



Зам. 889/16  
Ціна 75,00

## Хистова Л.М., Кравченко В.О.

Англійська мова туристичної індустрії = English in the Tourism Industry : підручник для вищ. навч. закл. / Л.М. Хистова, В.О. Кравченко. – Київ : Київ. нац. торг.-екон. ун-т, 2008.– 320 с. ISBN 966–629–366–8

Підручник “English in the Tourism Industry” призначено для студентів, які опановують спеціальності, пов’язані з туристичною індустрією та готельно-ресторанним бізнесом, а також для тих, хто бажає вдосконалити свої знання з англійської мови професійного спрямування.

## CONTENTS

PART 1. BASIC COURSE .....	5
UNIT I. TOURISM AND TOURISM INDUSTRY .....	5
Lesson 1. Definition of Tourism .....	5
Lesson 2. History of Tourism .....	9
Lesson 3. Trends in Tourism .....	14
Lesson 4. Tourism in Ukraine .....	20
Lesson 5. Tourist Information about Ukraine .....	24
UNIT II. TYPES OF TOURISM .....	27
Lesson 1. Classification of Tourism .....	27
Lesson 2. Classification of Tourism (continuation) .....	31
Lesson 3. Forms of Tourism Travel .....	35
UNIT III. INTERNATIONAL ORGANIZATIONS IN TOURISM .....	38
Lesson 1. World Tourism Organization and EU .....	38
UNIT IV. TRANSPORTATION .....	43
Lesson 1. The Importance of the Transportation System Development. Air Transport .....	43
Lesson 2. Rail Transport .....	50
Lesson 3. Road Transport .....	54
Lesson 4. Sea Transport .....	57
UNIT V. LODGING INDUSTRY .....	64
Lesson 1. Lodging Industry.....	64
Lesson 2. Hotel Types and Hotel Activities .....	68
Lesson 3. Hotel Types and Hotel Activities (continuation) .....	70
Lesson 4. A Hotel. Its Divisions and its Staff .....	72
Lesson 5. Room Reservation Check-in (Arrival).....	78
Lesson 6. Check-out (Departure) .....	84
Lesson 7. Social Skills. The Role of the Receptionist in the Hotel.....	90
Lesson 8. Social Skills. Telephone Manner. Tact and Diplomacy .....	95
Lesson 9. Staffing and Organization of the Hotel .....	100
Lesson 10. The Staff in an American Hotel .....	104
Lesson 11. Classification of the Hotels and their Facilities .....	108
Lesson 12. Classification of the Hotels and their Facilities .....	108

Unusual Hotels (continuation) .....	113
UNIT VI. CATERING: RESTAURANT, CAFE .....	121
Lesson 1. Catering .....	121
Lesson 2. Types of Restaurants and Food and Beverage Service.....	124
Lesson 3. Menu .....	128
UNIT VII. MARKETING.ADVERTISING IN TOURISM.....	133
Lesson 1. Types of Marketing .....	133
Lesson 2. Tourist Promotion.....	136
Lesson 3. Publicity .....	138
Lesson 4. Tourist Advertising .....	143
UNIT VIII. MANAGEMENT IN HOSPITALITY.....	147
Lesson 1. Management in Hospitality Industry .....	147
UNIT IX. AT THE CUSTOMS. TRAVEL INSURANCE.....	153
Lesson 1. At the Customs.....	153
Lesson 2. Dual-Channel System .....	156
Lesson 3. Rules of Passenger Conduct of Ukraine International Airlines .....	159
Lesson 4. Travel Insurance .....	165
UNIT X. TRAVEL AGENCIES.....	170
Lesson 1. Travel Agencies and Tour Operators .....	170
Lesson 2. Pioneers in Tourism .....	174
Lesson 3. Selling Techniques.....	178
UNIT XI. CORRESPONDENCE.....	182
Lesson 1. Dealing with Business letter .....	182
Lesson 2. Dealing with Complaints.....	188
Lesson 3. Applying for a job .....	192
PART 2. APPENDIX.....	195
The Law of Ukraine on Tourism.....	195
Word list.....	206
PART 3. SELF-STUDY GUIDE .....	209
TESTS.....	281
PART 4. ENGLISH-UKRAINIAN GLOSSARY .....	307
Bibliography 318	