Московский государственный институт индустрии туризма

имени Ю.А. Сенкевича

Факультет туристского сервиса

Кафедра Лингвистического обеспечения профессиональной деятельности

**О.А. Фролова**

**«Discussing tourist industry».**

Учебное пособие по дисциплине «Иностранный язык в сфере профессиональной коммуникации»

для студентов IV курса СПО специальности 43.02.10 «Туризм»

***Москва 2018***

**Предисловие.**

Учебное пособие «Discussing tourist industry» адресовано студентам экономических специальностей, специализирующимся в области туризма.

Основными целями пособия является развитие навыков (ознакомительного, поис­кового, изучающего) чтения литературы по специальности и умения вести дискуссии по прочитанному.

Еще одна цель пособия заключается в обогащении лек­сического запаса обучающихся как за счет специальной терминологии в области экономических основ туризма, так и за счет расширения базового словаря: после каждого текстового блока приводится перечень лексических единиц, подлежащих усвоению.

Структура пособия. Каждый раздел ( unit ) представляет собой беседу между преподавателем - специалистом в области туризма и его студентами. Каждый раздел снабжен комментариями, списком активной лексики и упражнениями. В пособие включен текстовой материал для внеаудиторного чтения на тему "Гос­тиничное хозяйство".

Типы упражнений. По своему характеру упражнения могут быть подразделены на языковые, имеющие целью анализ и усвоение лексического материала, и речевые (коммуникативные), цель которых состоит в том, чтобы развить навыки построения собственных высказываний, ведения дискуссии.

Текст для внеаудиторного чтения также направлен на выработку навыков реферирования (для этой же цели дан план текста, по которому предлагается составить реферат).

Значения активных слов даются по-английски и студенту предлагается найти их русский эквивалент, используя данный в другом порядке список этих слов по-русски.

Характер текстов. Все тексты, включенные в учебное пособие, подобраны из оригинальных источников. Содержание текстов охватывает широкий круг экономических проблем из области туризма и гостиничного хозяйства и представляет практический интерес для кадров сферы туризма. Язык текстов богат терминологией и характерными для специальных экономических публикаций оборотами, конструкциями и клише. Усвоение представленного в пособии лексического материала и выработка навыков и умений чтения позволят обучающемуся в дальнейшем самостоятельно работать над аутентичной литературой по специальности на английском языке.

Пособие рассчитано на 30 - 40 часов аудиторной работы и примерно такое же количество часов самостоятельной работы обучающихся.

**Contents**

Unit I. Tourism- a Major Industry …………………………….. . р.3

Unit II. Travel Volume and Flow……………………………… . .. р.6

Unit III. Tourism as a Formal Specialization ……………………. р.10

Unit IV. National Tourism Office or Administration……………. р.13

Unit V. Most Common Forms of NTO Organization ………….. . р.16

Unit VI. Need for Tourism Planning and Development…………. р.20

Unit VII. Market Segmentation…………………………………. . р.24

Unit VIII. Economic Impact of Tourism …………………………. р.28

Unit IX. Tourism Multiplier ……………………………………… р.31

Unit X. Social Impact of Tourism (Employment and Migration)…р.34

Unit XI. Costs and Benefits of Tourism Development……………. р.38

Reading Selection. The Accommodations or Lodging Industry…… р.42

Professional Vocabulary…………………………………………. …р.54

**UNIT I**

**Tourism - a Major Industry**



Mr. Johnson, a specialist in tourism is discussing tourism problems with his students John Smith, Mary Jones and Peter Brown.

*Mr. Johnson.* - Let’s get started. Tourism is a major industry. For years, industry planners and consultants had been predicting that tourism would grow to become the twenty-first century’s largest industry.

And now, John, I’d like to start the ball rolling.

*John Smith.* - Surely the magnitude of the industrial growth that prompted such predictions can be appreciated from the fact that per annum increases in world tourism receipts for the period 2002 through 2013 averaged 13.2 per cent.

*Mary Jones.* - I’d like to add that by 2013, the absolute value of world receipts was estimated as nearly as $ I tril­lion.

*Peter Brown.-* To prove the point I should say that in 2016 they were estimated at over $ 1.8 trillion fulfilling these predictions 14 years ahead of schedule.

*Mr. Johnson*. - That’s interesting. However, I can’t help adding that although the dramatic growth of tourism has been under way since the Second World War, many individuals, business and government agencies concerned with tourism have only recently begun to pay serious attention to its implications.

*Peter.* -There is no denying the fact that the level of in­dustry planning, and the opportunities for univer­sity-level education in tourism fall short of that appropriate for such a large industry.

*Mary.* -What are the reasons for this situation?

*Peter.* -I suppose much of the responsibility is due to a lack of credible information about the importance of tourism and a tradition in tourism, that places little emphasis on the high-quality research that would produce the necessary credible information.

*John. -*So, in your view the need for better information extends from the classroom to the boardroom. Im­provements in data collection and information await improvements in research and research education.

*Mr. Johnson.* - Exactly. Students, planners, policy analysts, entre­preneurs, and decision-makers need better data if they are to understand the forces affecting tourism, and how tourism, in turn, affects society.

NOTES : receipts (n.) (pl.) - денежные поступления, выручка

board room (n.) - зал заседания правления

*ACTIVE VOCABULARY*

1.appreciate (v.) - judge the value of; Syn. to value, to assess

2. appropriate (adj.) - fit or suitable: Syn. fit, convenient, proper, suitable

3. affect (v.)- have a result on

4. average ( n.)- what is usual or ordinary: the ordinary rate, stan­dard or degree

5. average (v.)- find the average of

6. predict (v.)- foretell

7. prediction ( n.)- a prophecy

8. implication ( n.)- something hinted at or suggested but not ex­pressed

9. estimate (v.)- form an opinion about the quality, cost, size or value of something

10. prompt (v.)- suggest; give rise to; inspire

11. magnitude ( n.) - size, largeness importance

12. responsibility ( n. )- the state of being personally accountable for something

13. ahead of schedule - ahead of time; in advance

14. be under way - progress; advance

15. be concerned with - have some connection with something

16. fall short - be not enough

17. place emphasis on - put special importance

18. credible (adj.)- that can be believed; trustworthy

*WORKING ON WORDS*

*I.* *The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equivalents given in the Active Vocabulary.*

|  |  |  |
| --- | --- | --- |
| 1. досрочно | 10. подчеркивать | |
| 2. подсчитывать | 11. достоверный | |
| 3.быть связанным | 12. подходящий | |
| с чем-либо | 13. величина | |
| 4. скрытый смысл, значение 14. оценить | | |
| 5. влиять | 15. ответственность | |
| 6. происходить | 16. среднее (число) | |
| 7. подсказывать | 17. предсказание | |
| 8. быть недостаточным  недостато  ненедостато недостаточным | 18. равняться в среднем  очны(15) равняться в среднем | |
| 9. предсказывать |  |

*II. Choose words referring to professional terms making use of the words given in the Active Vocabulary and the Notes.*

*III. Comprehension check:*

1. What proves that tourism is to become the twenty-first century’s largest industry?
2. Do the opportunities for university level education in to­urism and the level of industry planning correspond to those appropriate for such a large industry?
3. What do Peter and John think of the reasons for this si­tuation?

**UNIT II**

**Travel Volume and Flow**



*Mr. Johnson*. - I’d like you to begin speaking about the purpose of travel.

*Mary.-* Religious travel is not new; it has precedent in the pilgrimages of the Middle Ages. Pilgrimages had al­most as many purposes as there were pilgrims. Some were made to fulfil a vow as in cases of illness or of great peril, or in expiation of sins. Others were made to pay homage. Whether they are motivated by religious conviction or curiosity about their own or another faith, people travel internationally to visit the Holy Land, Lourdes, Mecca, and a multi­tude of other attractions.

*Mr. Johnson.* - That’s interesting. Go ahead.

*Peter.* -As to travel for health the following points will probably be of interest to you. Different springs were believed to hold the cure for different mala­dies. Developments in the field of medicine and no­tions about cures have influenced travel for centu­ries "Spas" - after Spa, Belgium - continue to at­tract tourists today, partially because there is still faith in the curative powers of mineral water and partially because international facilities have been built on the sites of mineral springs.

*John.-* For centuries, commerce has given impetus to travel. Men have t raveled throughout recorded history to buy and sell goods, to attend trade fairs and expo­sitions, and search for gold and other resources.

*Mr. Johnson.* – Business travel tends to increase with the level and extent of economic activity. More companies today have diverse operations located throughout the world Although advances in communication partially offset the need for business travel, many tasks still re­quire on-site visits and face-to-face communication, Interestingly, advances in telecommunications assis­ted by earth satellites also create new opportuni­ties for some sectors of the travel industry. While discussing t ravel trends and motivations one should not overlook pleasure travel. Pleasure travel encom­passes a wide range of human emotions and motivati­ons that modern science still has difficulty in mea­suring and comprehending fully.

Could you be more specific about pleasure travel, John?

*John.-* The search for romance through travel is a natural part of human sexuality. Other common factors that motivate people to travel for pleasure include de­sire for cultural exchange, leisure, social contact, a change from routine and new experiences, and satisfying curiosity. Many travelers - the Japanese, in particular, travel to satisfy their curiosity about other cultures, lifestyles, and places.

As a leisure activity, travel may fulfil indivi­dual’s needs for independence, understanding and getting along with others. Leisure travel is also becoming an important means of maintaining a heal­thy balance between work and relaxation or to escape from routine cares, especially with the accelerated pace of modern life.

*Mr. Johnson*. - Oh, that sounds interesting.

*Mary.* - May I remind you that the Industrial Revolution brought about not only technological changes, but also substantial social changes that made travel de­sirable as a recreational activity. The development of a large middle class occurred during this period. Working and living conditions in the crowded, poor­ly maintained cities, however, were bleak; and large numbers of people began to look forward to leaving the city and traveling to the countryside or sea­shore for their holidays.

*Peter.* - I’d like to add that mass travel, that is, travel by large numbers of individuals, not only the elite, is a major characteristic of modern travel that has occurred because of jet aircraft, new forms of lodg­ing, and other developments within the last three decades. Although technological changes, economic prosperity, and other conditions play an important role, social changes probably are the most important factors influencing people to travel for recreation and pleasure. Even today, social changes and chan­ging values brought about through mass education are important factors conducive to the continued growth of travel. Other factors such as paid holidays and annual vacations, the shorter working week and earlier retirement are al so conducive to increasing the de­mand for travel.

*Mr. Johnson.-* Technological advances in transportation have made long-distance travel faster, less expensive, and more comfortable. Over the last 20 years, numerous new destinations have been developed to meet the desires of mass travelers seeking exotic places to visit and interesting activities in which to par­ticipate. The volume of travel today is measured in millions of travelers who spend billions of dollars on trips.

NOTES

to fulfil a vow – выполнить обещание

to pay homage – свидетельствовать почтение, отдавать должное,

spring (n.) - источник

spa (n.) – минеральный источник

facilities (n.) (pl.) - удобства, средства обслуживания

recorded history - история, отраженная в письменных памятниках

trade fairs - торговые ярмарки

on-site visits –непосредственное посещение местности

face-to-face communication – личная встреча

retirement (n.)-уход на пенсию

destination (п). – туристический маршрут

*ACTIVE VOCABULARY*

1. purpose (n).- an object, intention or design; that which one has in mind to do or get

2. conviction (n). - the state of feeling certain

3. curiosity (n.) - a strong desire to get knowledge and new information

4. faith (n.)- trust; confidence, a system of religious belief

5. multitude (n.)- a great number

6. attraction (n.)- act, faculty of drawing to oneself; thing that attracts (figuratively)

7. cure (n.)- a remedy, something that brings a person back to health again

8.impetus (n).- an impulse, a driving force

9.comprehend (v).- understand fully and completely

10.offset (v).- make up for, compensate for

11. leisure (n.)- freedom from work or duties; time when one may

rest; amuse oneself

12. experience (n.)- knowledge or skill gained by doing or seeing

things

13. maintain (v.)- support; provide for; keep in a certain condition

14. get along with = manage

15. recreational (adj.) -refreshing; entertaining

16.recreation (n.)- refreshment; entertainment

17.relaxation (n.)- letting loose; relaxing or being relaxed

18.occur (v.)- happen, take place

19. lodging (n.)- a room or rooms in a house rented to live in

20. expensive (adj.) - causing expense; costly

21. participate (v.) - have a share, take part

22. bring about = cause t o happen

23. look forward to = expect or anticipate (usually with plea­sure)

*WORKING ON WORDS*

*I. The Russian words given below have been mixed up. Put them in the right order so that they correspond to the words given in the Active Vocabulary.*

1. расслабление 13.участвовать

2. досуг 14.любопытство

3. цель 15.множество

4. лечение 16.поддерживать

5. дорогой 17.развлекательный

6. понимать 18.привлекательность

7. убеждение 19.быть причиной

8. вера 20.ожидать с нетерпением

9. опыт 21. (временное) жилище

10. происходить 22.компенсировать

11. стимул 23. уметь общаться

12. развлечение

*II. Find professional terms in the Active Vocabulary and the Notes.*

*III. Comprehension check:*

1. What are in general trave1 trends and motivations?

2. What do you know about religious travel (the pilgrimages of the Middle Ages)?

3. Do you happen to have read a book where the scene is laid at some resort?

4. Can you prove that commerce has always given impetus to travel? Make use of the current economic events in this country.

5. What are the factors that motivate people to travel for pleasure?

6. What is characteristic of modern travel?

7. Make a list of as much vocabulary to do with holidays as you can think of.

For example: to book a holiday / to pack / to cancel a flight / to check in.

Talk about a holiday of yours.

**UNIT III**

**Tourism as a Formal Specialization**



*Mr. Johnson.-* Until recently there were few university-level tourism courses in North America and other countries Most post-secondary educational institutions providing tourism offered only vocational training programmes in such activities as bartending, cooking, or front desk operations.

*Peter. -*One should bear in mind that the rise of universi­ty courses and programmes has been slow, and was limited initially to business schools.

*John.* – Only in the last decade or so have departments of recreation and leisure studies, geography, planning, and other fields begun to recognize tourism as a formal specialization.

*Mary.* - Independent tourism diploma programmes are still rare, although growing in number.

*Peter.* - Tourism is, in the minds of many professionals, largely a matter of marketing and administration.

*Mr. Johnson.-* While these activities are important, the field is much more. Planning, development and policy issues transcend the practical and limited aspects of mar­keting techniques. Future education of tourism pro­fessionals will need to have a greater emphasis on product development and industry evaluation.

*John.-* To my mind, tourism as a popular form of leisure behaviour, also offers social scientists a valu­able opportunity for better understanding of some form of human interaction and how these affect other people and the landscape on which they occur.

*Peter.-* Oh, I see what you’re getting at. Surely, tourism is a multifaceted field. It requi­res research from many social science perspectives as well as those of various professions .

*Mr.Johnson*.- Exactly, yes. The range of research problems in tourism can be appreciated by examining in turn, the nature of tourism in several guises: as a hu­man experience, as a social behaviour, as a geog­raphic phenomenon, as a resource, as a business, and as an industry.

*NOTES*

bartender (n.) - буфетчик, бармен

front desk operations - работа администратора, принимающего приезжих

vocational training - профессиональное обучение

multifaceted - многосторонний

in several guises – (зд.) в различных аспектах

transcend (v. )–( зд.) выходить за пределы

resource (n.) - времяпрепровождение, отдых, развлечение

*ACTIVE VOCABULARY*

1.provide (v.)- supply, furnish

2. vocational (adj.)- giving training for

3. issue (n.)- a problem, a point in question, something about which there is debate or argument

4. evaluation (n.)- ascertaining amount of; finding numerical ex­pression for

5. behaviour (n.)- way of acting; conduct; manners

6. opportunity (n.)- a convenient or favourable time or occasion; a good chance; Syn. chance, occasion

7. phenomenon ( n.) (pl. phenomena) - any remarkable or unusual per­son, thing or event

8. range (n.) - a row, a connected series

9. landscape (n.) - a piece of inland scenery

10. interaction (n.) - an effect, action or influence of one thing or person on another

11. interact (v.) – act on each other

*WORKING ON WORDS*

1. *The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equi­valents given in the Active Vocabulary.*

1.явление 7. спорный вопрос, предмет обсуждения

2. благоприятная возмож - 8. взаимодействовать

ность

3. поведение 9. взаимодействие

4. обеспечивать 10. серия, ряд

5. профессиональный  11. ландшафт, пейзаж

6. оценка

*II. Find professional terms in the Active Vocabulary and the Notes.*

1. *Comprehension check:*
2. What kind of programmes did most post-secondary educational institutions providing tourism education offer?
3. What departments have begun to recognize tourism as a formal specialization in the last decade?
4. How does Pete account for the fact?
5. What does Mr. Johnson think about education of tourism pro­fessionals and the range of research problems in tourism?
6. What do you know about education of tourism professionals in this country?
7. Are there any university-level tourism courses at the Commer­cial University?

**UNIT IV**

**National Tourism Office or Administration**



*Mr. Johnson.-* Do you happen to know what such abbreviations as NTO and NTA stand for?

*Mary. -*I’m positive that a national tourism office (NTO) or national tourism administration (NTA) is created to serve national goals and carry out public policy. These goals may be both international and domestic.

*John.* - Generally international goals include increased ex­port earnings, economic development and mm ...

*Mr. Johnson.-* Sorry to interrupt you. But what is meant by econo­mic development?

*John. -* Economic development embraces more employment oppor­tunities, increased national income, more tax re­venue, expanded infrastructure.

*Peter.* - But may I remind you that international goals are not limited to what has .just been said. They also include increased understanding in other countries of the nation’s institutions and policies, increased appreciation in other countries of the nation’s cultural accomplishments and contributions. And probably the last but not least - preservation of the nation’s cultural heritage.

*Mr. Johnson.* – And now could you outline domestic goals?

*John.* - In my opinion they include but are not limited to the following: national cohesion and a sense of nation­al identity; public understanding of national institutions and of political responsibilities of the citizen; public health and well being; balanced economic growth, redistribution of national income.

*Mary. -* I’d like to add some more points: public respect for the environment; preservation of regional and minority traditions; protection of the right of the individual to leisure.

*Mr. Johnson.-* I’m impressed by your approach to the theme. So to sum up the discussion I’d like to point out that tourism or travel in general is a complex phenomenon.

With large increases in travel anticipated over the next centuries, more countries and regions will find it necessary to engage in tourism planning and develop policies as guidelines for future growth.

*NOTES*

earnings ( n.) (pl.) - прибыль, доход, поступления

revenue (n.) - доход (ы)

infrastructure (n.) – инфраструктура, комплекс отраслей, обеспечивающих общие условия воспроизводства (транспорт, связь, подготовка кадров и т.д.)

contribution (n.) - содействие, вклад

heritage (n.) – наследство

cohesion (n.) - связь, согласие, сплоченность

redistribution ( n.)-перераспределение

guideline (n.)- (зд.) направление

*ACTIVE VOCABULARY*

1.goal (n.)- an object of effort or ambition, Syn. aim.

2. employment (n.)- the state of being employed; one’s usual work, business or profession

3. income (n.)- all the money that comes in (e.g. as salary, business, profits, interest on capital, dividends on invest­ments)

4. tax (n.)- a sum of money (or money) which must be paid for the support of and purposes of government

5. appreciation (n.)- the act of appreciating; understanding ful­ly; having a just opinion of a thing and knowing what it is worth

6. accomplishment (n.)- fulfilment, completion; thing done or attained, achievement

7. preserve (v.)- keep something in existence, or maintain in safety

8. preservation (n.) - the act of preserving, the condition of being preserved

9. identity (n.)- absolute sameness or exact likeness

10. responsibility (n.)- denotes that for which one is answerable, Syn. duty

11. citizen (n.)- a person who lives in a city; a native of a country

12. protect (v.)- keep safe, guard, defend

13. protection (n.) - the act of protecting or defending; the state of being protected

14. environment (n.)- surrounding objects, conditions or influenc­es

15. minority (n.)- the smaller number or part

16. anticipate (v.)- look forward to a thing before it comes

17. engage (v.)- be busy with; work at; take part in

*WORKING OH WORDS*

*I. The Russian Words given below have been mixed up. Put them in*

*the right order so that they correspond to their English equivalents*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | ответственность | 6. | цель | 12. | окружающая среда |
| 2. | ожидать, предви­деть | 7. | заниматься | 13. | сохранять |
|  |  | 8. | доход | 14. | единство |
| 3. | защита | 9. | достижение | 15. | защищать |
| 4. | гражданин | 10. | меньшинство | I6. | сохранение |
| 5. | занятость | 11. | налог | 17. | оценка |

*II. Find professional terms in the Active Vocabulary and the Notes.*

*III. Comprehension check:*

1. What are the goals of the NТО or NTA?

2. What do international goals include?

3. How do John and Mary outline domestic goals?

4. What conclusion does Mr. Johnson come to?

**UNIT V**

**Most Common Forms of NTO Organization**



*Mr. Johnson.-* One should bear in mind that despite the clear cut goals, NTOs tend to occupy one of the most ambi­guous positions in government because tourism, at least mass tourism, is a relatively recent pheno­menon, most NTOs are recent arrivals on the govern­ment scene, and are less powerful - and less accep­ted than the traditional line departments such as the foreign office or the ministry of agriculture. And now who will follow me?

*John.* - Not surprisingly, the proper role and place of national tourism offices in the administrative hie­rarchy vary widely from country to country and are heatedly debated by public administrators. There is virtually no agreement as to whether the NTO should be autonomous or located within a ministerial department. They disagree as to the ministe­rial department in which NТО should he housed and the functions and responsibilities which should he assigned to the NTO.

*Mr. Johnson.* - You are absolutely right. But you’ve forgotten one point. There’s one other thing to add.

*Mary.-* If I’m right in getting your idea I’ll mention the governmental character of the status of the NТО. That’s it. And now another question. What are the three basic forms of national tourist office or administration?

*Peter. -*I suppose they are: state-tourism secretariats (independent or within larger industries); govern­ment agencies or bureaus within larger depart­ments; quasi-public tourism authorities.

*Mary.-* I presume , that in addition, tourism coordinating mechanisms such as the National Tourism Policy in the U.S., exist in a number of countries.

*Peter.-* Right. Such mechanisms are normally central, in­teragency councils made up of representatives of departmental or sub departmental agencies whose programs impact on tourism.

*John. -* In some cases, the coordinating bodies have been set up by specific legislation, in other cases by executive order. In most cases, the councils meet at regular specified times, with a general man­date to advise the government on tourism policy and to ensure that the national tourism interest is considered when

national policy is formulated.

*Mr. Johnson.* - Perhaps, I’d better explain that the majority of national tourist offices are organized internally along functional lines into divisions and bran­ches. Mary has mentioned the National Tourism Po­licy in the U.S. I’d rather she gave some more details to throw light on the subject.

*Mary.-* The idea of national tourism office for the U.S. was not seriously considered until 1951. Through­out the 1950s, several bills were introduced in the Senate and the House regarding the establishment of a national tourist office. The debate on tourism legislation continued during the 1960s. In a spe­cial message to the congress President Kennedy re­commended a "major new program" of foreign travel promotion and welcomed the introduction of legis­lation.

*Peter.-* The International Travel Act was signed into law on June 29, 1961. From this legislation, the U.S. Travel service was born. The mission of the new service was multiple: promotion of travel to the U.S.; encouragement of host arrangements and facilities; simplification and reduction of barriers to travel; collection and publication of tourism sta­tistics and technical information.

*Mr. Johnson.-* Interesting. However in 1981 there was a new deve­lopment. The Congress enacted the National Tourism Policy Act and President Regan Signed it into law. The underlying premises are: the tourism and re­creation industries are important to the U.S.; tourism and recreation will become ever more important as­pects of our daily lives; the existing Federal go­vernment involvement in tourism needs to be better coordinated.

*NOTES*

line department – (зд.) орган государственного управления

foreign office - министерство иностранных дел

along functional lines - в соответствии с выполняемыми функциями

legislation (n.) - законодательство

executive order - исполнительная власть

quasi - полу (компонент сложных слов)

host arrangements (pl.) - приготовления на территории, принимающей туристов, принятие соот­ветствующих мер

facilities (n.)(pl.) - сооружения, здания, средства обслужива­ния, удобства

divisions and branches - отделы и подразделения, сектора

National Tourist office - государственное бюро по туризму

underlying premises - лежащие в основе предпосылки, исход­ные условия

*ACTIVE VOCABULARY*

1.accept (v.) -agree to take what is offered or given; 2) say that something is true, right or satisfactory

2. occupy (v.)- hold or fill

3. ambiguous (adj.)- not clear, doubtful, uncertain

4. assign (v.)- name or fix

5. basic (adj.)- fundamental and important

6. authority (n.)- a person or group of persons having the right to govern, control, make laws

7. council ( n.)- a group of persons chosen to make or carry out plans

8. exist (v.)- be; live; occur

9. representative ( n.)- acting for others as deputy or agent

10. impact (v.)- influence

11. ensure (v.)- make certain; guarantee

12. consider (v.)- 1) think about carefully in order to decide; 2) be thoughtful about (the feelings etc. of others)

13. majority (n.)- the greater number of  
14. major (adj.) - greater or more important

15. promote (v.) -help forward, encourage (process, result); sup­port actively

16. promotion ( n.)- the act of promoting

17. message (n.)- a piece of news, information sent from one per­son to another

18. establishment (n.) -the act of setting up, creating

19. welcome (v.)- hail, receive with pleasure

20. introduce (v.)- bring in; bring into use

21. introduction (n.)- something that is introduced and made known , a new practice

22. encouragement ( n. ) - support, something that gives courage, help or confidence

23. reduce (v.)- make smaller in size, number, power, strength, price

24. reduction (n.)- reducing or being reduced

25. involvement (n.) - being mixed up with or in

*WORKING ON WORDS*

1. *The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equivalents given in the Active Vocabulary.*

|  |  |  |  |
| --- | --- | --- | --- |
| 1. власть, администрация  2. рассматривать, учитывать | | 14. снижать | |
| 15. | неясный |
| 3. | содействовать | 16. | поощрение |
| 4. | воздействовать | 17. | введение |
| 5. | приветствовать | 18. | основной |
| 6. | участие | 19. | совет |
| 7. | принимать | 20. | представитель |
| 8. | определять, устанавливать | 21. | обеспечить |
| 9. | снижение | 22. | большинство |
| 10. | занимать | 23. | содействие |
| 11. | существовать | 24. | создание |
| 12. | послание | 25. | главный |
| 13. | вводить |  |  |

*II. Find professional terms in the Active Vocabulary and the Notes.*

*III. Comprehension check.*

1. What is according to Mr. Johnson the position of NTOs in go­vernment?

2. What does John say in connection with the point under consi­deration?

3. What (according to Pete) are the three basic forms of national tourism office?

4. What is said about tourism coordinating mechanisms existing in a number of countries?

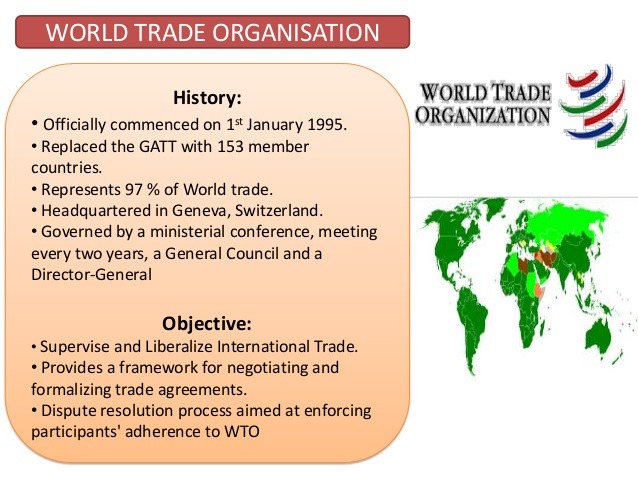
5. What information does Mary give about the national tourism office for the U.S.?

6. What other developments does Peter and Mr. Johnson speak about?

7. What do you know about tourism organizations in this country?

**UNIT VI**

**Need for Tourism Planning and Development**



*Mr. Johnson.-* In the past tourism planning was viewed as a rather simple process - if it was considered at all. Could you make clear what was a common misconception?

*John.-* A common misconception was that tourism planning simply meant encouraging new hotels to open in an area, promoting more airline flights, easing border crossings by automobile, or mounting a promotional campaign and then counting the revenue from tou­rists.

*Peter. -* However the experience of destinations over the last two decades has shown this to be a naive, and at times disruptive, method of planning for tourism.

*Mary.-* But as a major industry for many developing countri­es and regions throughout the world, tourism has a pervasive effect on the economy, social structure, and environment of an area.

*Mr. Johnson*.- Could you spell out why developing areas which may look toward tourism as a means for economic growth are in precarious positions?

*John.* - It’s because of their limited resources and cultural constraints. The development of modern destinations in such circumstances can offset the delicate balan­ce between economic, social and environmental forces.

*Mr. Johnson.* - Considering all that was said what is the attitude of governments?

*Mary.* - For this reason, governments are viewing tourism from a broader perspective in terms of its full impact on their countries or regions, and are play­ing an increasingly larger role in tourism planning. In addition to concerns about the potentially di­sruptive impact of tourism on residents and the potential destruction of national resources, govern­ments are concerned about the large costs of infra­structure and public services that they must pro­vide.

*Peter. -* The concept of destination development, that is, the conscious planning, developing and marketing of a destination to attract visitors, has been used more extensively since pleasure travel has continued to increase.

*John.* - But it is important to realize that destination development applies to resorts, regions, and even countries. The area under consideration is seeking new avenues for generating additional employment or income.

*Mary.* - In addition to the necessity for planning tourism development, establishing tourism policy it is ne­cessary to provide direction for the extent and quality of future tourism growth in an area.

*Mr. Johnson.* - The problem is that beyond the examples of national and state involvement in the development of tourism policy is policy planning on a global basis. In 1980 the World Tourism Organization held its first conference after 17 years of inactivity to consider issues affecting both the public and private sectors involved in the development of tourism: better management of supply; technological cooperation; human resources; freedom of movement; border faci­litation.

The overall purpose of the conference was to give consensus on the issues by all WTO member countries and to develop guidelines for future policy di­rections to foster balanced growth of tourism world wide. An important premise was that world tourism can be a vital force for world peace and the basis for international understanding and interdependence We’ve covered almost everything now.

*NOTES*

the area under consideration - район, о котором идет речь

disruption (n.)- срыв, спад(в экономическом росте),разрушение

environmental disruption -нанесение ущерба окружающей среде

disruptive (adj.) - разрушительный

constraint (n.) - скованность

consensus (n.) - полное согласие сторон

facilitation (n). - облегчение

WTO - World Tourism Organization

*ACTIVE VOCABULARY*

1. view (v.)- examine mentally, take a mental view of

2. encourage (v.)- set up; found; create

3. common (adj.)- widespread, found in many places or among many people, usual or ordinary

4. pervasive (adj.)- tending to fill or pass through every part

5. precarious (adj.)- 1) uncertain; dependent on chance; risky; 2) dangerous

6. circumstance (n.) (usually pl.) the conditions, surrounding or facts having to do with what happens.

7. delicate (adj.)- easily and quickly influenced by slight changes

8. attitude (n.)- a way of thinking, feeling or behaving

9. concern (n.)- anxiety; worry

10. concern (v.)- be busy with; trouble about; interest oneself in

(usually passive - to be concerned about)

11. impact (n.)- influence

12. destruction (n.)- the act of putting an end to, ruining, breaking to pieces; making useless

13. conscious (adj.)- aware; knowing

14. attract (v.)- cause desire to approach by exciting feelings of interest, pleasure, admiration; to affect favourably

15. apply (v.)- have reference to; concern

16. additional (adj.)- extra in addition to; as well as; also; besides

17. involve (v.)- mix up with or in; to be busy with

18. resident (n.)- a person who lives in a place permanently

19. overall (adj.)- aggregate; total

20. foster (v.)- encourage; help the growth of

*WORKING ON WORDS*

1. *The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equivalents given in the Active Vocabulary.*
2. общий 11. рассматривать
3. сознательный 12. отношение
4. влияние, воздействие 13. дополнительный
5. ссылаться 14. тонкий
6. поощрять 15. беспокоиться
7. разрушение 16.условие, обстоятельство
8. касаться 17. обычный
9. житель 18. ненадежный, опасный
10. быть занятым чем-то 19. беспокойство
11. проникающий 20. привлекать

II*. Find professional terms in the Active Vocabulary and Notes.*

1. *Comprehension Check:*

1. What did tourism planning mean in the past?

2. What effect does tourism have on the economy?

3. What is the attitude of governments towards tourism?

4. What is meant by the concept of destination development?

5. What information does Mr. Johnson give concerning tourism planning on a global basis?

6. What new trends in tourism development are now visible in this country?

**UNIT VII**

**Market Segmentation**



*Mr. Johnson. -* You see one of the biggest mistakes any member of the Travel Industry can make is to view the travel market as a homogeneous one and, therefore, try to satisfy all travelers with any single product or service. The travel market is, in fact, composed of many sub-markets known as "market segments", that is, groups of consumers with similar characteris­tics. It is assumed that the group of consumers identified as a market segment has similar purcha­sing habits, or at least has a high tendency to pur­chase a particular item. Several methods are common­ly used in the travel industry to segment travel markets. These include segmentation by travel habits and preferences, group versus individual travelers, purpose of travel, demographics, and psychographics. I’d like you to take up all these methods.

*Peter. -* I’d rather speak on segmentation by travel habits and preferences.

Knowledge of travel habits and preferences of consumers is vital information for marketing and other planners. This information includes such factors as the mode of transportation used, the originating source of travel arrangements and bookings, the method of payment used, the class of service purchased, the season of the year a person travels, and many others.

*Mary. -* I’ll add if I may that different organizations within the industry will segment the market according to their own market information require­ments. For’ example, airlines segment customers as first-class passenger and business class versus coach and economy class; motels may segment guests as individual versus group; resorts may segment guests as off-season versus prime season guests.

*John.* - As to segmentation by group versus individual tra­velers these are frequently divided into two seg­ments, each of which is important to the travel industry. The first segment consists of independent travelers. These travelers may purchase tours, but their main distinction is that they travel on their own and not as part of a group. Within the group and independent categories, each may be further segmented. However, one of the most widely used means of segmenting markets in the travel industry is classifying consumers by purpose of travel. In studying and working in the travel industry, it is important to distinguish between business and non business, that is, non pleasure and pleasure travelers.

*Mr. Johnson. -* Although there is no uniform system for grouping these travelers, they may be further subclassified as follows.

*BUSINESS TRAVELLERS NONBUSINESS TRAVELLERS*

Government Vacationers

Self-employed Visiting friends and relatives

Private company Family emergency

Nonprofit organization Accompanying members of family on business

Other Other

Please, bear in mind that the characteristics used to describe a travel market segment are referred to as a "traveler profile".

And now let’s go on with our discussion.

May I ask you about demographic variables?

*Mary. -* Demographic variables describe the physical, geo­ graphical, and personal characteristics of customers These may include age, income, sex, marital status, military service, size of family, ethnic origin, religion, residence, place of birth, education and many others.

*Mr. Johnson.* - The type of demographic factors selected to provide a profile of a market segment should, whenever possible, correspond to known demographic stati­stics about that population. There are many sources, such as the U.S. Census, and previous market studi­es, for data about population. And now could you make clear what is meant by Segmentation by psycho­graphics?

*Peter. -* The term "psychographics" refers to the life-style characteristics of consumers. The use of psycho­graphics to identify the profile of travelers is newer and less frequently used than demographics. Psychographic research attempts to measure people’s activities, interests, opinions, and basic characte­ristics such as their stage in the life cycle, income, education, and residence to discover behavi­our patterns that can be used in marketing.

*Mr. Johnson.* - We’ve gone over all the main points. The problem we are going to discuss next time is economic impact of tourism.

*NOTES*

single (adj.) –( зд.) совершенно одинаковый

submarkets (n.) (pl.) - субрынки

census (n.) - перепись (населения)

segment (n.) - часть, сегмент (рыночный)

segment (v.) - делить на части (на сегменты); сегментировать (рынок)

purchasing habits - покупательские привычки

originating source of travel arrangements and bookings -

первоначальная установка на организацию туризма

first class and business class versus coach and economy class - пассажиры первого и бизнес-классов в отличие от пассажиров второго и экономического классов

resort (n.) - курорт

off-season and prime season guests - гости, приезжающие нe в сезон и в разгар сезона

marital status - семейное положение

family emergency - несчастье в семье

variable (n.) - переменная (величина)

behaviour pattern - стандарт поведения

travel on their own - путешествовать в одиночку

*ACTIVE VOCABULARY*

1. homogeneous (adj.)- consisting of parts all of the same kind

2. satisfy (v.)- make contented, please

3. compose ( v.) (usually in the passive) be composed of = be made up of

4. similar (adj.)- alike; almost but not quite, the same as

5. assume (v.)- suppose, take for granted

6. identify (v.)- be associated with

7. purchase (v.)- syn. buy

8. consumer (n.)- syn. customer

9. particular (adj.)- distinct, relating to one as distinguished from others

10. item ( n. ) - syn. article, unit

11. include (v.)- contain as part of the whole

12.preference (n.)- the act of liking one thing better than another

13. versus (prep.)- against

14. habit (n.)- a settled practice; something that has been done so frequently by a person that it has become customary and is done without thinking

15. distinguish (v.)- see or recognize the difference between

16. uniform (adj. )- unvarying; the same

17. refer (v.)- place in relation to; attribute

18. correspond (v.)- be in agreement or harmony with

19. residence (n.)- the place in which one lives; a house esp. a large one (formal or official)

20. frequently (adv.)- Syn. often

21. measure (v.)- find the extent, size, volume etc.

22. pattern (n.)- Syn. sample

23. arrangement (n.)- (usually plural) plans, preparations

*WORKING ON WORDS*

*I. The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equivalents given in the Active Vocabulary.*

1) место жительства 13) привычка

2 )соответствовать 14) состоять

3) удовлетворять 15) против

4 )определенный 16) определять

5) отдельный предает 17) измерять

6)аналогичный 18) подготовка

7) различать 19)образец

8) предполагать 20) предпочтение

9) относить(ся) к чему-либо 21) покупатель

10) единообразный, одинаковый 22) включать

11) покупать 23) часто

12) однородный

1. *Find professional terms in the Active Vocabulary and the Notes.*

*Ш.Comprehension check:*

1.What is a market segment?

2. What is meant by segmentation by travel habits and preferences?

3. What is meant by segmentation by group versus individual travelers?

4. How are consumers classified by purpose of travel?

5.What do demographic variables describe?

6. What does the term "psychographics" refer to?

**UNIT VIII**

**Economic Impact of Tourism**



*Mr. Johnson.* - To a host region or area, travel to the area provid­es a basis for developing tourism as an export industry. That is, tourism is looked on as a means of increasing the level of economic activity of the host region through sales of products and services to travelers. The economic impact on an area can be enormous in terms of revenues and employment. Could you give any examples to prove the point?

*John. -* I suppose, I can. The domestic revenues from tourism in the U.S. in 2016 were estimated at $ 160.9 billi­on by the U.S. Travel Data Center.

Some 4.2 million direct jobs and 16.5 billion in federal state, and local taxes were generated by domestic expenditures in travel. It has been estimated that foreign visitors to the U.S. spent $ 14.6 billion and directly supported over 320,000 jobs and indirectly another 395,000 jobs.

*Peter. -* However, international tourism in the U.S. represents only 78 % of the total tourism market with domestic tourism accounting for the other 92-95 %. To assess the total economic impact of visitor expenditures one must account for both international and domestic tourism.

Total travel in the U.S. accounted for $ 191 billion in domestic and foreign visitor spending, some 6% of the gross national product.

These expenditures created direct employment for 4.6 million Americans at every level of skill and another 2.5 million workers indirectly.

*Mary. -* As to direct and secondary effects I’d like to mention the following. The amount of visitor expenditures that remains in the area provides a source of income to residents and businesses and is considered the "direct effect" of visitor expenditures. "Secon­dary effects" come about as the money paid by visitors to businesses, in turn, are used to pay for supplies, wages of workers, and other items used in producing the products or services purchased by the visitors.

*Mr. Johnson. -* In terms of dollars, consider the example of a visitor spending $ 1000 at a destination.

Based on the types of products and services purchas­ed, assume that 50 % of the expenditures directly leaves the area in terms of payments for imports.

The initial amount remaining in the area thus equals $ 500. Where do you suppose would these $ go?

*John.*  - I understand what you are driving at.

Supposing part of the $ 500 would go directly to pay local personnel who spend their income on products for their personal use. The personal expenditures of these people, in turn, provide income for other businesses in the area such as grocery and clothing stores. Another part of the $ 500 would go to stockholders of hotels, restaurants, and airlines, compa­nies that provide materials and services to these businesses and other sectors of the economy.

*Mr. Johnson.* - All I’m saying is that through such successive rounds of spending, the initial $ remaining in an area out of $ I.000 spent by a visitor, creates additional income for many sectors of the economy. That’s about all for today. We’ll proceed with the discussion at our next seminar.

*NOTES*

host region - регион, принимающий туристов

Travel Data Center - Центр данных по туризму

gross national product - валовой национальный продукт

stockholder (n.) - владелец акций, акционер, владелец государственных ценных бумаг

skill (n.) - квалификация, мастерство, умение

to account for (зд.)- приходиться на долю, составлять

grocery ( n.) - бакалейно-гастрономический магазин, бакалей­ная торговля

directly and indirectly - прямо и косвенно

*ACTIVE VOCABULARY*

1. area (n.)- a part of the earth’s surface; Syn. region, zone

2. enormous (adj.)- very large; immense

3. revenue ( n.)- money which comes in from any source; income

4. expenditure (n.) - spending; amount expended (that which is spent)

5. support (v.)- I. maintain; provide for; II. encourage, give help to; III- assist

6. assess ( v.)- fix or decide the amount (of a tax or other pay­ment) ; fix or decide the amount of income

7. account for (v.)- give a good reason for; explain in a satisfactory way

8. initial (adj.)- existing or occurring at the beginning

9. amount (n.)- the whole; the total

10. equal (adj.)- of the same size, amount, number, degree, quality

11. equal ( v.)- to be the same as

12. represent (v.)- mean, signify

13. supplies (n.) (pl.) - stores essential to meet some public need, or to meet the need of a particular body of people

14. supply ( v.)- provide, furnish

15. in terms of = in the language of

*WORKING ON WORDS*

1. *The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equivalents in the Active Vocabulary.*

|  |  |  |
| --- | --- | --- |
| 1. | снабжать | 9. огромный |
| 2. | равняться | 10. означать |
| 3. | на языке (в терминах) | 11. обеспечивать |
| 4. | оценить | 12. первоначальный |
| 5. | общая сумма | 13. доход |
| 6. | равный | 14. дать обоснование |
| 7.  8. | регион  запасы | 15. расходы |

*II. Find professional terms in the Active Vocabulary and the Notes.*

1. *Comprehension check:*

1. What is the economic impact of tourism on a host region?

2. How does John prove that the economic impact of tourism on an area can be enormous?

3. What remarks concerning international tourism does Peter make?

4. How does Mary analyze direct and secondary effects of tourism?

5. What examples do Mr. Johnson and John give to the point?

6. What conclusion does Mr. Johnson come to?

**UNIT IX**

**Tourism Multiplier**



*Mr. Johnson.* - In connection with the economic impact of tourism I’d like to introduce the term "multiplier " which comes from macroeconomics and is used to describe the total effect, that is both direct and seconda­ry, of an external source of income introduced into an economy. The concept of the multiplier typically is used in the travel industry to encompass the direct and secondary effects of visitor expenditures on an economy.

*Mary. -* Is there an all-encompassing multiplier?

*Mr. Johnson.* - It should he noted that there is no such thing as "the" multiplier, that is, no single, all-encompass­ing multiplier. Multipliers can he estimated for sales or output, employment, or payroll, among other variables.

*Peter. -* Will the value of multipliers for different areas he the same?

*Mr. Johnson.* - On the country. One also should be aware that the value of multipliers for different areas will not be the same, depending on the amount of local resources in the respective areas. In other words, the economic impact of tourism may differ considerably among regi­ons. Regions with limited resources may lose 50 % or more of visitor expenditures as direct payment for imports. Now what happens, as the number of visitors making purchases increases?

*John. -* In that case, the demand for the products and servi­ces produced in the area also increases.

And if the area has sufficient resources to increase production to meet this higher level, the full amount of visitor expenditure will remain in the area. If production is not increased locally, the area will have to import resources such as raw materials, ca­pital and labor.

*Mr. Johnson.* - I’ve no objection to that. Even though visitors must travel to an area to purchase certain products and services, visitor expenditures in the area are con­sidered an export, since the products and services are sold to people who come from outside the area.

In this context tourism provides an external source of income to an economy. You are sure to have any other suggestions, aren’t you?

*Mary. -* I’d mention other economic aspects of tourism that may not be considered desirable. Namely price changes. Because of additional demand and increase of imports, visitor purchases may result in higher prices in an area. This creates an inflationary si­tuation, which would mean that residents, too, would have to pay more for products and services.

*Peter. -* One shouldn’t overlook economic instability. The problem is that pleasure travel, as a discretionary item, is subject to fluctuations in prices and in­come; therefore an area’s growth may be unstable. That is, periods of rapid growth, slow growth, and declines can be experienced. The increase in employment opportunities may cause increased immigration.

*Mr. Johnson.* - I’m fairly satisfied with the discussion on the whole. So it’s time to pass over to social impact of tourism.

*NOTES*

multiplier ( n.) - множитель, коэффициент

fluctuation (n.) - колебание, изменение

direct and secondary effect - прямое и косвенное воздействие (влияние)

discretionary (adj.) - представленный на усмотрение

*ACTIVE VOCABULARY*

1. in connection with = with reference to; having to do with

2. external (adj.)- outside or having to do with the outside; Ant. - internal

3. concept (n.)- an idea or notion

4. encompass ( v.) - encircle

5. output (n.) - that which is put out or produced

6. effect (n.)- result

7. payroll (n.)- a list of people to be paid and the amounts due to each; the total amount of salaries paid

8. to be aware - knowing, conscious

9. respective (adj.)- relating to each in order or place; considered in relation to each

10. sufficient (adj.)- enough; as much as is needed

11. namely (adv.)- that is to say

12. result in ( v.)- end in a particular manner; bring about

13. stable ( adj. )- fixed, steady, firm, not likely to change; Ant. - unstable

14. stability (n.)- the state or quality of being stable

15. instability (n.)- lack of stability or steadiness

16. to be subject to - liable or exposed to, likely to have

17. decline (n.)- a gradual weakening, a loss of power or strength

18. cause ( v.)- make a thing happen; bring (a thing) about

*WORKING ON WORDS*

*I. The Russian words given below have been mixed up. Put them in the right order so that they correspond to their English equivalents given in the Active Vocabulary.*

10. стабильность

1. стабильный

2.спад

3. результат

4. приводить к чему-либо

5. вызывать

6. в связи

7. внешний

8. быть подверженным

9. именно

11. выпуск продукции

12. понятие, идея

13. нестабильность

14. достаточный

15. заключать в себе, охватывать

16. соответствующий

17. общая сумма

18. отдавать себе отчет

*II. Find professional terms in the Active Vocabulary and the Notes.*

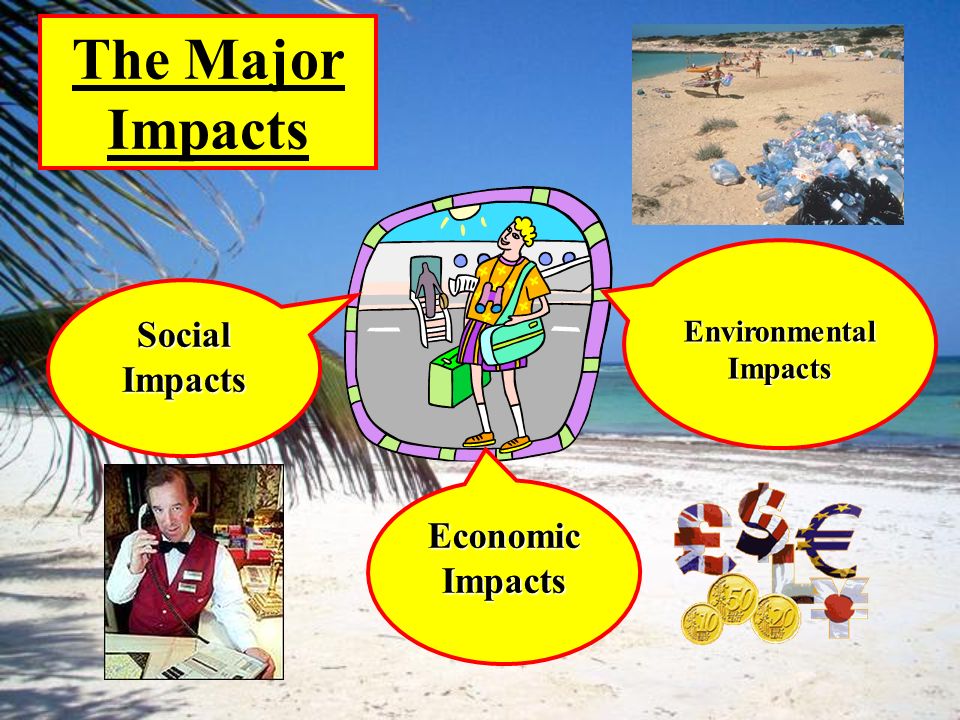
*III. Comprehension Check:*

1. What purpose is the term multiplier used for?
2. What answer does Mary get to her question: "Is there an all-encompassing multiplier?"
3. How does Mr. Johnson prove that the value of multipliers for different areas will not be the same?
4. How does John explain what happens as the number of visitors making purchases increases?
5. Why visitor expenditures in the area are considered an export?
6. What other economic aspects of tourism does Mary mention?
7. What remarks does Peter make about economic instability?

**UNIT X**

**Social Impact of Tourism**

**(Employment and Migration)**



*Mr. Johnson. -* The social implications of tourism development are complex. These relate to the creation of new jobs and the influx of new income to the area. New oppor­tunities for employment are not only visible to re­sidents; they also attract new migrants to the area, and the question arises as to whether or not these newcomers actually fit into the community. Can you explain precisely what it means?

*John.* - One well-known example is the case of Manila in the Republic of Philippine where a rash of hotel const­ruction resulted in a rapid po­pulation boom in the metropolitan city. Country dwellers surged into the city seeking job opportuni­ties, resulting in Social dilemmas aggravating so­cial problems.

*Mary. -* These kinds of problems have also been experienced elsewhere new visitor destinations created new ur­ban centers too rapidly. It is therefore necessary to observe the rate of new migrants. The faster a community is required to assimilate new residents, the greater the stress on the present structure of the community.

*Mr. Johnson. -* That’s interesting. Another aspect to consider is the fact that resort jobs may actually be competing for the local labor force; this may prove to be detrimental to established industry such as agricul­ture or fisheries in the area, and may disrupt the local economy. Do you follow me?

*Peter.-* I understand what you are trying to say. Many of the jobs created by tourism do not require high level skills. But as the travel industry matures in an area, the number of skilled and professional jobs will increase.

John. - However the needed specialized managerial and tech­nical skills are not often found in developing areas, so the better paid and higher status jobs tend to be filled by outsiders.

*Mr. Johnson. -* So there’s one very good reason why tourism planning must include measures to educate and train local re­sidents for these positions, otherwise frustration and resentment will mount, which may serve as a de­terrent to a destination’s success.

*Peter.-* In this connection I’d like to speak about some problems concerned with the employment of women touched upon in a scientific paper I’ve recently read.

*Mr. Johnson.-* Go ahead with your information.

*Peter.-* Current social structure can be disrupted when women enter the workforce, especially in a society where women are traditionally homemakers. A psychi­atrist and a sociologist noted the first-time employ­ment of large numbers of women in a community where men had traditionally been the sole family bread­winner.

Both researches reached opposite conclusions on whether the changes had been harmful or beneficial to the community.

The psychiatrists’ conclusions were basically negative, citing the following:

Loss of self-respect among husbands of working women who, in some cases, began to earn more than their husbands;

Jealousy of some husbands whose wives had to dress up "glamorously" to serve hotel guests;

Increased divorce rates, crime and juvenile delinquency;

Increased anxiety and illness among females who were unaccustomed to and unprepared for the increased pressures and responsibilities of working for the first time.

The sociologist concluded that the benefits were be­ginning to outweigh the negative effects and cited these examples:

Increased family income visibly raised the standard of 1iving in the community.

New skills and salaries gave women workers a sense of increased worth and accomplishment.

Husbands were beginning to develop more respect for their wives as competent individuals able to hold good jobs. Increased income and expanded world view could result in more opportunity for higher educati­on for the workers’ children.

*Mr. Johnson.* - Thank you for this interesting piece of information.

*NOTES*

influx ( n.) - приток, наплыв, прилив (экономич.)

rash (n.) - поспешность, необдуманность

rapid (adj. ) - see "fast" (Active Vocabulary)

harmful (adj.) - see "detrimental" (Active Vocabulary)

disrupt ( v.) - подрывать, разрушать

established industries - отрасли с прочным положением

measure (n.) - мера

frustration (n.) - чувство разочарования, безысходности

deterrent - сдерживающее средство

sole breadwinner - единственный кормилец

self-respect, self worth - чувство самоуважения, собствен­ной значимости

glamorously (adv.) – зд. -шикарно

jealousy (n.)- ревность

female (n.) - особь женского пола (cр. male)

to be unaccustomed to — быть непривычным к чему-либо

accomplishment (n.) - достоинство

competent (adj.) - компетентный, знающий себе цену

*ACTIVE VOCABULARY*

1. relate (v. )- show the connection between

2. visible (adj.)- that can be seen or observed

3. fit (v.)- be suitable for

4. fast (adj.)- Syn. quick, rapid, swift, prompt

5. dweller( n.)- one who lives in, as city (town, country) dwellers

6. surge (v.)- move like waves

7. aggravate (v.)- make worse

8. observe (v. )- 1) take notice of; see and notice; 2) say by way of comment

9. rate (n.)- the amount or degree of something measured in propor­tion to something else

10. compete (v.)- try to get something which others also want

11. detrimental (adj.)- Syn. harmful

12. mature (v.)- ripen

13. tend (v.)- have a tendency; be inclined to move

14. fill (v.)- hold a position and do the necessary work; put a person in a position

15. resentment (n.)- a feeling of indignation or annoyance; ill-feeling

16. mount (v.)- rise, go up

17. beneficial (adj.)- helpful; able to do good and make better; Ant. - harmful

18. benefit (n.)- help; advantage; profit; improvement

19. earn (v.) - get in return for work

20. divorce (n.)- putting an end to a marriage by law

21. crime (n.)- a serious offence against the law

22. anxiety ( n.)- a feeling of fear and uncertainty about the future or about something unknown

23. salary ( n.)- a regular payment for a person’s services esp. a payment made at intervals of not less than one month.

24. outweigh (v.)- weigh more than; be greater in value or importance

*WORKING ON WORDS*

1. *The Russian words given below have been mixed up.*

*Put them in the right order so that they correspond to their English equivalents given in the Active Vocabulary.*

1. созреть, вполне развиться 13. видимый, очевидный
2. заметить, отметить 14. волнение
3. занимать (должность, вакансии) 15. развод
4. конкурировать 16. превысить
5. нахлынуть 17. житель

6. раздражение 18. ухудшать

7. расти, подниматься 19. выгодный

8. оклад, жалование 20. размер, темп

9. относиться, иметь отношение 21. выгода

10. преступление 22. вредный

11. иметь тенденции 23. зарабатывать

12. подходить, вписываться 24. быстрый

1. *Find professional terms in the Active Vocabulary and the Notes.*
2. *Comprehension Check:*

1. What are the social implications of tourism development?

2. What does John’s example (the case of Manila) prove?

3. Why does Магу think it necessary to observe the rate of popu­lation growth?

4. Why is it necessary in Mr. Johnson’s opinion to educate and train local residents?

5. What conclusions did two researchers reach as regards the em­ployment of women?

6. What were the psychiatrist’s conclusions?

7. What did the sociologist conclude?

**UNIT XI**

**Costs and Benefits of Tourism Development**



*Mr. Johnson.* - Tourism, like any other industry has advantages and disadvantages. To underemphasize the benefits would be to present an unbalanced portrayal.

Tourism does make positive contributions to the na­tional economic and social well-being. It can serve the cause of mutual understanding. It is important to keep in mind that tourism development is, above all other considerations, an economic process. So­cial and environmental issues become irrelevant if tourism does not prove to be economically viable. Now what about costs and benefits of tourism deve­lopment?

*John. -* I’d rather speak about capital investment. On the cost side, tourism development requires extensive investments of venture capital to finance the preli­minary planning and development stages. Further, it requires extensive capital investments in fixed assets and tends to offer a low rate of return on investment during the early years.

*Mary. -* Other aspects of the cost side of tourism develop­ment are the social and cultural costs. I can cite the following examples:

Additional demands on social services and supporting infrastructure;

Costs of creating new jobs;

Costs of possible friction between visitors and lo­cal residents over shared usage of valued local, recreational facilities;

Costs of creating and maintaining positive community relationships etc.

*Peter .* - As to environmental costs I’ll mention the follow­ing:

Increased levels of pollution;

Alterations to the natural landscape and changes in the ecological balance of living things;

Cost of undertaking historical or cultural preservation etc.

Careful planning and analysis of government, indust­ry, and the surrounding community can help to re­duce or eliminate some of these costs, but the planning itself is an additional cost.

*Mr. Johnson.* - Correct. There’s one other thing.

On the benefit side, tourism development provides employment and revenue to support local business in the community.

The daily contact of residents with visitors may broaden educational and cultural horizons, hew re­venues generated by tourists also have a social be­nefit for the community in terms of improved stan­dard of living.

The interest of visitors in local culture provides employment for artists, musicians and other per­forming artists.

In most previous studies of the costs and benefits of tourism development, economic questions were the primary focus - often the sole concern of planners. Social, cultural and environmental elements were typically covered superficially, or ignored, because they are difficult to identify, to measure and to quantify in exact terms. Today as social, cultural, and environmental questions take on greater weight owing to public concern, tourism planners are seek­ing better tools to evaluate the impact of social, cultural, and environmental changes brought about by tourism on host communities.

The need for comprehensive cost and benefit informa­tion is self-evident. The host community in support­ing tourism as an economic activity must be able to look at tourism development from a balanced perspe­ctive, and in planning for the future, weigh known or anticipated gains against risk objectives.

I admit I’m fairly pleased by and large.

*NOTES*

underemphasize (v.) – (зд.) недооценить

well-being (n. )- благосостояние, благополучие, процветание

to serve the cause of mutual understanding - служить делу взаимопонимания

viable (adj.) - 1. жизнеспособный; 2. стимулирующий эффек­тивную жизнедеятельность

capital investment - инвестиции, капиталовложения

venture capital - капитал, вкладываемый в новое предприятие связанное с риском

fixed assets - основной капитал

a rate of return - норма прибыли

shared usage – (зд.)- совместное использование

performing artists – (зд.)- люди искусства

host communities - жители районов, посещаемых туристами хи.

self-evident - очевидный; ясный; не требующий доказательств, само собой разумеющийся

*ACTIVE VOCABULARY*

1. advantage ( n.)- anything useful or helpful; the profit a person can get from something

2. disadvantage (n. )- an unfavourable condition

3. present (v. )- bring forward, bring to the view or attention

4. portrayal ( n.)- a description

5. irrelevant ( adj.)- not to the point; having nothing to do with

6. preliminary (adj.)- coming at the beginning, before the main action, etc.; introductory

7. investment n. 1) investing (money); being invested; 2) a sum of money that is invested

8. share (v.) - use or enjoy together; have in common

9. friction n. (fig.) - difference of opinion, leading to argument and quarrels

10. relationship (n.)- a particular connection or relation

11. community ( n.)- all the people living in one place or district; the public

12. pollution ( n.)- impurity; foulness

13. alteration ( n.)- the act of changing; a difference

14. eliminate (v.) - remove; get rid of; set aside .

15. previous (adj.)- happening earlier in time or order; preceding; former

16. primary (adj.)- chief, of the first importance

17. concern (n.) - that in which one is interested or which is im­portant to one

18. superficially (adv.)- not deeply; not thoroughly or profoundly

19. ignore (v.)- take no notice of, refuse to consider

20. exact (adj.)- strictly correct; not having any mistakes

21. quantify (v.) -determine quantity of

22. evaluate ( v.) - ascertain amount of; find numerical expression for

23. gains (n.) (pl.) - what is obtained by trade, work effort etc.

24. objective ( n.)- the object or purpose which is aimed at

25. comprehensive (adj.)- including a great deal

*WORKING ON WORDS*

*I. The Russian words given below have been mixed up. Put them in*

*the right order so that they correspond to their English Equivalents given in the Active Vocabulary.*

1. доходы, прибыль 13. поверхностно
2. взаимоотношение 14. игнорировать
3. использовать что-либо совместно 15. цель
4. неуместный, не имеющий отношения 16. списание
5. предшествующий 17. точный
6. дать количественное выражение 18. предварительный
7. невыгодное, неблагоприятное положение 19. устраивать
8. интерес, важность, значение 20. обширный
9. оценивать, определять стоимость 21. инвестиции
10. показывать, представлять 22. изменение
11. преимущество, выгода, польза 23. общество
12. главный 24.загрязнение

25. разногласия

*II. Find professional terms in the Active Vocabulary and the Notes.*

1. *Comprehension Check:*

1.What does John say about capital investment?

2. What are the social and cultural costs of tourism?

3. What are the environmental costs?

4. What is the benefit of tourism development?

5. What information do tourism planners need?

**READING SELECTION**

**THE ACCOMMODATIONS OR LODGING INDUSTRY**



The accommodations or lodging sector is a gigantic industry within the travel industry. In the United States, over $ 15 billi­on are spent for hotel and motel accommodations each year. This does not include the amount spent for food and beverage, nor does it represent the amount of money Americans spend on accommodation: in foreign countries. Moreover, the amount spent on lodging is only one indication of this industry. Hotels and motels support more than three million jobs directly, not to mention the hundreds' of thousands of related jobs held by consultants, accountants, architects, and other who provide support services and supplies, and those held by employees of companies that manufacture and di­stribute equipment for the lodging industry.

There is no other sector of the travel industry more internati­onal in nature than the lodging industry. American hotel chains are located throughout most of the free world, and foreign chains, in turn, operate hotels in the United States. The United States is a world leader in the lodging industry.

The word "hotel" is of ancient origin and may have been derived from old Latin "hospitale" or the old French word hostellerie.

The word "inn" has been recorded since I400 A.B. and was used for a house of entertainment until 1800, when the word "hotel" became fashionable.

Inns were further developed to provide the needed accommodation to travellers.

In Europe and especially in Britain, the stage coaches which first appeared in 1657 developed into a public coach system and worked well till the railways ushered in 1840, i.e., for nearly 200 years.

With the introduction of railways the coach services slowly disappeared, both in Europe and the U.S.A., affecting adversely the inns as the travellers’ time on the roads was reduced and they had no need for the roadside inns. Many of these inns went out of busi­ness and some were turned into mere public houses. It was at this time that some hotels were also built at holiday and show-towns and at health resorts. The railways brought the travellers to the cities and hotels developed at or near rail terminals.

At the end of the 19th century, with the safety bicycle and later the motor car, traffic came back to the roads and the road­side hotels and inns benefited and grew in popularity and pro­sperity. It is this development which later ushered in the motel concept of today.

Various categories of hotels now exist and could be identified by virtue of their location or the type of service offered. Basi­cally, there are resort, transient and residential hotels. The mountain, sea and water-side resorts are included in the category . of resort hotels where quests, whose principal requirements are pleasure and relaxation, ape served. The transient hotels are patronized by visitors whose main aim may be business or tourism and include downtown hotels, while other travellers may use roadside rail terminals, airport hotels, motels or suburban hotels, but all these can be classed as transient hotels. The residential hotels accept guests by months or seasons, on all-inclusive basis, but the category covers by far the smallest number. Another development, noteworthy in the 1950s, was the formation of hotel chains, either as units or parts of a single company owning many hotels, or as properties under a management contract, all under one banner and identified., as such.

Some of the chains have extended beyond their national bounda­ries and include many countries as trans-national groups.

Traveller accommodation also diversified and included private houses, guest-houses, camping and caravans, youth hotels, centers for children, mountain huts and travellers bungalows, etc., which attract lower income groups and are popular because of low invest­ment, amortization, and maintenance costs.

To begin with, what is a hotel? The dictionary definition va­ries as "a house for the entertainment of strangers and travel­lers", "a large inn", "a place which supplies board and lodging".

During one’s stay at a hotel, a quest expects comfort in modern facilities, high standards of hospitality and service that satis­fies and is offered at a reasonable price.

Members of the lodging industry have realized that the exact definition of any term is less important than the image it port­rays. If a chain feels that the term "inn" connotes the feeling of warmth and friendliness, it may select that nomenclature. If the term "hotel" leaves an image of efficiency, service amenities, and convenient city location, it will be used by chains desiring that image.

**Hotel Classification**



While many countries have gone in for classification of their hotels, there are no universally accepted criteria or a uniform system by which to judge the standard of a hotel.

The status and standing of a hotel might in the normal course be determined by the economic forces of supply and demand. The guests, the travel agents and the tour operators would like to know what standards to expect when accommodation is offered at a hotel.

In noting that classification and criteria vary in some count­ries, a division into five categories is made as in Austria (as A1, А, В, C and D); in others a "de luxe" and four other categori­es; in Ireland, division into six categories; in Portugal it is four classes (de luxe, Ist, 2nd and 3d); and in Italy, the divisi­on is of five categories (de luxe, I, II, III and IV).

The UN Conference on International Travel and Tourism considered the problem of hotel classifications and recommended the subdivision of hotels into five categories (each iden­tified by a conventional sign/stars) in conformity with sets of standards appropriate to different climatic conditions. However, no universally acceptable minimum standards have so far been adopted and no internationally recognized system of classification has been enforced. What is designated as a "luxury" hotel in one place may by no means be so and different classes may have no opposite requirements in different countries.

The public areas of a hotel include the approach, the locati­on, the environment, the parking arrangements, the lobby, the elevators and corridors and the general atmosphere of the facili­ty. These also cover dining and drinking areas, the types and numbers of these outlets, the public rooms, arcade shops and re­lated offices of service to guests.

The private areas comprise the guest room, its size, its furnishing and the quality of utility services. There are also three essential considerations and requirements for a guest room. The first relates to temperature control. The second consideration is that of noise control. The last, but not the least, important consideration is one of privacy.

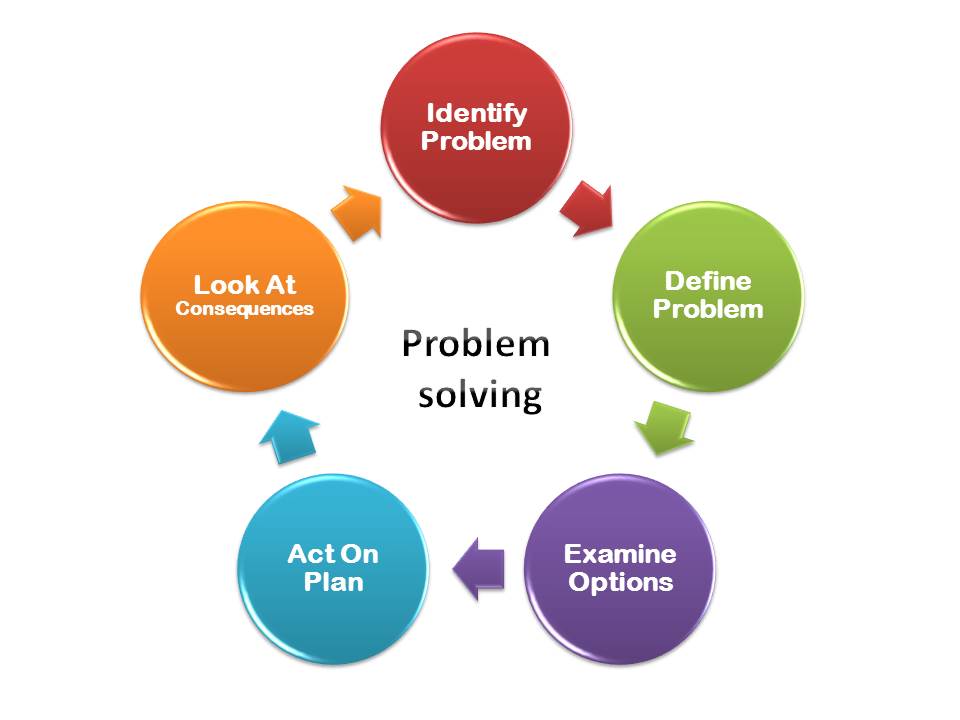
Guest rooms provide the maximum revenue for a hotel and most hotels attach a high degree of importance to the marketing of these rooms. Room occupancies mean revenue and lost by a vacant room is lost for good and is not recoverable. Marketing efforts and techniques have to be directed to utilization of the maximum number of rooms and consistently improving the occupancy ratios.

The second most important source of hotel revenue is food ser­vice operations. The beverage services, which contribute the next more important share of hotel revenues, operate through bars, res­taurants, public rooms and room service outlets.

Apart from the above traditional sources, a hotel can earn substantial revenues from private and public functions, conven­tions and congresses. Private functions necessitate separate areas of varying sizes, where meetings, conferences and banquets take place and. with food and beverage service provided. Necessary equipment is appropriate rostrums, loud-speaker systems, seating tables, display and wall-boards and other conference facilities. These are now a normal adjunct of almost all hotels.

As an essential component of the tourism industry, hotels ful­fil an important function, provide services to the community and share substantial economic benefits from tourism. Statistics show that about 45 cents of each tourism dollar go towards hotel accom­modation and food. Barring transportation costs, the hotel industry attracts and earns a major portion of the tourist and travel expenditure. The higher the volume of tourist traffic, the higher would be the benefits to the hotel industry.

**Some Problems of the Hotel Industry**



The hotel industry, like other commercial and industrial acti­vities and as an integral part of a vast socio-economic system, is influenced by various domestic and international social, eco­nomic and political factors- which affect its health and growth. While these influences are matters of common concern and rele­vance to almost all industries, the hotel industry faces some .spe­cial problems as well which have a considerable impact on its ope­ration and expansion.

It would be of. interest to make brief comments on -these prob­lems. The first of these is availability of suitable land for ho­tel development. It is said that the cost of land should not ex­ceed ten per cent of the capital of a hotel to be constructed, otherwise the financial feasibility of a project would be in doubt.

The second problem is one of availability of funds. It is realized that the hotel industry is a capital intensive one and has a long gestation period i.e., from the time to arrive at the ba­sic concept of a hotel and then, to the time it establishes its custom. Finance is getting more difficult to secure, particularly where a large amount of capital is required and a low return is expected. Interest rates are high and remain so; the very process of financing is getting more and more complicated (with many agencies involved) and more expensive. It is in this context that the va­rious incentives granted to the hotel and tourism industry by go­vernments interested in creating and expanding the infrastructure or the hotel plant are of great significance.

The next problem is that of man-power shortage at different le­vels of the industry. Despite the various avenues for training of professionals senior and junior graduates and technicians, the in­dustry constantly finds itself short of trained personnel.

Another problem faced by the hotels is that of obsolescence. Newer hotels with new facilities, improved equipment and modern systems, are found more attractive and have a tendency to divert traffic from old hoteliers, despite efforts to maintain, upgrade and refurbish these. So the industry is constantly struggling to overcome obsolescence and bring about modernization.

Like other industries, the cost of operations, including the cost of utilities, man-power costs, costs of raw materials main­tain an upward trend and have to be met.

The hotel prices govern elasticity of demand and as such hotel managements have to meet the challenge of rise in costs, by stream­lining procedures, introducing cost effective practices, increasing supervision and eliminating waste. Computerization has also been able to help in various spheres to reduce costs and increase productivity and introduce new and beneficial operational systems.

In referring to technological change for the next 20 years one may predict that during the next twenty years, we shall witness a level of technological change not experienced since the Industrial Revolution. Such technological advancement is bound to result in far-reaching consequences. If we speculate further, then the possibility of a completely electronic hotel is not too unreal.

**Hotel Feasibility and Planning**



It is well known that in both domestic and international mar­keting, analysis of marketing problems begins with the customers.

A customer analysis is a continuous process as customer interests and wants are constantly changing and depend on customer attitudes and habits. This behaviour in turn influences economic, political, social, psychological and demographic dimensions of society. Life style changes are also responsible for influencing customer demand and some of them can be identified as follows:

-a continued growth of population;

-a movement towards upper income groups;

-an increase in educational levels;

-a change in age and sex grouping composition of a community and changes in labour force distribution;

-greater variety of consumer Services influencing consumer concepts and ways of life.

These and other factors must be taken into account when a demand analysis is made for assessing the feasibility of a hotel project.

The feasibility must come to a firm conclusion as to the re­commended size of a hotel, the facilities to be provided to meet the demand and to ensure satisfactory patronage.

Having established the demands for the goods and services and the market potential, it is necessary to outline the financial picture that would emerge on the implementation of the proposed project and estimate profitability and return on the invested ca­pital. Basically, the financial estimates in a feasibility study should be presented in the following statements:

1.Operating profit estimate.

2.Cash flow statement.

3. Balance sheet forecasts.

1. **Operating profit estimate**

This is the most important forecast to be made on the basis of estimated revenue to be earned and the estimated expenses to be incurred, for a specific Period of time. The differential, as gross profits, the excess of revenue over expenditure gives an indication of funds availability for payment of taxes, interest on loans and cash liquidity for operations or distribution to share­holders.

1. **Cash flow statement**

The two vital factors both in the appraisal and success of a project are profit and cash. The provision of adequate cash would ensure that the plan is capable of fulfilment. Care is also taken to avoid idle capital or surplus funds. These are reflected in a cash flow estimate. A forecast of cash flows showing the sources and uses of cash should be prepared for a number of years.

A simple cash flow would include.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Source of funds 1st year 2 nd year 3 d year 4th year 5th year

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Share capital

Long-term loans

Net profit after tax

Depreciation

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Uses of funds

Fixed Assets

Net working capital Interest

Repayment of loans

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A healthy cash flow as an index of feasibility of a project is well known and for comparison a discounted cash flow would also be useful.

**5. Balance sheet forecasts**

The balance sheet is a statement showing the financial position of an enterprise at a given time and is likened to a photograph taken of a situation. The balance sheet has a dual aspect. It shows on the me hand, the sources from which the capital has been derived - issue of share capital, long-term loans, retained pro­fits etc. - and, on the other, the various ways in which these financial resources are used or retained as cash. A balance sheet will show the formation of assets and liabilities at particular times, which can be further detailed for a project appraisal. It is advisable to forecast a balance sheet for the first year and successive years of operation to indicate the likely financial position of an enterprise for five years and the prospects of the proposed investment.

With the forecast statements of operating profit, cash flows and projected balance sheets, a financial analyst would be in a position to judge the financial feasibility of a project and the likely inter-play of economic forces in regard to the proposed investment in the light of well-known indices. The analyst will outline his conclusions and spell out the viability and profita­bility of the project and the rate of return on the investment.

**Human Resource Development**



In order to provide the right background for the understanding of the tourist industry problems and requirements, not only is basic education an important factor but also the orientation of studies towards tourism, its relations with social sciences, geog­raphy, economics, and other subjects is a fundamental considera­tion. Appropriately graded courses are necessary at different le­vels - functional, technical or individual - to be tailor-made for each category of employment. It may be of interest to note that secondary education in general tourism includes subjects of gene­ral culture, language, history, general economics and touristic geography, history of art and heritage, transportation, accommo­dation, accounting, commerce, tourist legislation, publicity and promotion, etc.

While much has been done to create institutions which deal with tourism education at the secondary and higher education le­vels and the university or post-university levels, a lot still remains undone. Many of these institutions are incorporated in, or are attached to higher institutes for economic studies or the other faculties of universities. However, there are various uni­versities teaching tourism as a subject for full courses or offer travel management training.

There are also private organizations which take interest in offering basic, intermediate and advanced courses of tourism edu­cation in different countries and pome of these may he sponsored by complementary industries like hotels, transportation, etc. or encouraged by trade or travel associations. However, the courses are not uniform, nor the subjects taught, nor techniques are standardized or international in character. At the same time, it is readily agreed that national characteristics in sociology, geog­raphy, art, history and culture would form an important part of L the curriculum and the question of standardization of tourism edu­cation should not be overstressed.

Since the hotel industry has, for a long time, remained a handicraft industry, training programmes have aimed at merely familiarizing the trainee with elementary techniques of his job, without widening the scope of his training to include general edu­cation and vocational training to equip the employee for useful­ness in larger and better organized establishments and more comp­licated job responsibilities. In view of shortage of employees in the hotel / restaurant industry, many countries have taken appro­priate steps to attract work-force from different levels of education for different categories of jobs.

Some have expanded their recruitment and training facilities while others have sent trainees to other countries; more hoteliers have intensified in house training programmes and opportunities. The question of training has, therefore, been the subject of discussion and planning in most countries faced with shortage of per­sonnel in recent years.

There are obvious advantages in the schemes of efficiently and systematically organized, on-the-job training. Such training is realistic by its very nature ,is less expensive than a school, pro-, vides trainees a monetary incentive and gives the training estab­lishment a vested interest in the trainees, as future employees they need. However, despite the best possible intentions, there are limitations of finance, space and training personnel, which S make things difficult and. prevent the accrual of maximum benefits from such schemes. It is these difficulties that have led to the setting up of full-fledged hotel training institutions by states, official organizations, universities or trade associations etc.

These include hotel schools, school-hotels, craft centers, supple­mentary and other training courses. Among hotel schools, those specializing in the training of senior staff, have enjoyed consi­derable development, often acquiring an excellent reputation leading to diplomas and degrees in the courses offered.

**Hotel Accounting**



The American Hotel and Motel Association published The Uniform System of Accounts for Motels, Motor Hotels and small Hotels.

These systems are now universally applied and make hotel, acco­unts readable, offer data for analysis and provide a common ground for comparisons and possibilities of setting out industry stati­stics on a uniform basis. These also provide a clue to operational efficiency and financial, soundness of a hotel.

With the uniform system of accounts go certain room statistics and it is best to note some of definitions in order to be able to correctly interpret the statements. The published number of rooms for rental in a hotel usually differs from the actual number of rooms available and it is, therefore, appropriate that only the rooms permanently available to the public for sale should be used when computing financial statistics. The number of rooms available in a period (usually a year) is the number permanently available, multiplied by the days of the period and the number of rooms occupied should be the sum for the period of rooms rented to guests daily. The number of guests is the total of the daily house-count for the period. In considering the utilization of rooms, a rate of oc­cupancy is generally referred to and can be derived from the above room statistics. The annual room occupancy is the ratio of total occupied rooms to total available rooms. Average double occupancy is arrived at by dividing total number of guests by total number of rooms occupied. This can be expressed by either on a quest-per- room basis or as a percentage.

Total number of guests 75

e.g. = — = 1.50

Total occupied, rooms 50

This would mean a double occupancy of 50 per cent or as 1.5 guests per occupied room. Further, there are two quantums widely used to express room sales on a unit basis (a) average room rate and (b) the average rate per guest. The average room rate is defined as room sales divided by the total number of rooms occu­pied, while the average rate per guest is arrived at by dividing the total of room sales by the number of guests.

The above definitions are part of the Uniform System of Accoun­ting for Hotels and are accepted world-wide.

In accordance with the Uniform System there are three levels of profit. The first level is departmental profit (room, food, beverage, minor sources) the second is gross income (the total of de­partmental profits plus rentals and other income); and the third is gross operating profit, which is a total of room revenue, food and beverage income, minor departmental income, store rentals and other income, less total undistributed expenses. As regards guest- room rates, the Hubbart formula has been generally used. According to this, an estimate is made of the num­ber of guest rooms to be sold in a year. Calculations are then made of all operating expenses, to which is added an amount repre­senting an expected fair return on investment and the total amount is then divided by the number of estimated occupied rooms to ob­tain the average rate of the room to be charged. Some modifica­tions may be introduced in the formula here and there but in ge­neral there is no better basic method devised so far. These clari­fications would make it easy to interpret and analyze the hotel financial statements as well as to understand the financial status of the industry in general. It may be added that the above re­ferred systems are now almost universally followed by hotel accountants.

**Conclusion**

The role of stay and travel factors in the development of tourism is well known. But for the mutually accelerating interaction of these essential ingredients and their prim ordeal relationship, tourism could not have grown into the mass phenomenon it is today.

*Summarize the text along the following lines.*

1. The accommodations or lodging sector is a gigantic industry within the travel industry:
2. A great amount of money is spent on lodging, food and beverage;
3. The industry supports a great number of jobs directly and indirectly;
4. It is international in nature;
5. Hotels and inns have developed into hotel/motel chains.
6. Hotels are identified by virtue of their location or ser­vice offered:
7. Basically, there are: resort, transient and residential hotels;
8. Traveller accommodations include private houses, guest­ houses, camping etc.;
9. According to their standards hotels are subdivided into five categories.
10. Hotel industry faces special problems:
11. Availability of suitable land for hotel development;
12. Availability of funds;
13. Man-power shortage at different levels of the industry;
14. The problem of obsolescence.
15. Some financial estimates should be presented when assessing the feasibility of a hotel project.
16. An integral part of tourist industry problems is human re­source development.
17. Hotel accounts are readable thanks to the universally ap­plied Uniform
18. System of Hotel Accounting.

**Professional Vocabulary**  
*(The Accommodations or Lodging Industry)*

lodging industry - гостиничное хозяйство

hotel chains - сеть гостиниц

to operate hotels - управлять гостиницами

accountant (n. )- бухгалтер, эксперт по анализу - балансов и финансовой отчётности

transient hotels -отели для временного проживания

residential hotels - отели дня длительного проживания

resort hotels- курортные отели

all inclusive- полный пансион

outlet (n.) –торговая точка, точка питания, обслуживания

amenities (n.)- (pl.)- удобства

public room – общая комната, холл в гостинице и т.п.

arcade shops – пассаж ( с магазинами в аркаде)

revenue (n.) – доход(ы)

patio (n.) – (со)отношение, относительный показатель, коэффициент, пропорция, доля, процент

occupancy (n.) – продолжительность занятости

feasibility (n.) – 1. выполнимость, осуществимость, 2. годность, возможность

capital – intensive – капиталоемкий, фондоемкий

gestation (n.) – «созревание» вложений ( в основные фонды и период капитального строительства и освоение производственных мощностей)

interest rate – процентная ставка

infrastructure (n.) – инфраструктура

obsolescence (n.)- устаревание, износ

upgrade (v.)- повышать качество (продукции)

furnish (v.) –подновлять, ремонтировать, приводить в порядок

cost-effectiveness –затраты- эффективность (экономический показатель)

operating profit –прибыль от производственной деятельности; 2.валовая прибыль -минус торговые издержки

balance sheet -баланс, балансовый отчет

gross profit - валовая прибыль

differential (n.) -различие; разница (дифференциал)

tax (n. ) -налог

loan (n.) - заем, ссуда, кредит

long-term loan -долгосрочный заем, долгосрочная cсуда

liquidity (n.) -ликвидность

cash (n.) - наличные деньги, кассовая наличность

cash flow -движение денежной наличности, движение лик­видности

cash flow statement -кассовый отчет

idle capital - неиспользуемый капитал; мертвый капитал

surplus funds - свободные средства

shareholder - акционер

share capital - акционерный капитал

depreciation - 1 .амортизация; 2.начисление износа, амортизационные отчисления

assets - 1. актив(ы) (баланса); 2. имущество, средства; капитал, фонды

fixed assets - основной капитал

net working capita l -1. чистый оборотный капитал; 2. на­личные денежные средства для текущей деятельности

liabilities (n.) (pl.)- пассив (правая сторона бухгалтерского баланса); (денежные) обязательства; долги; задолженность

statement (n.) - отчет; амер. баланс

return (n.) - доход, выручка, прибыль

rate of return - норма прибыли; коэффициент окупаемос­ти капитала

viability (n.) - жизнестойкость, жизнеспособность

complementary (adj.) - дополняющий

curriculum (n.) - курс обучения; учебный план

handicraft industry - кустарное (ремесленное) производство

recruitment (n.) - комплектование личным составом

training facilities - средства (возможности) обучения

vocational training - профессиональная подготовка

on-the-job training =in-house training - обучение no месту работы, подготовка без отрыва от производства

vested interest - материальная'(имущественная) заинте­ресованность

accrual (n.) - накопление, приумножение  
rental (n.) - сумма арендной платы

rate of occupancy – (зд.) показатель занятости помещения

quantum (n.) - 1. количество; сумма; 2. объем

departmental (adj.) - состоящий из отделов; ведомственный (о структуре)

departmental profit - прибыль, получаемая от отдельных подразделений

departmental income - доход от отдельных подразделений

operating expenses - 1. эксплуатационные расходы; 2.общефирменные расходы

distribute (v.) - распределять, классифицировать

fair return - справедливая норма прибыли (на инвестиро­ванный капитал)

**Traveller Accommodation**

accommodation - приют, пристанище, помещение (для путешественников)

hotel accommodation - номер в гостинице

private-house - особняк, дом для одной семьи

guest house - дом для приезжих, пансион, гостиница

camping - туристический (молодежный) лагерь

caravan - жилой автоприцеп; дом-фургон (часто летний)

mountain hut - хижина в горах

bungalow - одноэтажная дача с верандой

*The List of Originals*

1. The Travel Industry; Gee, Ghuch, The Avi Publishing Company, Inc., Wesport, Connecticut.
2. Dynamics of Tourism (a trilogy). Vol 2: accommodation E.N. Kaul, New Delhi.
3. Tourism Analyses, A Handbook, Stephen L.J. Smith Longman Group, U.K. Limited.