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Кафедра математических методов в экономике и
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ИНОСТРАННЫЙ ЯЗЫК В СФЕРЕ СЕРВИСА И ТУРИЗМА

Рабочая программа дисциплины

для обучающихся по направлению
43.03.02 Туризм (уровень бакалавриата)
направленность (профиль) программы: Туризм
по всем формам обучения

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Рабочая программа как базовый элемент учебно-методического обеспечения по дисциплине составлена на основании ФГОС ВО и учебных планов УИФР по указанным направлениям и профилям подготовки.

Рабочая программа одобрена на заседании кафедры. Протокол заседания № 1 от 25 августа 2025 г.

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СОДЕРЖАНИЕ

Раздел 1. Программно-методические материалы 4
1.1 Общая характеристика дисциплины 4
1.2 Планируемые результаты обучения по дисциплине, обеспечивающие достижение планируемых результатов освоения образовательной программы 4
1.3 Объем дисциплины и распределение часов по темам 6
1.4 Тематический план изучения дисциплины 7
1.5 Темы занятий семинарского типа 7
Раздел 2. Самостоятельная работа студентов 8
2.1 Виды самостоятельной работы студентов и перечень учебно-методического обеспечения для самостоятельной работы обучающихся 8
2.2 Методические указания для обучающихся по освоению дисциплины 10
Раздел 3. Учебно-методическое обеспечение дисциплины 16
Раздел 4. Оценочные средства для проведения текущего контроля и промежуточной аттестации обучающихся по дисциплине 17
4.1 Перечень компетенций, оценивание формирования которых предусмотрено в процессе текущего контроля и промежуточной аттестации по дисциплине 18
4.2 Оценочные средства для проведения текущего контроля освоения дисциплины 18
4.3 Оценочные средства промежуточной аттестации для оценивания уровня формирования компетенций, соотнесенного с планируемыми результатами обучения по дисциплине: 29
4.4 Показатели и критерии оценивания текущего контроля успеваемости и промежуточной аттестации по итогам освоения дисциплины 61
4.5 Процедуры оценивания знаний, умений и навыков 64
4.6 Особенности проведения текущей и промежуточной аттестации для лиц с ограниченными возможностями здоровья и инвалидов 64
Раздел 5. Методические рекомендациипреподавателям по организации обучения, а также материально-техническая база, необходимая для освоения дисциплины 65
5.1 Интерактивные и инновационные технологии обучения 65
5.2 Материально-техническая база, необходимая для осуществления образовательного процесса по дисциплине 65
Лист регистрации изменений в рабочей программе 67

РАЗДЕЛ 1. ПРОГРАММНО-МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ

1.1 Общая характеристика дисциплины

Дисциплина «Иностранный язык в сфере сервиса и туризма» включена в образовательную программу по указанному направлению и профилю подготовки.

Процесс изучения дисциплины направлен на формирование у обучающихся следующих компетенций*:

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)

УК-5 Способен воспринимать межкультурное разнообразие общества в социально-историческом, этическом и философском контекстах.

*Примечание: Федеральный государственный образовательный стандарт высшего образования бакалавриат по направлению подготовки 43.03.02 Туризм

Цель освоения дисциплины: повышение уровня владения иностранным языком в профессиональной деятельности.

Задачи изучения дисциплины:

- овладение необходимым уровнем коммуникативной компетенции для решения социально-коммуникативных задач;
- изучение основных профессиональных тем и вопросов;
- формирование у студентов навыков применения теоретических знаний в практической деятельности в области оказания профессиональных услуг.

1.2 Планируемые результаты обучения по дисциплине, обеспечивающие достижение планируемых результатов освоения образовательной программы

Результатами обучения по дисциплине, соотнесенными с установленными в образовательной программе компетенциями и индикаторами достижения компетенций, являются:

Компетенция	Индикатор достижения компетенции	Планируемые результаты обучения по дисциплине
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	ИДК-УК-4 Осуществляет деловую коммуникацию в устной и письменной форме на государственном языке Российской Федерации и иностранном(ых) языке(ах)	Знать: литературную форму государственного языка, основы устной и письменной коммуникации на иностранном языке, функциональные стили родного языка, требования к деловой коммуникации. Уметь: выражать свои мысли на государственном, родном и иностранном языке в ситуации деловой коммуникации. Владеть навыками составления текстов на государственном и родном языках, перевода текстов с иностранного языка на родной, говорения на государственном и иностранном языках.
УК-5 Способен воспринимать межкультурное разнообразие общества в социально-историческом, этическом и философском контекстах	ИДК-УК-5.2: Учитывает при социальном и профессиональном общении историческое наследие и социокультурные традиции различных социальных групп, этносов и конфессий, включая мировые религии, философские и этические учения	Знать: основные категории и основы межкультурной коммуникации. Уметь: вести коммуникацию с представителями иных национальностей и конфессий с соблюдением этических и межкультурных норм. Владеть навыками анализа явлений культуры.

Текущий контроль по дисциплине обеспечивает оценивание хода освоения дисциплины. Он осуществляется в процессе проведения занятий. Текущий контроль реализуется в форме контрольной работы.

Промежуточная аттестация обучающихся по дисциплине обеспечивает оценивание промежуточных и окончательных результатов обучения по дисциплине. Промежуточная аттестация реализуется в форме зачета и экзамена.

Результаты освоения дисциплины достигаются за счет использования в процессе обучения активных и интерактивных методов и технологий формирования заданных компетенций у студентов.

Взаимосвязь индикаторов достижения с учебным материалом и вопросами промежуточной аттестации студентов

Индикаторы достижения компетенций	Оценочные средства для текущего контроля	№ оценочного средства для промежуточной аттестации по уровням результатов освоения дисциплины: знать (З), уметь (У), владеть навыками (Н)		
		З	**У**	**Н**
ИДК-УК-4	Контрольная работа	1-30	1-20	1-14
ИДК-УК-5	Контрольная работа	31-60	21-40	15-26

1.3 Объем дисциплины и распределение часов по темам

Объем дисциплины и виды учебной работы

Виды занятий	Формы обучения	
	Очная	Заочная
Общая трудоемкость	360	360
Контактная работа (включая текущий контроль успеваемости):	181	24
- занятия лекционного типа (Лек)	-	-
- занятия семинарского типа (Сем)	180	22
- промежуточная аттестация	1	2
Самостоятельная работа (СР)	179	336
Курсовая работа	-	-
Форма промежуточной аттестации	Зачет и экзамен	зачет и экзамен

Распределение часов дисциплины по темам и видам работ

Очная форма обучения

Наименование разделов и тем	Всего часов	Лек	Сем	СР
Тема 1. Условия проживания	60	-	30	30
Тема 2. Организация питания	60	-	30	30
Тема 3. Презентация и продвижение туристского продукта	60	-	30	30

Итого по семестру 5	180	-	90	89
Тема 4. Качество услуг. Работа с жалобами. Деловая переписка	60	-	30	30
Тема 5. Организация и проведение международных мероприятий	60	-	30	30
Тема 6. Участие в культурных мероприятиях	59	-	30	29
Итого по семестру 6	179	-	90	89
ВСЕГО:	359	-	180	179

Заочная форма обучения

Наименование разделов и тем	Всего часов	Лек	Сем	СР
Тема 1. Условия проживания	59	-	3	56
Тема 2. Организация питания	60	-	4	56
Тема 3. Презентация и продвижение туристского продукта	60	-	4	56
Итого по семестру 5	179	-	11	168
Тема 4. Качество услуг. Работа с жалобами. Деловая переписка	60	-	4	56
Тема 5. Организация и проведение международных мероприятий	60	-	4	56
Тема 6. Участие в культурных мероприятиях	59	-	3	56
Итого по семестру 6	179	-	11	168
ВСЕГО:	358	-	22	336

1.4 Тематический план изучения дисциплины

1.5 Темы занятий семинарского типа

Тема 1. Условия проживания

Обсуждение на иностранном языке. Варианты проживания. Особенности проживания индивидуальных туристов и организованных групп. Корпоративные стандарты и их применение в сфере услуг.

Тема 2. Организация питания

Обсуждение на иностранном языке. Предприятия сферы услуг. Питание в поездках. Организованное питание. Полупансион и полный пансион.

Тема 3. Презентация и продвижение туристского продукта

Обсуждение на иностранном языке. Презентация отеля, кафе, ресторана. Подбор и презентация пакетного тура. Туристский продукт как комплекс товаров и услуг. Национальный турпродукт.

Тема 4. Качество услуг. Работа с жалобами. Деловая переписка

Обсуждение на иностранном языке. Обсуждение возможных трудностей в поездке, при размещении в гостинице, во время экскурсии и варианты их преодоления. Качественное обслуживание гостей. Обратная связь.

Планирование, подготовка и организация мероприятия с участием иностранных гостей. Встреча и размещение гостей. Переписка. Бронирование перелета.

Составление маршрута, составление плана проведения мероприятия.

Тема 5. Организация и проведение международных мероприятий

Обсуждение на иностранном языке. Участие в международных мероприятиях. Планирование и организация международных мероприятий (выставки, экскурсии) с применением клиентоориентированных технологий. Распределение обязанностей

Тема 6. Участие в культурных мероприятиях

Обсуждение на иностранном языке. Особенности участия в культурных мероприятиях (экскурсиях). Культурные мероприятия. Посещение театра/ выставки.

РАЗДЕЛ 2. САМОСТОЯТЕЛЬНАЯ РАБОТА СТУДЕНТОВ

2.1 Виды самостоятельной работы студентов и перечень учебно-методического обеспечения для самостоятельной работы обучающихся

Виды самостоятельной работы: конспектирование первоисточников и другой учебной и научной литературы; проработка учебного материала (по конспектам лекций, учебной и научной литературе); работа в электронной библиотечной системе; работа с тестами и вопросами для самопроверки; подготовка к зачету или экзамену.

Перечень учебно-методического обеспечения для самостоятельной работы обучающихся: методические указания по самостоятельной работе студентов по данной дисциплине (в библиотеке вуза); учебная и

методическая литература в библиотеке и электронной библиотеке вуза; отведенное для самостоятельной работы время занятий в компьютерных классах вуза, включая работу со специализированным программным обеспечением, информационными справочными системами.

Формы самостоятельной работы студентов по темам

Разделы и темы дисциплины	Виды самостоятельной работы
Тема 1. Условия проживания	Изучение лексического и грамматического материала темы, проработка учебного материала (по конспектам, учебной и научной литературе); работа в электронной библиотечной системе; чтение и перевод, работа с материалами текущего контроля и подготовка к промежуточной аттестации
Тема 2. Организация питания	Изучение лексического и грамматического материала темы, проработка учебного материала (по конспектам, учебной и научной литературе); работа в электронной библиотечной системе; чтение и перевод, работа с материалами текущего контроля и подготовка к промежуточной аттестации
Тема 3. Презентация и продвижение туристского продукта	Изучение лексического и грамматического материала темы, проработка учебного материала (по конспектам, учебной и научной литературе); работа в электронной библиотечной системе; чтение и перевод, работа с материалами текущего контроля и подготовка к промежуточной аттестации
Тема 4. Качество услуг. Работа с жалобами. Деловая переписка	Изучение лексического и грамматического материала темы, проработка учебного материала (по конспектам, учебной и научной литературе); работа в электронной

	библиотечной системе; чтение и перевод, работа с материалами текущего контроля и подготовка к промежуточной аттестации
Тема 5. Организация и проведение международных мероприятий	Изучение лексического и грамматического материала темы, проработка учебного материала (по конспектам, учебной и научной литературе); работа в электронной библиотечной системе; чтение и перевод, работа с материалами текущего контроля и подготовка к промежуточной аттестации
Тема 6. Участие в культурных мероприятиях	Изучение лексического и грамматического материала темы, проработка учебного материала (по конспектам, учебной и научной литературе); работа в электронной библиотечной системе; чтение и перевод, работа с материалами текущего контроля и подготовка к промежуточной аттестации

2.2 Методические указания для обучающихся по освоению дисциплины

Самостоятельная работа студентов развивает самостоятельность мышления, способствует формированию научных интересов, приобретению навыков самостоятельной работы с литературой, приобщает к научно-исследовательской деятельности, помогает освоить практику написания научных трудов, технику научной работы, работы со специализированным программным обеспечением, приемы оформления текста рукописи и т. д.

Занятия семинарского типа в значительной степени ориентируются на применение полученных во время лекции знаний, на отработку и систематизацию предметных и общеучебных способов деятельности (умений), способов оптимального поиска и переработки информации. Самостоятельные работы студентов с использованием опорных методических материалов (методические рекомендации, методические

указания, тетради на печатной основе, инструкции, алгоритмические предписания в содержании информационных технологий и др.) задают ориентировочную основу учебной деятельности, позволяют оперативно корректировать их работу, оказывать индивидуальную помощь и поддержку, совершенствовать ее качество. Все это в конечном итоге позволяет на основе оперативной обратной связи повысить управляемость учебным процессом.

Подготовку к каждому занятию семинарского типа каждый студент должен начать с ознакомления с планом занятия, который отражает содержание предложенной темы. Тщательное продумывание и изучение вопросов плана основывается на проработке текущего материала лекции, а затем изучения обязательной и дополнительной литературы, рекомендованную к данной теме. На основе индивидуальных предпочтений студенту необходимо самостоятельно выбрать тему доклада по проблеме занятия и по возможности подготовить по нему презентацию. Если программой дисциплины предусмотрено выполнение практического задания, то его необходимо выполнить с учетом предложенной инструкции (устно или письменно). Все новые понятия по изучаемой теме необходимо выучить наизусть и внести в глоссарий, который целесообразно вести с самого начала изучения курса. Результат такой работы должен проявиться в способности студента свободно ответить на теоретические вопросы занятия, его выступлении и участии в коллективном обсуждении вопросов изучаемой темы, правильном выполнении практических заданий и контрольных работ.

Структура занятия семинарского типа

В зависимости от содержания и количества отведенного времени на изучение каждой темы занятие может состоять из четырех-пяти частей:

1. Обсуждение теоретических вопросов, определенных программой дисциплины.

2. Доклад и/ или выступление с презентациями по проблеме занятия.

3. Обсуждение выступлений по теме – дискуссия.

4. Выполнение практического задания с последующим разбором полученных результатов или обсуждение практического задания, выполненного дома, если это предусмотрено программой.

5. Подведение итогов занятия.

Первая часть – обсуждение теоретических вопросов - проводится в виде фронтальной беседы со всей группой и включает выборочную проверку преподавателем теоретических знаний студентов. Примерная продолжительность — до 15 минут.

Вторая часть — выступление студентов с докладами, которые должны сопровождаться презентациями с целью усиления наглядности восприятия, по одному из вопросов занятия. Обязательный элемент

доклада – представление и анализ статистических данных, обоснование социальных последствий любого экономического факта, явления или процесса.

Примерная продолжительность — 20-25 минут.

После докладов следует их обсуждение – дискуссия. В ходе этого этапа занятия могут быть заданы уточняющие вопросы к докладчикам.

Примерная продолжительность – до 15-20 минут.

Если программой предусмотрено выполнение практического задания в рамках конкретной темы, то преподавателями определяется его содержание и дается время на его выполнение, а замет идет обсуждение результатов. Если практическое задание должно было быть выполнено дома, то на занятии семинарского типа преподаватель проверяет его выполнение (устно или письменно).

Примерная продолжительность – 15-20 минут.

Занятие семинарского типа заканчивается подведением итогов. Студентам должны быть объявлены оценки за работу и даны их четкие обоснования.

Примерная продолжительность — 5 минут.

Практические советы по подготовке презентации, доклада

– готовьте отдельно: печатный текст + слайды + раздаточный материал

– слайды – визуальная подача информации, которая должна содержать минимум текста, максимум изображений, несущих смысловую нагрузку, выглядеть наглядно и просто;

– текстовое содержание презентации – устная речь или чтение, которая должна включать аргументы, факты, доказательства и эмоции;

– рекомендуемое число слайдов 17-22;

– обязательная информация для презентации: тема, фамилия и инициалы выступающего; план сообщения; краткие выводы из всего сказанного; список использованных источников;

– раздаточный материал – должен обеспечивать ту же глубину и охват, что и живое выступление: люди больше доверяют тому, что они могут унести с собой, чем исчезающим изображениям, слова и слайды забываются, а раздаточный материал остается постоянным осязаемым напоминанием; раздаточный материал важно раздавать в конце презентации; раздаточный материалы должны отличаться от слайдов, должны быть более информативными.

Доклад, согласно толковому словарю русского языка Д.Н. Ушакова: «… сообщение по заданной теме, с целью внести знания из дополнительной литературы, систематизировать материл, проиллюстрировать примерами, развивать навыки самостоятельной

работы с научной литературой, познавательный интерес к научному познанию».

Тема доклада должна быть согласованна с преподавателем и соответствовать теме учебного занятия. Материалы при его подготовке, должны соответствовать научно-методическим требованиям вуза и быть указаны в докладе. Необходимо соблюдать регламент, оговоренный при получении задания. Иллюстрации должны быть достаточными, но не чрезмерными. Работа студента над докладом-презентацией включает отработку умения самостоятельно обобщать материал и делать выводы в заключение, умения ориентироваться в материале и отвечать на дополнительные вопросы слушателей, отработку навыков ораторства, умения проводить диспут.

Докладчики должны знать и уметь:

– сообщать новую информацию; использовать технические средства;

– хорошо ориентироваться в теме всего семинарского занятия; дискутировать и быстро отвечать на заданные вопросы;

– четко выполнять установленный регламент (не более 10 минут);

– иметь представление о композиционной структуре доклада и др.

Структура выступления

Вступление помогает обеспечить успех выступления по любой тематике. Вступление должно содержать: название, сообщение основной идеи, современную оценку предмета изложения, краткое перечисление рассматриваемых вопросов, живую интересную форму изложения, акцентирование внимания на важных моментах, оригинальность подхода.

Основная часть, в которой выступающий должен глубоко раскрыть суть затронутой темы, обычно строится по принципу отчета. Задача основной части – представить достаточно данных для того, чтобы слушатели заинтересовались темой и захотели ознакомиться с материалами. При этом логическая структура теоретического блока не должны даваться без наглядных пособий, аудиовизуальных и визуальных материалов.

Заключение – ясное, четкое обобщение и краткие выводы, которых всегда ждут слушатели.

Виды самостоятельной работы студентов, обеспечивающие реализацию цели и решение задач данной дисциплины:

– подготовка к семинарским занятиям;

– изучение тем в рамках самостоятельной работы;

– выполнение контрольных и творческих заданий;

– подготовка и сдача зачета (и/или экзамена).

Самостоятельная работа студентов должна способствовать более глубокому усвоению изучаемой дисциплины, формировать навыки

исследовательской работы и ориентировать студентов на приобретение навыков применения теоретических знаний на практике.

Структура самостоятельной работы включает три основных этапа: подготовительный или ориентировочный, исполнительный и контрольно-диагностический. В рамках указанных этапов последовательно выполняются следующие учебные действия: анализ учебного задания и сроков его выполнения, поиск способов и средств его выполнения; планирование хода выполнения задания и прогнозирование возможных затруднений, проверка, оценка и самооценка полученных результатов. Структуру самостоятельной работы студенты не только должны знать, но и применять эти знания в своей деятельности.

Процесс изучения учебного предмета можно рассматривать как последовательное погружение студента в содержание изучаемого материала под "весом" собственных знаний. Однако в нем выделяются три этапа, качественно различных по своим задачам и видам выполняемых действий.

1-вый этап Рассмотрение выделенных компонентов текста учебной литературы. Задача: понять все, что бросается в глаза и легко запоминается, и разделить текст на интересное, главное и второстепенное.

На этом этапе не требуется прилагать усилия для заучивания чего-либо. Обозревается весь учебный предмет, но пропускаются не только подробности, а даже большая часть текста. Процесс изучения начинается ознакомлением со структурой учебного материала. Она анализируется на протяжении этапа все подробнее и подробнее вплоть до первого продумывания категориального аппарата.

Перелистывать материал нужно внимательно, не пропуская страниц. Полезно задерживаться на интересном, но не останавливаться надолго, не прилагать ощутимых усилий для запоминания увиденного и прочитанного, но пытаться сопоставить его с тем, что уже знакомо, и понять его смысл. Если не получилось, то, не задерживаясь, нужно идти дальше. После того как выписаны термины и определения, следует пролистать учебник еще раз и прочесть вслух, четко произнося слова, все термины и их определения. Это поможет научиться правильно произносить новые слова.

2-й этап. Беглое чтение всего учебного материала. Задача: понять все что можно понять, не углубляясь в тщательный разбор, основное внимание уделяя теоретической части материала.

На этом этапе выполняется, беглое сквозное чтение всей теоретической части учебного материала, чтобы выявить и понять основные категории, взаимосвязи между ними. Для выполнения поставленной задачи студентам рекомендуется:

Бегло два раза прочесть всю теоретическую часть. При этом читать только основной текст, при чтении нигде не задерживаться, непонятные места пропускать, не прилагать усилия для запоминания прочитанного, стараться следить только за основным смыслом, содержанием текста. Быстро прочтя все от начала до конца, студент не успеет забыть то, что было вначале, и представит себе общую картину.

После этого студент вдумчиво должен прочесть, еще один раз, отмечая на полях непонятные места трех степеней сложности.

К первой степени сложности относят материал, который можно понять при самостоятельном разборе, так как имеется достаточно информации в той же главе. Вторую степень сложности представляет материал, который тоже можно понять самостоятельно, но для этого нужно обращаться и к другим главам учебника. К третьей степени сложности относится материал, заставляющий студента обратиться к другому источнику или к преподавателю, поскольку информации, найденной в учебнике, ему оказалось мало.

3-тий этап. Медленное чтение и разбор неясных вопросов. Задача: разобраться в сложном, материале, обратить внимание на взаимосвязи между понятиями. При этом выполняются следующие действия:

Медленное чтение всего учебника и разбор непонятных вопросов первой степени сложности. При необходимости пользоваться карандашом и бумагой. Читать все, ничего не пропуская.

Медленное чтение всего учебника и разбор непонятных вопросов второй степени сложности.

Для нахождения ответов на непонятные вопросы третьей степени сложности обратиться к дополнительной литературе или к преподавателю.

Самостоятельная работа на лекции

Слушание и запись лекций – сложный вид вузовской аудиторной работы. Внимательное слушание и конспектирование лекций предполагает интенсивную умственную деятельность студента. Краткие записи лекций, их конспектирование помогает усвоить учебный материал. Конспект является полезным тогда, когда записано самое существенное, основное и сделано это самим студентом.

Не надо стремиться записать дословно всю лекцию. Такое «конспектирование» приносит больше вреда, чем пользы. Запись лекций рекомендуется вести по возможности собственными формулировками. Желательно запись осуществлять на одной странице, а следующую оставлять для проработки учебного материала самостоятельно в домашних условиях.

Конспект лекции лучше подразделять на пункты, параграфы, соблюдая красную строку. Этому в большой степени будут способствовать пункты плана лекции, предложенные преподавателям.

Принципиальные места, определения, формулы и другое следует сопровождать замечаниями «важно», «особо важно», «хорошо запомнить» и т.п. Можно делать это и с помощью разноцветных маркеров или ручек. Лучше если они будут собственными, чтобы не приходилось просить их у однокурсников и тем самым не отвлекать их во время лекции.

Целесообразно разработать собственную «маркографию» (значки, символы), сокращения слов. Не лишним будет и изучение основ стенографии. Работая над конспектом лекций, всегда необходимо использовать не только учебник, но и ту литературу, которую дополнительно рекомендовал лектор. Именно такая серьезная, кропотливая работа с лекционным материалом позволит глубоко овладеть знаниями.

РАЗДЕЛ 3. УЧЕБНО-МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

Основная литература

Нестеренко, В. Г. Английский язык в сфере туризма = English in Tourism : учебное пособие для СПО / В. Г. Нестеренко. — Саратов, Москва : Профобразование, Ай Пи Ар Медиа, 2025. — 105 с. — ISBN 978-5-4488-2465-4, 978-5-4497-4218-6. — Текст : электронный // Цифровой образовательный ресурс IPR SMART : [сайт]. — URL: https://www.iprbookshop.ru/149170.html. — Режим доступа: для авторизир. пользователей

Дополнительная литература

Кошель, Т. В. Английский язык для делового общения в сфере туризма и гостеприимства : учебное пособие / Т. В. Кошель, Т. Г. Копанева. — Ростов-на-Дону : Донской государственный технический университет, 2024. — 128 с. — ISBN 978-5-7890-2253-5. — Текст : электронный // Цифровой образовательный ресурс IPR SMART : [сайт]. — URL: https://www.iprbookshop.ru/150043.html. — Режим доступа: для авторизир. Пользователей

Лицензионные ресурсы информационно-телекоммуникационной сети "Интернет", необходимые для освоения дисциплины

Электронно-библиотечная система: по паролю. URL: http://www.iprbookshop.ru/ Предусмотрен режим для слабовидящих.

Лицензионное и свободно распространяемое программное обеспечение, в т.ч. отечественного производства, современные профессиональные базы данных и информационные справочные системы (информационные технологии), используемое при осуществлении образовательного процесса по дисциплине

– Microsoft Windows (лицензионное).

– Офисный пакет программ MicrosoftOffice, включающий текстовый редактор MicrosoftWord, электронную таблицу MicrosoftExcel, программу для подготовки презентаций MicrosoftPowerPoint, браузер InternetExplorer (лицензионное).

– Информационная справочная система и база данных «КонсультантПлюс» http://www.consultant.ru/» (доступ по паролю) (отечественное производство)

– Студенческий информационно-справочный портал "Гарант-Образование" https://edu.garant.ru/ (доступ свободный) (свободно распространяемое);

– Научная электронная библиотека – база данных eLIBRARY.RU https://elibrary.ru/ (доступ свободный);

Портал про гостиничный бизнес https://prohotel.ru/

Особенности учебно-методического обеспечения для лиц с ограниченными возможностями здоровья и инвалидов

Студенты с ограниченными возможностями здоровья, в отличие от остальных студентов, имеют свои специфические особенности восприятия, переработки материала. Подбор и разработка учебных материалов для таких студентов производится с учетом того, чтобы предоставлять этот материал в различных формах так, чтобы инвалиды с нарушениями слуха получали информацию визуально, с нарушениями зрения - аудиально. Предусмотрено в случае необходимости создание текстовой версии любого нетекстового контента для его возможного преобразования в альтернативные формы, удобные для различных пользователей, альтернативную версию медиаконтентов, предусмотрена возможность масштабирования текста и изображений без потери качества, предусмотрена доступность управления контентом с клавиатуры.

РАЗДЕЛ 4. ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОВЕДЕНИЯ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

4.1 Перечень компетенций, оценивание формирования которых предусмотрено в процессе текущего контроля и промежуточной аттестации по дисциплине

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах);

УК-5 Способен воспринимать межкультурное разнообразие общества в социально-историческом, этическом и философском контекстах.

4.2 Оценочные средства для проведения текущего контроля освоения дисциплины

Задания по контрольной работе для текущего контроля, указания по ее выполнению.

Контрольная работа по дисциплине состоит из двух частей:

Часть 1 Лексико-грамматическая часть

Задания выполняются письменно.

Часть 2 Внеаудиторное чтение

Тексты 1-5 читаются и переводятся до начала аудиторных занятий.

Во время аудиторных занятий студент должен быть готов:

-прочитать и перевести абзац на выбор преподавателя из любого текста (незнакомые слова можно подписать прямо в тексте, либо составить словарь),

-кратко изложить суть текста на иностранном языке,

-ответить на вопросы преподавателя по содержанию текстов.

Контрольная работа считается сданной, если вы выполнили оба задания. При этом ответ по части 2 должен быть четким и конкретным, а также содержать записи студента по всем текстам.

Часть 1 Лексико-грамматическая часть

I.Complete the text with the words below.

Furniture, facilities, shuttle, reviews, expensive, en-suite, floors, complimentary

Part 1

The Trip

Last week was full of surprises. On Wednesday Mr. Morrison had a promotion with a huge pay rise, so he decided to take a short break, travel to the USA and celebrate the promotion with his wife.

Mrs. Morrison spent Thursday evening searching for expensive hotels online, reading other travellers'1_____, and comparing amenities. Finally, she booked a deluxe room with the Luxury Royal Life hotel. She chose the hotel because it offered a spacious air-conditioned room with an 2_____bathroom, floor-to-ceiling windows, carpeted 3_____ and wooden 4_____. She also liked the promise of free access to the swimming pool, the gym and modern spa 5_____. So, on Friday evening they packed their bags and left for Heathrow Airport.

When they arrived at JFK airport at 6 o'clock on Saturday morning, one of the drivers of the hotel airport 6_____greeted them by names. The Morrison's were a bit surprised that the driver recognized them so easily in the crowd, but were happy to get this 7_____service from the hotel, as they hate using 8_____taxes or overcrowded buses when on holiday.

II.Read the text and answer the questions.

Part 2

An hour later when the Morrison's entered the hotel, they saw a big TV screen with the words "Congratulations on your promotion, Mr. Morrison! You deserve it!" Amazed they reached the hotel reception to check-in and get their room card. The receptionist addressed them by names, and the Morrison's got another surprise when instead of a usual card with the hotel name, logo or address they received a personalized one with their names on it. The receptionist reminded them that the breakfast was served from 7 to 9 in the morning and showed them the way to the hotel restaurant. The Morrison's thanked the receptionist and went upstairs to their room.

When they opened the door of their room, they were more than shocked. They realized that their favorite song by a Scottish band was on and the hotel room that looked very old-fashioned on the website was extravagantly modern. And when they switched on the TV, they saw smiling faces of their daughter and son on the screen.

After taking a quick shower, they went downstairs to have breakfast. They expected an American hot buffet breakfast: fried or poached eggs, sliced bacon, cornflakes, coffee and orange juice. And couldn't believe their eyes when a waiter took them to a laid table with their favorite Indian dishes on it! They stared at creamy butter chicken and mouth-watering chapatti with spiced omelet for a couple of minutes, but refused to eat their breakfast and went to see the manager instead.

Answer the questions:

1. What time did the Morrison's arrive at the hotel?
2. Why were they surprised when they got their room card?
3. Did the room look as they expected?
4. What cuisine were they served at breakfast?

III.*Read the text and complete the tasks*.

Part 3

When the hotel manager saw the Morrison's in her office, she took out and offered them a bag of traditional UK jelly sweets, which the Morrison's enjoy most of all and always buy from their local shops. Then she explained that the hotel was trying hard to make the Morrison's welcome. The hotel employees studied the Morrison's' social media account and downloaded photos of their two children, learned about the couple's love for Indian food and asked the chef to look for the recipes. They also found out about the couple's favorite music and put it on only to make them feel at home.

When the Morrison's returned back to their hotel room, they connected to the hotel WIFI to close their social media account. Then, they checked-out and took the first flight back home.

Choose the correct answer.

1. The hotel employees knew a lot about the Morrison's because

a. they checked the guests' profiles on a social network.
b. the guests' son gave the hotel the details.
c. the guests' daughter gave the hotel the details.
d. other travelers gave the hotel the details.

2. The hotel manager offered the Morrison's

a. a bag of local sweets.
b. a bag of US sweets.
c. a bag of their favorite sweets.
d. a bag of Indian sweets.

3. The Morrison's were

a. unhappy that the hotel employees knew a lot about them.
b. happy that the hotel employees knew a lot about them.
c. did not care if the hotel employees knew anything about them.
d. wanted the hotel employees to know a lot about them.

4. The Morrison's

a. spent a day at the hotel.
b. checked-out the same day.
c. spent a week at the hotel.
d. checked-out the following day.

IV. Read the memo, then study the conversation and choose the correct answers.

Memo **Lux Hotels**

Date: *22nd October*

From: *CEO*

To: *All Managers*

Subject: *Our carbon footprint*

As you know, our guests are beginning to ask about the carbon footprint of our hotel. I think that we should meet and discuss this. Could you all come to a meeting at headquarters at 10:00 a.m. on Friday the 27th October?

Paulo Palazzi

CEO *1) Has/Have* anyone got any ideas?

Manager 1 Food is a problem. In the restaurants in my hotel, we *2) have got/get* produce from all around the world. We could find local suppliers instead, in some cases.

CEO That's a good idea.

Manager 1 So, *3)shall/will* we make a start on that?

CEO Yes, please. Anything else?

Manager 1 What do you think about *4) reusing/reuse* towels in the bathroom? Washing towels has a high carbon footprint.

Manager 2 *5)This/That* is a good point. But we already have signs in bathrooms – you know, 'put your towel in the bath if you want a new one'. We can't *6)to ask/ask* guests to use a wet towel.

CEO OK, what else? Helen, what *7)are you thinking/ do you think*?

Manager 3 Well, we *8) shall/can* do something about lights. In my hotel, we still have normal bulbs in many places.

CEO Really? We should replace them with low energy bulbs.

Manager 3 Exactly.

CEO OK. Let's *9) doing/do* that. Anything else?

Manager 4 The transfer buses for my hotel use petrol. We *10)replace/could replace* them with electric vehicles.

CEO That's quite an expensive change.

Manager 4 Yes, but we can replace two or three buses every year. If we start this year, we *11)should/can* replace all of the buses within five years.

CEO Right. That's a good decision.

Часть 2. Тексты для чтения

Text 1

People travel for lots of reasons. They make journeys to and from school or work every day; visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips. So when does travel become tourism? When people travel to and stay in a place which is not where they live. For example, there is recreational tourism if you want to relax and have fun, maybe at the beach. There's cultural tourism: sightseeing or visiting museums to learn about history, art and people's lifestyles. With adventure tourism you explore distant places or do extreme activities. Ecotourism is about ethical and responsible trips to natural environments such as rainforests. Winter tourism is usually holidays in resorts where there is snow and people go skiing or snowboarding. Sport tourism is to play or watch different sporting events. Educational tourism is to learn something, possibly a foreign language, abroad. Nowadays, there is also health tourism to look after your body and mind by visiting places like spa resorts; religious tourism to celebrate religious events or visit important religious places such as Mecca for Muslims; and gap-year tourism when young people go backpacking or do voluntary work between school and university.

Choose the correct answer.

1. People travel
a. for different reasons.
b. to go on holiday.

c. to get to work.

2. You can take
a. day and evening trips.
b. study and business trips.
c. theatre and cinema trips.

3. Tourism is travel
a. in your home town.
b. to countries across the world.
c. to places where you don't live.

4. Ecotourism is ethical and responsible about
a. money.
b. shopping.
c. the environment.

5. A spa is a place you visit to
a. celebrate a religious event.
b. learn something new.
c. look after your health.

Text 2

Tourism is a multi-billion-dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists. Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately. These days, many people book directly online with companies that offer both organised and independent travel. You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good price. If you're hiring a car, it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there.

You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to self-catering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch

and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all-inclusive leisure activities such as sport, shopping and live shows.

Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organised trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

Answer the questions.

1. How can you book holidays?
2. Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?
3. What other transport service is it a good idea to book in advance?
4. When can you arrange local transport?
5. Which kind of accommodation includes breakfast, lunch and dinner?
6. Do you pay for information from Tourist Information Points?
7. Who can take you sightseeing or show you tourist attractions?

Text 3

Nowadays, the choice of tourist accommodation to suit your taste, budget and destination is endless. At the high end of the market there are hotels, offering rooms and meals. Motels are similar, except they are for motorists. So they are generally on major roads and always provide parking, but not always meals. B&Bs, or guesthouses, differ from hotels as they are usually small, less expensive, owner-occupied, family-run businesses without staff on call 24/7. Alternatively, holiday villages are popular with families who may be travelling on a budget. They offer a choice of self-catering accommodation from small wooden cabins or chalets to studio apartments to large holiday villas, all in modern resorts with many leisure and recreational services available on site.

Private Holiday rental offers a wide variety of accommodation. Then there are timeshares, where several people own accommodation they can use at specific periods each year. To avoid getting bored with the same destination, how about doing a house swap, where people holiday in each other's' houses?

Hostels provide a low-cost, self-catering alternative to hotels, and appeal to young travellers, as the shared dormitories make it easy to meet people. Increasingly, universities offer campus accommodation in students' halls of residence during the holidays. This is the type of accommodation you often find on study holidays, but it can also be a cheap and sociable way to take a city break.

If you’re looking for an adventure on a budget, campsites are perfect. You can take your own tent, or even stay in a traditional round Mongolian yurt or a tall Native American tepee. For more comfort, there are also caravans and campervans, which enable you to enjoy a holiday on the move. Finally, if you like to combine transport and accommodation, why not try a barge, a long flat boat, which travels on rivers and canals, or a yacht if you prefer the sea.

Choose the correct answer.

1. Hotels are accommodation at the
a. budget end of the market.
b. high end of the market.
c. low end of the market.

2. Guesthouses and B&Bs are different from hotels because they are generally run by
a. families.
b. one person.
c. staff 24/7.

3. You can visit a timeshare
a. all year round.
b. at a specific time, each year.
c. only in the summer.

4. House swapping helps you to
a. avoid boredom.
b. avoid cooking.
c. make friends.

5. Hostels appeal to
a. couples.
b. families.
c. young people.

6. Campus accommodation is available for tourists to rent during
a. the holidays and term time.
b. the holidays.
c. term time.

7. For comfortable and mobile campsite holidays try
a. campervans.
b. tents.

c. tepees.

8. Which of these isn't a kind of boat?
a. Barge
b. Yacht
c. Yurt

Text 4

The kind of facilities and services available to you on holiday varies greatly according to your choice of accommodation. Catered accommodation such as hotels, guest houses and B&Bs is generally categorised using a star system which varies from country to country.

Generally, one star tends to indicate budget accommodation, offering basic facilities such as end suite bathrooms and TVs in all the rooms and services such as breakfast, drinks and daily room cleaning by chambermaids.

Two stars may additionally offer guests bath towels, complimentary toiletries such as shower gel, a reading light, and a credit card payment facility.

Three star hotels often also provide a hairdryer and telephone in every room as well as internet access either in a public area or in the room, laundry and ironing services, and the hotel reception is staffed for around 14 hours by bilingual staff, speaking English and the native language.

The reception of a four-star hotel should be manned for up to 18 hours, have a refrigerated mini-bar or room service for drinks, and an a la carte restaurant. There would also probably be a lift and more comfortable furniture.

Finally, five-star luxury accommodation should offer a reception area staffed 24/7 by multilingual staff, a doorman to welcome guests, valet parking, a porter to take luggage to your room, and a safe in the room for valuables. There are often gym and spa facilities available too.

Answer the question.

What facilities can you expect in a two/three/four/five-star hotel?

Text 5

Nowadays there are plenty of different ways to book a holiday. You can now book holidays over the Internet, over the phone or by going into a travel agency. However, you choose to book, you should ensure you have everything you need before departing for your holiday. This might include: valid travel documents such as passports, identity cards or visas for entry into specific countries and maybe your driving licence if you intend to drive your own or

hire a car; travel tickets for planes, ships, trains or coaches and most airlines now expect you to check in online before you fly.

You should also consider purchasing some form of travel insurance to cover your costs in case your plane is delayed, cancelled, you lose any personal items or there is an emergency whilst you are on holiday. You can buy this independently or directly from your travel agent or travel provider. It is always wise to take some currency or a pre-paid debit card with you in case there are any problems.

Travel to certain countries requires immunization against diseases. These vary from country to country, as each has different risks to people health-wise, but you should check with your doctor around six weeks before going on your holiday to discuss possible vaccinations you may need for your destination.

Choose the correct answer.

1. Which of the following do you only need for entry into specific countries?
a. identity card
b. passport
c. visa

2. You might need travel insurance in case you ...
a. decide not to travel.
b. lose something before travelling.
c. have an emergency on holiday.
d. miss your plane.

3. Some countries require immunization against diseases ...
a. when you return from your holiday.
b. six weeks before travel.
c. during the holiday.
d. before and after the holiday.

Критерии оценивания контрольной работы

Оценка «зачтено» выставляется, если:

- ответы на задания полные, правильных ответов более 60%,

- показаны знания основных закономерностей иностранного языка и умение применять их на практике при решении конкретных задач, выявлена способность применять полученные знания по образцу в стандартной ситуации.

Оценка «не зачтено» выставляется, если:

- ответы на вопросы неверные, правильных ответов менее 60 %,

- допущены грубые ошибки в формулировках основных понятий и правил иностранного языка, отсутствует способность применять полученные знания по образцу в стандартной ситуации.

4.3 Оценочные средства промежуточной аттестации для оценивания уровня формирования компетенций, соотнесенного с планируемыми результатами обучения по дисциплине:

По компоненте компетенций «Знать»

1. What types of accommodation can you name?
2. Name and describe 4 hotel facilities.
3. Name and describe 4 room facilities.
4. What are the advantages and disadvantages of staying at a B&B?
5. What are the advantages of staying at a 5-star hotel?
6. What are the disadvantages of staying at a motel?
7. What are the disadvantages of camping?
8. What options are available to tourists looking for places to stay in the Urals?
9. Why do some guests want self-catering accommodation?
10. What might attract more customers to a hotel?
11. What extra facilities might attract more customers to a hotel?
12. Why should hotels offer extra service to guests?
13. What is room service? Why should it be available 24/7?
14. Would you like to open your own hotel? Why? Why not?
15. What is ‘cultural training’?
16. What does ‘look like a professional’ mean?
17. What is ‘immediate attention to your guests’ rule?
18. What is ‘sincere greetings’ rule?
19. What is ‘maintain eye contact’ rule?
20. What is ‘listen properly’ rule?
21. What is ‘use your guest’s name’ rule?
22. What should front line staff know about interacting with international guests?
23. How does culture affect hospitality business?
24. Why is cultural important in hospitality industry?
25. What information do you expect to find in a hotel brochure?
26. What are the best and the worst things about staying in hotels?
27. What do you think of when choosing a hotel to book?

28. Do you think hotel room views really matter?
29. What makes a hotel modern?
30. Do you think historic hotels should be preserved?
31. What are the benefits of booking half board?
32. What are the benefits of booking full board?
33. What are the DOs and DON'Ts of holiday eating?
34. Name 4 types of places to eat. Talk about the benefits of each of them.
35. Describe the most common types of menus.
36. What does 'handle complaints with extra care' mean?
37. What can guests complain about?
38. What can go wrong before the guests arrive?
39. What can go wrong after the guests arrive?
40. What can go wrong during guests' stay?
41. What can go wrong during the hotel check-in?
42. What can go wrong during the hotel check-out?
43. What can go wrong at a restaurant?
44. Do you always have to pay for quality?
45. Do you mind paying extra for better quality?
46. When do you want high-quality service?
47. What's the best/worst hotel you've ever stayed at?
48. What can go wrong during the airport check-in?
49. What are the basic rules of safety in the city?
50. How can you deal with guests who arrive late for a tour?
51. What should one consider when planning an international event?
52. Why is the location important for an international event?
53. What should you think of when planning an event schedule for international guests?
54. What should one consider when planning serving meals at an international event?
55. What should one consider when planning a trip abroad?
56. What are the common travel problems?
57. How can you avoid common travel problems?
58. What questions are usually asked in a hotel feedback form?
59. Why is feedback important in hospitality industry?
60. How can customer feedback be used to improve service?

По компоненте компетенций «Уметь»

Закрытые задания

Номер задания	Правильный ответ	Содержание задания	Компетенция

1	d	**Choose ONE answer.** The hotel restaurant is not open 24 hours but room _____ is always available. a. menu b. catering c. waiter d. service	УК-4
2	c	**Choose ONE answer.** A room in a hotel for two people with two separate beds. a. single room b. double room c. twin room d. family room	УК-4
3	a	**Choose ONE answer.** The romantic holiday couples have after their wedding. a. a honeymoon b. shopping trip c. a city break d. an adventure holiday	УК-4
4	c	**Choose ONE answer.** A short holiday in a capital of a country or other large town. a. a honeymoon b. shopping trip c. a city break d. an adventure holiday	УК-4
5	c	– **At a restaurant** – **Which ONE is NOT used on arrival?**	УК-5

		a. Yes. We've booked a table for five. b. Could we sit outside please? c. That's very kind of you, but this is on me. d. Could we have a table in the corner?	
6	a	**Choose ONE answer.** The Grant Holiday Resort consists of 20 self-contained apartments around a large swimming pool. Each apartment has a well-equipped kitchen where guests can prepare their meals. Alternatively, there are several good restaurants within easy walking distance. a. self-catering holiday b. working holiday c. diving holiday d. sightseeing holiday –	УК-4
7	b	**Choose ONE answer.** A place where passengers wait before they can board their planes. a. arrivals b. departure lounge c. check-in desk d. baggage reclaims	УК-4
8	c	**Choose ONE answer.** The place at the airport where suitcases and bags are checked for illegal things. a. executive lounge b. passport control	УК-4

		c. security clearance d. baggage reclaims	
9	a	**Choose ONE answer.** Guest: I'm afraid there is no hair dryer in my room. Receptionist: Well, madam, there should be one in your room. Have you had a look in the bathroom, by the basin? Guest: Yes, and I can't see one. Receptionist: ____ a. I'm sorry about that. I'll see to it immediately. And your room number, please? b. I'm sorry about that. There's been a mistake. I'll change this immediately. c. I'm sorry, sir, but today is Sunday, and the laundry service closed at 5. d. I'm very sorry. That shouldn't happen.	УК-5
10	b	**Choose ONE answer.** Guest: Look, this isn't right. I ordered a Caesar salad, not this green salad. Room service: a. I'm sorry about that. I'll see to it immediately. And your room number, please? b. I'm sorry about that. There's been a mistake. I'll change this immediately. c. I'm sorry, but today is Sunday, and the room service closed at 5. d. I'm very sorry. I'll send	УК-5

		someone up to fix it.	

Открытые вопросы

Номер задания	Правильный ответ	Содержание задания	Компетенция
11	check-out	**Complete the sentence.** Please note that the latest _____ is midday (12 o'clock) on the day you wish to leave.	УК-4
12	mini-bar	**Complete the sentence.** My hotel room is small, but there is a _____ full of drinks, chocolate and snacks.	УК-4
13	safe	**Complete the sentence.** My hotel room is small, but there is a _____ where I can keep my passport and other valuables.	УК-4
14	sign	**Complete the conversation.** -Good evening, madam. -Hello. I have a reservation. My name's Jennifer Rodriguez. -Can you spell that, please? -R-O-D-R-I-G-E-Z. -For five nights? -Yes, that's right. -Can I have your ID, please? -Just a second. Here you are. -Thank you. Can you _____ here, please? Here is the pen. Thank you. Here's your key card. It's room 701, on the seventh floor. The lift is over there.	УК-4

		-Thank you.	
15	Bed and breakfast / B&B/	**What are *they*?** They are often private houses where the owners offer rooms and provide overnight stay and breakfast. The toilet and bathroom can be private or shared with other guests. ***They*** are often cheaper than hotels and a more relaxing place to stay.	УК-5
16	changes	**Complete the Q&A section.** Q: What time is check-in and check-out? A: Check-in time is 3 p.m. and check-out is 11 a.m. Q: How do I make _____ to my room reservation? I want different dates. A: If you booked through the hotel, contact us, otherwise contact your travel agent directly.	УК-4
17	cancellation	**Complete the Q&A section.** Q: What time is dinner served? A: Dinner is served from 7 p.m.-9.30 p.m. every day. We strongly recommend you pre-book. Q: What is your _____ policy? A: We require a minimum of 48-hour notice prior to scheduled arrival date for a full refund.	УК-4
18	transfer	**Complete the Q&A section.** Q: What bus should I take to get to the hotel from the airport? A: We provide a complimentary _____ for all guests, so you don't have to get a bus or taxi	УК-4

		when you arrive.	
19	All-inclusive holiday	**What type of holiday is described?** The Grant Resort at Santa Lorentsa has everything you could possibly want for the perfect holiday. The price of £1050 for two weeks includes all flights, visas, taxes, transfers, accommodation, meals, snacks, locally produced drinks and entertainment.	УК-5
20	Package holiday	**What type of holiday is described?** Prices begin from £250 per week, and include return flights, visas, transfers and accommodation. We can also arrange your travel insurance at very reasonable rates.	УК-5
21	facilities	**Complete the hotel brochure.** The hotel offers a wide range of services and _____ designed to meet your every need. It has three restaurants, specialising in different cuisines, and an excellent fitness centre with indoor and outdoor pools.	УК-4
22	charge	**Complete the hotel brochure.** Pool towels are available with a deposit. Sun beds and umbrellas can be used free of _____. Babysitting services are available on **request.**	УК-4
23	conference	**Complete the hotel brochure.** The hotel is also equipped with	УК-4

		a large _____ room for 200 people and five smaller workshop rooms (20-30 seats). All rooms have projectors, screens and computers with Internet access.	
24	sounds	**Complete the conversation.** -What would you like to eat? -I'm not sure. Can you tell me what this is? -It's spicy chicken with fresh tomatoes. It's a speciality of the region. -That _____ very nice. I'll have that, please. –	УК-4
25	Departure	**Complete the email.** Dear Mr Louvier Further to our telephone conversation, we are pleased to confirm your new booking as follows: *Arrival:* 11 May 20 May *Room type:* _____ Double room w balcony *Room rate:* £200 *Confirmation:* MAY11D22MD We look forward to welcoming you on 11 May. Yours sincerely, Margaret Dellaware	УК-4
26	language	**Complete the article.** *DIFFICULTIES OF*	УК-5

		MEETINGS AND NEGOTIATIONS ACROSS CULTURES Although there seem to be rules about this, the problem is the rules are different from country to country and are constantly changing and developing. Imagine this situation: you are in charge of a project which has a multinational team. The first point to consider is what _____ to use? If you are all Germans or all French, then no problem - you speak German or French. But what happens if you are four Germans, three Swedes, two French, and one Japanese, Italian, Spanish?	
27	first	**Complete the article.** *DIFFICULTIES OF MEETINGS AND NEGOTIATIONS ACROSS CULTURES* Whose behaviour rules are you going to follow? In the UK, the US and Sweden it is quite normal for all the people at the meeting to use each other's _____ names. But this is not the case in France, Germany or Japan. So if you are using English, do you then have to say Mr, Mrs or Ms? And what if a female team member is unmarried, should you then say Miss or Ms?	УК-5
28	agenda	**Complete the article.** *DIFFICULTIES OF MEETINGS AND NEGOTIATIONS ACROSS CULTURES* In the meeting itself how do	УК-5

		you behave? Imagine that you have organised a team meeting in your country's head office. What happens if your Italian colleague takes calls from his boss in the middle of your meeting? How do you react if you find your British visitors haven't looked at the detailed meeting _____ you emailed to everybody the week before, and your Spanish colleague wants to introduce a new point half way through the meeting?	
29	solutions	**Complete the article.** *DIFFICULTIES OF MEETINGS AND NEGOTIATIONS ACROSS CULTURES* Is it time to make a decision? Your boss has told you that you can make all the decisions, but your Japanese partner says that he or she will have to discuss it in their headquarters in Tokyo first, while your Saudi Arabian customer keeps on changing the subject to ask about the history of your company? There are probably two general _____ to all these questions. The first one is to stay at home and only do business with people from your own culture; and the second one is to find out about differences in advance.	УК-5
30	venue	**Complete the email.** Dear Ms McBurn, Thank you very much for your email. I am delighted to hear that your company is considering our hotel as a sales conference _____ and that you	УК-4

		will be coming to us next week. I can confirm that I will be able to meet you and discuss your requirements at any time that suits you on Friday. If you let me know your flight details I will arrange for you to be met at the airport and brought to the hotel. I look forward to meeting you. Yours sincerely, Alison Lacardi General Manager –	
31	airport	**Complete the conversation.** Receptionist: Can I help you, sir? Guest: Yes, I'm checking out today but my plane doesn't leave until this evening. Can I leave all my bags here until I have to go to the _____? Receptionist: Of course, sir. I'll lock them in the office for you. Guest: Thank you. Now, I'd like to pay my bill, please. Room 203.	УК-4
32	reputation	**Complete the presentation.** *HOSPITALITY TALK:* *WHY ARE SOME HOTELS MORE SUCCESSFUL THAN OTHERS?* I am going to tell you a story, a quite familiar one, about two hotel chains. They both operate in the same city. Both chains sell rooms to tourists. The services from both chains are reliable and economical. So, why is Summer Hotels more successful than Winter Hotels? There are four main reasons. First,	УК-4

		_____. Summer Hotels is an old company – more than 30 years old. Everyone says 'It's good to stay at Summer Hotels.' Winter Hotels is only one-year-old. People don't know it. Good services are important. Of course they are – you must offer good services. But people must know that your services are good.	
33	included	**Complete the presentation.** *HOSPITALITY TALK:* *WHY ARE SOME HOTELS MORE SUCCESSFUL THAN OTHERS?* What's the second reason? Is it price? Both chains offer rooms for more or less the same price. But Summer Hotels offers excellent facilities. All their hotels have lots of extras, like a swimming pool, free Wi-Fi, underground parking, etc. And they are all _____ in the price. But at Winter Hotels, you have to pay more for those extra facilities.	УК-4
34	locations	**Complete the presentation.** *HOSPITALITY TALK:* *WHY ARE SOME HOTELS MORE SUCCESSFUL THAN OTHERS?* Let's move on to the third reason. Summer Hotels chain has branches all over the city. They have 12 hotels – in the north, the south, the east, the west, and in the centre. Winter Hotels chain doesn't have many branches. In fact, it only has three. So, Summer Hotels chain has a	УК-4

		huge advantage. Customers usually go to hotels in good _____, close to business or close to tourist attractions.	
35	advertising/ promotion/	**Complete the presentation.** *HOSPITALITY TALK:* *WHY ARE SOME HOTELS MORE SUCCESSFUL THAN OTHERS?* Finally, look at the slide. As you can see, Summer Hotels chain spends a lot of money on _____. You can find information about the chain on national and international travel websites, blogs and online travel agencies.	УК-4
36	Bathroom	**Complete the feedback form.** **GIPA BUSINESS HOTELS INC.** **Questionnaire** At GIPA Business Hotels Inc. we want our employees to deliver 100% customer satisfaction. Please fill in our questionnaire. Hotel: *GIPA Malta* Dates of stay: *10-15 June* Reason for stay: *Hospitality Conference* Please rate the hotel and the facilities (1 =bad, 5 = excellent) and add comments: Reception: *lazy guy with dirty hair* Bedroom: *too noisy* _____: *wet towels, cold water, but clean*	УК-4

		Restaurant: *good food, awful service* Conference rooms: *OK* Technical - equipment: *good* - support: *didn't know how to use the equipment* Can you recommend the hotel? *To my worst enemy* What can we change? *Everything*.	
37	remote control	**Complete the conversation** Receptionist: Can I help you, madam? Guest: Oh, yes. Thank you. I have a problem with our TV. I can't get this thing, I don't remember the right word, to work. You know, it doesn't change channels. Receptionist: The _____? Guest: Yes, that's it! I think the batteries are dead.	УК-4
38	overbooked	**Complete the situation.** *What has gone wrong?* An airline passenger is talking to the check-in assistant. 'I have a valid ticket for this flight, and I'm in plenty of time to check in, so why are you telling me there are no seats available?' The flight has been _____.	УК-4
39	undercooked	**Complete the situation.** *What has gone wrong?* A customer in a restaurant is talking to a waiter:	УК-4

		‘I asked for it to be well-done, but this is rare. In fact, it’s almost raw!’ His food has been _____.	
40	delayed	**Complete the situation.** *What has gone wrong?* An airline passenger is at the airport: ‘We were supposed to take off an hour ago. I keep checking the boards for information, but all it says is ‘Wait in lounge’.’ Her flight has been _____.	УК-4

По компоненте компетенций «Владеть навыками»

Чтение и пересказ оригинального текста.

Текст 1.

As a hotelier, you need to be constantly evaluating the success (and failure) of your hotel’s booking strategy. When a guest books a room, do you know why they choose to purchase it? If your occupancy is low, are you pinpointing why travelers might be looking elsewhere?

The answers behind these questions can offer valuable insights that you can use to make improvements and increase your hotel’s revenue.

Often, a lack of bookings can be put down to your promotion efforts, rather than any quality deficiency in your property. This is something you need to fix quickly, but it can be done easily with a few minor adjustments to your website and social media. All it takes is a change in focus to put a stronger emphasis on promoting your hotel room features. Basically, guests want a personal and individual experience wherever possible, and one that makes them feel like they’re getting value for money.

Making sure you showcase all your rooms have to offer and making clear distinctions between them, allows guests to get excited about their stay and what they’ll experience.

Think about travelers’ behavior before they go on a trip. They usually spend a lot of time telling friends and family where they’re staying and what they’ll be doing. You want to give them the material to use in their

discussions. The more information you provide and anticipation you can build, the more likely it is that a guest will book with you.

You may even want to move towards giving guests more control over what features they actually receive. It's this shopping cart experience that the hotel industry has yet to fully capitalize on.

Текст 2.

With such a wide range of accommodation across New Zealand, there's something to accommodate every client request – urban or rural.

Simply let your clients pick their budget and go from there. We've got it all: exquisite luxury lodges and resorts, comfortable backpackers' hostels and camping grounds, clean and affordable hotels and more. Or, book your clients a Bach (that's Kiwi slang for a holiday house), and they can truly experience what it's like to holiday in New Zealand. Your clients are spoilt for choice. Here are a few examples.

In a class of their own, luxury lodges are extremely accommodating and cater to the most discerning visitor. Have your every need taken care of, dine on fine gourmet cuisine and enjoy the highest standard of hosting and facilities.

These unique properties offer the pleasures of things like spa treatments, private golf, helicopter flights, wilderness adventures and more – almost whatever your heart desires. A New Zealand luxury lodge is utterly luxurious and offers an exclusive, unforgettable holiday experience.

If you are ready to pay more, then choose from a diverse range of boutiques and lodges that encompasses historic estates, vineyard cottages or boutique guest houses, typically providing unique facilities, location, service and guest experiences. Wake up to a spectacular alpine vista or a scenic freshwater lake – boutique and lodge accommodation can be a treat for the night or for your entire holiday.

Wherever you do decide to go, always read reviews to get opinions of others travelers. If you use booking.com then you will be able to read and see ratings from other travelers. Or you could use other sites such as tripadvisor.co.uk which provides huge amounts of reviews on most properties

Текст 3.

"Our hotel has an inherent culture of exceptional service. We hire our hospitality professionals very carefully and work diligently to train them to 5 Star & 5 Diamond Standards. We have the ability to involve our associates in many of the global decisions that affect the way the hotel operates so there is a strong sense of ownership. Our team is empowered to make active decisions

that will create a successful experience for our guests. We have seasoned operational managers on duty 24 hours per day, 7 days per week so there is always intense scrutiny over our daily operations. We concentrate on having a good product. The staff all love what we do. We always try to never say “no” to our guests… and try to realize what they want before they ask. It’s just little things. In the beginning, when we were on TripAdvisor I was scared, because you’re very exposed to good reviews and bad reviews. Fortunately, we’ve been able to get very good reviews, and the bad reviews that we received were actually really helpful. They tell us what to correct, and we like to take care of that. Sometimes people don’t tell you what’s wrong, and then it’s a surprise for us when they write it down on TripAdvisor.

We spend the first portion of every staff meeting reading our newest TripAdvisor reviews aloud to the group. This establishes a forum for recognizing favorable performance and for developing solutions where we have areas of opportunity. We are blessed with many wonderful guests, a large number of whom have been returning to our hotel for many years. Every day we receive cards, letters and emails of thanks. I make certain to respond to each one personally and whenever I do, I typically finish my correspondence with a phrase like the following: Thank you for taking the time to relay the details of your experience. I am so glad that you had a wonderful visit. If you’d like to share your experience with others, I encourage you to do.”

Текст 4.

As a travel agent, you deal with a lot. Planning and research, logistics and follow through, and probably most important, getting new clients and keeping existing ones. In today’s self-service digital world, customer service and personal attention are hot commodities—which is why travel agents will never go out of style. However, as superhero multi-taskers, it can be easy to overlook the basics in favor of getting through a task quickly.

One area that might fall victim to this is the sales process. For example, a client will walk in the door with a vacation idea and the agent books exactly that without digging a little deeper to make sure they truly understand the clients’ needs and wants. A vacation is so much more than the where and what; the how and why need to be part of every conversation.

“For most consumers, the purchase of their vacation is going to be one of the largest purchases they make that year, both financially and for the value of their time,” says Gavin Tollman, CEO of Trafalgar. “Ensuring it’s right from the start is vital.”

Successful travel agents intuitively engage in the “consultative sales process.” This give-and-take sales interaction uses qualifying, strategic questions to get to the heart of what clients want from their vacation and then

offers solutions by tapping into the knowledge and experience of the travel agent. When done right, the result is a win-win.

Текст 5.

Successful travel agents intuitively engage in the “consultative sales process.” This give-and-take sales interaction uses qualifying, strategic questions to get to the heart of what clients want from their vacation and then offers solutions by tapping into the knowledge and experience of the travel agent. Once a couple came to a travel agent looking to book a self-driving trip along the California coast. Through conversation, the travel agent learned that the couple had traveled extensively around the U.S. but had never been to Europe. He asked if they had ever considered a locally hosted trip in a European country. They hadn’t—but they were interested in hearing more.

The travel agent thought Ireland was a great introduction to Europe because it is English-speaking. And, because the customers lived on the East Coast, it would take them less time to fly to Dublin than it would to fly to San Francisco.

The couple was intrigued. The destination was not at all what they had originally asked for, nor was the style of travel. But the proposal tapped into the core of what they were seeking on their vacation—and then went beyond that to introduce an option that provided even more than what they had originally envisioned. They got the flexibility they wanted, a few guided tours and the services of a local host acting as a concierge. They really liked that.

Текст 6.

To understand what your customers really want, you can ask about the things they prefer to avoid. Sometimes when a client shares a negative experience, it could be as simple as not having roundtrip airport transportation included in their itinerary. Ask them how that incident affected their overall experience. Ask about the hobbies and professions of everyone traveling, as well as some of the accommodations they have chosen in the past. These answers can give a further insight into a client’s real budget and overall expectations.

Remember that the consultative sales process goes far beyond simply asking the right questions; actively listening to answers is just as important. This can sometimes be a challenge, especially for travel agents who understand that their role is to provide answers and who over the years have formed their own opinions about specific destinations, travel styles and even suppliers. However, there is a great advantage to hearing out a client rather than rushing to provide solutions.

If travel agents recommend something too soon, they might not catch some of the small details that can make a big difference in what the customers want.

Often times, clients want to visit a particular place or travel a certain way based on a friend's recommendation. Be aware that no two travelers are exactly alike, and listen carefully to understand your customer's perceptions before demonstrating your own experience and expertise to help them decide if that's really the right choice for them or if another option you suggest will better suit their needs.

Текст 7.

London has a population of over 8 million people. It lies on the River Thames, where the Romans landed nearly 2,000 years ago. From about 1800 until World War Two, London was the biggest city in the world, but now there are many cities which are much bigger. London is famous for many things.

Tourists come from all over the world to visit its historic buildings, such as Buckingham Palace, where the Queen lives, and the Houses of Parliament, where you can see and hear the famous clock, Big Ben. London has been a capital city for nearly a thousand years, and many of its ancient buildings still stand.

Tourists also come to visit its theatres, its museums, and its many shops, such as Harrods, where you can buy anything. And of course they want to ride on the big wheel next to the river. Like many big cities, London has problems with traffic and pollution. Over 1,000,000 people a day use the London Underground, but there are still too many cars on the streets. The air isn't clean, but it is cleaner than it was 100 years ago.

For many people, the best thing about London is the parks. There are five in the city centre and London has 1,700 parks, big and small, full of trees, flowers and grass. Sit on the grass (you're allowed to) in the middle of Hyde Park or Kensington Gardens, and you will think that you are in the country. By the day the whole of London is busy. At night, the offices are quiet and empty, but the West End stays alive, because this is where Londoners go to enjoy themselves. There are two opera houses here, several concert halls and many theatres, as well as cinemas, and in nearby SoHo the pubs, restaurants and nightclubs are busy half the night.

Текст 8.

Nowadays people travel on business and as tourists more than in the past. No businessman can avoid being a paying guest every now and then. In big cities there are a lot of good hotels. Accommodations as well as rates vary from hotel to hotel. There are deluxe hotels, the most luxurious and the most

expensive, resort hotels used for entertainment or recreation. Still, if you do not want to get disappointed, it is advisable to book accommodation beforehand by fax or telephone, especially if you are visiting the town during the summer months. Rooms in most hotels have all modern conveniences: central heating, air conditioning, bathroom, hairdryer, trouser press, telephone, satellite TV and others. Service is usually quite satisfactory. You can take a single room, a double room or a suite, charges varying accordingly.

Service is supposed to begin at the door. When your taxi stops at the entrance to the hotel the doorman and the bellboy help you with the luggage. The doorman is very important during the reception procedure. He is stationed at the entrance to the hotel and assists the guests in and out of taxis and cars. The guest is given a registration card to fill out the name and permanent address. The desk clerk or receptionist enters the guest's room number, the room rate, and the arrival and departure dates into the computer. Then he asks the guest to sign his or her name.

When the guests are through with the formalities, the bellboy takes them and their luggage up in the lift and shows them to their room. He shows them where the light switches are and explains the use of the room appliances, such as the television set, cooking facilities, if any, and the air conditioning. Now that you have been settled in a hotel room and have been given the key of it, you become a regular hotel guest.

Текст 9.

How can you make your hotel room features more prominent?

One of the first things you can do when listing your room features is give users slightly more information than they're used to.

For instance, rather than saying a room offers a king-size bed, let the potential guest know what kind of linen you use and the firmness of the mattress. This way, if a guest would prefer a softer or firmer bed, they can request a different room to make their booking in.

This kind of variety is something hotels seriously need to consider if they want to take guest experience to the next level.

Another thing you can easily do is promote your room features via packages to entice guests to book. Add on extra features such as deluxe mini-bar items or various discounts.

Creating effective packages might include some of the following ideas:

1. Partnering with local businesses
2. Personalizing packages and features for specific groups such as business travelers
3. Use your online booking engine to build and advertise your package features
4. Using social media to promote your hotel features

Using Facebook or Instagram is one of the most engaging ways you can alert travelers to the special features your rooms have to offer. On both social media platforms, you can post amazing photos and show-off the rooms guests will enjoy when they stay. You can run competitions for free or discounted stays, listing the features included. Another great way to promote your place is to post videos that give example to everything a guest will have access to in their room.

Текст 10.

Although Australian business culture merely requires being on-time, giving a firm handshake and a wearing either smart casual or a business suit, other countries have distinct customs.

For example, in Asia, handing over a business card carefully with both hands, the receiver noting the details on it, and then placing it in their shirt pocket (not pants pocket) is a mark of respect and a traditional ice-breaker in a meeting. In China, a vigorous Aussie-style hand-shake can be seen as aggressive, while a light handshake with a slight nod of the head is normal.

The best way to find out the customs of your destination country is via Google. For example: China business customs.

Although the lingua franca of the world is English, it can still be annoying to citizens of non-English-speaking countries when travellers make no effort whatsoever to use the local language.

It can be worth picking up a few phrases that convey gratitude. There are now iPhone apps that make this a lot easier -- for example Talk Chinese Free. You won't be having any conversations in the foreign language, but you can learn "good morning", "thank you", "after you" and "let's get a beer!"

Also check the amazing Google Translate App which can help you get your message across to a non-English speaker in their local language.

Текст 11.

When you're travelling in a group or with work colleagues, you'll naturally relax a bit more than you might in the office. But bear in mind when you go back to work, the normal professional relationship will resume.

You should be particularly aware of not over-sharing colleagues' personal details with other colleagues, or your hosts, who might not have been already aware of them. Commenting on a colleague's family, personal appearance, previous holidays, and so on, can cause uncomfortable moments on the trip or back home.

In terms of how you deal with your hosts, what is professional differs from country to country. For example, in Auckland, having a glass of wine and

polite conversation with your host on their yacht may be ideal, while in many Asian countries, singing at a karaoke bar is entirely business appropriate.

While Australian business abandoned formal titles in conversational speech a long time ago (you don't hear "Chairman Smith" very often, for example), in some countries, it is absolutely essential.

In China, for example, it is expected that you refer to businesspeople by their title and family name -- Director Wang, for example. It's also frowned upon to become too familiar too quickly -- familiarity is something that is earned over time.

People in China should also get used to being addressed by their surname. "Good morning, Jones" may sound a little bit boarding-school, but it's heard commonly enough in China, where family names precede given names.

Текст 12.

For many travellers, business trips are more about survival than perfection. Morning-to-night meetings, conferences and dinners can test one's skills in international diplomacy to the limit.

Different countries treat time in different ways. For example, in Japan, if a meeting is set for 1pm, you should be there and ready to start by 12.45pm. If you're visiting Mexico, a 1pm meeting means anywhere between 1pm and 3pm -- in that country, a meeting start time is a general indication of when people should arrive.

Don't take offence or get stressed if people don't turn up to your meeting on-time -- unless you're in a country where punctuality is an absolutely core competency for business.

You only have to think about incoming travellers in Australia talking loudly about "how the beaches aren't as nice as they're made out to be" or "it's a bleeding rip-off to eat here" to know why it's important to be a gracious visitor to a country!

Even if an aspect of a country's cuisine is blatantly off-putting (the dishwater coffee in America springs to mind, as do the cooked baby birds still in the egg in Asian countries...) or the country has glaring and widely reported social or governmental problems, never, ever bring these up unless your host does first.

Текст 13.

Unless you work in PR or are a star salesperson, it’s more likely than not that you find making small-talk a challenge. However, it’s the social grooming that helps put people at ease and let more important conversations come later.

The best way to fit in well to a foreign culture is to let your hosts talk about it, and you listen, with polite segues to encourage them to tell you more.

Some specific tips that help: make some enquiries about people you’re meeting before you meet them, so you have a few areas of conversation you know they’ll be comfortable with in advance.

Read the newspaper in the hotel to keep some current local events up your sleeve for impromptu discussion (sports can be risky though, if the local team isn’t doing well).

Open the conversation with a small compliment -- everyone likes a compliment. It could be a compliment on their clothes, their recent career successes, how well an event is going, or the food you’ve been enjoying.

Make an effort to remember their name and use it in conversation. Again, this is an area where some pre-work can be very helpful, if you’re not good at absorbing names!

If the person you’re talking to conveys an opinion that you strongly personally disagree with, it’s a good discipline to learn to mask your disagreement, say something neutral and try to move the conversation on to a different topic. In business, showing how much you disagree with someone will very rarely achieve anything.

Close the conversation gracefully - don’t just melt away from a group without excusing yourself with a positive comment such as "it was nice meeting you."

Текст 14.

Here’s a look at some of the nuances you’ll encounter in foreign countries.

Brazil

Always plan meetings well in advance, and be sure to confirm the meeting 48 hours before the scheduled time. Important business is always conducted in-person in Brazil, so give in-person meetings the respect they deserve.

Also, formal titles are used in tandem with first names rather than last names in Brazil. During greetings, Brazilian women will shake hands with men, but they exchange kisses on the cheek with female colleagues.

Mexico

While foreign business people are expected to be on time, don’t be surprised if your Mexican counterparts are 15 or even 30 minutes late. Also, be prepared for business people in Mexico to stand closer than you’re used to and also to hold handshakes longer than is typical in the United States.

Negotiations and meetings progress slowly in Mexico. Business etiquette in Mexico calls for a few minutes of small talk before getting down to detail, and coffee and other drinks are often offered — always accept.

Текст 15.

While travellling on business one can encounter different nuences in foreign countries. Here are some of them

Japan

While Americans have a tendency to talk in order to fill gaps of silence, the Japanese are OK with the quiet. In fact, silence is a sign of credibility in Japanese business cultures. Suppress your outgoingness when doing business in Japan, especially early on in a relationship.

In Japanese business culture, group unity is valued above all else. Never single out individuals as if they are different from the rest of their group in any way, including for photos, praise, questions, etc.

Take plenty of business cards when doing business in Japan. Business cards are seen as important to identity. Always accept them with both hands, read them when they are given to you, and carefully place them in a business card holder or similarly safe place.

China

China is similar to Japan in many respects. As in Japan, accept business cards in China with two hands, read them briefly, and then place in a business card holder.

Never speak over someone or take control of a conversation while someone else is speaking. Chinese business culture calls for lengthy speeches on specific topics, and you may find that you are also expected to give speeches from time to time.

After meetings, send a brief email that recaps the encouraging aspects of the meeting as well as specific things that were agreed upon.

Be prepared to participate in business dinners where speaking about business is taboo. Spend that time getting acquainted with your counterparts instead.

Текст 16.

Nowadays, the hotel's restaurant is one of the most important features for guests, and has to keep the highest standards at all times. These standards are not only reflected in the food but also in the service, which should be attentive but not too intrusive.

A guest's first impression of the restaurant counts for a lot and as such preparation for the evening service begins several hours before the doors open. Waiting staff often have responsibility for keeping the restaurant area clean, which can involve a lot of work. Junior members will find themselves folding napkins and polishing cutlery for hours and hours before they even see a guest. After all the preparation has been done the staff can lay the table.

A few hours before service, the restaurant supervisor liaises with the chef who walks him through any daily specials. This is very important as this supervisor will need to make sure all servers are aware of the menu and can offer advice and recommendations if they are asked, and also so the sommelier can offer suggestions on which wine pairs best with this dish. At the same time, the restaurant supervisor can update the chef on the exact number of covers booked in for the night and confirm whether there are any special dietary requests.

After all staff have been told about the nightly menu changes and the amuse bouche of the day, it is time for a final check of the restaurant and the staff.

Текст 17.

Do holidays without complaints exist? Not even minor remarks such as "the rice was cold" or similar? There is always a difference between what we expect and our travel experiences and when this difference turns out to be worse than expected, we may be disappointed; the next step may be that we file a complaint. In other words, a complaint is the result of a disappointment with something that turned out worse than we could reasonably expect – at least this is our premise.

The most clear-cut case occurs when a contracted service was not rendered. When a tourist reserves and pays for a stay at a 4-star hotel and ends up in a little boarding house, then he is right in complaining and wanting his money back. When a tourist was supposed to be picked up from the airport but the driver did not turn up, then the company that sold the service is at fault and

the tourist will undoubtedly complain about it. How he complains and with how much fuss depends on the tourist himself and the reaction of the travel organization concerned.

However, unfulfilled expectations are not the only reason for complaints. A tourist may get frustrated by the end of his holiday for completely different reasons (a quarrel with the partner, continuously bad weather or money problems), whereby a tourist may accuse everybody around him for the possible failure of the holiday when in fact this was not the case. Then there are the people who always complain in order to satisfy a need for this and their attitude that they "not get their leg pulled" can often be noticed among those travelling alone. There are also those who hope to get some money back somehow by complaining.

Текст 18.

As you know, there is a wide variety of jobs in the restaurant business. The categories used in manufacturing industry are applicable here: management, production and merchandising. Management personnel set and carry out policies for the business. Production people are responsible for the product – the food that comes out of the kitchen. Merchandising personnel must sell the product: in a restaurant this includes creating a pleasing atmosphere so that customers want to return.

The management jobs in a restaurant are essentially administrative. They include the owner or manager, the cashier, accountant, purchasing agent and storekeeper. The owner or manager establishes the overall policies and sees that they are carried out. Most restaurants are small so the owner or manager plays a direct part in the daily operations in such matters as menu planning, purchasing, merchandising and financial record – keeping and supervising the personnel.

Production jobs in a restaurant are those in the kitchen. The head of production is the chef, whose main assistants are the assistant and specialty chefs, dietitians, kitchen helpers and dishwashers. Chefs in most restaurants are responsible not only for food production but also have management responsibilities. They play an important part in menu planning, purchasing, receiving and storage. They also supervise the entire kitchen staff.

Merchandising jobs in a restaurant are those in the dining room, including employees who come into contact with the public. The headwaiters and hostesses, the waiters and waitresses, the bartenders are all responsible for providing the kind of service and atmosphere that will make the customers want to return. Direct merchandising in the form of advertising or public relations is a management responsibility.

Текст 19.

Ask anyone in the tourism and hospitality industry what they think is the most important factor contributing to success in what they do, and most will respond with “being service driven”.

Providing customers (who are often tourists from foreign countries) with satisfactory service has never been more important, as any patron who visits your hotel, travel agency, restaurant, or entertainment arena can post online reviews that are available for anyone to see in a matter of seconds.

Most industry professionals will also tell you that customers are much more likely to complain about bad service than they are to compliment good service. It is therefore essential that all individuals working in this versatile industry are aware of the most common complaints lodged by dissatisfied customers – and also know how to handle them in a professional, yet satisfactory manner.

“I cancelled my hotel room booking just before I was supposed to check in. Why can’t I get my money back?” Does it sound familiar?

The validity of such a complaint will depend on your official policies. Policies regarding booking cancellations should be made readily available to all clients.

How to handle the situation?

The best way to cover yourself in such a situation is to ensure that your cancellation policies are explained to clients at the time that they make their bookings. Should a client insist on being reimbursed for a last-minute cancellation, even if your policies clearly don’t allow this, you could try to negotiate a compromise by offering a discount voucher for their next stay.

Текст 20.

Every establishment has its own style of attending to the needs of guests. While some hotels enjoy a hands-on approach to encouraging reviews, others prefer to stand back and allow high standards of service and facilities speak for themselves.

- Make sure all staff know that you would like to encourage reviews, and tailor an approach that you think best suits your hotel’s ethos. Provide a script for staff to follow at check out, if necessary.
- Whatever your management style, the only way to ensure a positive hotel experience is by proactively engaging with your guests**.**
- Guests are far more likely to discuss their experience online afterwards if they know that their voice is heard while still on-site.
- Maintain an active social media presence to take control of your hotel’s reputation.

- Respond to guest reviews online and use negative feedback to correct what went wrong. Reputation management tools like Reviewer also help you to track what people are saying online.
- Pay close attention to your guest demographic and travel purpose. Did they book directly? Are kids coming to stay? Business travelers will engage with the hotel differently to families, so consider this when preparing material, writing emails or greeting them. A well-informed concierge service with connections to other businesses (for customer discounts) are touches that demonstrate you are dedicated to ensuring their stay is enjoyable.

In the end it boils down to delivering a great guest experience. It is better for guests to feel pleasantly surprised by unexpected special touches than underwhelmed by a host of "extras" they had been anticipating as standard.

Текст 21.

Business tourism is a travel for business purposes. Business travelers are businessmen and government officials. They travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar.

Business travelers often travel to attend an international exhibition or a trade fair. There are tourist companies that provide business services. Those are fax, telex and telephone communications, secretarial services, answering service, business meeting arrangements. There are business facilities for business travelers at hotels, airports, on airplanes. Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses. On the one hand, the company does it as a reward or a bonus to a person for his successful work. On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company. Very often an employer sets a target for an employee: "You will earn a holiday in France for your family if you exceed your quota by 10 per cent next year." Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe. But only large progressive corporations offer incentive tours to their employees.

In some countries there are specialist tourist companies which arrange incentive tours for business corporations. They take great responsibility because incentive tours go under the name of the business corporation. It means that good travel arrangements will improve its reputation. Bad travel arrangements will shake its reputation.

This type of tourism is still a very small part of international tourism. Most probably this type of tourism won't grow in future.

Текст 22.

What Business Travelers Really Want from Their Hotel Stay?

If your property is typically vacant Monday to Friday, you may want to seriously consider catering to the accommodation needs of today's business travelers.

To attract business travellers, let business travelers know you have everything they need in an accommodation.

Fast, reliable internet

Every review mentioned the value of the Internet. People are willing to pay for it, too—if it's top-notch. Ensure your Internet service is fast, reliable, and easy to connect to. If you offer it for free, prominently display the login details throughout your hotel.

Easy check-in

Business travelers want nothing more than a quick, painless, and flexible check-in process after the hassle of traveling. Some hotels now offer online check-in with keyless room entry to meet this need. If that's not possible for your property, just make sure you provide a fast check-in service. Step one? Have someone at the reception desk at all times.

Transportation information

If there's a big conference hall or trade fair venue in town, you can bet business travelers need a way to get there. Display travel options (including costs and departure times) between major travel hubs, your hotel, and any conference center. After all, they're there to do business—getting to the location is important. Equally important is finding convenient parking back at the hotel after a long day of doing business.

Текст 23.

Nutritious breakfast offerings

Business travelers are always on the go. They appreciate good-tasting, healthy breakfasts that are both quick and filling. Help them fuel up for the day with fruit, nuts, healthy cereals, juices, coffee, and tea — and offer to-go snacks and a bagged breakfast for those who don't have time to sit down and eat.

Hotel bar

A drink can help your guests relax after a hard day's work. If you have a bar in your hotel, ensure it's open when your business-traveler guests return later in the evening. No bar? Try offering a bottle of wine or mini-bar in their rooms.

Comfortable beds

Business trips are exhausting. As you're providing the bed for the night, make sure it's comfortable. Plush bedding and pillows made from all-natural fibers can help deliver a good night's sleep. If your blankets are thin and synthetic, it may be time for an update that all guests will enjoy, including business travelers.

Peace & quiet

After the hassle of traveling and the strains of working, business travelers need their sleep. Help them fall asleep faster by placing them in your rooms furthest from the busy street. In addition to noises, light from outside can be distracting. Go the extra step and fit your rooms with blackout curtains.

Tea & coffee

Business trips tend not to adhere to a 9-to-5 schedule. Business travelers often work late and wake up early — making it hard to feel refreshed in the morning. Give guests the extra boost they need by having caffeinated drinks available in-room or via beverage stations on each floor.

Текст 24.

Why Hotels Should Make Business Travelers Their Priority

With the number of business travellers rapidly increasing, it's a surprise more hotels are not trying to attract them to their property. Are you making this mistake? If so, start paying more attention to this undervalued segment.

Why are business travellers important for your hotel?

On top of it being a growing sector, business travel is great for hotels because it's less seasonal and more predictable as events are organized well in advance. Often, their work requires corporate travellers to visit the same place regularly which can lead to solid repeat business if you keep your guests happy.

Also, business travellers talk to each other about the hotels they stay at. If you can provide them with the no-frills service most of them expect and give them great experiences to share, positive word of mouth can work wonders for your reputation and make itself felt in a higher net promoter score

Finally, a recent report published by Booking.com for Business highlights that around 70% of business travellers will try to extend their trip by one to three days in order to explore their destination. That's great news for hotels as it leads to extra room nights from existing customers.

In summary, business travellers overall can be seen as a lucrative segment. While there are still subgroups with varying degrees of profitability such as individual business guests and large corporate groups, overall they have easy-to-cater-to needs and can bring you even more guests through their powerful word of mouth.

Текст 25.

Catering to the needs of today's business travellers

A great start to making your business guests happy, is to provide options to personalize the stay at your hotel and make a business trip less stressful and add a bit of fun and excitement.

This could include offering breakfast deals like in-room and on-the-go options, healthy snack packs to take away or efficient check-in/out and transfer solutions. Other customizations to offer could include extra bandwidth to boost connectivity, quick laundry services, business F&B packages or irresistible wellness treats like a short foot rub or neck and shoulder massage to relax at the end of the day.

Since more business travellers than ever also want to explore their destination, you could even pitch them activities like local walking tours and outings or have some detailed information ready about unique spots to check out in the area. This could include popular attractions, great restaurants or good places to shop or the top three activities business travellers engage in according to Booking.com's report.

In many cases, your hotel probably already offers these services or at least a version of them. Tailoring them to your business travellers' needs and letting them know about all the wonderful things you can do for them is the first step to making them happy and perhaps giving them something to look forward to on their next stay with you.

Текст 26.

In today's digital world, we can communicate across different time zones at a moment's notice. However, when it comes to brokering a big deal or fostering a solid and long-lasting business relationship, nothing beats face-to-face interaction.

Corporate travel is still so important, and it's equally important for anyone making a business trip to prepare thoroughly. When you arrive at your destination relaxed and well-prepared, you're better equipped to make a good impression and focus on the purpose of your meeting. Preparation lets your mind focus on the here and now, making sure you stay on the ball in that all-important meeting. If you'd like to fine-tune how you get ready for your next excursion, follow these essential tips to become an effective business trip planner.

Whether it's your name on the travel documents or you're a travel manager, planning business travel thoroughly is important. Your first step should always be to familiarize yourself with your company's corporate travel policy. You're making travel arrangements for a business trip, not planning a personal or a short break, so being compliant with your company policy is essential.

Next, it's time to book your travel. This may involve traveling by air, rail, car hire or even boat. Think about the journey door-to-door, balancing travel times against cost and convenience. Visualize the various steps of the

trip from A to B. Consider details like how long it will take to move between airport and railway station, the time it takes to fill out paperwork at the vehicle hire company, and whether luggage storage might be useful.

4.4 Показатели и критерии оценивания текущего контроля успеваемости и промежуточной аттестации по итогам освоения дисциплины

Текущий контроль по дисциплине обеспечивает оценивание хода освоения дисциплины. Эта оценка должна учитывать результаты выполнения контрольной работы.

Критерии оценивания результатов освоения дисциплины в ходе текущего контроля и промежуточной аттестации.

Система критериев оценивания, принятая в УИФР, опирается на три уровня освоения компонентов компетенций: пороговый, повышенный, продвинутый.

Компоненты компетенций	Признаки уровня освоения компонентов компетенций		
	пороговый	повышенный	продвинутый
Знания	Студент демонстрирует знание-знакомство, знание-копию: узнает объекты, явления и понятия, находит в них различия, проявляет знание источников получения информации, может осуществлять самостоятельно репродуктивные действия над знаниями путем самостоятельного воспроизведения и применения информации.	Студент демонстрирует аналитические знания: уверенно воспроизводит и понимает полученные знания, относит их к той или иной классификационной группе, самостоятельно систематизирует их, устанавливает взаимосвязи между ними, продуктивно применяет в знакомых ситуациях.	Студент может самостоятельно извлекать новые знания из окружающего мира, творчески их использовать для принятия решений в новых и нестандартных ситуациях.
Умения	Студент умеет корректно выполнять	Студент умеет самостоятельно	Студент умеет самостоятельно

	предписанные действия по инструкции, алгоритму в известной ситуации, самостоятельно выполняет действия по решению типовых задач, требующих выбора из числа известных методов, в предсказуемо изменяющейся ситуации	выполнять действия (приемы, операции) по решению нестандартных задач, требующих выбора на основе комбинации известных методов, в непредсказуемо изменяющейся ситуации	выполнять действия, связанные с решением исследовательских задач, демонстрирует творческое использование умений (технологий)
Навыки	Студент демонстрирует готовность к решению ограниченного количества нетипичных задач при условии оказания ему методической помощи (например, постановка уточняющих вопросов), а также не готов решать практические задачи повышенной сложности и принимать профессиональные и управленческие решения в условиях неполной определенности, при недостаточном документальном, нормативном и методическом обеспечении.	Студент демонстрирует готовность к самостоятельному решению ограниченного количества нетипичных задач, но испытывает трудности при решении практических задач повышенной сложности, позволяющих принимать профессиональные и управленческие решения в условиях неполной определенности, при недостаточном документальном, нормативном и методическом обеспечении.	Студент готов решать практические задачи повышенной сложности, нетиповые задачи, принимать профессиональные и управленческие решения в условиях неполной определенности, при недостаточном документальном, нормативном и методическом обеспечении.

При проведении текущей и промежуточной аттестации по дисциплине в рамках традиционной шкалы оценивания применяются следующие критерии:

Цифровое выражение	Словесное выражение	Описание
5	Отлично (зачтено)	всестороннее, систематическое и глубокое знание учебного материала, умение свободно выполнять практические задания, предусмотренные программой, усвоивший основную литературу и знакомый с дополнительной литературой, рекомендованной программой
4	Хорошо (зачтено)	полное знание учебного материала, успешно выполняет предусмотренные в программе практические задания, усвоил основную литературу, рекомендованную в программе, способен к самостоятельному пополнению и обновлению знаний и умений в ходе дальнейшей учебной работы и профессиональной деятельности
3	Удовлетворительно (зачтено)	знания основного учебно-программного материала в объеме, необходимом для дальнейшей учебы и предстоящей работы по специальности, выполняет практические задания, предусмотренные программой, знаком с основной литературой, рекомендованной программой, но допускает погрешности в ответе и при выполнении заданий, обладая при этом необходимыми знаниями для их устранения под руководством преподавателя
2	Неудовлетворительно (не зачтено)	пробелы в знаниях основного учебно-программного материала, допущение студентом принципиальных ошибок в выполнении предусмотренных программой заданий. Как правило, оценка "неудовлетворительно" ставится студентам, которые не могут продолжить обучение или приступить к профессиональной деятельности по окончании вуза без дополнительных занятий по соответствующей дисциплине.

4.5 Процедуры оценивания знаний, умений и навыков

Процедуры оценивания знаний, умений и навыков, характеризующих этапы формирования компетенций, представлены в методических материалах вуза «Положение об организации, формах и методах оценки качества освоения основной образовательной программы».

4.6 Особенности проведения текущей и промежуточной аттестации для лиц с ограниченными возможностями здоровья и инвалидов

Для осуществления процедур текущего контроля успеваемости и промежуточной аттестации указанных обучающихся создаются фонды оценочных средств, адаптированные для инвалидов и лиц с ограниченными возможностями здоровья и позволяющие оценить достижение ими запланированных в основной образовательной программе результатов обучения и уровень сформированности всех компетенций, заявленных в образовательной программе. Такие оценочные средства создаются по мере необходимости с учетом различных нозологий. При проведении текущей и промежуточной аттестации для указанных лиц предусмотрено включение в учебный процесс различных посредников, включая тьюторов и уполномоченных по делам инвалидов. Форма проведения текущей аттестации для лиц с ограниченными возможностями здоровья и инвалидов устанавливается с учетом индивидуальных психофизических особенностей (устно, письменно на бумаге, письменно на компьютере, в форме тестирования и т.п.). При необходимости таким студентам обеспечиваются соответствующие условия проведения занятий и аттестации, в том числе предоставляется дополнительное время для подготовки ответа на зачете или экзамене.

РАЗДЕЛ 5. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИПРЕПОДАВАТЕЛЯМ ПО ОРГАНИЗАЦИИ ОБУЧЕНИЯ, А ТАКЖЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКАЯ БАЗА, НЕОБХОДИМАЯ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ

5.1 Интерактивные и инновационные технологии обучения

При проведении учебных занятий преподаватели обеспечивают развитие у обучающихся навыков командной работы, межличностной коммуникации, принятия решений, лидерских качеств (включая при необходимости проведение интерактивных лекций, групповых дискуссий, ролевых игр, тренингов, анализ ситуаций и имитационных моделей).

Выбор методов обучения инвалидов и лиц с ограниченными возможностями здоровья определяется содержанием обучения, уровнем профессиональной подготовки педагогов, методического и материально-технического обеспечения, особенностями восприятия учебной информации студентов-инвалидов и студентов с ограниченными возможностями здоровья и т.д. В образовательном процессе рекомендуется использование социально-активных и рефлексивных методов обучения, технологий социокультурной реабилитации с целью оказания помощи в установлении полноценных межличностных отношений с другими студентами, создании комфортного психологического климата в студенческой группе.

5.2 Материально-техническая база, необходимая для осуществления образовательного процесса по дисциплине

Учебные аудитории для проведения занятий лекционного типа, занятий семинарского типа, курсового проектирования (выполнения курсовых работ), групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации, а также помещение для самостоятельной работы, оснащенное компьютерной техникой с возможностью подключения к сети «Интернет» и обеспечением доступа в ЭИОС организации.

Помещения должны быть укомплектованы специализированной мебелью (учебные столы и стулья) и техническими средствами обучения, служащими для представления учебной информации большой аудитории (учебная доска, компьютер, видеопроектор). Компьютерный класс с установленным программным обеспечением.

Состав помещений, оборудования и технических средств обучения, необходимых для реализации дисциплины

№	Наименование помещения	Оборудование и технические средства обучения помещения
1	Учебная аудитория для проведения занятий лекционного типа, занятий семинарского типа, курсового проектирования (выполнения курсовых работ), групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации	Учебные столы и стулья; Учебная доска; Компьютер демонстрационный с монитором; Проектор демонстрационный (мультимедийный); Экран проекционный; Звукоусиливающее оборудование.
2	Компьютерный класс	Компьютерные столы и стулья; Компьютер демонстрационный с монитором; Компьютеры с мониторами; Звукоусиливающее оборудование, Наушники индивидуальные.
3	Помещение для самостоятельной работы	Учебные столы и стулья; Компьютеры с монитором с возможностью подключения к сети "Интернет" и обеспечением доступа в электронную информационно-образовательную среду института; Проектор демонстрационный; Экран проекционный; Звукоусиливающее оборудование.

Особенности материально-технической базы, необходимой для осуществления образовательного процесса с участием лиц с ограниченными возможностями здоровья и инвалидов различной нозологии, предусматриваются и реализуются по мере необходимости. Критерии и порядок создания таких условий указаны в Положении об организации образовательного процесса по образовательным программам для инвалидов и лиц с ограниченными возможностями здоровья в Уральском институте фондового рынка.

ЛИСТ РЕГИСТРАЦИИ ИЗМЕНЕНИЙ В РАБОЧЕЙ ПРОГРАММЕ

Номер протокола и дата заседания кафедры	Изменения
№ 1 от 25.08.2025	Утверждение рабочей программы в связи с введением ООП по направлению подготовки 43.03.02 Туризм (уровень бакалавриата)