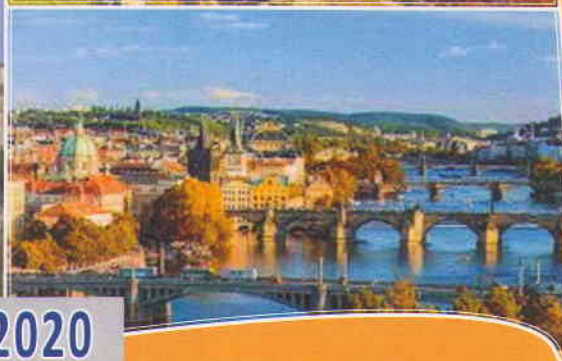
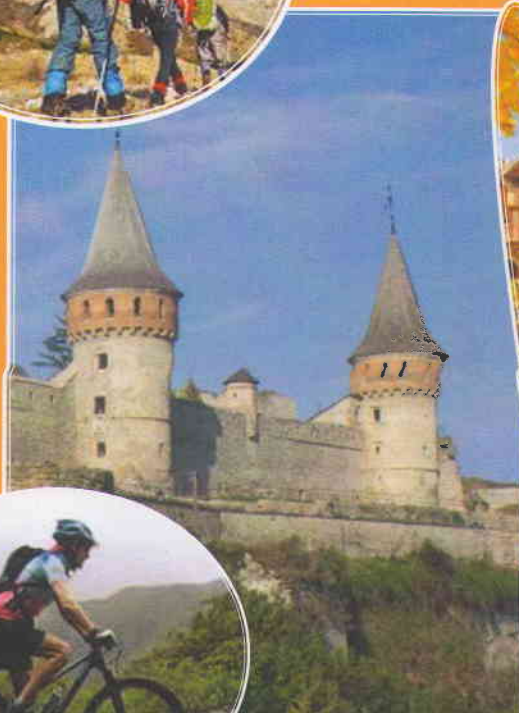
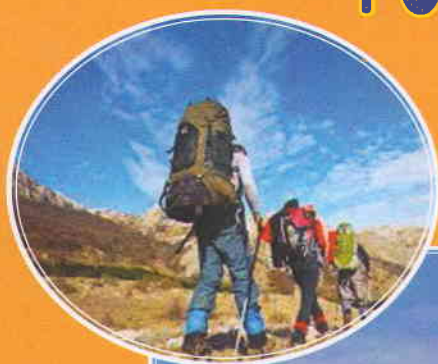




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ENGLISH

FOR STUDENTS MAJORING
IN TOURISM STUDIES



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PACKAGE HOLIDAY



Reading



Task 1. Reading Passage has eight paragraphs A-H. From the list of headings (1-9) below choose the most suitable heading for each paragraph. There is 1 choice you do not need to use.

List of headings

1. Promotion of foreign holidays.
2. Charter flights modifications.
3. A brief history of the first organized outing.
4. Budget trips.
5. Components of a package tour.
6. Increase of package holidays.
7. Tour-operators' marketing strategies.
8. Travel agents and airline tickets.
9. All-inclusive deals.

A__

A package tour, package vacation, or package holiday comprises transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided such as a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country, and may also include travel between areas as part of the holiday. Package holidays are a form of product bundling. Package holidays are organised by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

B__

The first organised tours date back to Thomas Cook who, on 5 July 1841, chartered a train to take a group of temperance campaigners from Leicester to a rally in Loughborough, eleven miles away. By 1872 he was undertaking worldwide tours, albeit with small groups. His company, Thomas Cook & Son (commonly called Thomas Cook or simply «Cook's»), grew to become one of the largest and most well known travel agents before being nationalised in 1948.

C__

With the gradual decline of visits to British seaside resorts after the Second World War, Thomas Cook & Son began promoting foreign holidays (particularly Italy, Spain and Switzerland) in the early 1950s. Information films were shown at town halls throughout Britain. However, they made a costly decision by not going into the new form of cheap holidays which combined the transport and accommodation arrangements into a single 'package'.

D__

Vladimir Raitz, the co-founder of the Horizon Holiday Group, pioneered the first mass package holidays abroad with charter flights between Gatwick airport and Corsica in 1950, and organised the first package holiday to Palma in 1952, Lourdes in 1953, and the Costa Brava and Sardinia in 1954. In addition, the amendments made in Montreal to the Convention on International Civil Aviation on 14 June 1954 was very liberal to Spain, allowing impetus for mass tourism using charter planes.

E__

By the late 1950s and 1960-s, these cheap package holidays — which combined flight, transfers, and accommodation — provided the first chance for most people in the United Kingdom to have affordable travel abroad. One of the first charter airlines was Euravia, which commenced flights from Manchester Airport in 1961 and Luton Airport in 1962. Despite opening up mass tourism to Crete and the Algarve in

1970, the package tour industry declined during the 1970s. On 15 August 1974, the industry was shaken by the collapse of the second-largest tour operator, Court line, which operated under the brand names of Horizon and Clarksons. Nearly 50,000 tourists were stranded overseas and a further 100,000 people faced the loss of booking deposits. In 2005 a growing number of consumers were avoiding package holidays and were instead travelling with budget airlines and booking their own accommodation. In the UK, the downturn in the package holiday market led to the consolidation of the tour operator market.

The trend for package holiday bookings saw a comeback in 2009, as customers sought greater financial security in the wake of a number of holiday and flight companies going bust, and as the hidden costs of 'no-frills' flights increased. Coupled with the search for late holidays as holidaymakers left booking to the last moment, this led to a rise in consumers booking package holidays.

On a parallel track with the growth of the airlines was the growth of the travel agencies. Many of them became important sales and booking channels for the airlines. As airline routes and booking processes became more complicated, travel agents became a more popular method for consumers to book their airline tickets. But travel agents wanted more access to airline schedules and fares so they could sell tickets more efficiently and automate their side of the booking process.

As the growth of the Internet accelerated and the demise of the first dot com era subsided, new opportunities emerged to provide travellers with more information about the hotels they were booking in increasing numbers online. Travel agents often have deals with specific hotels, although you may find it possible to book other forms of accommodation, like camping grounds, through a travel agent. Travel agents usually offer packages that include breakfast, transportation arrangements to/from the airport or even combined flight and hotel packages. Hotels usually offer standard types of accommodation. All-inclusive means that all your meals and locally produced drinks – both soft and alcoholic – are included in the holiday price. Full-Board means that breakfast, lunch and evening meals are included in the price but any drinks or snacks will cost you extra. Half Board –breakfast and dinner are both included in the price, meaning that snacks or drinks will cost you extra. Bed and Breakfast for those who like to start the day with a good hearty breakfast but don't want to be fixed to certain prearranged times for the rest of their meals.



VOCABULARY NOTES

- comprise (v) – [kəm 'praɪz] – включає
temperance (n) – [tempərəns] – стриманість
advertise (v) – ['ædvətaɪz] – рекламувати
vendor (n) – ['vendər] – продавець
rental (n) – ['rentəl] – оренда
outing (n) – ['aʊtɪŋ] – екскурсія
product (n) – ['prɒdʌkt] – товар
consumer (n) – [kən 'sjʊ:mə(r)] – споживач
worldwide (adj) – всесвітньо відомий
gradual (adj) – ['grædʒuəl] – поступовий
arrangements (n) – [ə'reɪndʒmənt] – домовленості
throughout (adv) – [θru:'aʊt] – всюди
combine (v) – [kəm'baɪn] – комбінувати
impetus (n) – ['ɪmpɪtəs] – імпульс
affordable (v) – [ə'fɔ:dəbl] – доступний
collapse (n) – [kə'læps] – крах
decline (n) – [dɪ'klaɪn] – зниження
commence (v) – [kə'mens] – починати
consolidation (n) – [kən'sɒlɪdeɪt] – консолідація
amendment (n) – [ə'mend.mənt] – поправки

READING COMPREHENSION

Task 2. Answer the following questions.

1. What are the essential parts of package tourism?
2. Who are the first to anticipate the traveller's needs?
3. What kinds of amendments were made to international charter flights within the 1950s?
4. Why did consumers choose budget airlines?
5. What was the sound approach of Thomas Cook to popularise foreign holidays in Britain?
6. What exactly gave rise to British organized tours?

Task 3. Are the following statements true or false. Correct the false ones.

- ___ 1. Tour operator typically combines tour and travel components to create a package holiday.
- ___ 2. The implementation of transport during package tours usually depends on the customer.

3. Travel agents are, by and large, subordinates to tour operator.
4. The first arranged tour dates back to Vladimir Raité in 1952.
5. Thomas Cook organized private carriage from Leicester to Loughborough.
6. The company Thomas Cook & Son facilitated domestic charter around the UK.
7. Promotion of foreign holidays was carried out by means of short information films.

Task 4. Match two halves of the sentences.

1. By the late 1950s and 1960s, these cheap package holidays...	a) and may also include travel between areas as part of the holiday.
2. Transport can be via charter airline...	b) provided the first chance for most people in the United Kingdom to have affordable travel abroad.
3. The first organised tours date back to Thomas Cook who...	c) chartered a train to take a group of temperance campaigners from Leicester to a rally in Loughborough.
4. His company...	d) became one of the largest and most well known travel agents.
5. With the gradual decline of visits to British seaside resorts...	e) Thomas Cook & Son began promoting foreign holidays.
6. Despite opening up mass tourism to Crete...	f) the package tour industry declined.
7. In 2005 a growing number of consumers were avoiding package holidays...	g) in 2009.
8. The trend for package holiday bookings saw a comeback...	h) and were instead travelling with budget airlines.
9. All-inclusive means that all your meals and drinks...	i) standard types of accommodation.
10. Hotels offer ...	j) are included in the holiday price.

VOCABULARY-IN-USE

Task 5. Match definition on the right to their word on the left (nouns).

1. flight	a) an act of moving something or someone to another place, organization, team, etc
2. transfer	b) an occasion when something flies or moves through the air

3. collapse	c) a room, group of rooms, or building in which someone may live or stay.
4. decline	d) a company or person that sells a particular product or service
5. vendor	e) when something becomes less in amount, importance, quality or strength
6. amendment	f) a person who founds or establishes something with another
7. accommodation	g) a <u>situation</u> in which something <u>fails</u> or <u>stops existing</u>
8. impetus	h) something that makes a process or activity happen or happen more quickly.
9. consolidation	i) the action or process of making something stronger or more solid.
10. co-founder	j) a minor change or addition designed to improve a text, piece of legislation, etc.

Task 6. Match definition on the right to their word on the left (verbs).

to combine	a) consist of; be made up of
to advertice	b) to make publicly and generally known
to comprise	c) unite for a common purpose
to avoid	d) be unable to leave somewhere because of a problem such as not having any transport or money
to strand	e) keep away from or stop oneself from doing(something)
to take off	f) develop or be the first to use or apply
to pioneer	g) leave the ground
to carry out	h) to imagine or expect that something will happen
to facilitate	i) to make something possible or easier
to anticipate	j) to perform or complete a job or activity

Task 7. Choose the correct answer.

- You need a passport to cross the _____ between Mexico and the United States.
a) edge b) border c) line d) rim
- It can be quite busy here during the tourist _____.
a) season b) phase c) period d) stage
- Passengers requiring a special meal during the flight should inform the airline in _____.
a) ahead b) advance c) front d) forward

There's a fantastic _____ from the top of the Empire Building
a) view b) sight c) appearance d) look

We usually go by train, even though the car _____ is a lot quicker
a) travel b) trip c) journey d) voyage

Make sure you _____ a hotel before you come to our island, especially in the summer
a) book b) keep c) put d) take

Most tourist attractions in London charge an admission _____
a) fee b) fare c) ticket d) price

The hotel where they are _____ is quite luxurious
a) living b) existing c) staying d) remaining

The in-flight entertainment may differ _____ that advertised
a) to b) from c) in d) at

When you arrive _____ have your passport ready.
a) to the airport b) in the airport c) on the airport d) at the airport

Task 8 Match adjectives and nouns.

1. rental	a) belt
2. worldwide	b) flight
3. charter	c) tour
4. wrong	d) accommodation
5. comfortable	e) decision
6. financial	f) costs
7. hidden	g) security
8. liberal	h) amendments
9. constructive	i) fee
10. entrance	j) settlement
11. luggage	k) care