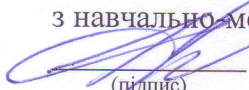


МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Криворізький фаховий коледж
Державного некомерційного підприємства
«Державний університет «Київський авіаційний інститут»

ЗАТВЕРДЖУЮ

Заступник начальника коледжу
з навчально-методичної роботи

 Галина ДАНИЛІНА
(підпис) (Ім'я ПРІЗВИЩЕ)

« 04 » 09 2025 р.

МЕТОДИЧНІ ВКАЗІВКИ
ДО ПРОВЕДЕННЯ ПРАКТИЧНИХ ЗАНЯТЬ

з навчальної дисципліни «Іноземна мова (спецкурс)»
(назва навчальної дисципліни)

спеціальності D3 Менеджмент
(код та назва спеціальності)

освітнього ступеня бакалавр

Кривий Ріг
2025

Методичні вказівки до проведення практичних занять для здобувачів освіти денної форми навчання з навчальної дисципліни «Іноземна мова (спецкурс)»,

(назва навчальної дисципліни)

складені на основі навчальної програми, затвердженої « 04 » 09 20 15 р.

та навчального плану НБ/П-03.05.02-03/15

затвердженого « 09 » 06 20 15 р.

Укладач: викладач, спеціаліст вищої категорії Квітко Ганна Олександрівна

(посада, наук.ступінь, вчене звання, прізвище, ім'я, по батькові)

Методичні вказівки до проведення практичних занять обговорено на засіданні циклової комісії

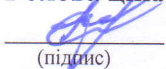
іноземної мови

(повна назва циклової комісії)

Протокол № 12

від « 01 » 09 2025 р.

Голова циклової комісії



Вікторія ГРЕБЕНЮК

(підпис)

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ПОГОДЖЕНО

Завідувач

навчально-методичного кабінету



Марина КОЛЬЧАК

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« 04 » 09 2025 р.

1 Вступ

Сучасний стан розвитку авіації та зовнішньоекономічних зв'язків потребує нового та зміненого підходу до засвоєння мовних знань і належного володіння іноземною мовою.

Дані методичні вказівки для практичних занять розроблені для здобувачів вищої освіти II курсу денної форми навчання зі спеціальністю D3 Менеджмент.

Головна мета – поглибити та вдосконалити навички мовленнєвої компетентності в сферах транспорту, туризму, економіки.

В основу навчальних занять цих методичних вказівок покладені тексти за тематикою в сфері транспортної інфраструктури та система різноманітних граматичних та лексичних вправи до них. Включені також вправи на розвиток усного мовлення, формування якого є основним завданням на шляху до належного володіння іноземною мовою.

Методичні вказівки підготовлені відповідно до навчальної програми і розрахована на 51 аудиторіну годину, тобто 26 практичних занять у 4 семестрі. Сюди входить розділ, який включає теми щодо розвитку і функціонування туристичної галузі, ролі англійської мови в туристичній галузі, видів туристичних організацій і транспорту, особливостей роботи туристичних операторів і агентів, планування подорожей, спілкування з клієнтами, видів туризму, взаємозв'язку туризму і екології.

Тексти, з яких складаються методичні вказівки, служать не тільки для розвитку навичок читання та перекладу фахової літератури, вони є англійською базою тих знань, які здобувачі освіти вже засвоїли на професійних дисциплінах та джерелом фахової лексики, необхідної для формування професійного словника кожного спеціаліста і як результат – формування монологічних та діалогічних висловлювань.

2 Тематичний план практичних занять

№ з/п	Назва теми	Кількість годин	Семестр
1	2	3	4
4 семестр			4
Розділ 1 Туристична галузь			
1.1	Нові ЛО до тексту: «Introduction to Tourism». Лексико-граматичні вправи.	2	
1.2	Розвиток діалогічного мовлення. Робота з текстом: «Tourism Organizations and Marketing». Лексико-граматичні вправи.	2	
1.3	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2	
1.4	Робота з текстом: «Jobs and Career in Tourism». Лексико-граматичні вправи.	2	
1.5	Робота з текстом: «Applying for a Job». Лексико-граматичні вправи.	2	
1.6	Робота з текстом: «Job Interviews». Лексико-граматичні вправи.	2	
1.7	Робота з текстом: «Travel Agents». Лексико-граматичні вправи. Розвиток монологічного мовлення.	2	
1.8	Робота з текстом: «Tour Operators». Лексико-граматичні вправи.	2	
1.9	Лексико-граматичні вправи. Розвиток діалогічного мовлення.	2	
1.10	Робота з текстом: «Promoting a Destination». Лексико-граматичні вправи.	2	
1.11	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2	
1.12	Робота з текстом: «Planning and Booking Holidays». Лексико-граматичні вправи.	2	
1.13	Робота з текстом: «Customer Relations». Виконання лексико-граматичних вправ.	2	
1.14	Нові ЛО за темою: «Accommodations». Робота з текстом.	2	

	Лексико-граматичні вправи.		
1.15	Нові ЛО за темою: «Types of Transport». Робота з текстом. Лексико-граматичні вправи.	2	
1.16	Робота з текстом «Forms of Tourism». Лексико-граматичні вправи.	2	
1.17	Лексико-граматичні вправи. Розвиток діалогічного мовлення.	2	
1.18	Нові ЛО за темою: «Tourism in Ukraine». Лексичні вправи	2	
1.19	Робота з текстом «Tourism in Ukraine». Лексико-граматичні вправи.	2	
1.20	Робота з текстом: «Business Travel». Виконання лексичних вправ. Розвиток діалогічного мовлення.	2	
1.21	Робота з текстом: «Tourism and Ecology». Лексико-граматичні вправи.	2	
1.22	Лексико-граматичні вправи. Розвиток монологічного мовлення за темою.	2	
1.23	Нові ЛО за темою: «At the Bank». Робота з текстом. Лексико-граматичні вправи.	2	
1.24	Робота з текстом: «Changing Money». Виконання лексико-граматичних вправ.	2	
1.25	Робота з текстом: «How to get cash». Виконання лексичних вправ. Розвиток діалогічного мовлення.	2	
1.26	Підведення підсумків за вивченими темами	1	
	Всього за розділом №1	51	
	Всього за 4 семестр	51	
	Всього за навчальною дисципліною	51	

3 Практичні заняття

4 семестр

Розділ 1. Туристична галузь

Практичне заняття №1.1

Тема: Нові ЛО до тексту: «Introduction to Tourism». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

Література: Л.1, Л.3.

Let's check and refresh your knowledge

<https://wordwall.net/ru/resource/34384605/tourism>

<https://wordwall.net/uk/resource/92687770/travelling-and-tourism>

Exercise 1. Starter. Let's discuss.

What do you know about tourism? What types of tourism do you know?

Exercise 2. Read the text about travel and tourism and check your answers.

People travel for lots of reasons. They make journeys to and from school or work every day; visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips. So when does travel become tourism? When people travel to and stay in a place which is not where they live. For example there is

recreational tourism if you want to relax and have fun, maybe at the beach. There's cultural tourism: sightseeing or visiting museums to learn about history, art and people's lifestyles. With adventure tourism you explore distant places or do extreme activities.

Ecotourism is about ethical and responsible trips to natural environments such as rainforests. Winter tourism is usually holidays in resorts where there is snow and people go skiing or snowboarding. Sport tourism is to play or watch different sporting events like the Olympics.

Educational tourism is to learn something, possibly a foreign language, abroad. Nowadays there is also health tourism to look after your body and mind by visiting places like spa resorts; religious tourism to celebrate religious events or visit important religious places such as Mecca for Muslims; and gap-year tourism when young people go backpacking or do voluntary work between school and university.

Exercise 3. Read the text again. Match the types of tourism with their definition and examples. Match the pictures with types of tourism

Type of tourism	Definition	Example
Adventure tourism	holidays to resorts where there is snow	a foreign language
Cultural tourism	to celebrate religious event or visit important religious places	any of the other kinds of tourism
Ecotourism	to explore distant places or do extreme activities	Mecca for Muslims
Educational tourism	to learn about history, art and people's lifestyles	monuments or museums
Gap year tourism	to learn something	rainforests
Health tourism	to look after your body and mind	skiing or snowboarding
Recreational tourism	to play or watch different sporting events	spa resorts
Religious tourism	to take ethical and responsible trips to natural environments	the beach
Sport tourism	to relax and have fun	the Olympics Games
Winter tourism	when young people go backpacking or do voluntary work between school and university	trekking



1



4



5



2



6



3



7

Exercise 4. Read the text again and choose the correct answer

- | | | |
|---|----------------------------------|-----------------------------------|
| 1 People travel | | |
| A for different reasons. | B to go on holiday. | C to get to work. |
| 2 You can take | | |
| A day and evening trips. | B study and business trips. | C theatre and cinema trips. |
| 3 Tourism is travel | | |
| A in your home town. | B to countries across the world. | C to places where you don't live. |
| 4 Ecotourism is ethical and responsible about | | |
| A money. | B shopping. | C the environment. |
| 5 The Olympics is a | | |
| A sporting event. | B summer event. | C winter event. |
| 6 A spa is a place you visit to | | |
| A celebrate a religious event. | B learn something new. | C look after your health. |

Exercise 5. Complete the conversation below between a travel agent and a customer with expressions from the box. Listen and check your answers

Any ideas How about I agree I quite fancy I really want to Let's see Personally, I'd like Why don't you

Travel Agent: (1) *Any ideas* about where you want to go on holiday this summer, Mrs Brown?
 Customer: Well, (2) _____ have a proper family holiday this year.
 Travel Agent: OK, there are some good all inclusive package holidays by the sea.
 Customer: Mmm! (3) _____ going somewhere different this year.
 Travel Agent: (4) _____ taking a city break?
 Customer: (5) _____ it, but I think the kids might be bored.
 Travel Agent: (6) _____ combine a city break with something for the kids like Euro Disney?
 Customer: That's a good idea, (7) _____, but isn't Euro Disney really expensive?
 Travel Agent: Well, (8) _____ if there are any special offers on at the moment.

Exercise 6. Work in pairs A and B. Look at the pictures in the exercise run of different holiday destinations and roleplay a conversation between a travel agent and a customer. Try exercise 5

Student A: You are a travel agent. Ask questions about what kind of holiday the customer wants this year.

Student B: You are a customer. Answer questions about what kind of holiday you want this year. When you finish, change roles.

Exercise 7. Read the text and complete the table with the correct information

Tourism is a multi-billion dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists.

Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately. These days, many people book directly online with companies that offer both organised and independent travel.

You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good price. If you're hiring a car it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there. You also need to book accommodation to be sure to stay where you want, when you want.

There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to self-catering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all inclusive leisure activities such as sport, shopping and live shows. Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organised trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

Hospitality					
Accommodation (where to stay)	Catering (where to eat)	Entertainment and leisure (what to do)	Jobs (who does what)	Transport (how to travel)	Holiday types (what kind of holidays)
luxury hotels ...	bed and breakfast ...	sport ...	tour operator ...	plane ...	package holiday ...

9 Read the text again and answer the questions.

- 1 How many travellers arrive in destinations across the world every year?
- 2 How can you book holidays?
- 3 Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?
- 4 What other transport service is it a good idea to book in advance?
- 5 When can you arrange local transport?
- 6 For whom and what is there a wide range of different accommodation options?
- 7 Which kind of accommodation includes breakfast, lunch and dinner?
- 8 Where is this a common option?
- 9 Do you pay for information from Tourist Information Points?
- 10 Who can take you sightseeing or show you tourist attractions?

Watch the video and write out types of Tourism [18 Different Types of Tourism](#)



10 Complete the online travel search information.

Holidays you like

Trip Search...

HOLIDAY TYPE (only tick [✓] one)

- Package holiday ☐ Transport & accommodation ☐
 Transport only ☐ Accommodation only ☐ Transport, accommodation and car hire ☐

TRANSPORT (tick one or more)

- Flight ☐ Ferry tickets ☐
 Car hire ☐ Coach tickets ☐
 Train tickets ☐
 Leaving from: _____ Departure date: _____ Time: _____ Going to: _____ Return date: _____ Time: _____

Accommodation (only tick one)

- Hotel ☐ B&B ☐
 Motel ☐ Apartment ☐
 Guesthouse ☐ Youth hostel ☐

Catering (only tick one)

- Full board ☐ Breakfast only ☐
 Half board ☐ Self-catering ☐

Entertainment & leisure interests (you can tick more than one)

- | | | | |
|---------------------------------------|--|--|--|
| Adventure ☐ | extreme sport ☐ | trekking ☐ | |
| Culture ☐ | museums ☐ | art galleries ☐ | sightseeing ☐ |
| Ecotourism ☐ | natural world ☐ | conservation ☐ | |
| Educational ☐ | arts & crafts ☐ | cooking ☐ | languages ☐ |
| Gap year ☐ | backpacking ☐ | voluntary work ☐ | music & drama ☐ |
| Health ☐ | spa resorts ☐ | yoga & meditation ☐ | |
| Religious ☐ | events ☐ | places ☐ | |
| Recreational ☐ | seaside ☐ | shopping ☐ | shows ☐ |
| Sport ☐ | playing ☐ | watching ☐ | |
- which sport(s): _____

- 11** There is a problem with the *Holidays you like* online booking system. Write them an email giving them the information in your trip search. Use these expressions to help you.

I want to book...
I'd like to travel by...
I'm leaving from...
I'm going to...

I want to leave on... at...
I'd like to return on... at...
I'd like to book accommodation in
a... with (catering)

I'm interested in... tourism
In particular, I'd like to...

MY GLOSSARY

accommodation /əˈkɒməˈdeɪʃn/
airline /eəlaɪn/
backpacking /bækˈpækɪŋ/
to book /tə bʊk/
catering /keɪtərɪŋ/
cruise /kruːz/
entertainment /entəˈteɪnmənt/
guesthouse /gesthaʊs/
flight /flaɪt/
full board /fʊl bɔːd/
half board /hɑːf bɔːd/
to hire /tə haɪr/
hospitality /hɒspɪˈtæləti/
journey /dʒɜːni/
leisure /leɪʒə(r)/
luxury hotel /lʌkʃəri həʊtel/

package holiday /ˈpækɪdʒ ˈhɒldeɪ/
to purchase /tə ˈpɜːtʃəs/
recreational /rekriˈeɪʃənəl/
to reserve /tə rɪˈzɜːv/
roadside motel /rəʊdsaɪd məʊtel/
self-catering /selfˈkeɪtərɪŋ/
sightseeing /saɪtsiːɪŋ/
spa resort /spɑː rɪˈzɔːt/
to take a break /tə teɪk ə breɪk/
tour guide /tuə(r) gaɪd/
tour operator /tuə(r) ɒperətə(r)/
travel representative /trævl reprɪˈzentətɪv/
tourist information point /tuərist ɪnfəˈmeɪʃn pɔɪnt/
travel agent /trævl ˈeɪdʒənt/
youth hostel /juːθ ˈhɒstl/

Практичне заняття № 1.2

Тема: Розвиток діалогічного мовлення. Робота з текстом: «Tourism Organizations and Marketing»
Лексико-граматичні вправи.

Мета: 1) вдосконалення знань основних ЛО з теми;
2) вдосконалення навички вживання термінів під час роботи з діалогами;
3) ознайомлення та набуття навички вживання граматичної конструкції

Література: Л.1 – Л.6.

Exercise 1. Starter. Look at these company logos and answer the questions.

1. Do you recognize these company logos?
2. What type of companies are they?



A miniple travel agency is a travel company with a small, localized chain of branches, typically ranging from 5 to 50 outlets, often operating within a specific region. They offer specialized, personalized services, niche products, and local expertise

Exercise 3. Read the text again and complete the table.

Category of tourism organisation	Example	Type of organisation and what they do
non-governmental organisations/ a charity	UNWTO	
		markets British tourism at home and abroad
private sector organisations		
independent		have one or more branches, ...
miniple		
multiple		
trade associations		

Watch the video. Write down what the aims of WTO are

<https://www.youtube.com/watch?v=HlSI6eIIxU>

Vocabulary

- suspend verb (STOP) C1 - to stop something from being active
- sustainable adj uk /sə'steɪ.nə.bəl/ us /sə'steɪ.nə.bəl/ C1 - able to continue over a period of time
- encourage - надихати, мотивувати
- policy - політика компанії
- consideration - розгляд
- preserve cultural heritage - зберігати культурний спадок
- facilitate - сприяти
- tourism receipts дохід від туризму

Exercise 4. Write the equivalent word in your language

Charity, sustainable, to promote, profit, branch, to market, word of mouth, trade name, head office, competitive.

Exercise 5. Read the short description of National Trust sites and match a person with a place to visit.

 **National Trust**

[Home](#) [About us](#) [Accessibility](#) [Sitemap](#)

1 **Wellbrook Beetling Mill:** do you like trying new crafts? Do you enjoy going for walks in the country and having picnics on the lawn? Then come to this water-powered linen mill in Northern Ireland. It's open 2-6 p.m. March to September.

2 **South Foreland Lighthouse:** can you imagine living and working in a lighthouse on the White Cliffs of Dover overlooking the sea, at the time of the first international radio transmission? Find out what it's like and learn about Marconi and Faraday's early experiments, March to October, 11 a.m. to 5.30 p.m.

3 **Red house, Kent:** if you love looking at beautiful things, this is the place for you. You can see William Morris's art nouveau furniture, Edward Burne-Jones's original artwork, or try relaxing and playing games in the landscaped garden. Open March to December 11 a.m. to 5 p.m.

4 **Theatre Royal, Suffolk:** do you have a passion for drama? Visit Britain's last Regency theatre. You can see the amazing hand-painted ceiling. It's just like the sky! Then watch a 19th-century-style play. Open February to November, Tuesday and Thursday p.m., Saturday and Sunday a.m. Entrance is free. You only pay for performances.

5 **Dunster Castle, Somerset:** are you mad about history? Explore the secret passage in the medieval castle. Discover the Lovers' Bridge in the gardens. Go bat-watching in the great hall. Find out about the lives of Dunster's noble families. Visit the gardens all year round, 11-4 in winter, 11-5 in summer. The castle opens March to October 11-5.

- a ☒ Claudia is quite artistic and she loves trying new things. She doesn't like science, but she likes being in the country.
- b ☐ David likes art and architecture and he also enjoys relaxing and playing games. He hates learning about history.
- c ☐ Gwen is mad about history and drama. She hates being outside and doesn't really like gardens or nature.
- d ☐ Holli is very romantic and likes investigating mysteries and nature-watching. She's also quite interested in history and gardening.
- e ☐ Mick has a passion for science and loves finding out about how things work. He doesn't like going to museums or to theatres.

Exercise 6. Work in pairs. Follow the instructions below, then swap roles.

Student A. Ask your partner about their interests. Then choose the best activity for them from exercise 5.

Student B. Tell your partner about your interests and what you like and don't like doing. Do you agree with student A's choice of activity for you?

Exercise 7. Writing. Write an advert. How would you promote tourism in the area where you live (or any other area you like and know well)?

1. Make a list of different aspects of the region that make it attractive to tourists.
2. Prepare a web page advertising the region. It will need images as well as text. Which images can you use?
3. Make PPT- website to appear in real life.

MY GLOSSARY

ad\advert\advertisement /æd/ /ædvɜ:t/ /ædvɜ:tismənt/ _____
 to advertise /tu: 'ædvətaɪz/ _____
 artwork /ɑ:tʍɜ:k/ _____
 banner /'bænə(r)/ _____
 budget /'bʌdʒɪt/ _____
 craft /krɑ:ft/ _____
 customers' rights /'kʌstəməz raɪts/ _____
 demand /dɪ'mɑ:nd/ _____
 development /dɪ'veləpmənt/ _____
 DIY (do-it-yourself) /du ɪt jɔ:'self/ _____
 e-marketing /i:'mɑ:kɪtɪŋ/ _____
 government organisation /'gʌvənmənt ɔ:gnə'zeɪʃn/ _____
 heritage /'herɪtɪdʒ/ _____
 landscaped garden /'lændskeɪpd 'gɑ:dən/ _____
 lawn /lɔ:n/ _____
 leaflet /'li:flət/ _____

locally /ləʊkli/ _____
 market segmentation /'mɑ:kɪt segmen'teɪʃn/ _____
 marketing tool /'mɑ:kɪtɪŋ tu:l/ _____
 to meet the needs /tə mi:t ðə ni:dz/ _____
 mill /mɪl/ _____
 miniple /'mɪnɪpl/ _____
 multiple /'mʌltɪpl/ _____
 (non-)governmental organisation /nɒŋgʌvənmənt ɔ:gnə'zeɪʃn/ _____
 pampered /'pæmpə(r)d/ _____
 to protect /tə prə'tekt/ _____
 search engine /sɜ:tʃ 'endʒɪn/ _____
 to stimulate /tə 'stɪmjələnt/ _____
 target customers /tɑ:gɪt 'kʌstəmə(r)z/ _____
 trade association /treɪd ə'səʊʃeɪʃn/ _____
 trade name /treɪd neɪm/ _____

Практичне заняття № 1.3

Тема: Лексико-граматичні вправи. Розвиток монологічного мовлення.

Мета: 1) вдосконалення знань основних ЛО з теми;

2) вдосконалення навички вживання термінів під час роботи з діалогами;

3) ознайомлення та набуття навички вживання граматичної конструкції

Література: Л.1 – Л.6.

Exercise 1. Starter.

1. Make a list of five different products from the tourism industry, for example package holiday.
2. Think of different ways you can advertise them. Which are the most effective?

Exercise 2. Look at the statements on marketing. Decide if they are true or false

- 1 Marketing is the same that advertising.
- 2 Marketing means knowing what your customers want.
- 3 Marketing is what you do before the product is sold.
- 4 Marketing is done by both public and private organizations.

Exercise 3. a) Match the words on the left with their transcription on the right. b) Work with the partner. Read the transcription and listen to each other.

Word	Pronunciation transcription
1 advertise	a 'ɪnəvətɪv
2 ancient	b aɪ'dentɪfəɪ
3 campaign	c 'wɪ:knəsɪz
4 identify	d 'ædvətaɪz
5 improve	e streŋθs
6 innovative	f 'ɪnfənt
7 marketing	g 'mɑ:kɪtɪŋ
8 picturesque	h pɪktʃə'resk
9 strengths	i θrets
10 threats	j kəm'peɪn
11 weaknesses	k ɪm'pru:v

Exercise 4. Read about the marketing process and find out if you were right.

Text 3. The marketing process in travel and tourism

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

A large hotel chain, for example, will spend a lot of time and money finding out what its guests want-what kind of services and facilities they need most, which location they prefer, or how much they are prepared to pay.

It will then develop a new product, taking care to gear it to the customers' needs. Then, once the company has the right product, it will use different promotional techniques to let its clients know about it.

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

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

The Marketing Process

Stage 1: customers' needs and wants

Stage 2: create your products and services

Stage 3: promote your products and services

Stage 4: obtain and evaluate feedback



Exercise 5. Answer the questions.

1. Which stage are these marketing activities part of develop? monitor? research? 2. Which stage of marketing a) is the most expensive? b) needs most creativity? 3. Which part of the marketing process do you think you would be good at? Why?

Exercise 6. Marketing terminology. Match the words and definitions to produce nine marketing tips

1 M onitor ...	a ... and wants are the first thing you must find out.
2 A dvertise ...	b ... your customers' preferences by using market research.
3 R esearch ...	c ... the effectiveness of your advertising and promotional techniques.
4 K nowledge ...	d ... uses questionnaires to find out what people want.
5 E valuate ...	e ... of what your clients want is essential in marketing.
6 T astes ...	f ... the market carefully before you create your product.
7 I dentify ...	g ... your product in the places where your customers will see it.
8 N eeds ...	h ... your product towards your clients.
9 G ear ...	i ... change with time so products must change too.

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

Exercise 7. Match the terms with the correct definitions

1 Advertising	a ☐ It keeps a product or service in the minds of customers and helps stimulate their demand for it.
2 Promotion	b ☐ It makes sure that customers buy a product or service by understanding and meeting their needs.
3 Marketing	c ☐ It brings a product or service to the attention of customers through the media to persuade them to buy it.

Exercise 8. Read the text and check your answers.

People are often unclear about exactly what marketing is, and confuse it with advertising and promotion, both important parts of marketing. Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it. Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities involved in making sure that customers buy a product or service by understanding and meeting their needs. Traditionally this is called the four Ps marketing mix: Product; Price; Place; Promotion. In other words you need to market the right product at the right price in the right place and in the right way if you want to sell it. You could add one other P to this: you need to sell it to the right people.

You can identify the right people through a process called market segmentation. This is when you group together people with similar needs and wants to identify your target customers so you can successfully market your product to them. There are many ways of doing this, for instance: by the amount of money people have (do they want budget or luxury holidays?); by the kind of activities they're interested in (heritage, nature or adventure); by their circumstances (are they single, a couple, or a family?); by their age (18-25 or 60+); and by the kind of tourists they are (independent or pampered).

Exercise 10. Read the text again quickly and answer the questions.

1 Give three examples of advertising media.

- 2 Give an example of Promotion.
- 3 Name the four Ps of the Marketing mix.
- 4 Name the fifth P.
- 5 Name the process of grouping together people with similar needs and wants in marketing.
- 6 Give three examples of this.

13 Work in groups of three. Look at the picture of a holiday destination. You are the marketing team for a big travel company. Choose your target customer and write an advert marketing the holiday to them. Remember the 4 Ps (Product, Place, Price and Promotion) and decide what media to advertise through.

In your advert, include details of:

- suitable activities for customers to do
- facilities and services you offer the price (with offers/discounts)
- the length and period of the holiday (try to suit it to your customers)
- other information to attract your customers

Практичне заняття № 1.4

Тема: Робота з текстом «Jobs and Carrer in Tourism». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навичка вживання граматичної конструкції

Література: Л.1 – Л.6.

Exercise 1. Read the text and speak about advantages and disadvantages of transport

1. Air travel is a fast way of travelling both for domestic and international journeys. Some airline companies operate scheduled flights, when take-off and landing area at major airports in major cities. Because departure and arrival times are regular and guaranteed tickets can be expensive. Alternatively, there are cheap charter flights when a travel company buys all the seats on a plane and sells at a discounted price. Charter airlines and low-cost scheduled airlines often operate from more accessible local airports and fly direct to holiday resorts, particularly in peak season. You usually need to buy tickets in advance. It is also possible to buy round the world tickets where you stop off at different global destinations. There is a limit to how much luggage passengers can carry and it takes time to check-in for flights due to security checks.

Nowadays many people try to avoid taking too many flights because they aren't good for the environment.

2. Sea travel can be a clean alternative to air travel. Ferries operate from one mainland destination to another, or between islands, departing and arriving at major ports. You can often take your car on ferries and there are no limits on the luggage you can carry. Journeys are long compared to flights and they can be quite expensive, especially if you sleep in a cabin overnight. You can buy tickets directly from the ferry companies or through tour operators, usually in advance. You can also take a luxury cruise, but they are generally quite expensive, all-inclusive packages.

3 Rail travel also has a low environmental impact and is a very flexible and convenient mode of transport because you can buy tickets in advance or just turn up at the station. Price varies a lot according to distance and destination. Luggage allowance is limited on trains, but on long distance trips you can book a bed to sleep in, called a berth. There are also young person's rail passes for traveling around Europe and many countries have cheap or subsidised rail travel.

4. Road travel can be by car or by coach, but neither is very environmentally friendly. Car travel is very convenient because you can choose your own departure and arrival points and times, and take as much luggage as your vehicle can carry. The cost is generally low apart from fuel and any tolls, but travel time can be long. Alternatively you can arrive at your destination and hire a car on arrival, but

this can be expensive. Coaches, like trains, follow timetables and you need to buy tickets in advance to be sure of a seat. Journeys can be slow and arrival times are unpredictable because of traffic. They are however cheap and convenient, with stops at both major and minor destinations.

Exercise 2. Match the words and expressions from the text with their definitions.

- | | |
|----------------------------|--|
| 1 charter flight | a ☐ a plane leaving at the same time each day or each week |
| 2 environmentally friendly | b ☐ a plane journey organised by a company that buys all the seats |
| 3 fuel | c ☐ a special train ticket you can buy to travel around a specific area for a specific period of time |
| 4 landing | d ☐ bags and suitcases that you take on a journey |
| 5 luggage | e ☐ something that doesn't damage the natural world |
| 6 peak season | f ☐ the activities to protect a country, building or person against attack or danger |
| 7 rail pass | g ☐ the time of year when a lot of people go on holiday |
| 8 scheduled flight | h ☐ what we put in a car to make it go, e.g. petrol or diesel |
| 9 security checks | i ☐ when an airplane leaves the ground and starts flying |
| 10 take-off | j ☐ when the plane returns to the ground at the end of a journey |

Exercise 3. Read the four texts again and answer the questions. Be careful, some have more than one answer.

Which type of transport:

- 1 can be quite expensive if you travel overnight?
- 2 has a low environmental impact?
- 3 has a luxury version with all-inclusive packages?
- 4 has limits on passenger luggage?
- 5 has long security checks?
- 6 has unpredictable arrival times?
- 7 is convenient because you can choose your own route?
- 8 is not environmentally friendly?
- 9 operates between mainlands or islands?
- 10 has guaranteed departure and arrival times?

Exercise 4. Match these transport symbols with the words: buses, car hire, parking, taxis, trains, underground.



Exercise 5. Read the text. Who is it to?

Send Chat Attach Address Fonts Colors Save As Draft

To the head of tourist information

Dear Sir/Madam,

As you know our town is twinned with yours and we are currently working on a joint project to promote tourism in both towns. I am writing to you to find out about the local transport services available. I am preparing a leaflet with information for our residents about what local transport to expect on arrival in your town and I would like some help from you.

We would like to know what public and private hire transport is available; how much it costs on average; whether it is convenient and reliable for getting around town and visiting tourist attractions and any other relevant information. Please could you write back to me as soon as possible with as much detail as possible?

Kind regards
John Humphries
Tourist information officer

Exercise 6. Read the email again and answer the question.

1. Who is Emil from? 2. What is the relationship between the two towns? 3. What is the joint project for? 4. Why is John Humphrey's writing? 5. What information does he want to know? 6. When would he like to receive a reply

You work at a tourist information office. Your boss shows you Mr Humphries's email and asks you to complete this survey about transport available in your town.

PUBLIC TRANSPORT	
[Please tick your answers]	
• What public transport is available?	☐ underground ☐ buses ☐ trams ☐ trains ☐ cable cars ☐ other _____
• Are they reliable services?	☐ yes, usually ☐ not always ☐ sometimes ☐ not usually
• How much does an average journey cost?	_____
• Are there a lot of stops around town?	☐ Yes, there are. ☐ No, there aren't.
• Are they convenient for tourist attractions?	☐ Yes, they are. ☐ Yes, some are. ☐ No, they aren't.
• Where can you buy tickets for public transport?	☐ on board ☐ at the stop/station ☐ other _____
• Are there any problems with these modes of transport?	☐ traffic ☐ overcrowding ☐ crime ☐ other _____

Write a reply to John Humphries's email, using the information in your transport survey. Be honest about the local transport available, but be as positive as possible. Remember you want tourists to visit your town!

Dear Mr Humphries,

Thank you for your recent email. In answer to your questions...

Kind regards

MY GLOSSARY

airline steward /eəlaɪn 'stjuːəd/	moped /məʊpəd/
aisle seat /aɪl siːt/	motorbike /məʊtəbaɪk/
berth /bɜːθ/	overcrowding /əʊvə'kraʊdɪŋ/
boarding pass /bɔːdɪŋ pɑːs/	overnight /əʊvə'nait/
cable car /keɪbl kɑːr/	passenger /pæsnəndʒə(r)/
to charge /tə tʃɑːdʒ/	peak season /piːk 'siːzn/
cheap day return /tʃiːp deɪ rɪ'tɜːn/	platform /plætfɔːm/
coach /kəʊtʃ/	private hire /praɪvət haɪə(r)/
departure /dɪpɑːtʃə(r)/	rate /reɪt/
discounted price /dɪskaʊntɪd praɪs/	return ticket /rɪ'tɜːn 'tɪkɪt/
environmentally-friendly /ɪnvaɪərən'mentli frendli/	scale /skeɪl/
ferry /feri/	scheduled flight /ʃedʒuːld flaɪt/
fuel /fjuəl/	security checks /sɪkjuəri ti tʃeks/
gate /geɪt/	surcharge /sɜːtʃɑːdʒ/
hand luggage /hænd 'lʌɡɪdʒ/	take-off /teɪkɒf/
landing /lændɪŋ/	toll /teɪl/
long distance /lɒŋ 'dɪstns/	travel pass /trævl pɑːs/
low environmental impact /ləʊ ɪnvaɪərən'mentl 'ɪmpækt/	twinned towns /twɪnd taʊnz/
luggage allowance /'lʌɡɪdʒ ə'laʊns/	weekly /wɪkli/
mainland /meɪnlænd/	window seat /wɪndəʊ siːt/

Практичне заняття № 1.5

Тема: Робота з текстом: «Applying for a Job». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

Література: Л.1 – Л.6.

Практичне заняття № 1.6-1.7

Тема: Робота з текстом: «Job Interviews». Лексико-граматичні вправи. Розвиток монологічного мовлення

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

Література: Л.1 – Л.6.

Text 6. A Tour Agent

A **tour agent** is a professional who assists travelers in organizing and booking their trips. They help create customized travel itineraries, offering advice on destinations, accommodation, activities, and transportation options. Tour agents often work closely with hotels, airlines, and local guides to provide a seamless travel experience for their clients. They can specialize in different types of travel, such as luxury travel, adventure tours, cultural trips, or family vacations.

Role of a Tour Agent:

1. **Consultation:** Tour agents start by understanding the client's preferences, budget, and interests. They ask questions about the type of vacation the client is looking for and provide recommendations.
2. **Trip Planning:** Once the requirements are clear, the agent creates an itinerary, selecting the best routes, accommodations, excursions, and any necessary bookings, such as flights or train tickets.
3. **Customer Service:** They provide ongoing support to travelers, helping with changes to the plan if necessary, assisting during the trip, and addressing any concerns or problems.
4. **Budget Management:** A tour agent helps clients stay within their budget by finding the most

cost-effective travel options and offering packages that provide the best value for money.

5. **Local Expertise:** Tour agents often have firsthand knowledge or partnerships with local businesses and guides at various destinations. This allows them to offer unique insights and experiences that clients might not find on their own.

Exercise 1: Creating an Itinerary

Objective: Help the tour agent develop a travel itinerary for a client based on their interests.

Task:

- Imagine you are a tour agent. A client has contacted you to organize a 7-day vacation to Paris. The client is interested in history, culture, and food.
- Create a 7-day itinerary that includes:
 - Arrival and Departure details
 - Suggested activities for each day (e.g., museum visits, cultural experiences, food tours)
 - Recommendations for accommodation and dining
 - Estimated budget for the trip

Практичне заняття № 1.8

Тема: Робота з текстом: «Tour Operators». Лексико-граматичні вправи. Розвиток монологічного мовлення.

Мета: 1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навички вживання граматичної конструкції

Література: Л.1 – Л.6.

Exercise 1: Fill in the Blanks. Complete the sentences using the words from the box below.

Words: itinerary, package, booking, guide, destination, excursion, customize, tour operator, promotion, cancellation

1. The _____ is responsible for organizing and selling trips to customers, often including accommodation, transport, and activities.
2. We decided to _____ our trip to include an extra day in Paris.
3. Our travel agent helped us choose a great _____ that included both cultural visits and leisure activities.
4. The hotel offered a special _____ for early reservations, making the trip more affordable.
5. The _____ will take you around the ancient ruins, providing fascinating information about the history.
6. If you need to change your plans, remember to check the _____ policy of the airline and hotel.
7. The _____ includes all the planned activities for the week, from sightseeing to dinner arrangements.
8. The customer made a _____ for a family of four at a luxury resort.
9. The _____ organized an exciting day trip to the nearby islands, complete with a boat tour and lunch.
10. If you want to travel somewhere off the beaten path, a specialized _____ can help you find unique and less crowded places.

Exercise 3: Synonyms and Antonyms. Choose the correct synonym or antonym for the words in brackets.

1. The **tour operator** is responsible for managing your (**trip** / **detour**).
2. If you want a less **expensive** option, you can choose a (**luxury** / **budget**) package.
3. The **itinerary** for the trip included (**activities** / **uncertainty**) each day.

4. If you cancel your reservation within 24 hours, you might get a (**refund** / **penalty**).
5. Many tour companies provide (**standard** / **customized**) tours that cater to individual preferences.
6. The **tour guide** shared some (**facts** / **fiction**) about the history of the city.
7. Booking a **package** deal often includes (**airfare** / **walking**) and hotel stays.
8. A **well-organized trip** will have a clear (**disorder** / **route**), so everyone knows what to expect.
9. To ensure a **hassle-free** holiday, always confirm your (**reservation** / **forgetfulness**).
10. The **promotion** offered by the agency included a (**discount** / **mark-up**) on all services.

Text 7: Tour Operators

A **tour operator** is a company or individual who arranges and sells travel packages, which often include transportation, accommodation, and excursions. These packages are designed to offer a comprehensive experience to travelers, with everything pre-arranged for their convenience. Many tour operators specialize in certain types of travel, such as adventure tours, cultural trips, or luxury holidays, catering to different interests and budgets.

One of the main services a tour operator provides is the creation of a detailed **itinerary**, which includes a schedule of activities, destinations, and events for the duration of the trip. Depending on the operator, travelers may have the option to **customize** the itinerary to fit their personal preferences, or they can choose from pre-designed packages. These packages might also include excursions, such as guided tours or day trips to nearby attractions.

Booking a trip through a tour operator can be beneficial for those who prefer a **stress-free** vacation. Since the operator handles all the arrangements, travelers don't have to worry about planning each detail on their own. Additionally, tour operators often offer **promotions** or discounts, making it easier for tourists to find affordable travel options.

While many people enjoy the ease of booking with a tour operator, it's important to understand the terms of **cancellation** or changes to the reservation. Policies vary by operator, so it's advisable to carefully read the contract before confirming any bookings.

In recent years, **sustainable tourism** has become a key focus for many tour operators, as travelers are increasingly interested in responsible travel practices that support local communities and minimize environmental impact.

Exercise 4. Answer the questions

1. What is the main role of a **tour operator**?
2. What elements are typically included in a **travel package** offered by a tour operator?
3. How does a **tour operator** create the travel experience for customers?
4. What is an **itinerary** and why is it important for travelers?
5. Can travelers **customize** the itineraries provided by tour operators? If so, how?
6. What are some examples of **excursions** that might be included in a travel package?
7. What are the main benefits of booking a trip through a tour operator?
8. What should travelers pay attention to when booking with a tour operator, especially regarding **cancellation** or changes to their reservation?
9. How have tour operators responded to the growing demand for **sustainable tourism**?
10. Why is it important for tour operators to offer **promotions** or discounts to travelers?

The Role of a Tour Operator in Modern Travel

- How has the role of a tour operator evolved with the rise of online booking platforms?
- In what ways do tour operators enhance the travel experience for customers?
- How do tour operators balance customer expectations with the logistics of organizing complex travel packages?

Практичне заняття № 1.9

Тема: Лексико-граматичні вправи. Розвиток діалогічного мовлення

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навичка вживання граматичної конструкції

Література: Л.1 – Л.6.

Exercise 1. Read the text and complete the table.

You're at your holiday destination, and now you need to continue your journey. Taxis are quick and efficient for short journeys, but they can be expensive. Many charge per passenger, piece of luggage, as well as surcharges for airport and night time journeys. If you want to be free to travel when and where you like, car hire can offer good value. You pay a daily or weekly rate for hiring a car, plus fuel costs and you choose the kind of car you want, but most are bad for the environment.

Adventurous tourists can rent a motorbike, moped or bicycle. These are cheaper and also more environmentally-friendly, but watch out for traffic or people stealing your bike! For people on a budget, public transport is a good and green option. Cities usually have a choice of underground, buses, trains and sometimes trams and cable cars too. In small towns, the options are more limited. Cost and convenience vary a lot in different places, so look out for special offers like combination tickets, weekend or all-day travel passes. Of course if you want to save your money and the planet, you could always walk!

Mode of Transport	Positive things	Negative things
taxi		
		bad for the environment
motorbike	adventurous	
	good for people on a budget	

Exercise 2. Listen to the conversation (track 5) and decide where it takes place (in a ticket office, travel agency, tour operator's, on the phone) and what kind of tickets the customer wants to buy.

Link <https://drive.google.com/drive/folders/1Qkx-kLuDwx8qTVnXPSzN8qXVgUK40Mkg?usp=sharing>

Listen again and complete it with the missing information

Woman: Hello, I'd like to buy a ticket to
(1) London please.

Ticket officer: Is that a (2) _____ or a
(3) _____ ticket?

Woman: A (4) _____ please.

Ticket officer: When do you want to
(5) _____ ?

Woman: Now.

Ticket officer: And when do you want to
(6) _____ ?

Woman: Today, please.
(7) _____ is that?

Ticket officer: A (8) _____ day return
ticket is (9) _____ .

Woman: What time is the next
(10) _____ ?

Ticket officer: It's at (11) _____ from
platform (12) _____ .

Woman: Thank you.

Exercise 3. Work in pairs. Role play conversations at the ticket office. Use the dialogue above to help you.

Exercise 4. Read these airport procedures and put them in the order you should do them. The first and the last are done for you.

- 1 a Arrive at the airport and go to the correct check-in desk.
- b Check in your luggage and take your boarding pass.
- c Give the airline staff your passport and booking information.
- d Present your boarding card and identification for inspection at passport control.
- e Proceed to the departure gate when it opens.
- f Put your hand luggage and coat through the security check.
- 8 g Show your passport and boarding card to staff before boarding.
- h Walk through the metal detector.

Listen to the track 6 and check

Exercise 5. Read the conversation below between an airline steward and a customer and complete with the words from the box

A window seat, please. Here they are.
Just one. Yes, I did.
Good, it doesn't weigh very much.

Airline steward: Good morning, can I have
your passport and booking
information, please?

Customer: (1) Here they are.

Airline steward: Would you like a window or an
aisle seat?

Customer: (2) _____

Airline steward: Did you pack your bag yourself?

Customer: (3) _____

Airline steward: Put your bag on the scales,
please.

Customer: (4) _____

Airline steward: How many pieces of hand
luggage have you got?

Customer: (5) _____

Airline steward: Here are your passport and
boarding pass. You need to go to
gate 3 at 14.20.

Практичне заняття № 1.10

Тема: Робота з текстом: «Promoting a Destination». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми «Promoting a Destination»;

2) вдосконалення навички вживання термінів під час роботи з текстом, розвиток комунікативних навичок у виконанні вправ, відповіді на питання по тексту;

3) розвиток діалогічного мовлення - доповнення діалогів, складання діалогів за зразком;

4) ознайомлення та набуття навички вживання граматичної конструкції.

Література: [English for students majoring in tourism studies](#) pp 49

Практичне заняття № 1.11

Тема: Лексико–граматичні вправи. Розвиток монологічного мовлення.

Мета: 1) вдосконалення навички вживання термінів під час роботи з текстом, розвиток комунікативних навичок у виконанні вправ, відповіді на питання по тексту;
2) розвиток монологічного мовлення, складання плану тексту;
3) ознайомлення та набуття навички вживання граматичної конструкції.

Література: [English for students majoring in tourism studies](#) pp 49 -55

Практичне заняття № 1.12

Тема: Робота з текстом: «Planning and Booking Holidays». Лексико*граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми «Planning and Booking Holidays»;
2) вдосконалення навички вживання термінів під час роботи з текстом, розвиток комунікативних навичок у виконанні вправ, відповіді на питання по тексту;
3) розвиток діалогічного мовлення - доповнення діалогі, складання діалогів за зразком;
4) ознайомлення та набуття навички вживання граматичної конструкції.

Література: Л.1 – Л.6.

Unit 6 pp 24-27

Book [Flash on English for Tourism](#)

Audio [FlashOnTourism 2ndEdition audio](#)

Практичне заняття № 1.13

Тема: Робота з текстом: «Customer Relation». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми «Customer Relations»;
2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;
3) розвиток і вдосконалення навичок аудіювання

Література: [English for students majoring in tourism studies](#) pp 247

Pre-Text

Task 1: Vocabulary Matching. Match the words with their meanings:

- | | |
|-----------------------|--|
| 1. customer relations | a) saying you are sorry |
| 2. important | b) kind and pleasant |
| 3. friendly | c) the way businesses talk to and help their customers |
| 4. polite | d) to find an answer to a difficulty |
| 5. helpful | e) necessary and significant |
| 6. apologetic | f) having good manners |
| 7. solve the problem | g) willing to assist |

Task 2: True or False. Decide if the following sentences are true or false based on your general ideas about good service:

1. It's okay to ignore customers if you are busy. (True/False)
2. Smiling at customers can make them feel welcome. (True/False)
3. If a tourist has a question, you should try to help them. (True/False)
4. It's not important to say sorry if something goes wrong. (True/False)
5. Listening to what customers say is a good way to improve service. (True/False)

Text 14. Being Nice to Tourists: Customer Relations in Tourism

When people go on holiday, they want to have a good time. People who work in tourism help make this happen. **Customer relations** means how businesses in tourism talk to and help their customers – the tourists.

Good customer relations are very **important**. If tourists have a good experience, they will be happy. Happy tourists might come back again, and they will tell their friends and family to visit too. This is good for the tourism business.

There are many ways to have good customer relations. One way is to be **friendly** and **polite**. Saying "hello" with a smile can make a big difference.

It's also important to be **helpful**. Tourists might have questions about places to visit, how to get around, or where to eat. People working in tourism should try their best to answer these questions clearly.

Sometimes, things go wrong. A hotel room might not be ready, or a tour might be late. When this happens, it's important to be **apologetic** and try to **solve the problem**. Even small problems can make tourists unhappy if they are not dealt with well.

Listening to what tourists say is also key. If a tourist has a suggestion or a complaint, it's important to **listen carefully** and show that you care.

Good customer relations happen in many places in tourism: at hotels, in restaurants, on tours, and at airports. Everyone who works with tourists plays a part in making their experience good.

When tourists feel happy and well-looked-after, they have a better holiday. This makes them want to travel more and tell others about the great places they visited.

After-Text Lexical Exercise

Task 3. Fill in the Blanks. Complete the sentences using the words from the box.
customer relations, important, friendly, helpful, apologetic, solve the problem, listen carefully

1. Good _____ makes tourists happy.
2. Being _____ to tourists is a simple way to make them feel good.
3. It is _____ to answer tourists' questions.
4. If there is a problem, you should try to _____.
5. If a tourist complains, you should _____ to them.
6. Saying sorry and being _____ can help when things go wrong.
7. Good _____ is very for the tourism business.

Task 4. Multiple Choice. Choose the best word to complete each sentence.

1. Showing you care about tourists is part of good _____.
a) cooking b) customer relations c) cleaning
2. A _____ smile can make a tourist feel welcome. a) sad b) big c) friendly
3. If a tourist doesn't know where to go, you should try to be _____. a) busy b) helpful c) tired
4. When something goes wrong, it's good to be _____. a) angry b) quiet c) apologetic
5. To understand what tourists need, you should _____ to them. a) shout b) listen carefully c) ignore

Task 5. Sentence Completion. Complete the following sentences in your own words:

1. One way to show good customer relations at a hotel is to...
2. If a tourist is lost, the best thing to do is to...
3. When a tourist has a problem, it's important to...
4. Being polite to tourists means...
5. Happy tourists are important for the tourism industry because...

Task 6. Answer the questions

1. What does "customer relations" mean in the tourism business?
2. Why are good customer relations important for tourism businesses?
3. Give two examples of how someone working in tourism can be friendly and polite to tourists.
4. What should you do if a tourist asks you a question about where to go?
5. What should you do if a tourist has a problem, like a late tour?
6. Why is it important to listen carefully to what tourists say?
7. Name three places in tourism where good customer relations are important.

Практичне заняття № 1.14

Тема: Нові ЛО за темою: «Accommodations». Робота з текстом. Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми «Accommodations»;
2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;
3) розвиток і вдосконалення навичок аудіювання

Література: Л.1 – Л.6.

Unit 4 pp 14-19

Book [Flash on English for Tourism](#)

Audio [FlashOnTourism 2ndEdition audio](#)

Практичне заняття № 1.15

Тема: Нові ЛО за темою: «Types of Transport». Робота з текстом. Лексико-граматичні вправи

Мета: 1) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;
2) вдосконалення навичок складання діалогів за темою

Література: [English for students majoring in tourism studies](#) pp 87-95

Today we're going to practice communicating with tour operators to build a tour itinerary. Here are three different situations you might encounter. Work in pairs and take on the roles of the student and the tour operator. Remember to be polite and clear in your communication. Ask follow-up questions to get all the information you need.

Situation 1: Basic Inquiry for a City Tour

● **Student's Goal:** You want to find out about a basic city tour in London. You need to know what's included, the duration, and the price.

● **Tour Operator's Goal:** Provide information about a standard London city tour and answer the student's questions.

Possible Dialogue Starters:

● **Student:** "Hello, I'm interested in a city tour of London. Can you give me some information?"

● **Tour Operator:** "Good morning! Yes, we have a fantastic London city tour. What would you like to know?"

Key vocabulary to use: city tour, include, duration, price, see, visit, bus, walk, landmarks (e.g., Buckingham Palace, Tower Bridge), how long, how much.

Situation 2: Customizing a Tour - Adding a Specific Attraction

● **Student's Goal:** You are interested in a standard Paris city tour, but you specifically want to

include a visit to the Louvre Museum. You need to ask if this is possible and what the extra cost and time would be.

● **Tour Operator's Goal:** Explain the standard Paris city tour and discuss the possibility of adding the Louvre Museum, including any additional costs and time.

Possible Dialogue Starters:

● **Student:** "Hi, I'm looking at your Paris city tour. Is it possible to add a visit to the Louvre Museum?"

● **Tour Operator:** "Hello! Our regular Paris city tour doesn't usually include the Louvre. However, we might be able to arrange that. Let me check for you."

Key vocabulary to use: *Paris, add, Louvre Museum, possible, extra cost, extra time, standard tour, usually, arrange, entrance fee, how much more, how much longer.*

Situation 3: Planning a Multi-Day Trip - Asking for Options

● **Student's Goal:** You and a friend want to plan a 3-day trip to Rome. You are interested in seeing the main historical sites (Colosseum, Roman Forum, Vatican City) and would like to know what options you have for a tour package, including accommodation and transportation.

● **Tour Operator's Goal:** Offer different options for a 3-day Rome tour package, including visits to key historical sites, and provide information about accommodation and transportation possibilities.

Possible Dialogue Starters:

● **Student:** "Hello, my friend and I want to plan a 3-day trip to Rome. What tour packages do you have?"

● **Tour Operator:** "Good afternoon! Rome is a wonderful choice! We have several options for 3-day tours. Are you interested in historical sites mainly?"

Key vocabulary to use: *3-day trip, Rome, historical sites (e.g., Colosseum, Roman Forum, Vatican City), tour package, options, include, accommodation (hotel), transportation (bus, train), price per person, see, visit, how many days.*

Практичне заняття № 1.16-1.17

Тема: Робота з текстом «Forms of Tourism». Лексико-граматичні вправи. Розвиток діалогічного мовлення

Мета: 1) ознайомлення з основною термінологією з теми «Forms of Tourism»;

2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;

3) розвиток і вдосконалення навичок аудіювання

Література: [Eng for tourism Lviv](#) pp 31 Unit 2

Практичне заняття № 1.18

Тема: Нові ЛО за темою: «Tourism in Ukraine». Лексичні вправи

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

Starter

Exercise 1. Questions for discussion:

1. What do you think about the development of tourism in Ukraine?

2. Why is it important for our country to develop tourism?

3. What places of interest do you know in Ukraine?

VOCABULARY NOTES

Exercise 2 Read the sentences with the new words

branch (n)

Tourism is an important **branch** of the economy in many European countries.

neglected (adj)

This **neglected** village is becoming popular with tourists who like quiet places.

facilitate (v)

Good transport connections **facilitate** travel between cities and resorts.

improve (v)

The local government wants to **improve** tourist services in the region.

attract (v)

Beautiful beaches **attract** thousands of visitors every summer.

recognize (v)

The city is **recognized** as one of the best cultural destinations in the country.

annually (adv)

Millions of tourists visit this country **annually**.

primarily (adv)

The area is **primarily** known for its historical landmarks.

neighbouring (adj)

Many tourists come from **neighbouring** countries for weekend trips.

underrated (adj)

This small town is **underrated**, but it has a lot to offer tourists.

tend to (v)

Tourists **tend to** choose hotels close to the city centre.

dome (n)

The cathedral with a golden **dome** is a popular tourist attraction.

deserve (v)

This national park **deserves** more attention from international tourists.

fairy tale (n)

The old castle looks like something from a **fairy tale**.

stunning (adj)

The view from the mountain is absolutely **stunning**.

overwhelming (adj)

The number of tourists in summer can be **overwhelming**.

motherland (n)

Many travelers enjoy learning about the culture and history of their **motherland**.

surpass (v)

The beauty of the valley **surpasses** tourists' expectations.

curative (adj)

The resort is famous for its **curative** mineral waters.

convention (n)

The city often hosts international **conventions** and business events.

complete (adj)

The hotel offers a **complete** package for a relaxing holiday.

mention (v)

The guide **mentioned** several places worth visiting in the area.

regard (v)

Many people **regard** this city as a perfect travel destination.

valley (n)

The hotel is located in a green **valley** surrounded by mountains.

spring (n)

Tourists come here to visit natural hot **springs**.

healing qualities

The water is believed to have strong **healing qualities**.

getaway (n)

This small island is a perfect weekend **getaway**.

splendid (adj)

The palace looks **splendid**, especially in the evening lights.

shadow (n)

Tourists rested in the **shadow** of old trees during the excursion

VOCABULARY-IN-USE**Exercise 3. Match destination on the right to their words on the left.**

Word	Definition
1. feature	a) a dark area or shape produced by a body coming between rays of light and a surface.
2. infrastructure	b) a short holiday.
3. bank	c) the principal church of a diocese, with which the bishop is officially associated.
4. heritage	d) a thing used or serving to make something look more attractive but usually having no practical purpose, especially a small object such as a figurine.
5. recreation	e) a low area of land between hills or mountains, typically with a river or stream flowing through it.
6. valley	f) activity done for enjoyment when one is not working.
7. ornament	g) property that is or may be inherited.
8. cathedral	h) the land along the edge of a river.
9. getaway	i) the basic physical and organizational structures and facilities (e.g. buildings, roads, power supplies) needed for the operation of a society or enterprise.
10. shadow	j) a distinctive attribute or aspect of something.

Task 1. Match the verb on the left with its correct definition on the right.

Verb	Definition
1. to work on	a) to make (an action or process) easy or easier.
2. to take first place	b) to refer to (something) briefly and without going into detail.
3. to facilitate	c) to spend time producing or improving something.
4. to take breath away	d) to learn by study, observation or search.
5. to be in love with	e) to give all or most of one's time or resources to (a person or activity).
6. to devote	f) to like very much.
7. to mention	g) to be the most important thing.
8. to find out	h) to be extremely beautiful or surprising.

Exercise 4. Reading. The text has six paragraphs A-F. From the list of headings (I-IX) below choose the most suitable heading for each paragraph. There are 3 choices you do not need to use.

List of Headings

I Tourism and economy.

List of headings

II The Cultural centre of Ukraine

- III Natural resources.
- IV Active tourism.
- V The first place to visit in Ukraine.
- VI Current tourism industry.
- VII The main getaway for tourists.
- VIII The Heritage of UNESCO.
- IX Best place to visit in summer.

Text 18. Tourism in Ukraine

A.

Tourism in Ukraine is one of the fastest growing branches of the national economy. During the period of the Soviet Union tourism was not even a branch of the state economy. It was just a neglected part of "the sphere of services". Today tourism in our country can be developed at a level no worse than in other more developed countries.

Ukraine has rich tourist resources, and it is important to develop tourism. The state must do everything to facilitate international cooperation and build strong economic and institutional international relations to improve Ukraine's economy through the development of the tourism industry.

B.

Ukraine has everything that attracts tourists: the mountains, the seas and the lakes, wonderful climate, beautiful nature, rich flora and fauna, interesting history and many historical places and monuments. Nowadays we can see that things are beginning to change in Ukraine's tourism industry. Tourism in Ukraine has been recognized and is an important economic factor. The World Tourism Organization has placed Ukraine in the top 25 most visited countries in the world. Up to 2014 more than 20 million foreigners visited Ukraine annually, primarily from neighbouring countries of Eastern Europe, as well as the United States, Uzbekystan, and Israel. More and more Europeans are starting to consider Ukraine as a potential place for visiting.

C.

The first place that every tourist must visit is the capital of our country. Kyiv is the most underrated capital in Europe as it offers so much. Yet not so many tourists tend to visit and discover it. Kyiv is a perfect getaway to grand Eastern Europe that we always picture, with golden domes and mighty Soviet architecture.

Monasteries-St.Sophia and Pecherska Lavra - are listed on UNESCO World Heritage List and they surely deserve this title as they are stunning and look like fairy tale, especially on the sunny day when the sun shines in the rich ornaments. Khreschatyk street and Maydan Nezalezhnosti (Independence Square) might feel overwhelming with their powerful architecture but these are still nothing in comparison with Motherland statue with its total height of 102 metres!

D.

Lviv is just too beautiful to be true! It is the best example of what Central Europe has to offer. Lviv is one of the most important cultural centres in Ukraine. By the number of architectural, historical monuments and their unique beauty, it takes the first place in Ukraine. Perhaps Lviv has the best-developed tourist infrastructure. Its central historical part is included into the "List of World Cultural and Natural Heritage of UNESCO". There are 60 museums and 104 cathedrals and churches. For the last five years, in terms of the number of tourists, Lviv has surpassed even Kyiv and Odesa.

E.

Ukraine is not famous only for its cultural heritage, but also for its natural resources. The Carpathian region offers a unique combination of mountains, clean air, curative spas, historic sites and ethnic culture. Development of hotels in regional centres (Lviv, Ivano-Frankivsk, Chernivtsi, and Uzhgorod) as well as resort hotels, convention centres, ski facilities, spas and hiking grounds offer good opportunities for investments.

Hoverla is definitely the best destination for those who are in love with extreme activities and hiking. It is the highest mountain of the Ukrainian Carpathians, with a height of 2,061 metres.

It's fair to say that any guide on the Carpathians isn't fully complete without mentioning Bukovel - the most famous resort that lies in Ivano Frankivsk region. Often regarded as the Hutsul capital, Vorokhta is also among the most booked ski resorts in winter.

The famous mineral resort Skhidnytsia lies in a valley on the bank of the small mountain river Skhidnychanka. There are 36 springs that are said to have healing properties and help in the treatment of different diseases.

F.

Another place worth visiting is Odesa. It is the major port on the Black Sea and the main summer getaway for most tourists. Odesa isn't only about the seaside! The city has always been an important place, being the main trade centre for the Russian Empire. The old town of Odesa is really splendid, with parallel streets, hidden in shade of the rows of trees. The stunning Opera House, second biggest in the world after La Scala in Milan, will take your breath away!

READING COMPREHENSION

Exercise 5. Answer the following questions.

1. What organization placed Ukraine in the top 25 most visited countries? 2. What places are included into UNESCO World Heritage List in Kyiv? 3. What city is known as one of the most important cultural centres in Ukraine? 4. What offers good opportunities for investments? 5. How is Vorokhta also regarded as? 6. How many springs are there in the famous resort Skhidnytsia? 7. What is the major port on the Black Sea? 8. Is Opera House in Odesa the biggest in the world? 9. Why is it important to develop tourism? 10. What is Ukraine famous for?

Exercise 6. Are the following statements true or false? Correct the false ones.

1. Ukraine has been placed in the top 10 most visited countries in the world. 2. Khreschatyk street is listed in UNESCO World Heritage. 3. Lviv is known as cultural centre of Ukraine. 4. The Carpathian mountains are the best place for people who are in love with extreme. 5. Bukovel is the most famous resort in Transcarpathian region. 6. Resort Skhidnytsia is situated on the small mountain Skhidnychanka. 7. Opera House in Odesa is the biggest Opera House in the world. 8. Tourism can help our economy. 9. In the past tourism was not even a part of the state economy. 10. Lviv is included into the list of Heritage of UNESCO.

Task 2. Choose the correct answer(according to the text).

1. Nowadays tourism in Ukraine
A. changes B. does not change C. is in stagnation
2. Motherland statue is
A. 150 metres high B. 102 metres high C. Both answers are wrong
3. Lviv takes first place
A. by the number of monuments B. by the beauty of central historical part
C. by the number of lakes
4. Ukraine is famous for...
A. its cultural heritage B. its natural resources C. both answers are correct
5. The most popular resort in Ukraine is
A. Skhidnytsia B. Bukovel C. Nemyriv
6. Odesa is the major port...
A. on the Azov Sea B. on the Black Sea C. on Lake Synevyr

Практичне заняття № 1.19

Тема: Робота з текстом «Tourism in Ukraine». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

Exercise 1. Match two halves of the sentences

1. Ukraine	a) because it can help our economy.
2. Hoverla	b) that are said to have healing qualities.
3. Tourism in our country	c) Hutsul capital.
4. Kyiv	d) a lot of resorts with warm water, clean beaches and a great variety of entertaining places.
5. The central historical part of Lviv	e) unites different nations.
6. This city	f) is included into the "List of World Cultural Heritage of UNESCO".
7. The Black Sea can offer	g) is one of the most underrated places in Europe.
8. Vorohta is known as	h) can be developed no worse than in other countries.
9. There are springs	i) is the best destination for those who like nature and active tourism.
10. It is important to develop tourism	j) is placed in the top 25 most visited places.

Task 1. Choose the best word (according to the text).

1. The Carpathian region _____ a unique combination of mountains and ethnic culture.
a) offers b) approaches c) mixes d) hands d) captured
2. Tourism in Ukraine has been _____ as an important economic factor.
a) taken b) included c) recognized d) mixed
3. It is _____ by the representatives of more than 100 nations.
a) located b) inhabited c) situated
4. Monasteries are _____ on UNESCO World Heritage List.
a) recognized b) topped c) listed d) included
5. Nowadays we can see that things are beginning to
a) replace b) change c) keep d) continue
6. The World Tourism Organization has _____ Ukraine in the top 25 most visited countries in the world.
a) placed b) located c) moved d) taken
7. It is important to _____ tourism in Ukraine.
a) make b) retire c) arrange d) develop
8. More and more Europeans start _____ Ukraine as a potential place to visit.
a) to know b) to realize c) to consider d) to like
9. The numerous medical resorts located _____ in all regions of Ukraine are gradually becoming more popular.
a) doubtly b) literally c) far d) somewhere
10. To get a visa upon arrival, you will need _____ some documents.
a) to conceal b) to provide c) to deny d) to hold
11. Ukraine considers _____ centres as tourism facilities.
a) recreate b) recreation c) recreated d) healing

12. For many foreigners Ukraine is still an _____ land.
a) undiscovered b) discovered c) undiscover d) covered

13. Those who come to Ukraine as tourists are _____ by the low prices.
a) interested b) attract c) attracted d) bad

14. It is _____ by different historical places and monuments.
a) represent b) represented c) showed d) investigated

Task 2. Match adjectives and nouns (according to the text).

1. state 2. economic 3. tourist 4. convention 5. multinational 6. moderate 7. ethnic 8. tourist 9. cultural
10. natural 11. ski 12. extreme 13. healing 14. best 15. historic
a) country b) zone c) culture d) heritage e) economy f) factor g) infrastructure h) market i) resource j)
centre k) destination l) site m) facilities n) activities o) qualities

Task 3. Match the words in groups A and B to form the word combination from the text; translate these word combinations.

a) verb + noun

1. facilitate 2. improve 3. help 4. offer 5. hide 6. concentrate 7. Unite 8. practise 9. devote 10. adopt
a) decrees on tourism b) time to yourself c) active tourism d) nations f) in the shade e) in the territory
of Ukraine g) a combination of mountains h) in treatment diseases i) economy j) cooperation

b) adj/ noun + noun

1. international 2. institutional 3. rich 4. powerful 5. unique 6. cultural 7. ethnic 8. stunning 10.
hiking
a) part b) Opera House c) grounds d) cooperation e) relations f) ornaments g) architecture h) beauty
9. neglected i) heritage j) originality

Task 4. Circle one odd word in each line. The rest in each line are synonyms.

1. part detail branch start
2. destination place station start
3. heritage culture architecture custom
4. nation society community land
5. monument masterpiece statue store
6. activity action movement job
7. essential vital insignificant important
8. industry corporation production idleness
9. improve update enhance decline
10. stunning beautiful usual marvellous

Task 5. Mark the synonym to the word in bold.

1. to include
a) have b) comprise c) possess d) own
2. to use
a) apply b) save c) break d) make
3. to cause
a) destroy b) induce c) prevent d) take
4. to practise
a) ignore b) use c) exercise d) effect

Практичне заняття № 1.20

Тема: Робота з текстом «Business Travel». Лексико-граматичні вправи. Розвиток діалогічного мовлення

Мета: 1) ознайомлення з основною термінологією з теми «Forms of Tourism»;

2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;

3) розвиток і вдосконалення навичок аудіювання

Література: Book [Pavliuk Introduction Unit 1.pdf](#) pp. 50

Практичне заняття № 1.21-1.22

Тема: Робота з текстом: «Tourism and Ecology». Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercises 1. Fill in the blanks with the appropriate word from the box below.

Words: sustainable, biodiversity, carbon footprint, ecotourism, conservation, natural resources, over-tourism, habitat, pollution, eco-friendly

1. The development of _____ practices ensures that tourism does not harm the environment and supports local communities.
2. _____ refers to the variety of life on Earth, including plants, animals, and microorganisms, which is often threatened by human activity.
3. _____ is an important consideration when traveling; tourists can reduce their negative impact on the planet by making conscious choices.
4. The destruction of _____ is a major concern as it leads to the loss of species and ecosystems.
5. _____ has become a popular form of tourism, where people visit natural areas with the goal of conserving the environment.
6. High numbers of tourists in a small area can lead to _____, causing overcrowding and damaging the local ecosystem.
7. It is important to reduce _____ to help mitigate climate change and minimize the environmental damage caused by travel.
8. One of the major threats to the environment caused by tourism is _____, which includes waste, noise, and chemical pollutants.
9. _____ is essential for the future of tourism and involves careful management of _____ to ensure they remain available for future generations.
10. Many companies are now developing products that are _____, meaning they have less of a negative impact on the environment.

Text: Tourism and Ecology

Tourism plays a significant role in the global economy, yet it can also have detrimental effects on the environment if not managed properly. With increasing awareness about the environmental impact of travel, many countries and organizations are promoting **sustainable** tourism practices. These practices ensure that tourism activities do not deplete **natural resources** or harm **biodiversity**.

One aspect of sustainable tourism is **ecotourism**, which encourages travelers to visit natural areas that need protection. Ecotourism aims to support the **conservation** of ecosystems, often through the education of visitors and the financial support of local conservation efforts. However, despite its benefits, **over-tourism** in popular destinations can still lead to environmental degradation, putting a strain on local resources and habitats.

To reduce the negative effects of tourism, it is essential to minimize the **carbon footprint**

associated with travel. Simple actions, such as choosing **eco-friendly** accommodation or using public transport, can have a significant impact. Additionally, reducing **pollution**—whether air, water, or waste—is crucial in preserving the beauty and health of natural destinations.

As the world continues to embrace tourism, it is vital that we consider its ecological consequences and strive for a balance between economic growth and environmental protection. By adopting more sustainable practices, we can ensure that tourism remains a positive force for both people and the planet.

Sure! Here are a few more lexical exercises related to the topic of **Tourism and Ecology**.

Exercise 2: Word Formation. Form the correct word from the given base word.

1. **Pollute** → _____ (noun)
2. **Conserve** → _____ (adjective)
3. **Tourist** → _____ (noun)
4. **Nature** → _____ (adjective)
5. **Ecology** → _____ (noun)
6. **Environment** → _____ (adjective)
7. **Sustain** → _____ (noun)
8. **Attract** → _____ (noun)
9. **Tour** → _____ (adjective)
10. **Protect** → _____ (noun)

Exercise 2: Synonyms and Antonyms. Choose the correct synonym or antonym for the words in parentheses.

1. **Ecotourism** is often associated with (**cheap** / **eco-friendly**) travel that promotes environmental sustainability.
2. The government should implement more (**restrictive** / **supportive**) policies to protect the environment from the effects of over-tourism.
3. **Sustainable** tourism aims to protect (**natural** / **artificial**) resources for future generations.
4. Over-tourism leads to the **destruction** of local ecosystems and (**conservation** / **waste**) of resources.
5. Many tourists seek to stay in (**luxury** / **eco-friendly**) hotels that use renewable energy sources.
6. **Pollution** from mass tourism can damage natural habitats and increase (**cleanliness** / **contamination**) in fragile ecosystems.
7. The focus of **ecotourism** is on preserving the (**urban** / **natural**) beauty of remote areas.
8. Eco-friendly initiatives aim to reduce the **carbon footprint** and (**increase** / **reduce**) pollution levels.
9. **Biodiversity** is essential for maintaining the health of ecosystems, whereas (**monoculture** / **diversity**) can lead to environmental degradation.
10. **Over-tourism** can result in the **depletion** of resources and (**growth** / **destruction**) of local environments.

Exercise 3: Matching Words with Definitions. Match the terms from the list with the correct definition.

Words: carbon footprint, habitat, over-tourism, ecotourism, conservation, biodiversity

1. _____ The natural environment in which an organism lives, including its surroundings.
2. _____ The practice of minimizing the impact of tourism on the environment while benefiting local communities.
3. _____ The variety of different species of animals, plants, and other living things in a particular environment.
4. _____ The reduction of the negative environmental impact caused by human activities, such as travel and production.

5. _____ A measure of the amount of greenhouse gases produced by human activities, typically expressed in terms of tons of CO₂.
6. _____ A situation where too many tourists visit a particular destination, leading to environmental damage and overcrowding.

Exercise 4: Complete the Sentences. Complete each sentence with an appropriate word from the list below.

Words: conservation, eco-friendly, sustainable, over-tourism, habitat, carbon footprint

1. _____ travel has become increasingly popular as it focuses on leaving a minimal impact on the environment.
2. The project aims at the _____ of endangered species in the rainforest to ensure their survival.
3. _____ tourism can severely damage fragile ecosystems by causing pollution and overuse of resources.
4. One way to reduce your _____ when traveling is by using public transportation and avoiding flights.
5. The forest is the natural _____ for many species of birds and mammals.
6. A _____ approach to tourism helps protect the environment while promoting economic development.

Практичне заняття № 1.22

Тема: Лексико-граматичні вправи. Розвиток монологічного мовлення за темою.

Мета: 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з лексичними вправами;

3) удосконалення навиків монологічного мовлення за темою

Література: Л.1 – Л.6.

Практичне заняття № 1.23

Тема: Нові ЛО за темою: «At the Bank». Робота з текстом. Лексико-граматичні вправи.

Мета: 1) ознайомлення з основною термінологією з теми «At the Bank»;

2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;

3) розвиток і вдосконалення навичок аудіювання

Література: Л.1 – Л.6.

Практичне заняття № 1.24

Тема: Робота з текстом: «Changing Money». Виконання лексико-граматичних вправ.

Мета: 1) ознайомлення з основною термінологією з теми «Changing Money»;

2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;

3) розвиток і вдосконалення навичок аудіювання

Література: Павлюк А.В. Англійська для туризму. – Тернопіль: Лібра-Терра, 2021. -192 с.
Book pp. 56 [Pavliuk Unit 3 At the Bank](#)

Практичне заняття № 1.25

Тема: Робота з текстом: «How to get cash». Виконання лексико-граматичних вправ. Розвиток діалогічного мовлення

Мета: 1) ознайомлення з основною термінологією з теми «How to get cash»;

- 2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;
- 3) розвиток і вдосконалення навичок аудіювання

Література: Павлюк А.В. Англійська для туризму. – Тернопіль: Лібра-Терра, 2021. -192 с.
Book pp. 56 [Pavliuk Tourism](#)

Практичне заняття № 1.26

Тема: Підведення підсумків за темами

- Мета:** 1) перевірка монологічних висловлювань за темами за семестр;
2) перевірка конспектів за семестр

4 Рекомендовані навчально-методичні матеріали

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4. Маслова С., Репушевська І., Руда А. Навчальний посібник для практичних занять з дисципліни «Професійна англійська мова» для студентів 2 курсу спеціальності «Туризм» денної та заочної форм навчання. – Одеса: ОНМУ, 2024. – 144 с.
5. Пабат М.А., Кочмар Д.А., Оверчук О.В. Іноземна мова за професійним спрямуванням. Англійська для економістів = English for Professional Purposes. English for Economists: навч. посібник для здобувачів вищої освіти першого (бакалаврського) рівня. – Рівне: МЕГУ, 2023. – 228 с.
6. Стасюк Т.В., Резунова О.С. Ділова англійська мова: навчальний посібник. – Дніпро: Видавництво ПП Вахмістров О.Є. 2023. – 268 с.

2 Інформаційні ресурси Інтернет

1. Ресурс для вдосконалення навичок граматики, читання та аудіювання <https://learnenglish.britishcouncil.org/>
2. Аудіододаток до підручника Civil Aviation, Career Paths CD 1 https://www.youtube.com/watch?v=N2Ptdb_4joo
3. Аудіододаток до підручника Civil Aviation, Career Paths CD 2 https://www.youtube.com/watch?v=1GCBRAFWGIw&list=PL3-F8fyH_iznlaB_41pbm1Hyu9MQ6HXR6&index=36
4. Аудіододаток до підручника English for Cabin Crew. Oxford. Express Series. https://www.youtube.com/watch?v=j8O7ZfF_xUw