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МЕТОДИЧНІ ВКАЗІВКИ

та навчальні завдання до практичних занять і самостійної роботи з дисципліни «Ділова іноземна мова (англійська)» для здобувачів вищої освіти першого (бакалаврського) рівня за освітньо-професійною програмою «Туризм і рекреація» спеціальності 242 «Туризм і рекреація» галузі знань 24 «Сфера обслуговування» денної і заочної форм навчання

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Укладачі: Осіпчук Н. В., канд. пед. наук, доцент, доцент кафедри іноземних мов;
Озарчук І. В., старший викладач кафедри іноземних мов.

Відповідальний за випуск: Купчик Л. Є., канд. пед. наук, доцент, завідувач кафедри іноземних мов.

Керівник освітньої програми: Коротун С. І., к.геогр.н., доцент, завідувач кафедри туризму та готельно-ресторанної справи.

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ПЕРЕДМОВА

Методичні рекомендації та навчальні завдання для розвитку мовленнєвих компетентностей до практичних занять з дисципліни «Ділова іноземна мова (англійська)» розроблені для студентів спеціальності 242 «Туризм і рекреація». Їх мета – навчити студентів ефективно використовувати англійську мову у професійній діяльності, пов'язаній із сферою туризму, а також розвинути навички комунікації в умовах сучасного ділового середовища.

Навчальні завдання орієнтовані на формування практичних мовленнєвих навичок, необхідних для вирішення професійних ситуацій, таких як обслуговування гостей, проведення переговорів, складання ділових документів та участь у міжнародних заходах. Структура рекомендацій побудована за тематичним принципом і охоплює основні види мовленнєвої діяльності: читання, говоріння (монологічне та діалогічне), аудіювання та письмо.

Особливу увагу приділено засвоєнню спеціалізованої лексики та термінології сфери туризму, що сприяє розвитку професійної компетентності студентів, їх впевненості у спілкуванні з міжнародними клієнтами та партнерами, а також підвищенню креативності в розв'язанні професійних задач. Методичні матеріали підходять як для роботи на заняттях, так і для самостійного опрацювання, дозволяючи студентам вдосконалювати знання англійської мови у своєму фаху.

Методичні рекомендації та навчальні завдання стануть в нагоді студентам вищих навчальних закладів, слухачів спеціалізованих курсів, а також усіх, хто прагне покращити рівень володіння діловою англійською мовою у сфері туризму.

UNIT 1. WHAT IS TOURISM?



1.1. What is tourism? Important Aspects of Tourism (Part I).

VOCABULARY

Task 1. Get acquainted with the new vocabulary for the topic.

Accommodation, advertisement, beverage, book (*v*), check in (*v*), check-in (*n*), customer, destination, dissatisfaction, environment, hospitality, impact (*n*), leisure, mass travel, overbook, overnight, package (holiday), promotion, promotional, reconfirm, recreation, region, relaxation, reservation, satisfaction, stay (*n* and *v*), ticket, transit route, travel agent.

Task 2. Match each word with the proper definition.

- | | |
|------------------|--|
| 1. Advertisement | a) The act of providing a warm and welcoming experience to guests or customers. |
| 2. Beverage | b) A planned journey that includes transportation, accommodation, and activities, sold as a single deal. |
| 3. Destination | c) The final location or place where someone is going during a trip. |

- | | |
|-----------------------|--|
| 4. Hospitality | d) A liquid meant for drinking, such as coffee, tea, or soda. |
| 5. Satisfaction | e) A person or business that helps people plan and book their trips. |
| 6. Recreation | f) A route or path used for transportation between locations, often including stops. |
| 7. Overnight | g) An activity or pastime done for enjoyment and relaxation. |
| 8. Travel Agent | h) Staying or lasting for a single night. |
| 9. Transit Route | i) The feeling of contentment or happiness with a service or product. |
| 10. Package (holiday) | j) A public notice or announcement used to promote a product, service, or event. |

WRITING

Task 3. Complete the sentences using the correct vocabulary word from the list.

Accommodation, advertisement, beverage, destination, dissatisfaction, hospitality, overbook, package (holiday), relaxation, reservation.

1. The tropical island was our dream _____ for the summer vacation.

2. The hotel provided excellent _____, making all the guests feel welcome and comfortable.

3. Our travel agent recommended a _____ that included flights, meals, and guided tours.

4. Many tourists enjoy some quiet _____ by the beach after a busy day of sightseeing.

5. The airline accidentally _____ the flight, leaving several passengers without seats.

6. After seeing the online _____ for the resort, we decided to book our stay there.

7. The customer expressed their _____ with the room service, stating it did not meet expectations.

8. Please make sure to confirm your _____ at the hotel before your arrival.

9. The conference organizers arranged luxurious _____ for all

the international attendees.

10. I ordered a refreshing _____ from the hotel bar while relaxing by the pool.

READING

Task 4. Read the text and answer the questions.

WHAT IS TOURISM? IMPORTANT ASPECTS OF TOURISM (PART I)

What does “tourism” mean? In a theory of tourism put forward by Professor Leiper in his book “Tourism Management”, it is defined as “travelling away temporarily on overnight trips and visiting places for leisure-related purposes”. Leiper explains that there are a number of essential aspects to this definition.

To begin with, tourism involves travelling away from home and expecting to return to your usual residence. The second point is that you must spend at least one night away; it is, after all, a time when you’re away from home. Thirdly, tourism involves a TGR and a TDR. In other words, the TGR (Tourism Generating Region) is where the tourist starts their journey, and the TDR (Tourism Destination Region) is the place they travel to. If you live in London, then London is your TGR; if you live in Tokyo, then that is your TGR. That is where you would normally buy the resources that you require: you will buy your ticket there, you will buy extra clothes, and you will possibly even book hotels through an accommodation booking agency which, of course, gets paid for that service.

The fourth point is that you would be visiting at least one, and possibly many more, tourist destinations. You might be taking just a single trip to one particular place; you might decide to go to Dubai and spend a week there; you might be doing a world tour, visiting many different places over a longer period of time. These are the destination regions, the TDRs.

A fifth and very crucial aspect of tourism is that, along the way, you will be travelling via a transit route—by plane, boat, train, or any other mode of transport. This transit route may be the same for the way over as for the way back, or it may be different. And, as a tourist, you have an impact on the transit route—planes pollute the environment of countries they fly over, for instance; cars make noise;

trains draw energy from valuable resources, etc.

In summary, you travel from home, for at least one night, prepare for your trip in your home area, travel to the tourist destination and use a route to get there, before you return home.

1. How does Professor Leiper define tourism in his book “Tourism Management”?

2. What are the essential aspects of tourism mentioned in the text?

3. What does TGR stand for, and what does it represent in tourism?

4. What is a TDR, and how is it different from a TGR?

5. Why is spending at least one night away from home an important part of the definition of tourism?

6. What role do transit routes play in tourism, and how can they impact the environment?

7. What types of activities might a tourist undertake in destination regions (TDRs)?

8. What steps does a tourist typically take from the preparation stage to returning home?

Task 5. Read the statements and decide if they are true (T) or false (F).

1. Professor Leiper defines tourism as traveling away temporarily for leisure purposes and staying overnight.

2. A TDR refers to the region where the tourist originates their journey.

3. Spending at least one night away from home is not a necessary condition for tourism.

4. Tourists often prepare for their trips in their home regions by buying tickets and booking accommodations.

5. A single trip to Dubai for a week would be an example of visiting multiple TDRs.

6. Transit routes used by tourists can have environmental impacts, such as pollution and noise.

7. According to the text, the same transit route must be used for both the journey to the destination and the return trip.

8. Tourism involves traveling to at least one destination and then

returning home.

SPEAKING

Task 6. Answer the questions in full sentences.

1. How does Professor Leiper define tourism in his book “Tourism Management”?
2. What does the term TGR stand for, and what does it represent?
3. Why is it important for tourism to involve spending at least one night away from home?
4. What environmental impacts can transit routes have during tourism?
5. What steps does a tourist typically follow from preparation to returning home?

Task 7. Choose the correct answer for each question.

1. What is the primary purpose of tourism, according to Professor Leiper’s definition?
 - a) *To visit family and friends*
 - b) *To travel for leisure-related purposes*
 - c) *To engage in business activities*
 - d) *To attend educational programs*
2. What does TGR stand for in tourism?
 - a) *Tourism Generating Region*
 - b) *Travel Guest Region*
 - c) *Transit Gateway Route*
 - d) *Tourist Gathering Region*
3. Which of the following is an essential aspect of tourism?
 - a) *Traveling for work*
 - b) *Spending at least one night away from home*
 - c) *Visiting only local destinations*
 - d) *Staying at a tourist’s home*
4. What is one impact that transit routes can have on the environment?
 - a) *They improve local ecosystems*
 - b) *They contribute to air pollution and noise*
 - c) *They reduce global warming*
 - d) *They increase natural resources*

5. What does the text suggest about the journey home for tourists?
- a) *The return journey is always shorter than the initial trip*
 - b) *Tourists often use different transit routes for the journey to and from their destination*
 - c) *The return trip is not a part of the tourism process*
 - d) *Tourists typically stay at the same hotel during both parts of their trip*

SPEAKING

Task 7. Prepare a short presentation (2-3 minutes) on one of the following topics. Use simple language and try to include examples to illustrate your points. After your presentation, be ready to answer a few questions from your groupmates or teacher.

Topics:

1. The Impact of Tourism on Local Economies

– Discuss how tourism contributes to local economies, with examples such as job creation, local businesses benefiting, and infrastructure development.

2. The Importance of Sustainable Tourism

– Explain why sustainable tourism is crucial for preserving natural resources and protecting local cultures. Provide examples of sustainable practices in the tourism industry.

3. The Role of Technology in Modern Tourism

– Explore how technology has transformed the travel and tourism industry, including online booking, digital travel guides, and social media's influence on tourism.

4. Types of Tourist Destinations

– Talk about different types of tourist destinations (e.g., cultural, adventure, beach) and give examples of popular destinations for each type.

5. The Benefits of Traveling for Personal Growth

– Discuss how traveling can help individuals grow personally by exposing them to new cultures, experiences, and perspectives.

WRITING

Task 8. Write a short paragraph (4-5 sentences) about the topic “What is Tourism? Important Aspects of Tourism”. Use the following words.

Tourism destination region (TDR); tourism generating region (TGR); transit route; leisure; impact.

Make sure to clearly define tourism, mention its key aspects, and include examples.

1.2. Important Aspects of Tourism (Part II).



VOCABULARY

Task 1. Match the words with their definitions.

- | | |
|----------------------|---|
| 1. Leisure | a) The process or act of providing a place for tourists to stay during their travels. |
| 2. Cultural exchange | b) A place or location where a tourist goes for their trip. |
| 3. Destination | c) The exchange of cultural experiences between tourists and the destination's residents. |
| 4. Security | d) Non-obligatory, enjoyable activities that tourists engage in during their travels, like sports or sightseeing. |
| 5. Hospitality | e) Protection or safety measures that make tourists feel secure during their travels. |
| 6. Transit route | f) The overall field of businesses and services that support tourism, such as |

- hotels, transport, and tour operators.
7. Information g) The information tourists receive before or during their trip, often through guides, websites, or tourist offices.
8. Tourist h) A person who travels to a destination for leisure or recreational purposes.
9. Accommodation i) A route or means of transport used by tourists to get from one place to another during their trip.
10. Tourism industry j) The welcoming attitude and services provided to guests, especially tourists, making them feel comfortable and at home.

WRITING

Task 2. Complete the sentences using the correct vocabulary word from the list.

Leisure, cultural exchange, destination, security, hospitality, transit route, information, tourist, accommodation, tourism industry.

1. The city of Paris is a popular _____ for travelers from all over the world.

2. Many tourists visit Japan to experience the rich _____ between their home culture and the Japanese traditions.

3. After a long flight, the first thing a _____ needs is a comfortable place to rest and relax.

4. To ensure a safe and enjoyable trip, the _____ of the hotel was helpful in guiding us through the local safety measures.

5. The _____ provided by the travel agency helped us plan our activities and book tickets in advance.

6. At the resort, guests can enjoy a variety of _____ activities such as swimming, hiking, and sightseeing.

7. _____ for tourists is crucial in the hospitality sector, as it ensures they feel welcome and taken care of.

8. When traveling abroad, many people rely on _____ to help them get to their desired location.

9. In recent years, the _____ has seen a significant growth in eco-friendly travel options.

10. The hotel offers a wide range of _____ options, from single rooms to family suites.

READING

Task 3. Read the text and answer the questions.

IMPORTANT ASPECTS OF TOURISM (PART II)

Travel is one aspect of tourism, but you don't go somewhere just to come back. Another important point, and this is the sixth aspect of Leiper's theory, is that you will engage in leisure-related experiences. These are non-obligatory – you don't have to do them. They are personally pleasurable, recreational or creative. You may, for instance, decide to go snorkelling, lounge on the beach, or have a massage. To a certain degree, tourism has to do with leisure, which is why we often see leisure incorporated into tourism courses, as well as hospitality.

Whether we're talking about travel, leisure or hospitality, all tourism shows the culture of the generating regions, and most tourism involves a cultural exchange in the destination region. This is aspect number seven. As a tourist, you engage with a different culture; you're away from your own culture for a while. This gives rise to a lot of interesting theories about cultural exchange, learning more about yourself, and learning more about the culture you go to. People often say that travel broadens the mind.

What other aspects of tourism and hospitality are there? Well, why do you go anywhere? You're motivated to travel somewhere based on information that you've received, one way or another, about the destination. You've received this information either prior to your trip in the generating region (for instance, by reading a book or looking on the Internet), or possibly on the transit route (at airports, for instance) or in the destination region, maybe at a tourist information office. So information is Leiper's eighth point.

The next point is that tourism involves change to your daily routine and activities. For a while, you experience a different way of life, a kind of time out, and you will be doing things that you may not normally do.

Leiper's tenth point is that, as a tourist, you expect that there will be a reasonable degree of security. You want the places you travel to tolerate tourist visitors and, ideally, be hospitable.

This is where the link with hospitality comes in.

Hospitality is extremely important in tourism, because people need a sense of hospitality in order to feel comfortable in a place. Travelling can be quite stressful: you're in an unusual place, you don't know the people, and you may not know the language. There must be the sense that there is going to be a reasonable degree of personal security, otherwise people won't travel.

The next point concerns finances. As a tourist you will expect that your visit is going to be economically feasible, and that the activity will be worth the money spent – otherwise you wouldn't have embarked on the journey in the first place.

The final aspect is that tourists depend on the tourism industries, like hotels, accommodation providers, and the food and beverage industry. This is a bit of a grey area. Supermarkets, for instance, are not specifically aiming to foster or support tourism, but still many tourists rely on them.

So this is the end of your journey. You've travelled from home – your TGR – and you've spent at least one night away – your TDR. You've travelled to your destination via a transit route. You've participated in leisure activities, experienced a different culture and a different daily routine. You've received information about your destination, either at home or on arrival. You've felt safe, secure and welcome. You feel that your money was well spent. You've used tourist facilities and hospitality businesses, before finally returning home.

1. What is the sixth aspect of Leiper's theory of tourism?
2. How does leisure relate to tourism, and what are some examples of leisure-related activities?
3. According to the text, how does tourism involve cultural exchange?
4. How is information about a destination typically received by tourists?
5. What does tourism do to a tourist's daily routine and activities?
6. Why is security important in tourism, and how does it relate to

hospitality?

7. How do finances play a role in tourism, and what do tourists expect regarding their spending?

8. Which industries are essential for tourism, and how do tourists rely on them during their travels?

Task 4. Read the statements and decide if they are true (T) or false (F).

1. Leisure-related activities in tourism are mandatory and part of the trip.

2. Cultural exchange is one of the key aspects of tourism, and tourists often learn about other cultures during their travels.

3. Tourists usually receive information about their destination only before their trip, in the tourism generating region (TGR).

4. Tourism involves experiencing a different way of life and deviating from your regular daily routine.

5. Security is not an important aspect of tourism, and tourists are expected to feel unsafe in some destinations.

6. Hospitality is essential for tourists to feel comfortable, as traveling can be stressful due to unfamiliar places and people.

7. Tourists generally expect that their trip will not be economically feasible and may not be concerned about the cost of the journey.

8. Tourists rely on various industries like hotels, accommodation providers, and supermarkets during their travels.

SPEAKING

Task 5. Answer the questions in full sentences.

1. What is the role of leisure-related activities in tourism according to Leiper's theory?

2. How does cultural exchange occur during tourism, and what are its effects on tourists?

3. Where do tourists typically receive information about their destination before and during their trip?

4. How does tourism affect a tourist's daily routine and activities?

5. Why is hospitality crucial in tourism, and how does it contribute to a tourist's experience?

Task 6. Choose the correct answer for each question. Here are 5 positions based on the relevant tourism topic:

1. What is the primary reason tourists engage in leisure-related activities?

- a) To complete necessary work tasks*
- b) To enjoy personal pleasure, recreation, or creativity*
- c) To follow a rigid schedule*
- d) To avoid local culture*

2. What is the main purpose of cultural exchange in tourism?

- a) To expose tourists to local cuisine*
- b) To allow tourists to learn about and engage with different cultures*
- c) To encourage tourism companies to sell souvenirs*
- d) To make tourists feel uncomfortable in a new environment*

3. How is information typically shared with tourists about their destination?

- a) Only by personal experience*
- b) Through local tourist information offices and pre-trip research*
- c) Exclusively through word-of-mouth*
- d) Information is never shared in advance*

4. Why is security considered an essential aspect of tourism?

- a) To increase tourist spending*
- b) To ensure tourists feel safe, welcome, and comfortable during their travels*
- c) To limit the number of tourists in certain regions*
- d) To ensure tourists only visit high-end destinations*

5. Why do tourists depend on industries like hotels, accommodations, and food services?

- a) Because they prefer to avoid interacting with locals*
- b) Because these services provide essential support throughout their trip*
- c) Because tourists are not interested in spending money*
- d) Because these services have no impact on their experience*

SPEAKING

Task 7. Prepare a short presentation (2-3 minutes) on one of the

following topics. Use simple language and try to include examples to illustrate your points. After your presentation, be ready to answer a few questions from your groupmates or teacher.

Topics:

1. The Role of Leisure Activities in Tourism.

– Explain why leisure activities are a key part of tourism, with examples such as sightseeing, sports, or relaxation. Discuss how these activities enhance the travel experience.

2. Cultural Exchange in Tourism.

– Discuss how tourism allows people to experience new cultures and how this cultural exchange benefits both tourists and local communities.

3. The Impact of Tourism on the Environment.

– Describe how tourism affects the environment, both positively and negatively, and suggest ways tourists can minimize their environmental impact.

4. The Importance of Hospitality in Tourism.

– Explain why hospitality is essential for the success of tourism, focusing on how good service makes tourists feel welcome and comfortable.

5. The Role of Information in Tourism

– Discuss how tourists gather information before and during their trips, including travel guides, websites, and local tourist offices. Explain how this information helps improve the travel experience.

WRITING

Task 8. Write a short paragraph (4-5 sentences) about the “Important Aspects of Tourism”. Use the following words.

Leisure, cultural exchange, destination, security, hospitality.

Your paragraph should describe key aspects of tourism, such as the role of leisure activities, the importance of cultural exchange, and the role of hospitality and security in enhancing the travel experience.

UNIT 2. HOSPITALITY.



2.1. Hospitality Research.

VOCABULARY

Task 1. Match each term with its correct definition.

- | | |
|-------------------------|---|
| 1. Hospitality | a) The general financial system of a country, including the production and consumption of goods and services. |
| 2. Tourism | b) A sector that provides food, drink, lodging, and entertainment to travelers and tourists. |
| 3. Hospitality industry | c) The act of providing food, drink, and entertainment to guests with goodwill. |
| 4. Accommodation | d) The ambiance or feeling created in a place through design, light, sound, and decor. |
| 5. Customers | e) A place where food is purchased, prepared, and served to customers for consumption on-site. |
| 6. Services | f) People who use or buy goods and services. |
| 7. Economy | g) Activities provided to meet the needs of guests or clients. |

- | | |
|----------------|---|
| 8. Restaurant | h) Lodging or a place to stay, such as a hotel or guesthouse. |
| 9. Investment | i) Expenditure made to purchase resources or improve a business for future benefits. |
| 10. Atmosphere | j) Travel and activities associated with exploring different places for leisure or business purposes. |

WRITING

Task 2. Match each sentence with the correct vocabulary word from the list.

Hospitality, tourism, accommodation, customers, economy, restaurant, services, investment, atmosphere, hospitality industry.

1. The _____ industry plays a crucial role in making tourists feel welcome and comfortable during their travels.
2. Many tourists rely on local _____ providers like hotels and guesthouses to ensure a pleasant stay.
3. A positive _____ in a hotel or restaurant can greatly enhance a guest's experience.
4. The _____ sector contributes significantly to the financial health of many countries worldwide.
5. A good _____ combines great food, excellent service, and a welcoming environment.
6. Providing high-quality _____ is essential for meeting the needs of guests and ensuring their satisfaction.
7. Regular _____ in staff training and updated facilities can help businesses thrive in the competitive hospitality market.
8. The primary goal of the _____ is to create memorable experiences for guests by offering comfort and care.
9. _____ often visit tourist destinations seeking unique cultural experiences and relaxation.
10. Effective management in the _____ industry ensures smooth operations and high levels of customer satisfaction.

READING

Task 3. Read the text and answer the questions according to the text.

HOSPITALITY RESEARCH

Today, we're going to talk about hospitality research. It's a fairly new research area, but as hospitality represents a huge share of the economies of many countries in the world, it's worthwhile looking into it. Did you know that last year expenditure on travel and tourism exceeded 6 trillion US dollars globally, according to the WTTC, the World Travel and Tourism Council? You can imagine that hospitality represents a large share of that.

Hospitality has been defined as two very different things. In general terms, it is seen as being hospitable, as the reception and entertainment of guests, visitors, or strangers, with goodwill.

Needless to say, hospitality also refers to the hospitality industry: hotels, restaurants, casinos, resorts, clubs and any place or service that deals with tourists and making them feel at home. You could simply define hospitality as "providing accommodation, food and drink", as some researchers do, but as Paul Slattery writes in his article "Finding the Hospitality Industry": "Hospitality customers not only buy products, but also facilities and services."

Let's look at a restaurant, for instance, he says. "A restaurant purchases food, which it prepares and cooks; it serves meals to customers who consume them on site. The prices reflect the investment in the real estate, the kitchen equipment, the chefs, the waiters and other staff, the tables, chairs and the atmosphere by the use of light, sound, colours, art and design and also the form of service. The task for the restaurant is to identify the specific demands of the customers at any time, and to organize the technology and processes to deliver the products, facilities and services so that customers achieve their aims in the restaurant." I'm sure you hadn't looked at going out for a meal in this way, right?

1. What is hospitality research, and why is it important?
2. How much was global expenditure on travel and tourism last year according to the WTTC?
3. How is hospitality generally defined in terms of reception and entertainment?
4. What does the hospitality industry include?
5. How do some researchers define hospitality in simple terms?

6. According to Paul Slattery, what do hospitality customers buy besides products?

7. What elements contribute to the price of a meal in a restaurant, as described by Paul Slattery?

8. What is the task of a restaurant in meeting the demands of its customers?

Task 4. Read the statements and decide if they are true (T) or false (F).

1. Hospitality research is a well-established field with decades of extensive study.

2. According to the WTTC, global expenditure on travel and tourism last year exceeded 6 trillion US dollars.

3. Hospitality refers only to the reception and entertainment of guests with goodwill.

4. The hospitality industry includes hotels, restaurants, casinos, and resorts.

5. Some researchers define hospitality as simply 'providing accommodation, food, and drink.'

6. Paul Slattery argues that hospitality customers purchase only the products offered by the industry.

7. The price of a restaurant meal includes factors like the real estate, staff, and atmosphere design.

8. A restaurant's primary task is to meet the specific demands of customers by organizing technology and processes.

SPEAKING

Task 5. Answer the questions in full sentences.

1. Why is hospitality research considered important in today's world?

2. How does the WTTC describe the global expenditure on travel and tourism?

3. What are the two definitions of hospitality mentioned in the text?

4. What industries are included under the hospitality industry?

5. According to Paul Slattery, what factors contribute to the price of a restaurant meal?

Task 6. Choose the correct answer for each question.

1. What is a primary function of the hospitality industry?
 - a) *To manufacture tourism equipment*
 - b) *To provide accommodation, food, and drink*
 - c) *To reduce travel costs*
 - d) *To manage transportation routes*
2. Why is hospitality research important in today's economy?
 - a) *It focuses on improving manufacturing processes*
 - b) *Hospitality represents a significant share of the global economy*
 - c) *It develops new methods for cooking food*
 - d) *It reduces the number of tourists*
3. What is one key element customers expect from the hospitality industry?
 - a) *Basic meals without added services*
 - b) *Accommodation and services tailored to their needs*
 - c) *Minimal investment in design and comfort*
 - d) *A focus on manufacturing products*
4. According to Paul Slattery, what is a critical task for a restaurant?
 - a) *Selling only pre-prepared food*
 - b) *Organizing technology and processes to meet customer demands*
 - c) *Avoiding investment in atmosphere and design*
 - d) *Reducing the number of staff in the kitchen*
5. What does the WTTC report about the global travel and tourism industry?
 - a) *It has minimal economic impact worldwide*
 - b) *Expenditure exceeded 6 trillion US dollars globally*
 - c) *It focuses exclusively on accommodation businesses*
 - d) *Research is unnecessary for its growth*

SPEAKING

Task 7. Prepare a short presentation (2-3 minutes) on one of the following topics. Use simple language and try to include examples to illustrate your points. After your presentation, be ready to answer a few questions from your groupmates or

teacher.

Topics:

1. The Role of Hospitality in the Tourism Industry

– Discuss how the hospitality industry (hotels, restaurants, and resorts) enhances the experience of tourists. Include examples of good customer service and the importance of making guests feel welcome.

2. Why Hospitality Research is Important

– Explain the significance of studying hospitality in today’s economy. Use examples of how research can improve services in hotels, restaurants, and other hospitality-related businesses.

3. Customer Expectations in the Hospitality Industry

– Talk about what customers look for when they visit a restaurant or hotel. Include examples such as good service, comfortable accommodation, and appealing atmosphere.

4. How Restaurants Create Memorable Experiences

– Highlight the ways restaurants use food, service, and design (light, color, music) to meet customer demands. Provide examples of how these elements work together to enhance dining experiences.

5. Economic Impact of Hospitality

– Explore how the hospitality sector contributes to the global economy. Discuss examples such as employment opportunities and its role in supporting tourism.

WRITING

Task 8. Write a short paragraph (4-5 sentences) about Hospitality Research. Use the following words.

Hospitality, tourism, industry, customers, services, economy.

2.2. Careers in Tourism and Hospitality.



DISCUSSION

Task 1. Discuss these questions:

1. What careers do you associate with the tourism, hospitality and leisure industry?
2. There are more jobs in this industry now than twenty years ago. What development in society caused this?
3. How can you succeed in this industry?

VOCABULARY

Task 2. Match each term with its correct definition.

- | | |
|-------------------------|--|
| 1. Tourism industry | a) The ability of a sector to expand and provide employees with room for advancement. |
| 2. Customer service | b) An area of employment that involves providing a variety of services such as accommodation, food, and entertainment to guests and customers. |
| 3. Career opportunities | c) A form of work where employees work fewer hours than the standard full-time schedule. |
| 4. Hospitality sector | d) The possibility to advance and develop in a specific career or job role. |
| 5. Skills | e) The practical knowledge or expertise gained by performing a job or task. |

- | | |
|----------------------------|---|
| 6. Growth potential | f) The industry related to travel, tourism, leisure, and hospitality services. |
| 7. Flexible industry | g) Work-based learning programs where individuals receive hands-on training and experience while studying. |
| 8. Part-time work | h) The act of helping customers, solving their problems, and ensuring satisfaction. |
| 9. Apprenticeship | i) A characteristic of an industry that allows employees to move and work in different regions or sectors easily. |
| 10. Training opportunities | j) Jobs that are available in various parts of an industry, offering long-term career paths and professional development. |

WRITING

Task 3. Complete the sentences using the correct vocabulary word from the list.

Tourism industry, customer service, career opportunities, hospitality sector, skills, growth potential, flexible industry, part-time work, apprenticeship, training opportunities.

1. The _____ is one of the largest industries in the world, contributing significantly to the global economy.

2. Good _____ is crucial for keeping guests happy in hotels, restaurants, and other businesses in the hospitality sector.

3. There are many _____ in the tourism sector, ranging from travel agents to event planners.

4. The _____ includes all businesses that provide accommodation, food, and leisure activities to tourists.

5. To succeed in this field, workers need to develop both practical _____ and communication abilities.

6. Many companies in the tourism sector offer employees _____, allowing them to advance their careers quickly.

7. The tourism industry is known for being a _____, allowing people to work in various roles and locations worldwide.

8. Many students choose to take _____ as it allows them to balance work and study while gaining valuable experience.

9. An _____ combines practical work with study, helping

individuals to learn skills directly in the workplace.

10. Employers in the hospitality sector offer _____ to help employees enhance their knowledge and abilities.

READING

Task 4. Read the text and answer the questions according to the text.

CAREERING UPHILL: OPPORTUNITIES FOR EMPLOYMENT IN THE TTH (TOURISM, TRAVEL AND HOSPITALITY) SECTOR

Most people, when they consider a career in tourism, hospitality or leisure, think of waiters and chefs, fitness instructors and travel agents. Obviously, these people don't really know the tourism industry very well. They see an industry that offers part-time, low-paid jobs in hotels or restaurants, jobs that people do until they find a "real" career. Needless to say, that type of career is part of tourism, but there is so much more. Interior designers, marketing agents, event planners, museum curators and hiking guides are all part of the industry, too. In the same way, hospitality is not just about hotels. It affects us every day. We grab a sandwich for lunch, stop off for a coffee or drinks with friends, stay at a hotel, go to the cinema or theatre, eat in a canteen at work, catch a train, get fuel at a motorway service station. All this falls within the scope of hospitality.

Tourism-related employment is different from many other employment sectors. For one thing, tourism is a highly mobile industry. Also, the skills learnt in most tourism occupations are easily transferable to other sectors in the industry. What you learn in, say, accommodation, you can apply to transportation, F&B services, event and conference planning, attractions, tourism services, outdoor adventure and recreation. Fortunately, these skills transfer to just about anywhere in the world, which makes it one of the most flexible industries. If you are really dedicated, the industry also enables you to rise quickly on the career ladder. Moreover, there are a large number of people who take advantage of the flexibility offered by the tourism industry to work on a part-time basis. Finally, statistics do not always show the benefits offered to many tourism employees,

such as clothing and footwear allowances, dry cleaning services, free meals, and staff discounts (such as cheap flights).

This makes working in the TTH sector sound appealing, but it may not be suitable for everybody. Certainly, it's an industry that is constantly expanding and opening up opportunities for interesting careers. It sounds great, doesn't it? Travel, see the world, meet people: but that's not really what the industry is about. Like any job or career, it's what you make it, and of course the variety of this sector is enormous: 125.000 tourism businesses exist in the UK alone and 1.75 million people are employed in these businesses. So what sort of person do you need to be to work in hospitality, leisure and tourism? It's not an open door. You need to like people, and to enjoy the challenge of working in an environment focused on the customer. This means putting up with customers' dissatisfaction. You need to be flexible, adaptable, to enjoy problem-solving, and to be able to think on your feet. It goes without saying that you need to be able to work as part of a team.

Not surprisingly, in such a varied world, there are many ways of entering the industry. So, what's the best way, and what qualifications do you need? You can simply get a job and benefit from company training and development, possibly alongside a part-time course. Many hotels and restaurants also offer apprentice or traineeship schemes, which combine training in the workplace with time to study. Alternatively, you can enrol in a full-time college or university course. Qualifications alone, however, are no guarantee of a job. Much depends on your personality, attitude, communication skills and common sense. The variety of responsibilities, the chance to work with people from around the world, the potential for quick growth, training opportunities and benefits: these are just some of the many reasons that attract hundreds of thousands of tourism employees across the world and keep them interested in this dynamic industry.

1. What are the common careers that people associate with the tourism, hospitality, and leisure industries?

2. Why do some people think that jobs in tourism are only part-time and low-paid?

3. What are some examples of jobs in the tourism industry that go beyond hotels and restaurants?

4. How is tourism-related employment different from many other sectors?

5. What makes the tourism industry flexible and globally transferable?

6. What benefits do many tourism employees enjoy in addition to their salary?

7. What qualities are needed to work in the hospitality, leisure, and tourism industries?

8. What are some ways to enter the tourism industry, and what qualifications may be required?

Task 5. Read the statements and decide if they are true (T) or false (F).

1. Most people associate careers in tourism, hospitality, and leisure with high-paying, full-time jobs.

2. The tourism industry is limited to jobs in hotels and restaurants.

3. The skills learned in tourism occupations are not transferable to other sectors.

4. The tourism industry offers flexibility, allowing people to work part-time and in different parts of the world.

5. The tourism sector is shrinking and offering fewer opportunities for employment.

6. To work in hospitality and tourism, it is important to enjoy problem-solving and working in a customer-focused environment.

7. The best way to enter the tourism industry is to obtain a degree and wait for a job offer.

8. Communication skills, attitude, and common sense are important in getting a job in the tourism industry, regardless of qualifications.

SPEAKING

Task 6. Answer the questions in full sentences.

1. What are some common misconceptions people have about careers in the tourism, hospitality, and leisure industries?

2. How do the skills gained in the tourism industry benefit workers in other sectors?

3. Why is the tourism industry considered flexible in terms of career opportunities?

4. What qualities are important for someone who wants to work in the hospitality, leisure, and tourism sectors?

5. What are some ways people can enter the tourism industry and what qualifications might be necessary?

Task 7. Choose the correct answer for each question.

1. What is the main benefit of working in the tourism, travel, and hospitality (TTH) sector?

a) To gain experience in a variety of fields

b) To work in a non-customer-facing role

c) To increase job flexibility and opportunities for part-time work

d) To work with only local customers

2. What is the key to success in the tourism and hospitality industry?

a) Having a degree in tourism management

b) Being flexible, adaptable, and able to work with customers

c) Focusing only on desk jobs

d) Working in one specific area of the industry

3. Why are skills in tourism easily transferable?

a) Because the industry is static

b) Because they are specialized only for hospitality

c) Because many skills are applicable to various sectors, such as accommodation, transportation, and event planning

d) Because the industry focuses only on one type of work

4. How can a person enter the tourism industry?

a) By relying solely on qualifications from school

b) By taking part in internships or apprenticeships in a company while studying

c) By working in the same job for many years without change

d) By not requiring any training or qualifications

5. What is a benefit for employees in the tourism industry?

a) Being restricted to one job type

b) Receiving additional benefits such as staff discounts and free meals

- c) *Working with customers only from their own country*
- d) *Receiving no job flexibility*

SPEAKING

Task 8. Prepare a short presentation (2-3 minutes) on one of the following topics. Use simple language and try to include examples to illustrate your points. After your presentation, be ready to answer a few questions from your groupmates or teacher.

Topics:

1. The Role of Customer Service in the Hospitality Industry

– Explain why excellent customer service is crucial in the hospitality industry. Provide examples of how good service can enhance the customer experience and lead to repeat business.

2. Sustainable Tourism: Benefits and Challenges

– Discuss the concept of sustainable tourism. Explain how it helps preserve the environment and local culture, while also providing economic benefits to the region. Mention challenges that come with implementing sustainable tourism practices.

3. The Impact of Technology on the Tourism and Hospitality Industry

– Explore how technology is transforming the tourism and hospitality industry. Discuss examples of new tools, like online booking platforms and virtual tours, that improve customer experience and business efficiency.

4. The Growth of Ecotourism

– Explain what ecotourism is and why it is becoming increasingly popular. Discuss the environmental and cultural benefits of ecotourism, and give examples of ecotourism destinations.

5. The Future of the Tourism, Travel, and Hospitality Industry

– Discuss emerging trends in the tourism and hospitality sector, such as personalized travel experiences or the rise of health and wellness tourism. Explain how these trends might shape the future of the industry.

WRITING

Task 9. Write a short paragraph (4-5 sentences) about careers in tourism and hospitality. Use the following words.

Tourism industry, customer service, career opportunities, hospitality sector, skills, growth potential.

Make sure to explain how these careers offer various opportunities for personal and professional growth.

UNIT 3. APPLYING FOR A JOB.



3.1. CV for tourism management.

SPEAKING

Task 1. What is your idea of a good job? Put the following ideas in order of importance. What is the best job in tourism management in your opinion? Discuss your choice with your partner.

- a chance to travel
- teamwork
- flexible working hours
- job stability
- responsibility for other staff
- friendly colleagues
- a good salary
- long holidays

- opportunity to meet people
- benefits (commission, cheap holidays)

Task 2. Do you want to work in tourism management? Look at the questionnaire and tick the qualities and skills which describe you.

QUESTIONNAIRE

I am

- Smart
- Flexible
- Extrovert
- Organized
- Practical
- Confident
- Creative
- Hardworking

SKILLS

- I enjoy meeting new people.
- I enjoy working as part of a team...
- I like working independently.
- I am good at explaining things.
- I am good at dealing with people.
- I can make people relax.
- I am able to do more than one thing at the same time.
- I like working under pressure.
- I know how to use computers and technology...
- I feel confident about dealing with money...
- I am willing to work long hours...
- I am good at languages.

VOCABULARY

Task 3. Complete the sentences.

So you want to work in the tourism industry. What do you have to know? What do you need to know?

In most tourism jobs you have to enjoy (1) _____ with people – not

just the customers but your colleagues as well. You have to be able to (2) _____ as part of a team. You have to know how to (3) _____, even if you're having a bad day. It's also important to be able to (4) _____ clearly on the phone. In many jobs you need to be good at (5) _____ people with different languages and cultures, and you need to be confident about (6) _____ the languages that you know. Sometimes, especially if you work in an office, you have to know how to (7) _____ computers. It's also important to be flexible, and you often have to be willing to (8) _____ long or unusual hours. But most of all you have to like (9) _____ with people.

Task 4. Match the words with their definitions.

- | | |
|---------------------|---|
| 1. self-motivated | a) Having excellent technical or professional abilities in a specific field. |
| 2. well-presented | b) Comfortable interacting with others; sociable and friendly. |
| 3. outgoing | c) Able to quickly adjust to new environments or situations. |
| 4. methodical | d) Able to work cooperatively with others to achieve common goals. |
| 5. numerate | e) Motivated to work hard and succeed without needing external encouragement. |
| 6. team players | f) Having a neat, tidy, and professional appearance. |
| 7. highly-skilled | g) Focused on understanding and meeting customer needs and expectations. |
| 8. adaptable | h) Organized and systematic in approach. |
| 9. customer-focused | i) Good with numbers and basic mathematical skills. |
| 10. confident | j) Sure of one's abilities and not afraid to take initiative. |

WRITING

Task 6. Complete the sentences using the correct vocabulary word from the list.

Self-motivated, well-presented, outgoing, methodical, numerate, team players, highly-skilled, adaptable, customer-focused, confident.

1. A good employee in the tourism sector needs to be _____ to handle unpredictable situations and changing schedules.

2. Sarah's _____ nature makes her excellent at greeting guests and making them feel welcome.

3. To work in finance-related roles in tourism, you need to be _____ and comfortable working with figures.

4. Employees who are _____ often take initiative and don't wait for others to tell them what to do.

5. The company looks for _____ individuals who can cooperate effectively with colleagues to achieve shared goals.

6. As a receptionist, it's important to be _____, with a professional appearance that creates a good first impression.

7. A _____ approach to planning events ensures that all details are considered and nothing is overlooked.

8. The restaurant manager praised Alex for being _____ and able to handle complaints with ease and professionalism.

9. To deliver excellent service, employees must be _____, always prioritizing the needs and satisfaction of guests.

10. With years of experience in fine dining, Jacob is a _____ chef who consistently delivers exceptional dishes.

READING

Task 7. Read the text and answer the questions.

CV FOR TOURISM MANAGEMENT

What is a CV for tourism?

A CV for tourism is a targeted CV detailing your experience and achievements that help you gain employment in the tourism sector. The tourism sector is diverse and includes hotels, eating and drinking establishments, conference and corporate facilities, spas, travel and tourism companies and events organisers. Jobs can include waitresses, receptionists, events planners, bar staff, travel operators, sales staff and many more.

Planning your CV for tourism management

Before you sit down to write your CV for a tourism job application, it's important that you take the time to plan accordingly.

When planning a CV, remember to keep the role and job description you are applying for in mind. Employers generally prefer to see CVs that are closely tailored to the role the applicant is interested in, as opposed to generalised CVs. Because of this, aim to only note down the information that is relevant to the job role. Taking a look at some CV examples before you start to write clarifies and aids your writing process and makes writing a CV for a tourism job quicker and easier. Ask a friend or family member who works in tourism to see their CV.

What to include in a CV for tourism

As is the case with any CV, there are a number of things that need to be mentioned in a CV for tourism management. These include:

- your education history from GCSE level upwards
- your work experience relevant to the tourism industry
- any relevant volunteering experience
- any relevant training or awards received

You may also wish to include references. However, this is not necessary unless an employer has specifically requested for you to do so. If you have prior experience in the tourism industry, it's also important to mention any formal training you received while on the job. This could include any knowledge of booking software, experience handling a till and money or training in the safe handling of hygiene and sanitisation products. There are also a number of other skills that may not be specifically relevant to the tourism industry but are beneficial nonetheless. Such skills include being fluent in another language, being computer literate and having mathematical aptitude. It's always advisable to take care when adding experience to your CV, making sure the skills are absolutely relevant to the role. Recruiters want CVs to be concise, so being as efficient as possible when it comes to including your experience is vital. For example, include work experience as a cashier in a local supermarket as it enabled you to develop a range of interpersonal skills, such as customer management and teamwork

How to write a CV for tourism

Once you've planned what you wish to include in your CV, it's time to start writing. There are a number of things to include in a tourism application, including the following:

- The correct format. Typically, most people write CVs using a word processor. However, any format is acceptable as long as you can export it in either a .pdf or .doc format.

- Previous training. With many hospitality jobs, your personal skills hold equal importance to your experience and education. Because of this, it's recommended that you dedicate some of your CV space to exploring how your previous training has aided in the development of these interpersonal skills.

- A concise writing style. It's crucial that you are concise in your sentences when writing a CV. Employers only spend a matter of seconds reading a CV, so you need to quickly and clearly articulate why you are a strong candidate for the position.

How do you write a CV for tourism with no experience?

Don't worry if you haven't got tourism experience on your CV. Housekeeping and waiting roles are suitable first jobs for those fresh out of school. Due to this, tourism employers frequently get CVs without previous experience in the sector. When this is the case, it's crucial that you demonstrate an awareness of the role you're applying for and how your personal interests or education benefits you in this role. Example: Playing football once a week has given me many transferrable skills that are useful at work. I have to think quickly, communicate with the team and take control of difficult situations. All of these skills are desirable in this hospitality role.

Good skills to include in your CV for a tourism job

As mentioned previously, a crucial part of any successful employee in the tourism sector is possessing the right skills. Below are just some of the many skills to communicate in your CV for a tourism job application if you wish to impress employers: adaptability, teamwork, conflict resolution, leadership, agility, communication, confidence, multitasking, flexibility, cultural awareness.

There are many ways throughout your CV that you can demonstrate you possess these skills. Whether you choose to articulate an aptitude for such skills through your work experience, volunteering or personal interests, ensure that you tell employers exactly how you possess these skills and how they can help you thrive in the advertised role.

1. What is a CV for tourism, and what information does it typically include?
2. What types of jobs are available in the tourism sector?
3. Why is it important to tailor a CV to the specific role and job description in tourism?
4. What key elements should be included in a CV for tourism according to the text?
5. Why might references not always be necessary in a CV for tourism?
6. What should you do if you lack prior experience in the tourism industry?
7. What skills are considered essential to include in a CV for tourism, even if they are not directly related to tourism?
8. How can volunteering or personal interests demonstrate desirable skills for a tourism job?

Task 8. Read the statements and decide if they are true (T) or false (F).

1. A CV for tourism should include both your achievements and relevant work experience.
2. The tourism sector only includes jobs in hotels and restaurants.
3. Employers prefer generalised CVs rather than those tailored to a specific job role.
4. Experience handling booking software can be mentioned in a CV for tourism.
5. Including references in a CV for tourism is always mandatory.
6. Skills like teamwork and communication are valuable in the tourism sector.
7. Playing team sports can demonstrate transferrable skills useful for tourism jobs.
8. Employers usually spend a lot of time reading each CV they receive.

SPEAKING

Task 9. Answer the questions in full sentences.

1. What is a CV for tourism, and why is it important?
2. What key elements should you include in a CV for tourism?

3. How can you demonstrate transferable skills in your CV if you have no prior tourism experience?

4. Why is it important to tailor your CV to the specific job role you are applying for?

5. What are some personal skills that are essential for a successful career in the tourism sector?

Task 10. Choose the correct answer for each question.

1. What is the main purpose of tailoring a CV to a specific tourism role?

a) To showcase creativity

b) To align your experience with the job requirements

c) To demonstrate leadership skills

d) To highlight hobbies

2. What should you include in a CV for tourism to make it stand out?

a) Hobbies and interests unrelated to the job

b) A detailed list of your family background

c) Relevant experience, training, and achievements

d) A summary of your favorite travel destinations

3. Which of the following is an example of transferable skills for tourism jobs?

a) Driving heavy machinery

b) Handling customer complaints

c) Painting landscapes

d) Playing musical instruments

4. Why is a concise writing style important in a CV for tourism?

a) It saves time for recruiters reviewing applications

b) It allows you to include more personal information

c) It helps create a visually appealing CV layout

d) It impresses employers with your vocabulary

5. What kind of jobs are suitable for those new to the tourism sector?

a) Housekeeping and waiting roles

b) Senior management positions

c) Marketing and advertising roles

d) Event planning and coordination

SPEAKING

Task 11. Prepare a short presentation (2-3 minutes) on one of the following topics. Use simple language and try to include examples to illustrate your points. After your presentation, be ready to answer a few questions from your groupmates or teacher.

Topics:

1. Skills Needed for a Career in Tourism

– Explain the key skills required to succeed in the tourism industry, such as teamwork, communication, and adaptability. Give examples of how these skills are used in different roles.

2. Why Tailoring Your CV is Important

– Discuss the importance of customizing your CV for specific job applications in the tourism sector. Provide examples of how to highlight relevant skills and experiences.

3. Transferable Skills in the Tourism Sector

– Describe what transferable skills are and how they benefit employees in the tourism industry. Use examples such as customer service or problem-solving.

4. Different Career Paths in Tourism

– Explore the variety of career options available in the tourism sector, from event planning to hotel management. Highlight the opportunities for growth and development in these roles.

5. The Role of Customer Service in Tourism

– Discuss why excellent customer service is vital in the tourism industry. Provide examples of how positive interactions can improve customer satisfaction and build loyalty.

WRITING

Task 12. Write a CV based on your own experience. Using the examples provided, create your own CV tailored to a tourism role. Include the following sections:

1. Personal Details: Your name, location, contact details.

2. Summary: Write a short paragraph describing your personality, skills, and interest in hospitality.

3. Education: List your qualifications, including schools attended and key subjects.

4. Work or Volunteering Experience: Highlight any relevant roles, even if not in tourism sector, and explain the transferable skills you gained.

5. Skills: List at least four skills that make you suitable for a tourism position.

Example Starting Sentence for the Summary:

“I am an enthusiastic and motivated individual with a passion for working with people and delivering excellent customer service.”

Here are some examples of CVs for tourism roles:

Example 1: a CV with tourism work experience:

John Harcourt

Oxford, England

+44 (0)7654 123456

johnharcourt@email.com

Summary

I am a hardworking individual with eight years of experience working in various tourism roles, including guiding, assisting travelers, and managing tours. I thrive in dynamic environments and enjoy collaborating as part of a team.

Education

Wolsey High School, September 2009 - July 2014

Eleven GCSEs between A* and B, including Maths and English.

Work experience

Wolsey Travel Agency, Tour Assistant, May 2014 – October 2018

- Regularly worked full-time within a team to manage over 200 clients daily for guided tours and travel arrangements.
- Responsibilities included scheduling and managing tour itineraries, resolving travel issues, listening to client concerns, maintaining clean and organized tour materials, and safely handling promotional materials.
- Assisted in stocking up on travel brochures, ensuring clients had all necessary information.

Skills

Conflict resolution

Multitasking

Leadership

Adaptability

Communication

Additional Level 2 Travel and Tourism Certificate, awarded February 2015

Example 2: a CV without previous tourism work experience

Charlotte Archer

London, England

+44 (0)7654 729452

charlotte.archer.1@email.com

Summary

Recent secondary school leaver looking for my first full-time job now that my studies have finished. I am interested in the tourism industry as I am a people person and enjoy both working in and leading a team. I have a number of hobbies and volunteering experiences that have helped me to develop my interpersonal skills.

Education

Bramley St John Secondary School, September 2016 - July 2021

Eleven GCSEs between 6 and 9, including Maths and English.

Volunteering

Scouts, Youth Leader, April 2019 - September 2020

During my voluntary experience as a Youth Leader at my local scouts camp, my daily roles included ensuring all individuals were safe, organising and running activities that met the expectations of the charges present, communicating with other Youth Leaders and delegating tasks to those in a similar position. As a result, I developed my teamwork and leadership skills.

Personal interests

I have many personal interests and hobbies that I believe make me a good candidate for this role. Firstly, I play in a casual football league one day a week. In addition to being fit and healthy, this also allowed me to improve how I work within a team and remain committed to the role I play. I also enjoy creative writing and, due to this, I can write quickly and clearly. I believe this skill of written communication is highly important

for communication in tourism roles.

I was additionally a member of a debate team during high school, and I believe many skills gained from this are helpful in tourism. This includes being able to articulate my thoughts clearly, resulting in great customer and team communication that benefits me at all times.

Skills

Teamwork

Communication

Determination

Agility

Confidence

3.2. A cover letter for tourism.



VOCABULARY

Task 1. Match the words with their definitions.

- | | |
|------------------|---|
| 1. Hospitality | a) The process of checking a document for errors before finalizing it. |
| 2. Cover letter | b) A personal letter sent with a CV to explain your skills and interest in a job. |
| 3. Recruiter | c) A characteristic or quality that defines a person. |
| 4. Qualification | d) Excitement and passion about something. |
| 5. Commitment | e) The ability or achievement that makes someone suitable for a job or activity. |
| 6. Enthusiasm | f) The act of promising to give your time and energy to something. |
| 7. Concise | g) An industry related to welcoming and serving guests. |
| 8. Proofread | h) A person responsible for finding and hiring candidates for a job. |
| 9. Suitable | i) Expressed briefly and clearly. |
| 10. Attributes | j) Appropriate or fitting for a particular purpose or role. |

WRITING

Task 2. Complete the sentences using the correct vocabulary word from the list.

Hospitality, cover letter, recruiter, qualification, commitment, enthusiasm, concise, proofread, suitable, attributes.

1. Working in the _____ industry often requires excellent interpersonal skills and adaptability.

2. When applying for a job, it's important to include a _____ to explain why you're a good fit for the role.

3. The _____ contacted me yesterday to schedule an interview for the position.

4. A degree in hotel management is often considered a necessary _____ for management roles in this sector.

5. Employers value candidates who demonstrate long-term _____ to their career goals.

6. Showing genuine _____ for the role can set you apart from other candidates.

7. A good cover letter should be clear and _____ to hold the recruiter's attention.

8. Before submitting your application, always _____ it to ensure there are no errors.

9. This role requires someone who is _____ for working in a fast-paced environment.

10. Strong communication and teamwork are essential _____ for success in tourism.

READING

Task 3. Read the text and answer the questions.

A COVER LETTER FOR TOURISM

How to write a cover letter for tourism

When applying for jobs in the tourism industry, it's important to write an effective cover letter as part of your application. A cover letter shows recruiters your commitment and passion for the role. It's also an opportunity to tell employers more about yourself than is ordinarily communicated through a CV alone. In this article, we explain what a hospitality cover letter is, provide tips for writing one, plus show a template and give an example of an effective cover letter.

What is a cover letter for tourism?

A tourism cover letter is an additional document sent to prospective employers during a job application alongside a traditional CV. This document highlights your specific industry and role skills, providing an in-depth look at your qualifications in your own words. It addresses a hiring manager directly and explains why you're a suitable and desirable candidate for the advertised role.

How to write a cover letter for a tourism job

For a hospitality cover letter to be effective, it follows a certain structure. This ensures that it reads well and covers all the necessary points. Here's a step-by-step guide for this type of letter:

1. Begin with a greeting

Always begin a cover letter with a polite and formal greeting. Address the recruiter by name, and note their job role. This shows you've taken the time to research them and the company. This also makes the cover letter seem more personal, much like a private

conversation between you and the recruiter.

2. Create an effective opening

It's important to grab the reader's attention in the first few sentences. Introduce yourself and why you're applying for the position. This is the point at which you point out how enthusiastic you are about the prospect of working with the company, and why you're the ideal candidate for the role. It's important to hook the reader's attention here so they keep reading your cover letter.

3. Highlight your achievements

Use this next section to highlight your career achievements, especially those you are most proud of. Make sure to always link them back to the job requirements and key tourism skills. For example, describe a large party or event that you were waitstaff at and how you dealt with it. Also, make note of your strengths and why they match up well with the role at hand. Ensure all the achievements you discuss are relevant to the position you're applying for.

4. Mention relevant skills

After carefully reading through the application, reiterate how your skills align with what's expected of the successful applicant. For example, if a recruiter is looking for someone used to working in fast-paced environments, discuss how you have excellent timekeeping abilities and work well under pressure.

5. Finish with a conclusion

Finish your cover letter by reiterating why you're suitable for the role and thanking the hiring manager for their time. Make sure to leave your personal details, so it makes it easy for the recruiter to contact you in the future regarding the role. This is also the point at which you sign off the cover letter using the standard letter format. If inclined to do so, you can use either a handwritten or digital signature.

Tips for an effective cover letter in tourism sector

Here is a list of tips to help you prepare your submission:

Proofread: It's essential to proofread and check your cover letter prior to sending it. You can do so by asking a friend or a professional to double-check it and provide feedback on their findings. This is to ensure it reads well, is grammatically correct and error-free. Sending

a cover letter that is free of errors demonstrates your commitment to quality, which is an attractive trait in a candidate.

Read the job application carefully: Some job applications are long and detailed. It's critical that you read through a job application carefully and multiple times to ensure you understand the nuances of the tourism role you're applying for. This means you can be as detailed and specific as possible in your cover letter. It also makes sure you definitely want the role you're applying for and are completely aware of the expectations attached to the position. There are many different sectors to tourism, so ensure you're applying for a job you think you would be good at and enjoy.

Opt to send one: Not every tourism job requires a cover letter along with your CV, but it's usually beneficial to add more context to your experience and qualification. This is because it makes you stand out from other candidates in the application process. It demonstrates to hiring managers that you're a candidate willing to go the extra mile and are very dedicated to the position. Including a cover letter with your application can make you more noticeable to recruiters and is more likely to lead to further interviews.

Keep it short: Hiring managers have potentially hundreds of applications to sort through for some tourism job roles. This means that they quickly decide whether an application is worth short-listing. Ensure your cover letter is concise and to the point, reinforcing your important tourism skills. This grabs a recruiter's attention and is more appealing to read. Make sure your cover letter is no more than a few paragraphs long.

Provide examples: Always remember to back up your work and experience claims with real-life examples from within the tourism industry. This further demonstrates your suitability for the tourism role and your core skills and attributes. Consider a few valuable instances that summarise your point in a concise and effective way.

Cover letter for tourism jobs template

Cover letters are most effective when they're adapted and changed for every individual job role, meaning a cover letter changes regularly. This is why having a core cover letter template to adapt to each role is a good idea. It helps to save you time when applying to multiple roles and is easy to reference. Find below a template that

you can fill with relevant information for any tourism role:

[Date]

From: [Your name]

[Your address]

[Your contact information]

To: [Name of the hiring manager]

[Name of the company or business]

[Company address and contact information]

Dear [Name of the hiring manager, include Mr/Ms and surname if appropriate],

[In the first paragraph, introduce yourself and your reason for applying for the tourism job role. Discuss how you heard about the position and if someone referred you, if relevant.]

[In the mid-paragraph(s) highlight key hospitality skills, experience and qualifications relevant to the job role. Select a few brief examples to include and demonstrate your tourism capabilities.]

[The final paragraph summarises your main points and reiterates your suitability. Confirm why you're the best candidate for the role and your passion and interest in the company. Thank the hiring manager for their time and mention how you look forward to hearing from them in the future. Close the cover letter with a formal salutation and your name and contact details.]

Sincerely,

[Your signature]

[Your full name printed]

[Your relevant contact details]

1. What is the purpose of a cover letter for tourism?
2. What does a cover letter for tourism typically include?
3. Why is addressing the hiring manager by name important when writing a cover letter?
4. What should you highlight in the achievements section of a cover letter for tourism?
5. How can providing examples enhance your cover letter for tourism?
6. Why is proofreading important before submitting a cover letter?
7. What are the benefits of keeping your cover letter concise?
8. Why might including a cover letter increase your chances of being shortlisted for a tourism job?

Task 4. Read the statements and decide if they are true (T) or false (F).

1. A cover letter for tourism is optional and not usually necessary when applying for jobs in the hospitality sector.
2. Addressing the hiring manager by name in the cover letter makes it more personal and engaging.
3. It's recommended to write a detailed and lengthy cover letter to showcase all your skills and experiences.
4. Proofreading your cover letter before submitting it is important to ensure it is free of errors.
5. A hospitality cover letter should not include specific examples from your past experience.
6. A cover letter provides an opportunity to explain your passion for the role and industry.
7. It is essential to read the job application carefully to tailor the

cover letter to the role's requirements.

8. Using a template for your cover letter for tourism can save time and make it easier to adapt for different roles.

SPEAKING

Task 5. Answer the questions in full sentences.

1. What is the purpose of a cover letter for tourism?
2. How should you begin a cover letter for tourism?
3. Why is it important to proofread your cover letter before submitting it?
4. What is the benefit of including specific examples in your cover letter for tourism?
5. How can using a template help when writing a cover letter for tourism?

Task 6. Choose the correct answer for each question.

1. What is the main purpose of a cover letter for tourism?
 - a) *To replace the CV*
 - b) *To demonstrate enthusiasm and suitability for the role*
 - c) *To list all past work experiences*
 - d) *To provide a personal introduction unrelated to the job*
2. What is the best way to start a cover letter for tourism?
 - a) *With a detailed list of your skills*
 - b) *With a polite greeting and a personalized introduction*
 - c) *By explaining your educational background*
 - d) *By directly asking for an interview*
3. Why is it important to keep your cover letter concise?
 - a) *To avoid boring the recruiter*
 - b) *Because hiring managers may only skim applications*
 - c) *To save paper*
 - d) *To ensure there are no errors*
4. Which of the following is recommended when discussing your achievements?
 - a) *Using general statements about your skills*
 - b) *Providing specific examples that align with the job requirements*
 - c) *Mentioning unrelated accomplishments to impress the*

recruiter

d) Listing every past achievement

5. What does proofreading your cover letter demonstrate to recruiters?

a) That you are confident in your skills

b) That you are detail-oriented and committed to quality

c) That you have perfect grammar skills

d) That you don't need additional help

SPEAKING

Task 7. Prepare a short presentation (2-3 minutes) on one of the following topics. Use simple language and try to include examples to illustrate your points. After your presentation, be ready to answer a few questions from your groupmates or teacher.

Topics:

1. Why a Cover Letter for Tourism is Essential

– Explain the purpose of a cover letter in the tourism industry, how it complements a CV, and why it helps you stand out as a candidate. Include examples of what to include for maximum impact.

2. How to Start a Cover Letter for Tourism

– Discuss the importance of a polite greeting, addressing the recruiter by name, and writing a strong opening to capture their attention. Provide examples of effective opening statements.

3. Highlighting Skills in a Cover Letter for Tourism

– Talk about the skills most valued in tourism roles, such as communication, teamwork, and adaptability, and how to link them to job requirements. Use examples from real-life scenarios or hypothetical situations.

4. The Role of Achievements in a Cover Letter

– Emphasize how showcasing specific achievements, such as successfully managing a large event or handling customer complaints effectively, can demonstrate suitability for the role.

5. Common Mistakes to Avoid in Cover Letters for Tourism

– Discuss common errors, like being too generic, failing to proofread, or writing overly long letters, and provide tips on how to avoid them.

WRITING

Task 8. Apply for the job in the advert (write a cover letter) using instructions below:

Make a list of your personal qualities. Invent experience that would be useful for the job. Write your own application in reply to this advertisement. Your cover letter should be polite and formal:

- write where you saw the advertisement;
- write why you are applying;
- give a short summary of your experience;
- write about personal qualities;
- include a closing statement.

Hotel Receptionist

Excellent entry level vacancy for outgoing personality at this four-star hotel. The person appointed will be the first point of contact for visitors, clients and suppliers. Good phone and computer skills are a must. In this full-time position you will be part of a friendly and dynamic team, responsible for handling all front desk operations.

*Reply to Mrs Smith, Manager,
The International Hotel, Big Park Avenue,
York.*

It's advantageous to research and study effective tourism job cover letters before writing your own. This helps you know what to include and gives you inspiration for your own writing. Find below an example of a full cover letter to reference when writing your own:

Example of cover letter in tourism

04/03/2022

From: Tim Gray

14 Wind Street London SW4

998 071234543758

tim.gray@email.com

To: John Smith

Seaside Hotel

071234543213

john.smith@seasidehotel.com

Dear John,

I was very excited when I came across your position as a tour guide at Seaside Tours. I have had a passion and skill for creating exceptional travel experiences for as long as I can remember and have pursued it as a career ever since I left education. I am very familiar with Seaside Tours and admire the way your team creates memorable journeys for clients. This role felt like the ideal fit for me.

I have worked in the tourism industry for over 10 years and am currently employed by The Greenacre Travel Agency as a senior tour guide. In my role, I organize and lead tours, ensuring clients have enjoyable and seamless experiences. I thrive in dynamic environments, love interacting with people, and have built a reputation for providing personalized and engaging tours. Over the years with Greenacre, I have developed a loyal client base who frequently return to book my tours. I would love the opportunity to bring my initiative, organizational skills, and passion for travel to your company.

My expertise in customer service, destination planning, and tour operations assures me that I am the best fit for the vacant position within your team. I would love to discuss this more with you in the future. Thank you so much for your time and consideration. I look forward to hearing from you.

Sincerely,

Tim Gray

Список використаної та рекомендованої літератури

1. Павлюк А. В. English for Tourism : навчальний посібник «Гіди-перекладачі». Тернопіль : Лібра Терра, 2012. 192 с.
2. Hans Mol. English for Tourism and Hospitality in Higher Education Studies Course Book. UK: Garnet Publishing Ltd., 2008. 134 p.
3. How to write a great CV and covering letter for travel and tourism jobs. URL: <https://gradireland.com/careers-advice/how-write-great-cv-and-covering-letter-travel-and-tourism-jobs>
4. Tourism Manager CV Example. URL: <https://www.cvplaza.com/cv-example/tourism-manager-cv-template/>