

Федеральное государственное образовательное бюджетное учреждение
высшего образования
**«ФИНАНСОВЫЙ УНИВЕРСИТЕТ ПРИ ПРАВИТЕЛЬСТВЕ
РОССИЙСКОЙ ФЕДЕРАЦИИ»**
(Финансовый университет)

Ярославский филиал Финуниверситета

Кафедра «Государственное и муниципальное управление и
медиакоммуникации»

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Генеральный директор
ООО «ЯРХОТЭЛ»



« 28 » августа 2026 года

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« 28 » августа 2026 года
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ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

**ИНОСТРАННЫЙ ЯЗЫК В ИНДУСТРИИ ТУРИЗМА И
ГОСТЕПРИИМСТВА**

Направление подготовки: 43.03.03 «Гостиничное дело»

Профиль: «Гостиничный бизнес»

Автор: Т. Н. Жильцова

*Одобрено на заседании кафедры «Государственное и муниципальное
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(протокол № 11 от 10.06.2026)*

Ярославль, 2026

1. Наименование дисциплины

Дисциплина «Иностранный язык в индустрии туризма и гостеприимства» имеет порядковый номер Б.1.2.2.1.8 в структуре основной образовательной программы по направлению бакалавриата 43.03.03 «Гостиничное дело», профиль «Гостиничный бизнес» для очной формы обучения.

2. Перечень планируемых результатов обучения по дисциплине, соотнесенных с планируемыми результатами усвоения образовательной программы

Код компетенции	Наименование компетенции	Индикаторы достижения компетенции	Результаты обучения (умения и знания), соотнесенные с индикаторами достижения компетенции
УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(-ых) языке(-ах).	1. Использует информационно-коммуникационные ресурсы и технологии при поиске необходимой информации в процессе решения стандартных коммуникативных задач на государственном языке Российской Федерации.	Знать: основные источники информационно-коммуникационных ресурсов; принципы работы с электронными словарями. Уметь: использовать в профессиональной деятельности при подготовке презентаций, докладов на иностранном языке программы Canvas, Prezi, Power Point и др.; переводить тексты с иностранного языка на родной язык и с родного языка на иностранный язык информацию с использованием электронного словаря.
		2. Ведет деловую переписку, учитывая особенности официально-делового стиля и речевого этикета.	Знать: правила речевого поведения в профессионально-деловом общении; диалогические и монологические формы коммуникации и их особенности. Уметь: адекватно использовать языковые нормы профессионально-делового общения в письменной и устной коммуникации.
		3. Ведет деловые переговоры на государственном языке Российской Федерации.	Знать: основы взаимодействия между членами коллектива в команде; приёмы убеждения, аргументации, выражения точки зрения. Уметь: выразить позицию коллектива и собственную позицию; презентовать проект, используя профессиональную терминологию, в письменной и устной формах согласно основным принципам делового этикета.
		4. Использует лексико-грамматические и стилистические ресурсы	Знать: лексико-грамматические и стилистические ресурсы иностранного языка.

на государственном языке Российской Федерации в зависимости от решаемой коммуникативной, в том числе профессиональной, задачи.	Уметь: анализировать и создавать устные и письменные тексты с опорой на сферы общения, решаемую коммуникативную задачу.
5. Использует иностранный язык в межличностном общении и профессиональной деятельности, выбирая соответствующие вербальные и невербальные средства коммуникации.	Знать: правила речевого поведения в межличностном профессионально-деловом общении; устные и письменные формы коммуникации и их особенности. Уметь: адекватно использовать языковые нормы профессионально-делового общения в межличностной письменной и устной коммуникации.
6. Реализует на иностранном языке коммуникативные намерения устно и письменно, используя современные информационно-коммуникационные технологии.	Знать: теоретические основы организации и осуществления коммуникации. Уметь: производить письменные и устные речевые высказывания для реализации коммуникативных намерений.
7. Использует приемы публичной речи и делового и профессионального дискурса на иностранном языке.	Знать: теоретические основы организации и осуществления публичной речи и деловой коммуникации. Уметь: аргументировано обсуждать и решать проблемы профессионального характера.
8. Демонстрирует владения основами академической коммуникации и речевого этикета изучаемого иностранного языка.	Знать: способы передачи информации в процессе межличностного профессионального общения (устные и письменные формы); способы построения вопросов и ответов; основные типы этических норм в межличностном профессиональном общении. Уметь: определять и транслировать общие цели в профессиональной и социальной деятельности; этично относиться к участникам академического общения.
9. Грамотно и эффективно пользуется иноязычными	Знать: основные правила синтеза и анализа информации, правила использования различных

		источниками информации.	технических средств с целью извлечения информации. Уметь: извлекать информацию из различных источников.
		10. Продуцирует на иностранном языке письменные речевые произведения в соответствии с коммуникативной задачей.	Знать: теоретические основы организации и осуществления коммуникации. Уметь: производить письменные и устные речевые высказывания.
УК-5	Способен воспринимать межкультурное разнообразие общества в социально-историческом, этическом и философском контекстах.	1. Использует знания о закономерностях развития природы, межкультурного разнообразия общества для формирования мировоззренческой оценки происходящих процессов.	Знать: теоретические основы развития природы межкультурного разнообразия общества. Уметь: производить оценочные письменные и устные речевые высказывания с целью выражения мировоззренческой позиции.
		2. Использует навыки философского мышления и логики для формулировки аргументированных суждений и умозаключений в профессиональной деятельности.	Знать: теоретические основы философского мышления и логики. Уметь: кратко излагать содержание собственных и авторских аргументированных суждений и умозаключений, касающихся профессиональной деятельности.
		3. Работает с различными массивами информации для выявления закономерностей функционирования человека, природы и общества в социально-историческом и этическом контекстах.	Знать: принятые в профессиональной сфере способы поиска информации и ее анализа. Уметь: анализировать, верифицировать, оценивать полноту информации в ходе профессиональной деятельности, при необходимости восполнять и синтезировать недостающую информацию и работать в условиях неопределенности.
ПКП-4	Способен к взаимодействию с потребителями, партнерами, собственниками и бизнеса, а также с другими заинтересованными сторонами, в	1. Демонстрирует навыки построения эффективных коммуникаций с потребителями, партнерами и собственниками бизнеса, а также другими заинтересованными сторонами в целях достижения целей стратегического и	Знать: основы организации и осуществления деловой коммуникации. Уметь: определять, транслировать и осуществлять общие цели в профессиональной деятельности.

	том числе с использованием информационных технологий, корпоративных стандартов сервиса, регламентов и протоколов обслуживания.	оперативного управления.	
		2. Владеет навыками разработки и внедрения корпоративных стандартов, регламентов и протоколов обслуживания в деятельность служб и отделов гостиничного предприятия/гостиничного комплекса.	Знать: основы корпоративных стандартов, регламентов и протоколов обслуживания в гостиничной сфере. Уметь: разрабатывать мероприятия, касающиеся корпоративной культуры, проверять качество обслуживания с учетом специфики гостиничной сферы.
		3. Демонстрирует навыки работы с профессиональным программным обеспечением и CRM-системами, в том числе в целях построения долгосрочных взаимоотношений с потребителями.	Знать: способы передачи и обработки информации в процессе профессионального общения в очном и онлайн-формате. Уметь: аргументировано обсуждать и решать проблемы профессионального характера в очном и онлайн-формате.

3. Объем дисциплины (модуля) в зачетных единицах и в академических часах с выделением объема аудиторной (лекции, семинары) и самостоятельной работы обучающихся

Вид учебной работы по дисциплине	Всего (в з. е. / часах)	Семестр 5 (в часах)	Семестр 6 (в часах)
Общая трудоемкость дисциплины	5 / 180	90	90
Контактная работа – Аудиторные занятия	66	34	32
Лекции	—	—	—
Семинары, практические занятия	66	34	32
Самостоятельная работа	114	56	58
Вид текущего контроля	Контрольная работа	Контрольная работа	Контрольная работа
Вид промежуточной аттестации	Зачет, экзамен	Зачет	Экзамен

4. Нормативно-правовые документы, определяющие процедуру оценивания результатов текущего контроля и промежуточной аттестации студентов

Процедура оценивания результатов текущего контроля и промежуточной аттестации обучающихся регулируется соответствующими локальными нормативными актами Финансового университета и филиала, регламентирующими порядок организации и проведения контроля уровня освоения дисциплин и сформированности компетенций у обучающихся.

5. Примеры оценочных средств для проверки сформированности компетенций

Код компетенции и	Индикаторы достижения	Результаты обучения (умения и знания), соотнесенные с	Типовые контрольные задания
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наименование компетенции	я компетенции	индикаторами достижения компетенции	
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(-ых) языке(-ах).	1. Исползует информационно-коммуникационные ресурсы и технологии и при поиске необходимой информации в процессе решения стандартных коммуникативных задач на государственном языке Российской Федерации	Знать: основные источники информационно-коммуникационных ресурсов; принципы работы с электронными словарями. Уметь: использовать в профессиональной деятельности при подготовке презентаций, докладов на иностранном языке программы Canvas, Prezi, Power Point и др.; переводить тексты с иностранного языка на родной язык и с родного языка на иностранный язык информацию с использованием электронного словаря.	Задание 1. Составление глоссария по теме исследования. Обязательные пункты: Термин; Его произношение (транскрипция); Примеры использования из англоязычных источников. Задание 2. Обсуждение и создание проекта на тему “The history of success: how to improve a company’s efficiency” на примерах: - famous brands; - TNC; - local companies.
	2. Ведет деловую переписку, учитывая особенности официального-делового стиля и речевого этикета.	Знать: правила речевого поведения в профессионально-деловом общении; диалогические и монологические формы коммуникации и их особенности. Уметь: адекватно использовать языковые нормы профессионально-делового общения в письменной и устной коммуникации.	Задание 1. Составление списка ключевых фраз. Enumerate the key phrases for the beginning of a business letter, introduction and greetings, main idea presentation, conclusion. Comment upon the general structure. Задание 2. Написание делового письма. Write a letter of complaint for the unsatisfactory service of a travel agent. Mention: The problem itself The details of the issue Possible solutions Your contacts
	3. Ведет деловые переговоры на	Знать: основы взаимодействия между членами коллектива в команде; приёмы	Задание 1. Обсуждение с коллегами будущего предприятия. Give the criteria of a hotel rates. Situation: «You are a hotel inspector.

	государств енном языке Российско й Федерации .	убеждения, аргументации, выражения точки зрения. Уметь: выразить позицию коллектива и собственную позицию; презентовать проект, используя профессиональную терминологию, в письменной и устной формах согласно основным принципам делового этикета.	You are discussing with your colleagues official hotel classification schemes which rate hotels from one- star to five – star. Present the differences between a typical one, three-star, and five-star hotel» Задание 2. Участие в ролевой игре “Деловые переговоры” II. You are divided into two teams to present a negotiation process. Each team has its own goals. Choose a leader of each team, the secretary, the CEO and CIO, Chief PR-manager and staff manager. Use various negotiating techniques. Try to get a win-win situation. During the meeting: State your needs Explore the position Ask specific questions Suggest alternatives Conditional offers and counter- proposals Bargain Accept or reject an offer Close the deal
	4. Исполни ет лексико- грамматич еские и стилистич еские ресурсы на государств енном языке Российско й Федерации в зависимос ти от решаемой коммуник ативной, в том числе профессио нальной, задачи.	Знать: лексико- грамматические и стилистические ресурсы инострного языка. Уметь: анализировать и создавать устные и письменные тексты с опорой на сферы общения, решаемую коммуникативную задачу.	Задание 1. Написание формального или академического письма (заявления на грант) Write a grant application letter in a team or individually following the steps listed below. Choose one of the following fields for developing your projects: Local destination development, Local accommodation Development of a sight Задание 2. Составление обзора иноязычной статьи. Choose one of the articles below and make a referring and a presentation of its content. Your report should include: A glossary of useful collocations. Key points of the article. Your point of view on the issue. A set of questions for the audience. https://scitechdaily.com/mit-smart-clothes-tactile-textiles-sense-movement-via-touch/ https://scitechdaily.com/batteries-not-required-the-future-of-the-iot-internet-

			of-things/
	5. Использует иностранный язык в межличностном общении и профессиональной деятельности, выбирая соответствующие вербальные и невербальные средства коммуникации.	Знать: правила речевого поведения в межличностном профессионально-деловом общении; устные и письменные формы коммуникации и их особенности. Уметь: адекватно использовать языковые нормы профессионально-делового общения в межличностной письменной и устной коммуникации.	Задание 1. Демонстрирование навыков общения в профессиональной среде - ролевая игра. Work in pairs/groups of three people. Demonstrate the following principles of successful intercultural communication by adding examples, playing different roles: Show your willingness to meet others at least halfway by learning a few phrases in their language. Adapt your behaviour, and don't always expect others to adapt to you Check your understanding and that of others Don't be afraid to apologise Reflect on your experience Задание 2. Обсуждение в парах для обмена опытом. Imagine you are an experienced hotel manager consulting graduates at the vacancy fair where you were invited as a professional adviser. Explain the following: What should you expect and what not from working in a hotel industry; The necessary qualities to be successful and enjoy working in this sphere; Different types of jobs in this sphere and the possibilities they provide.
	6. Реализует на иностранном языке коммуникативные намерения устно и письменно, используя современные информационно-коммуникационные технологии.	Знать: теоретические основы организации и осуществления коммуникации. Уметь: производить письменные и устные речевые высказывания для реализации коммуникативных намерений.	Задание 1. Подготовка доклада для обмена мнениями в формате круглого стола. Prepare a 5-minute talk on one of topics of the semester. Visual aids are highly welcome: Archaeology is a leverage for improving the tourism of your region. Technologies that will change our life the most. Art events of your region: what is worth seeing and visiting? Задание 2. Написание эссе. Write an essay for one the following statements: "Though we travel the world over to find the beautiful, we must carry it with us or we find it not" Ralph Waldo Emerson

			“There is no moment of delight in any pilgrimage like the beginning of it” Charles Dudley Warner “The biggest adventure you can ever take is to live the life of your dreams” Oprah Winfrey
7. Использует приемы публичной речи и делового и профессионального дискурса на иностранном языке.	Знать: теоретические основы организации и осуществления публичной речи и деловой коммуникации. Уметь: аргументировано обсуждать и решать проблемы профессионального характера.	Задание 1. Исследование о приемах публичного выступления. Find a video about the principles of public speech. Speak about common mistakes and how to avoid them. Write down a number of tips. Present them in front of the audience. Задание 2. Участие в ролевой игре на заданную тему. I. You are the members of an airline company management. Work in small groups. Discuss the case of international and domestic flights. Do you believe that the formula which was so successful in the home market can be easily exported? Meet as one group. One of you should lead the meeting. The members of the meeting should prepare and give a presentation on the ways to keep or improve the efficiency of the company. Presentation Format: Greeting, Name, Position Title/ Subject Reference to the audience Setting the time Outline / Main parts Introducing your point Concluding Dealing with questions	
8. Демонстрирует владения основами академической коммуникации и речевого этикета изучаемого иностранного языка.	Знать: способы передачи информации в процессе межличностного профессионального общения (устные и письменные формы); способы построения вопросов и ответов; основные типы этических норм в межличностном профессиональном общении. Уметь: определять и транслировать общие цели в профессиональной и	Задание 1. Создание обучающей презентации с использованием графиков “The comparison of revenues and costs of the company and the ways to improve the situation in tourism of a certain destination”. Задание 2. Обсуждение ситуации в парах или группах: Imagine that your friend is going to attend an interview for the position of a quality manager. He asks you for a piece of advice, as you have been working in this sphere for some years. Give a brief description of these duties: quality check;	

		социальной деятельности; этично относиться к участникам академического общения.	Note the positive and negative points of this position; Give examples of different cases that are implied in this job. Define different features of products that can be changed for improving the results of a company.
	9. Грамотно и эффективно пользуется иноязычными источниками информации.	Знать: основные правила синтеза и анализа информации, правила использования различных технических средств с целью извлечения информации. Уметь: извлекать информацию из различных источников.	Задание 1. Name the key resources, journals, sites where you can find the latest news on tourism today. Mentions UN, UNWTO, Rostourism, etc. Задание 2. Write a review on a tourism article, devoted to current situation or trends in tourism.
	10. Продуцирует на иностранном языке письменные речевые произведения в соответствии с коммуникативной задачей.	Знать: теоретические основы организации и осуществления коммуникации. Уметь: производить письменные и устные речевые высказывания.	Задание 1. Prepare an example of a CV and a cover letter, according to all the rules of formal writing. Задание 2. Write an essay for one the following statements: “Though we travel the world over to find the beautiful, we must carry it with us or we find it not” Ralph Waldo Emerson “There is no moment of delight in any pilgrimage like the beginning of it” Charles Dudley Warner “The biggest adventure you can ever take is to live the life of your dreams” Oprah Winfrey
УК-5 Способен воспринимать межкультурное разнообразие общества в социальном-историческом, этическом и философском контекст	1. Использует знания о закономерностях развития природы, межкультурного разнообразия общества для формирования мировоззренческой оценки происходя	Знать: теоретические основы развития природы межкультурного разнообразия общества. Уметь: производить оценочные письменные и устные речевые высказывания с целью выражения мировоззренческой позиции.	Задание 1. Задание по видео с дальнейшим обсуждением. Watch the video (Debate Noam Chomsky & Michel Foucault – On human nature) Hold a debate with your partner discussing the position of the researcher. Follow the rules of debate: Choose your stand Listen to the argument Counter the argument Defend your argument. Задание 2. Составление общего обзора иноязычных статей по профессиональной тематике. Choose three articles according to your professional interests and make a referring and a presentation of its content. Your report should include:

ах.	щих процессов.		A glossary of useful collocations. Key points of the article. Your point of view on the issue. A set of questions for the audience.
	2. Используйте навыки философского мышления и логики для формулировки аргументированных суждений и умозаключений в профессиональной деятельности.	Знать: теоретические основы философского мышления и логики. Уметь: кратко излагать содержание собственных и авторских аргументированных суждений и умозаключений, касающихся профессиональной деятельности.	Задание 1. Подготовка доклада для обмена мнениями в формате круглого стола Prepare a 5-minute talk on one of topics of the semester. Visual aids are highly welcome: Negotiation styles. Management styles. Sales techniques. Задание 2. Написание обзора по проведенной ролевой игре с обязательными пунктами: - новая лексика; - положительные моменты; - ошибки, которых надо избежать в следующий раз; - вывод по игре.
	3. Работает с различными и массивами информации для выявления закономерностей функционирования человека, природы и общества в социально-историческом и этическом контекстах.	Знать: принятые в профессиональной сфере способы поиска информации и ее анализа. Уметь: анализировать, верифицировать, оценивать полноту информации в ходе профессиональной деятельности, при необходимости восполнять и синтезировать недостающую информацию и работать в условиях неопределенности.	Задание 1. Подготовить аннотацию и библиографический список к статье по социальной или профессиональной теме. Задание 2. Участие в ролевой игре “Научно-экономическая конференция” You are divided into two teams to present an innovation in your business. Choose a leader of each team, the secretary. Use various speaking techniques. Try to get a logical argumentation. During the meeting: State your conference section Present the reports Ask specific questions Discuss controversial issues. Close the conference.
ПКП-4 Способен к взаимодействию с	1. Демонстрирует навыки построения	Знать: основы организации и осуществления деловой коммуникации. Уметь: определять, транслировать и	Задание 1. Подготовить глоссарий активной лексики для устной и письменной деловой коммуникации. Задание 2. Написать план встречи

потребителями, партнерами, собственниками бизнеса, а также с другими заинтересованными сторонами и, в том числе с использованием информационно-коммуникационных технологий, корпоративных стандартов сервиса, регламентов и протоколов обслуживания.	эффективных коммуникаций с потребителями, партнерами и и собственниками бизнеса, а также другими заинтересованными сторонами в целях достижения целей стратегического и оперативного управления.	осуществлять общие цели в профессиональной деятельности.	для встречи с коллективом. Produce an agenda for a short briefing with your staff at the beginning of the working week.
	2. Владеет навыками разработки и и внедрения корпоративных стандартов, регламентов и протоколов в обслуживании в деятельности служб и отделов гостиничного предприятия/гостиничного комплекса.	Знать: основы корпоративных стандартов, регламентов и протоколов обслуживания в гостиничной сфере. Уметь: разрабатывать мероприятия, касающиеся корпоративной культуры, проверять качество обслуживания с учетом специфики гостиничной сферы.	Задание 1. Исследование о современных приемах убедительного письма. Find a video about the principles of convincing writing. Speak about common mistakes and how to avoid them. Write down a number of tips. Present them in front of the audience. Задание 2. Участие в ролевой игре на заданную тему “Dealing with a customer service complaint”, где сотрудники компании обсуждают жалобу клиента и выясняют причину некачественного обслуживания.
	3. Демонстрирует навыки	Знать: способы передачи и обработки информации в процессе	Задание 1. Круглый стол на тему “The peculiarities of e-marketing in hospitality”. Представьте интервью

	работы с профессиональным программным обеспечением и CRM-системами, в том числе в целях построения долгосрочных взаимоотношений с потребителями.	профессионального общения в очном и онлайн-формате. Уметь: аргументировано обсуждать и решать проблемы профессионального характера в очном и онлайн-формате.	с экспертом по электронному маркетингу в гостиничном бизнесе. Задание 2. Разработка письменного и визуального сопровождения продукта.
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6. Материалы для промежуточной аттестации

6.1 Примерный перечень вопросов для зачета

LISTENING

Listen to a teacher is giving a lesson on the effects of tourism and answer the questions.

1. According to the teacher, does tourism damage the things that tourists come to see?
2. How many foreign tourists visited Goa per year before 1986?
3. How would you describe the trend in package holidays to Goa from 1986?
4. What did locals protest against?
5. What do local people benefit from?

Listen again and complete the extract.

These mangrove swamps are really important for reducing 6._____, so their removal is really damaging. The disposal of rubbish and sewage is also an issue, and much of it is dumped at sea, destroying the 7._____. There is also a loss of

8. _____, as young Indians are influenced by Western ways.. Festivals become Westernised -

9. _____ - losing their cultural significance. 10. _____ is also on the increase, where tourists are threatened, assaulted and robbed by members of the local population. .

READING

Read the text and mark the statements as T/F/NM.

Six reasons why mass tourism is unsustainable

Despite the slow but steady increase in the number of enterprises claiming to be responsible or green, the fact remains that the current system of mass international tourism is utterly unsustainable. Thanks to the application of the same industrial model developed for cars, houses and consumer goods, international tourism has exploded in size since the 1950s and swept into virtually every nook and cranny of the planet, washing up cash, jobs, golf courses, airports and enormous amounts of real estate.

Claimed by the UN World Tourism Organisation as a stimulant of economic recovery, tourism is, undoubtedly, a force to be reckoned with. It generates more than \$2.1tn in annual revenues. In many countries and regions of the world, tourism is now the primary source of foreign exchange, employment and cash.

The industry resembles a high-speed train, crammed with passengers with cheap tickets, racing toward a cliff edge. So it's worth asking why this challenge generates so little debate in the press and in general business literature.

Ending the unsustainable travel addiction

Clearly the media makes a lot of money from advertising holiday locations around the world, but on a broader level, perhaps providers, customers and regulators have each become so addicted to the promise and pleasures of cheap and frequent travel that the prospect of going without is simply too much to contemplate. Perhaps a form of "willful blindness" has infected us all.

The challenge turns out to be far more complex than just the prospect of run-away volume growth on a finite planet. Many sectors are running themselves into the ground financially as margins dwindle to razor thin. Meanwhile, thanks to congestion or overuse of scarce water and land resources, many destinations are destroying the landscapes and attractions, both natural and cultural, on which they depend.

I have come up with six key reasons why the current tourism model is way past its prime and why more of us need to focus on creating alternatives:

1. Mass industrial tourism is based on the assembly, distribution and consumption of packaged products and, as a consequence, one product is substitutable for another. The commodification of what should be revered as unique is further aggravated by the application of industrial cost cutting strategies of homogenisation, standardisation and automation that further strip out any remaining vestiges of difference, let alone mystique. Tourists "do" places and rarely get the chance to stand in awe and wonder.
2. In most youthful destinations, low barriers of entry and zero regulation encourage rapid growth and speculation. Both local politicians and often not-so-local developers benefit enormously from this growth, but rarely stay put long enough to have to cope with the crises caused by overcapacity and volatile demand.
3. The product is perishable - it's a time-based service - and can't be stocked. So when capacity goes up and demand declines, price discounting is the adaptive tactic of choice.
4. Technological connectivity and price comparison engines have shifted purchasing power to consumers, who have been convinced, by repeated discounting, that cheap travel is now a right - not a privilege. This accelerates the downward pressure on prices and yields.
5. Residents of tourism hotspots, who may have welcomed the first influx of visitors, soon find that cheap travel doesn't reduce their costs. Visitors cause land, food, water, housing and infrastructure prices to increase at a rate closely correlated with the decline in tourism operators' margins. Sadly, more tourism often means less benefit to the host communities.
6. Having fought so hard to be recognised as an industry, the tourism community fragments back into its specific sectors when issues of waste, carbon, water scarcity and other "externalities" are raised. Airlines don't pay taxes on aviation fuel and have fought carbon-related charges for decades.

What's to be done

We need to develop the idea of conscious travel and start to imagine a better alternative.

Unfortunately, there is no magic wand or silver bullet; change will need to occur at the grassroots level, one destination at a time.

It will first and foremost require hosts to wake up and see their world differently - not as a resource to be exploited, but as a sacred place to be protected and celebrated for its uniqueness.

Second, it is important they start to view their customers not as mere units of consumption, but as guests seeking to be healed and transformed. Our conscious or mindful alternative is about less volume, congestion, hassle, destruction and harm and about more meaning, purpose, value, peace and fulfillment. In short, not more but better.

11. Mass international tourism claims to be responsible or green. _

12. In many developing countries and regions of the world, tourism is now the primary source of foreign exchange, employment and cash. ____

13. Holiday providers promise cheap and frequent travel because mass media makes a lot of money from advertising holiday locations around the world. _____
14. Tourists rarely get the chance to stand in awe and wonder because of homogenisation, standardisation and automation. _____
15. There is magic wand or silver bullet to develop the idea of conscious travel and start to imagine a better alternative. _____

VOCABULARY

Match the terms with the definitions.

16. adoption rate	a) a special fare ticket that allows either unlimited train travel, or travel for a certain number of days/weeks, in many European countries (except in Britain, where the Britrailpass offers similar travel in England, Scotland, and Wales)
17. electronic ticket	b) the percentage of tickets issued through an online booking system compared to the traditional booking channel of agent-assisted reservations.
18. ecotourism	c) a "paperless" airline ticket allowing one to check-in and fly with just proper photo ID. What may look like a ticket is actually just a paper passenger receipt
19. responsible tourism	d) travel that extends beyond being merely environmentally responsible, to being culturally-conscious and economically-aware, locally
20. eurailpass	e) a system that allows a customer to make a reservation online and receive an immediate confirmation
21. online reservation system	f) an online travel agency can be utilized by a traveler in order to book everything they need for their trip in one place. This can include making hotel reservations, flight reservations and in-destination reservations like tours, attractions, activities.
22. online travel agency (OTA)	g) a reservation software that allows clients to book online directly with your company
23. online booking system	h) tourism directed at exotic and/or endangered destinations while fostering an environmental understanding and conservation

Choose the most suitable word to fill the gaps

The topic of (24) _____ and security in the tourism industry is of vital (25) _____ globally. In recent years, and mainly after the 9/11 event, both academics and practitioners have started to look into crisis management issues seeking workable solutions in order to (26) _____ the negative impacts of safety and security incidences on the tourism industry and affected destinations. Tourism, Safety and Security: a multi dimensional analysis brings together the writings of international leading academics and practitioners in this field to discuss prevention measures and crisis management options, in incidences of tourism safety and security. As a fundamental frame of reference for responsible and (27) _____ tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. Addressed to governments, the travel industry, communities and tourists alike, it aims to help maximise the sector's (28) _____ while minimising its potentially negative impact on the environment, cultural (29) _____ and societies across the globe. Adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United Nations two years later expressly encouraged UNWTO to (30) _____ the effective follow-up of its provisions. Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the World Committee on Tourism Ethics (WCTE), to which stakeholders may refer matters concerning the application and interpretation of the document.

24	A safety	B savings	C safe	D save
25	A important	B importance	C importantly	D import

26	A mitigate	B increase	C limit	D influence
27	A sustaining	B sustain	C sustainability	D sustainable
28	A beneficial	B benefication	C benefits	D beneficiary
29	A heritability	B heritage	C heritable	D heritor
30	A promotion	B promote	C promoting	D promotability

Translate into English.

32. British (отдыхающие) appear to be getting much more active on holiday, as beach breaks move down from fourth position to fifth, being overtaken by wildlife holidays (fourth) and walking (third).

33. Learning a new skill abroad is gaining momentum – you will see increases in expert-led (обучающие поездки), gastronomy and wine tasting.

34. Rail, cruising and (оздоровительный отдых) are also going to get more popular this year.

35. Italy was the most desired (направлением) of 2018 in our survey, followed by France, Spain and Greece.

36. But the USA, Canada, South America and Iceland with (островным отдыхом) show some appeal.

37. Recognising the value and peace of mind that booking with a (тип оператора) offers in uncertain times, holidaymakers who wouldn't have previously considered booking a package holiday are now taking a second look.

38. The boutique and design hotels on offer that perhaps wouldn't have traditionally been associated with (организованными туристическими поездками) are attracting a new holidaymaker, one that places an emphasis on interior design and food.

39. This is expected to continue with more millennials joining the more traditional package (туристами).

40. Going hand in hand with this trend, holidaymakers are also looking for a (более индивидуальный тип) than ever before.

They want the ability to unpack and personalise their package holiday through new and (инновационных услуг) that can be added on to fit their holiday wishes.

Adapted from: <https://www.independent.co.uk/travel/news-and-advice/travel-trends-2018-where-to-go-millennials-package-holidays-responsible-tourism-kuellap-turkey-a8147736.html>

41-50 WRITING

Expand your ideas for the following questions in two or three paragraphs:

What does the term hospitality mean to you?

What do you most enjoy about hospitality?

What do you believe are the most important skills for those working in hospitality?

6.2 Примерный перечень вопросов для экзамена

I. Listening

You will hear a report on the future trends in hospitality industry. Fill in the gaps with words and phrases used by the speaker

The Internet has caused serious changes in our 1) _____ and will continue to do so.

In order to influence them you will first have to make 2) _____ on the internet noticeable and then make your 3) _____ and flawless.

4) _____ force people to unite and share in a common cost pool.

With the help of common travel platforms people can share their 5) _____ and _____.

Due to the concept of the internet of things and technological transformation nearly 6) _____ will go online within 7) _____.

As a consequence of big data usage and CRM analysis, 8) _____ will be recorded and every consumer experience 9) _____.
Despite websites facilities, people want to be able to see the places where they will spend time and stay in 10) _____ and walk around.

Listen again and mark the statements as T/F/NS:

1. Internet access allows us to reach different accommodation options in the
2. regions to be travelled, though not every detail from price comparisons to facility features is available.
3. Vast majority of the new generation guests are impressed by the photos and videos they viewed on the internet and the comments they read on online booking sites.
4. According to the author, it all depends on seamless online booking experience.
5. Mobilization already has its highest importance and is not going to change.
6. Now hotels or holiday companies offer their services to their target audiences only through websites, not through brochures and other advertisements.

II. Lexical and grammar test

Read the 1st part of the text and fill in the gaps with appropriate prepositions and connectors:

to with out for at for out of off to of -
Answers: 1) 2) 3) 4) 5) 6) 7) 8) 9) 10)

Pros and Cons of Traveling Domestically

Introduction

Every time we plan a vacation, the same issue arises. Should we book flights 1) _____ a distant land, hoping to explore new sights and tastes or absorb some 2) _____ season rays, or should we take a look 3) _____ what our own neighborhood has to offer? There's no right answer here. Foreign travel works for some, but don't write 4) _____ local vacations. There are plenty 5) _____ pros and cons of traveling domestically, so let's take a closer look.

Look 6) _____ domestic cost savings

Sometimes, you'll find bargain domestic flights which undercut any foreign alternatives. Mix that with accommodation with family members and shop 7) _____ your favorite store cards and you can often travel 8) _____ less by remaining at home. However, don't be hasty here. Domestic isn't always cheaper. In some instances, domestic prices can rise 9) _____ rapidly, making foreign trips more affordable. This happened in India in 2012, as airline problems boosted local fares by up to 30%. British fliers also regularly discover that flights to city break destinations in Europe are cheaper than heading 10) _____ domestic options. Check all of the current deals for global routes and make sure you've found the best possible prices. Airline fares aren't always what they seem. Moreover, when you get to foreign countries further savings can often be available in the form of low accommodation or food costs. Bundle all of that together and you might find local holidays are less competitive than they seem.

(https://www.budgetair.com/en_us/blog/pros-and-cons-of-traveling-domestically)

Read the 2nd part of text and find the words with similar meaning (11-25).

Familiarity can suit some travelers

Generally speaking, when people think about travel, they tend to think about crossing borders and heading somewhere different. But if you live in a country as large as the United States or Canada, that doesn't necessarily mean traversing national borders. Instead, you can often find destinations at home that offer something different. However, what you won't find (usually) is a cultural adventure with radically different sensations to discover. Meeting people who speak the same language and eat the same foods can appeal to some travellers who want to relax and just destress. But if you're the type of globetrotter who needs a total escape, you'll want to look outside your country's frontiers.

Quick domestic breaks could suit your schedule

Traveling abroad can entail more hassle than staying at home, what with the need to familiarize yourself with new surroundings, sort out transport, learn the language and buy anything required to handle a different climate. And you may even need to arrange documents like passports and visas - all of which takes time and money. Generally speaking, staying close to home avoids this complexity. You can just book flights and accommodation on the hoof and cross the country the next day if that's what you'd prefer. So if you're the kind of traveler who can't be sure when their free time arises, domestic breaks could be best.

Insurance issues could make a difference

When we travel anywhere, we need to be insured against property loss and health issues, but this is another area where the hassle and cost of traveling can differ. Sticking to domestic flights can eliminate the need to haggle for cheaper international travel insurance and cut down on paperwork. That's good for time-poor travelers who want to keep their admin tasks to a minimum. Then again, many insurance packages for international trips include everything you need in one purchase. When you can take care of health, property loss, potential travel cancellations and financial problems in one transaction, it's not going to be a huge drain on your time.

11. To attract or captivate
12. to go **somewhere** or to move in a particular direction
13. **an informal word for someone who travels a lot**
14. to make somebody well-acquainted with something new
15. make one's way across
16. The state or quality of being complicated
17. Emotion or impression
18. A thing that uses up a particular resource.
19. To involve something as an inevitable part or consequence
20. To completely remove or get rid of
21. To be convenient for somebody's way of living
22. To do something to become less anxious
23. A line or border separating two countries
24. Without proper thought or preparation
25. Irritating inconvenience

Complete the text with the appropriate words (26-40).

Mind that it may change its form:

- | | | |
|-------------------|-----------------|-----------------|
| a) Area | f) Platforms | k) To face |
| b) Acronym | g) Competition | l) Non-resident |
| c) Interpretation | h) To eliminate | m) Subject |
| d) Challenge | i) Force | n) To impose |
| e) Provisions | j) To register | o) To amend |

NEW NORM AMENDS THE GENERAL LAW OF TOURISM

On December 11, 2020, Congress approved the text of the law that 26) _____ the General Law of Tourism and issues other 27) _____. The law is expected to be approved by the Presidency of the Republic in the next days to enter into 28) _____.

This norm modifies Law 300 of 1996 and regulates new aspects in terms of sustainability, sanctions, promotion, and reactivation of the sector, as well as the provision of tourist services through electronic or digital 29) _____, among other things.

This new tourism law is approved at a time when this sector is 30) _____ a deep crisis due to the pandemic and, recently, to the winter season. According to CITUR by July 2020, 31) _____ visitors to the country fell by 99.2% compared to the previous year.

Among the most innovative and controversial issues in this law is Title 6, which regulates tourism services provided by operators of electronic and digital platforms. Until now, this had been a gray

32) _____ in tourism services in Colombia. Definitely, new technologies represent a regulatory
33) _____ in which the authorities must promote innovation, job creation and other benefits that these ventures provide, without neglecting free 34) _____ and the protection of consumer rights.

In this way, the law - in its article 32 - establishes a series of special obligations in head of the operators of electronic or digital platforms that provides tourism services. The following were among the special obligations: (1) Have active registration in the National Tourism Registry ("RNT" for its 35) _____ in Spanish). (2) Interoperate with the RNT so that whoever uses the platform has a current registration under that registry, which must be visible on the platform. (3) Restrict and 36) _____ advertisements from tourism services providers not registered in the RNT. (4) Pay the parafiscal contribution for the promotion of tourism.

An initial 37) _____ of these obligations could lead to the conclusion that all the people who occasionally or regularly offer their properties on electronic or digital platforms as hosts and for tourism purposes, must be 38) _____ with the RNT and comply with all the other obligations that come from the said registry.

The paragraph of the article provides that the fulfillment of some of such provisions will be 39) _____ to the RNT's interoperability qualification and grants a period of twelve months from the effective date of the law to comply with the stated obligations.

Besides, the law indicates that the electronic platform of tourism services operator will be liable to the consumer for misleading advertising if it allows the tourism services providers to use the platform without being registered in the RNT.

Certainly, this is an issue that requires additional regulation, but the text approved so far 40) _____ on the operators of the electronic platforms for tourism services additional burdens, that will impact their profitability and force them to modify their business model.

(<https://cms.law/en/col/publication/new-norm-amends-the-general-law-of-tourism-and-regulates-the-provision-of-tourist-services-through-electronic-and-digital-platforms>)

III.

Familiarization trip is a trip exclusively for travel agents that are provided by suppliers or travel operators. Sharing your travel experiences is a great way to gain professional credibility, attract new clients and build interest in your travel consulting services.

Imagine that you have just returned from the fam trip. Complete the fam trip report.

FAM TRIP REPORT Tell us where you've been: Destination(s): __ Name of Cruise/Tour (if applicable): __ Cruise Line and/or Tour Provider: __ Ship and/or Hotel/Resort Name(s): __ Duration: __ Dates Traveled: __

Tell us about your trip:

Please answer all four (4) questions below in a minimum of 3-4 sentences. Try to be as descriptive as possible:

What did your itinerary look like? How would you rate it: good or bad? __

What were the highlights of your trip overall, what did you learn that a client would not find online about this trip, supplier or destination – what insight did you gain? _____

How were the accommodations? Include information that is worth mentioning about your room as well as any other room(s) you visited: _____

Who is this trip most suitable for? Why? __

Choose a minimum of three (3) questions below to answer about your experience:

Is there anything clients or fellow consultants should know or be careful about? __ How was the dining and entertainment on the ship/tour? __

What interesting activities did you do while in port? _____

Are there any pre and/or post packages you would particularly recommend with this sailing/tour? _____

Finally, if there is anything else about your trip that is noteworthy and should be shared with travelers, please tell us about it below.

CARD #1 (5 students)

Case Background: *Article 1.* Tourism's contribution to mutual understanding and respect between peoples and societies.

Tourist friendly attitude is the surest way to promote tourism. Promoting tourism is like promoting the larger goal of peace and harmony around the world. Tourism is a driving force for poverty alleviation, job creation and social harmony and role of tourism in creating mutual understanding and Social harmony can be the leading one. If there is any destination in the world, which offers the widest choice to tourists, it is India. Nature tourism, culture tourism, exotic tourism, adventure tourism and spiritual tourism we have everything in India to cater to the diverse preferences of domestic and international tourists. Nothing makes a better and more lasting impression on a tourist than a courteous, friendly and helpful approach. A tourist who goes back with happy memories advertises the cause of tourism in that country far better than anything else we can think of.

Objective: Run a panel discussion. Decide what can be suggested to improve the situation at this potential tourist destination.

Tips for a panel moderator:

- 1. Keep the Panel Small and Focused:** The ideal panel number is the “fabulous four”—four experts in the chosen topic who have different experiences and who don’t always agree with each other.
- 2. Get to Know Your Panel Members:** Plan out whether each speaker will be given a set amount of time, or if the session will be wholly interactive, meaning a moderator firing questions at the panel.
- 3. Plan the Questions Ahead of Time:** No one likes to be surprised by curveball questions.
- 4. Meet and Greet the Day or Night of the Event:** Arrange for you and your panel members to meet in the Speakers’ Lounge or the actual session room to introduce themselves and check in.
- 5. Introduce the Panel Members:** When it comes to introducing the panel members, you have two options. 1) You can have each panel member introduce him or herself with a short two-minute introduction, or 2) You can introduce the panelists.
- 6. Prepare Your “Cutoff Phrases” Ahead of Time:** Be prepared to cut off long-winded panel members or those who ramble off topic (e.g. “You have an interesting point there, but we want to know more about _____.”; “Thank you, Julie. Now let’s hear Bob’s perspective on this topic.”)
- 7. Give a Gracious “Thank You” to Each Panel Member**

6.3. Пример экзаменационного билета/билета для сдачи зачета

**Федеральное государственное образовательное бюджетное учреждение
высшего образования**

**«Финансовый университет при Правительстве Российской Федерации»
(Ярославский филиал Финуниверситета)**

Кафедра	«Государственное и муниципальное управление и медиакоммуникации»
Дисциплина	«Иностранный язык в индустрии туризма и гостеприимства»
Филиал	Ярославский
Семестр	5
	Направление 43.03.03 «Гостиничное дело», профиль «Гостиничный бизнес»

БИЛЕТ ДЛЯ СДАЧИ ЗАЧЕТА № 1

№ п/п	Вопросы билета	Максимальный балл
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1	Теоретический вопрос 1.	15 баллов
2	Теоретический вопрос 2.	15 баллов
3	Практико-ориентированное задание.	30 баллов

Подготовил

Фамилия И. О.

Утверждаю:

Заведующий кафедрой
«Государственное и
муниципальное
управление и
медиакommunikации»

Фамилия И. О.

Дата xx.xx.20xx г.

Пример экзаменационного билета

**Федеральное государственное образовательное бюджетное учреждение
высшего образования
«Финансовый университет при Правительстве Российской Федерации»
(Ярославский филиал Финуниверситета)**

Кафедра «Государственное и муниципальное управление и медиакommunikации»

Дисциплина «Иностранный язык в индустрии туризма и гостеприимства»

Филиал Ярославский Форма обучения очная

Семестр 6 Направление 43.03.03 «Гостиничное дело», профиль «Гостиничный бизнес»

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 1

№ п/п	Вопросы билета	Максимальный балл
1	Теоретический вопрос 1.	15 баллов
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3	Практико-ориентированное задание.	30 баллов

Подготовил

Фамилия И. О.

Утверждаю:

Заведующий кафедрой
«Государственное и
муниципальное
управление и
медиакommunikации»

Фамилия И. О.

Дата xx.xx.20xx г.

7. Формы внеаудиторной самостоятельной работы студентов, предусмотренные учебным планом

7.1 Выполнение формы текущего контроля

LISTENING

Questions 1-7

Complete the notes below.

Write NO MORE THAN THREE WORDS AND/OR A NUMBER for each answer.

TRAVEL AGENCY

Example	Answer
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Name of tour:	Magic One Day
Departure time:	1 _____ on Saturdays
Return time:	6:00 p.m
Transportation:	2 _____ or minibus
Group size:	15 – 25 tourists
Cost:	3 _____ per person including 4
Peak season:	tourists need to 5 _____ 2 days ahead.
Payment:	6
Reference number of tour:	7

Questions 8-10

Choose THREE letters, A-G.

Which **THREE** attractions can tourists visit at present in Edinburgh?

- A City Hall
- B Old Castles
- C Zoo
- D Art Studio
- E Royal Palace
- F Seabird Centre
- G Aquarium

READING

Read the text and mark the statements as T/F/NM.

How technology has transformed the travel industry

There has been a digital revolution for holidaymakers, and technological advances may see increased personalisation take off.

At the turn of this century, planning a holiday might have entailed a visit to the local travel agent. Or for the more adventurous traveller armed with a well-thumbed guidebook, relying on trusted word-of-mouth recommendations to set their travel agenda. Today, thanks to breakthroughs in technology and high-speed internet, travellers can book their own flight and hotels online, choose to stay in a stranger's house, and rather than entering that unfamiliar restaurant with trepidation, search online reviews on their mobile while connected to the hotel Wi-Fi.

"Digitalisation has given us choice in a big way," says Tamara Lohan, co-founder and chief technology officer at boutique hotels website Mr & Mrs Smith. "More people are travelling than ever before, and companies like Airbnb encourage younger people to explore sooner, and in a more cost-effective way. Technology has also given us more information on the place we are going than ever before. Want to know if there is an artisan chocolatier close to your hotel in Amsterdam? Well, now you can – in seconds."

In the digital age, we've become a generation of DIY travellers who plan, manage and book travel online. So what has this meant for businesses in the travel industry?

For travel agents, the rise of digital has severely disrupted the industry. "Traditional travel distribution in which high street travel agencies played a dominant role was revolutionised with online travel agencies and direct distribution through airlines and hotels' websites acquiring a key role," explains

Angelo Rossini, contributing analyst at Euromonitor International.

"Low-cost carriers and online travel agencies were the clear winner of the online travel revolution over the past 15 years, changing the way today consumers plan and book their trips. Tour operators suffered the rise of independent travel and are today embracing the online and mobile channels in order to stay competitive," says Rossini.

While the internet killed off many high street travel agents, others have been forced to adapt to a very changing marketplace, with many embracing the internet by introducing online bookings. One of the biggest disruptors to the travel industry has of course been Airbnb, which spurred the launch of other similar online-only companies such as One Fine Stay.

Technology has also presented new opportunities for small businesses in the travel sector, allowing consumers worldwide to stumble across say a B&B in Brighton or luxury safari park in Kenya through online review sites, social media and the businesses' own websites.

So how will technology shape the future of travel? "The next few years will see travellers requiring an increasingly personalised service, with companies able to suggest them customised products on the basis of their profiles and past behaviour," says Rossini. With many travellers already seeking a more customised and "local" experience, truly personalised trips are already beginning to take off.

1. Digital revolution for holidaymakers means increased customization.
2. Due to technology advancements and high-speed internet, travellers can book online accommodation, car hire, air tickets and unfamiliar restaurants. _____
3. Firms like Airbnb enable younger people to travel in a more costly way.
4. The travel industry has undergone technological disruption, altering Traditional travel distribution in which high street travel agencies played a dominant role. _____
5. Travellers are seeking a more "local" experience rather than customised products based on their profiles and past behaviour. _____

GRAMMAR

Complete the newspaper article with the correct verb form.

Integrating ethics into tourism: beyond codes of conduct

The industry is **16) faced/facing/faces** with increasingly pressing challenges but embedding ethics into core strategy makes good business sense

As the world's largest service industry, contributing an estimated 5% to worldwide GDP, tourism

17) created/creates/create both jobs and wealth but also has clear social and environmental consequences. The industry is therefore faced with a range of increasingly pressing challenges.

Over the last few years, hotel companies **18) has made/made/have made** a determined effort to deal with the impact their business activities have on the environment, particularly by measuring and reducing their carbon and water footprints. Both major international hospitality companies and small businesses recognise that **19) it is/there are/these are** tangible benefits in doing this, including real efficiency gains and an improved corporate reputation.

Another closely linked challenge for companies is how to manage the ethical operation of their business. Ethical issues **20) arise/are arising/have been arisen** in four main areas: the supply chain, the local community (in the tourism destination), the workplace, and customers. There may be concerns about forced labour in the supply chain or exploitation of migrant workers in the workplace for example; or local people may – often rightly – **21) perceives/perceived/perceive** be that they have little or no share in the economic benefits of tourism, while bearing a disproportionate burden from environmental degradation.

In 1999, the UN World Tourism Organisation (UNWTO) **22) has devised/devised/had devised** and adopted a global code of ethics for tourism, designed to minimise the negative effects of tourism activity on destinations and local communities, which **23) was officially recognised/had officially been recognised / officially recognised** by the UN in 2001.

Encouragingly, there is evidence that the hotel industry **24) assuming/is assuming/assume** a proactive, collective approach to human rights and business ethics, incorporating human rights risk mapping, employee training on responsible business, and sustainable local benefits. Major hotel companies **25) have taken/took/are taking** significant steps in the past few decades to integrate policies on human rights into their stated policies on business conduct and ethics.

Adapted from: <https://www.theguardian.com/sustainable-business/blog/integrating-ethics-into-tourism>

VOCABULARY

For questions 1–10, read the text below. Use the word given at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

The (0) tourism industry has reached an unprecedented level of demand.	GLOBALISATION	Answers: GLOBAL
For the first time in history, the number of tourists (26) international borders in a single year reached over one billion in 2012, according to the United Nations World Tourism Organisation (UNWTO).	CROSS	
While just over 50% of these tourists (27) were from Europe, much of this demand is being fuelled by rising household incomes in emerging economies – not only the Brics (Brazil, Russia, India and China) but increasingly across the rest of south-east Asia and Latin America. In addition to increasing levels of international travel, it is estimated that another five to six billion people travel in their own country every year.	ARRIVE	
Given these statistics, it is little surprise that tourism is one of the world's fastest- (28) industries.	GROWTH	
Yet while the positives are often widely broadcast – tourism currently accounts for 9% of world GDP, \$1.3tn in exports and 6% of world trade, as well as bringing economic (29) to local communities and encouraging greater global connectivity – the negatives are less likely to be discussed, including greenhouse gas (30), water (31) and waste management.	BENEFICIAL EMIT CONSUME	
How the tourism industry can manage this dramatic growth, while reducing its less (32) consequences, formed the backdrop for a recent Guardian roundtable discussion sponsored by international leisure travel group TUI Travel.	SUSTAIN	

Match the terms with the definitions.

41 travel aggregator site	a) 1-3 hour flight
42 tour operator	b) different product line on a single platform (Air tickets, Hotels, car rental)
43 tourist route	c) tourism that can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place
44 sustainable tourism	d) a route developed to attract tourists to an area to view or experience something unique to that area (e.g. wine route, whale route, heritage route, battlefield route)
45 short haul	e) a person or company which creates and/or markets inclusive tours and subcontracts with suppliers to create a package

WRITING

Essay

Write an essay on the future trends and prospects of hospitality industry. Mention at least 2 current trends and dwell upon the ways they affect the sphere (at least 250 words).

Use a well-structured template, give an introduction, describe a place, mention the duration and accommodation of your trip. Speak about everything you find noteworthy. Provide your readers with some tips.

7.2. Рекомендуемые источники информации:

Основная литература:

1. Английский язык. Ч 3 = English for students majoring in Tourism. Р. 3: Учебное пособие для студентов бакалавриата, обуч. по напр. "Туризм", профиль "Международный туризм" / Л.Н.Кондратюк, А.И. Лагерь, Т.Н. Любимова, О.В.Мещерякова; Финуниверситет, Департамент языковой подготовки. - Москва: Прометей, 2018. - 166 с. - Текст непосредственный. - То же. - ЭБС Лань. <https://e.lanbook.com/book/121573>. – Текст : электронный.

Дополнительная литература:

2. Левченко В.В. Английский язык. Ч. 2 = English. Р. 2: Учебное пособие для студентов бакалавриата, обуч. по напр. подгот. "Туризм" / В.В. Левченко, О.В. Мещерякова, А.И. Лагерь; Финуниверситет, Департамент языковой подготовки. - Москва: Финуниверситет, 2016. - 144 с.; 9,0 п.л.- Текст : непосредственный. - То же. — Имеется электронная версия: Электронные текстовые данные (1 файл: 16,7 Мб). — Доступ из локальной сети Финуниверситета (чтение). — URL: <http://elib.fa.ru/rbook/levchenko.pdf>. - Текст : электронный.