

ЗАВДАННЯ ПОТОЧНОГО КОНТРОЛЮ

Assignment 1

1 Complete the text about the history of the Kuoni Group with the correct form of the verbs in brackets.

The Kuoni Group

Born in Chur, Switzerland in 1874, Alfred Kuoni **1** _____ (spend) the first few years of his professional life abroad but **2** _____ (come) back to Switzerland in 1905 and **3** _____ (join) the transport business three of his brothers **4** _____ (set up) during his absence. He rapidly **5** _____ (see) the opportunity of adding a travel section to the business and the Kuoni Travel Bureau **6** _____ (found) in 1906.

The first escorted group visits to Egypt **7** _____ (organize) the following year and innovation after innovation followed. As early as 1951, Kuoni **8** _____ (advertise) the first charter

flights to Africa, **9** _____ (organize) the first around-the-world charter tour and **10** _____ (be) the first to offer holiday packages for the Maldives.

Over the last 100 years, Kuoni **11** _____ (grow) to become one of the world's biggest tour operators. Today the group **12** _____ (employ) over 9,000 people and **13** _____ (operate) in more than 40 countries over five continents. In 2010,

Kuoni **14** _____ (name) the 'World's Leading Tour Operator' for the eleventh year in succession. The global village **15** _____ (get) smaller but Kuoni **16** _____ (still expand) and in future years **17** _____ (continue) to provide consumers with a

wide range of holiday choices through traditional retail outlets such as travel agencies. Also, over the coming months, it **18** _____ (continue) to develop its e-business with new features such as discussion forums, blogspots, chatrooms and consumer ratings for the different packages available on its e-portal.

II Match the words 1-8 with the words a-h to make collocations.

1 perishable

2 point of

3 profit

4 marketing

5 promotional

6 currency

7 sell-by

8 value

a) code b) mix c) for money d) fluctuations e) sale f) product) margin) date

Assignment 2

I Complete the sentences with the appropriate positive or negative form of will, would or should.

- 1 If you want to get a good seat, you _____ book early.
- 2 I _____ advise you to travel alone if it's your first visit.
- 3 If you like pop art, you _____ love the Tate Modern.
- 4 They _____ stay in the resort all the time if they want to experience the local culture.
- 5 You _____ have lots of problems if you don't speak any English.
- 6 We _____ recommend that hotel if you want a peaceful stay. It's next to an all-night disco.
- 7 If he wants to be safe in the jungle, he _____ employ a local guide.
- 8 If you don't like spicy food, we _____ advise you to eat your meals in the hotel which caters for Western tastes.

II Read the travel advice. All the articles (a, an, the, etc.) have been removed. Rewrite the text and add the articles where necessary.

April is good time to visit Uzbekistan as weather is pleasant, with average temperature throughout month of 22°C. To make most of your trip, you will need at least two to three days to visit Samarkand, one of most famous cities along Silk Road. Samarkand is 275 km from capital city of Tashkent, which has international airport.

It is not difficult to find suitable place to stay as there are many privately-owned guesthouses.

Information on public transport in Uzbekistan, routes, maps and useful journey planner are available here for download.

Allow about £120 per day for food, local travel and accommodation.

For trips into countryside it is best to hire taxi from licensed operator. Travellers are advised to negotiate fare in advance and not to share taxis with strangers.

Assignment 3

I Read the text about what motivates tourists. Match the sentences A-E with the gaps 1-5.

Many of the reasons that motivate people to travel have remained the same throughout history. It has always been the case, for example, that people will travel to see family and friends.

1 _____

Many of the earliest travellers were pilgrims seeking to improve their health, either by visiting a shrine or other holy place, or, like some early Roman tourists, hoping to cure their rheumatism

by bathing in hot springs. **2** _____ A further significant and unchanging motivation for travel is the spirit of curiosity and the quest for adventure that motivated explorers such as Columbus and Marco Polo. **3** _____ People have also always tended to use travel experiences as a way to impress each other and acquire prestige.

4 _____ However, as leisure time increases and pursuits that were once only available to the privileged few are enjoyed by the masses, modern tourists are increasingly attracted by anything authentic they can feel a part of - 'the real Greece', or 'authentic Spain'.

5 _____ According to travel researcher A. Barlow, 'What captivates the modern traveller is the idea that this mountain, this view of the sea, takes me outside my ordinary experience: it is precious in its uniqueness and fulfilling in a way that makes me more than I was.' Those tourism providers who understand this need and can find ways to meet it are those that will prosper most in the future.

A They have become acquirers and collectors of experiences, a phenomenon known as 'the experience economy'.

B Nowadays, people routinely travel round the world to visit their children or grandchildren, or perhaps a best friend who's got a new job in a different country.

C These days, this finds its expression in extreme sports or adventure holidays in exotic places, such as trekking in the Amazon jungle or climbing in the Himalayas.

D This is mirrored today in the renewed popularity of spa breaks and a wide range of different kinds of health and wellness vacations, from medical tourism to yoga and meditation holidays.

E For example, going on certain kinds of expensive holiday, such as a luxury cruise, is a way in which the socially ambitious can affirm their wealth and status.

II Choose the correct option to complete the sentences about the development of the luxury travel market.

1 Nowadays, Thailand and South Africa have become mainstream destinations, ideal for adventurous travellers who *are / were* looking for new exotic places to explore.

2 Over the last few years, the Russian Far East and Greenland *have been / are* developing their tourism facilities in response to new interest from American tourists.

3 New destinations *are being / are* opened up in places that were formerly resistant to tourism, such as Bhutan and Cambodia.

4 In the past, local stakeholders may have felt that they *were being / have been being* exploited by tourism developers, but there are more positive feelings about these latest initiatives.

5 Exclusive cultural tourism is an area which many tourism providers *have been / will be* investing in recently, and lots of interesting new products *are / were* appearing on the market.

6 Due to its prohibitive cost, it is unlikely that space tourism *will be / will have* expanded significantly by the year 2050.

III Circle the odd one out in each group.

- 1** argument /dispute / settlement /disagreement /row
- 2** abusive /insulting /offensive /rude /respectful
- 3** disturbance /inconvenience /incident /nuisance
- 4** fired /sacked /reinstated /suspended /let go
- 5** blacklisted /banned /licensed /thrown out
- 6** frustrated /annoyed /offensive /upset /irritated

Assignment 4

I Read the text about the proposed expansion of Heathrow airport in London. How might the airport be extended? Who opposes the plan?

Heathrow planning to grow?

The proposal to expand London's Heathrow airport, already a major international hub and one of the largest and busiest airports in the world, has been the subject of fierce debate. Heathrow's facilities were originally designed to accommodate a maximum of 55 million passengers annually but the number of passengers passing through is now approaching nearly 90 million and the airport has been criticised in recent years for its overcrowding and delays. In 2007, a TripAdvisor survey voted Heathrow the world's least favourite airport alongside Chicago's O'Hare airport. The opening of Terminal 5 in 2008 relieved some pressure on terminal facilities; but since Heathrow only has two runways, operating at over 98% of their capacity, there just isn't any room for more flights. Supporters of the scheme to expand by building a third runway and a sixth terminal claim that it is essential to increase the number of routes to emerging markets, with flights to China particularly important. Although the use of larger aircraft such as the Airbus A380 will allow some increase in passenger numbers, it is difficult for airlines to obtain landing slots to enable them to increase their services from the airport. Despite widespread opposition from local residents and environmental groups, it looks as though the plans for Heathrow's third runway may well go ahead.

Read the text again and choose true (T) or false (F).

- 1** The airport can only easily accommodate up to 90 million passengers. **T/F**
- 2** Heathrow has had unfavourable reviews on TripAdvisor in recent years. **T/F**
- 3** The opening of Terminal 5 has made it easier for airlines to increase their services from the airport. **T/F**
- 4** Heathrow already has two runways and five terminals. **T/F**
- 5** The pressure on terminal facilities has resulted in problems for Britain's trade relations with China. **T/F**
- 6** Using larger aircraft has helped to increase passenger capacity. **T/F**