3 1g, 2e, 3b, 4a, 5j, 6f, 7i, 8d, 9c, 10h.

Ex.4 1. owners. 2. seafront. 3. disease. 4. well-established. 5. comprises. 6. invented. 7. inventions. 8. previously. 9. palace. 10. reflects.

Ex.5 1. traders. 2. cuckoo clock. 3. bronchitis. 4. stay indoors. 5. mineral waters. 6. Promenade des Anglais. 7. esplanade.

Ex.12.1 1.a. 2.c. 3.a. 4.b. 5.b.

Ex.12.3 1. False. 2. False. 3. True. 4. True. 5. True. 6. True. 7. False.

## Part VII

### Ex.2

I								P						B	U	R	E	A	U
N	S	U	N	B	A	T	H	I	N	G	C			O					
S	K							E			O	B	E	A	C	H			
U	I							R			M			R					
R	I				D		A				P			D					
A	N				I		R				R			I	H			F	
N	G		R	E	S	O	R	T			E			N	E			O	
C					C		A				H			G	N			L	
E					O		N				E			P				D	I
	A				U		G				N			B	E	A	T	E	N
	R				N		E				S			C				R	Q
	C				T		M				I			K					U
	A						E				V			E					I
	D						N				E			D					R
P	E	B	B	L	E		T	S	L	A	C	K							Y

Ex.3 1j, 2a, 3b, 4c, 5d, 6g, 7e, 8f, 9h, 10i.

Ex.4 1. bureau. 2. slack. 3. looking. 4. complete. 5. sunbathing. 6. enjoys. 7. boarding. 8. beach. 9. pebble. 10. seaside. 11. beaten. 12. five-star. 13. amusement. 14. houses. 15. shops. 16. green.

Ex.5 1. sunbathe. 2. have a slack time. 3. henpecked. 4. a complete rest/ a quiet holiday. 5. relaxation. 6. deals with your enquiries. 7. quiet holiday.

Ex.12.1 1. e. 2. d. 3. e. 4. e. 5. e.

Ex.12.3 1. True. 2. False. 3. True. 4. False. 5. True. 6. False. 7. True.

## Part VIII

**Ex.2**

P	C	O	N	D	I	T	I	O	N		W	A	R	N	I	N	G		
R	R							U	N	P	L	E	A	S	A	N	T		
O	I	D			H	O	S	P	I	T	A	L	I	Z	E	D			
V	S	E			I													E	
I	I	D			T			I	M	M	U	N	I	Z	A	T	I	O	N
N	S	U			C			E				N					A		J
C		C			H			D				S					A		O
I		T			H			I				U	H			C		Y	
A		I			I			C	E	M	E	R	G	E	N	C	Y	A	
L		B			K			A				A	A		I		B		
A		L			E			T				N	L		D		L		
P	R	E	S	C	R	I	P	T	I	O	N	C		T		E		E	
		S						O				E		H		N			
	I	N	J	U	R	Y		N								T			
B	E	L	O	N	G	I	N	G	S										

**Ex.3** 1h, 2a, 3i, 4c, 5b, 6j, 7d, 8g, 9f, 10e.

**Ex.4** 1. medical physician. 2. a health professional. 3. medical prescription. 4. medical/travel. 5. money. 6. laws. 7. medication/pieces. 8. hospitalize. 9. accidents/without. 10. travel health insurance.

**Ex.5** 1. emergencies. 2. injuries. 3. deductibles. 4. immunizations. 5. hitchhikers. 6. prescriptions. 7. belongings.

**Ex.12.1** 1. d. 2. e. 3. e. 4. e. 5. b.

**Ex.12.3** 1. False. 2. True. 3. False. 4. True. 5. False. 6. True. 7. True.



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РЕПОЗИТОРИЙ

## CONTENT

<i>Предисловие</i> .....	3
<i>Preface</i> .....	4
Part I. Business Conversation Etiquette. Negotiation .....	5
Part II. Communication Media .....	19
Part III. Tourism as a Career .....	32
Part IV. Tourist Country-Specific Studies .....	43
Part V. Youth Life Home and Abroad .....	55
Part VI. Leisure Tourism .....	69
Part VII. Customer Service .....	82
Part VIII. Health Insurance as a Tour Component .....	98
Keys .....	113
References .....	121

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В СФЕРЕ ТУРИЗМА**

**ENGLISH FOR TRAVEL  
INDUSTRY SPECIALISTS**

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для студентов учреждений высшего образования  
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