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МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
ФГБОУ ВО «Уральский государственный экономический университет»

Одобрена
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Утверждена
Советом по учебно-методическим
вопросам и качеству образования

16 декабря 2025 г.
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Председатель Карх Д.А.



РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Наименование дисциплины	Иностранный язык в сфере сервиса и туризма
Направление подготовки	43.03.02 Туризм
Профиль	Туризм
Форма обучения	заочная
Год набора	2026

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Екатеринбург
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ВВЕДЕНИЕ

Рабочая программа дисциплины является частью основной профессиональной образовательной программы высшего образования - программы бакалавриата, разработанной в соответствии с ФГОС ВО

ФГОС ВО	Федеральный государственный образовательный стандарт высшего образования - бакалавриат по направлению подготовки 43.03.02 Туризм (приказ Минобрнауки России от 08.06.2017 г. № 516)
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1. ЦЕЛЬ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины является повышение уровня владения иностранным языком и овладение необходимым уровнем коммуникативной компетенции для решения социально-коммуникативных задач в профессиональной и научной деятельности.

2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ОПОП

Дисциплина относится к обязательной части учебного плана.

3. ОБЪЕМ ДИСЦИПЛИНЫ

Промежуточная аттестация	Часов				З.е.
	Всего за семестр	Контактная работа (по уч.зан.)		Самостоятельная работа в том числе подготовка контрольных и курсовых	
		Всего	Практические занятия, включая курсовое проектирование		
Семестр 5					
Зачет	108	12	12	92	3
Семестр 6					
Зачет с оценкой, Контрольная работа	108	12	12	92	3
	216	24	24	184	6

4. ПЛАНИРУЕМЫЕ РЕЗУЛЬТАТЫ ОСВОЕНИЯ ОПОП

В результате освоения ОПОП у выпускника должны быть сформированы компетенции, установленные в соответствии ФГОС ВО.

Шифр и наименование компетенции	Индикаторы достижения компетенций
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	ИД-1.УК-4 Знает литературную форму государственного языка, основы устной и письменной коммуникации на иностранном языке, функциональные стили родного языка, требования к деловой коммуникации.

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	ИД-2.УК-4 Умеет выражать свои мысли на государственном, родном и иностранном языке в ситуации деловой коммуникации.
	ИД-3.УК-4 Имеет практический опыт составления текстов на государственном и родном языках, опыт перевода текстов с иностранного языка на родной, опыт говорения на государственном и иностранном языках.
УК-5 Способен воспринимать межкультурное разнообразие общества в социально-историческом, этическом и философском контекстах	ИД-1.УК-5 Знает основные категории философии, законы исторического развития, основы межкультурной коммуникации.
	ИД-2.УК-5 Умеет вести коммуникацию с представителями иных национальностей и конфессий с соблюдением этических и межкультурных норм.
	ИД-3.УК-5 Имеет практический опыт анализа философских и исторических фактов, опыт оценки явлений культуры.

5. ТЕМАТИЧЕСКИЙ ПЛАН

Тема	Наименование темы	Всего часов	Контактная работа (по уч.зан.)			Самост. работа	Контроль самостоятельной работы
			Лекции	Лабораторные	Практические занятия		
			Часов				
Семестр 5		104					
Тема 1.	Условия проживания. (УК-4) (УК-5)	104			12	92	
Семестр 6		104					
Тема 2.	Организация питания. (УК-4) (УК-5)	38			4	34	
Тема 3.	Презентация и продвижение туристского продукта. (УК-4) (УК-5)	30			4	26	
Тема 4.	Качество услуг. Работа с жалобами. Деловая переписка. (УК-4) (УК-5)	36			4	32	

6. ФОРМЫ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ШКАЛЫ ОЦЕНИВАНИЯ

Раздел/Тема	Вид оценочного средства	Описание оценочного средства	Критерии оценивания
Текущий контроль (Приложение 4)			
Тема 1	Устное сообщение (Приложение 4)	Подготовка устного сообщения по одной из предложенных тем	100 баллов
Темы 2-4	Презентация (Приложение 4)	Подготовка и защита презентации по одной из предложенных тем	100 баллов
Промежуточная аттестация(Приложение 5)			
6 семестр (ЗаО)	Билет для зачета с оценкой (Приложение 5)	Каждый билет содержит следующие задания: Задание 1. Чтение и письменный перевод оригинального текста Задание 2. Практическое задание. Задание 3. Ответ на вопрос.	100 баллов
5 семестр (За)	Билет для зачета (Приложение 5)	Каждый билет содержит следующие задания: Задание 1. Чтение и письменный перевод оригинального текста Задание 2. Практическое задание. Задание 3. Ответ на вопрос.	100 баллов

ОПИСАНИЕ ШКАЛ ОЦЕНИВАНИЯ

Показатель оценки освоения ОПОП формируется на основе объединения текущего контроля и промежуточной аттестации обучающегося.

Показатель рейтинга по каждой дисциплине выражается в процентах, который показывает уровень подготовки студента.

Текущий контроль.Используется 100-балльная система оценивания. Оценка работы студента в течении семестра осуществляется преподавателем в соответствии с разработанной им системой оценки учебных достижений в процессе обучения по данной дисциплине.

В рабочих программах дисциплин и практик закреплены виды текущего контроля, планируемые результаты контрольных мероприятий и критерии оценки учебных достижений.

В течение семестра преподавателем проводится не менее 3-х контрольных мероприятий, по оценке деятельности студента. Если посещения занятий по дисциплине включены в рейтинг, то данный показатель составляет не более 20% от максимального количества баллов по дисциплине.

Промежуточная аттестация. Используется 5-балльная система оценивания. Оценка работы студента по окончанию дисциплины (части дисциплины) осуществляется преподавателем в соответствии с разработанной им системой оценки достижений студента в процессе обучения по данной дисциплине. Промежуточная аттестация также проводится по окончанию формирования компетенций.

Порядок перевода рейтинга, предусмотренных системой оценивания, по дисциплине, в пятибалльную систему.

Высокий уровень – 100% - 70% - отлично, хорошо.

Средний уровень – 69% - 50% - удовлетворительно.

Показатель оценки	По 5-балльной системе	Характеристика показателя
100% - 85%	отлично	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на высоком уровне
84% - 70%	хорошо	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Могут быть допущены недочеты, исправленные студентом самостоятельно в процессе работы (ответа и т.д.)
69% - 50%	удовлетворительно	обладают общими теоретическими знаниями, умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на среднем уровне. Допускаются ошибки, которые студент затрудняется исправить самостоятельно.
49 % и менее	неудовлетворительно	обладают не полным объемом общих теоретическими знаниями, не умеют самостоятельно применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Не сформированы умения и навыки для решения профессиональных задач
100% - 50%	зачтено	характеристика показателя соответствует «отлично», «хорошо», «удовлетворительно»
49 % и менее	не зачтено	характеристика показателя соответствует «неудовлетворительно»

7. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

7.2 Содержание практических занятий и лабораторных работ

<p>Тема 1. Условия проживания. (УК-4) (УК-5) Варианты проживания. Особенности проживания индивидуальных туристов и организованных групп. Корпоративные стандарты и их применение в сфере услуг.</p>
<p>Тема 2. Организация питания. (УК-4) (УК-5) Предприятия сферы услуг. Питание в поездках. Организованное питание. Полупансион и полный пансион.</p>
<p>Тема 3. Презентация и продвижение туристского продукта. (УК-4) (УК-5) Презентация отеля, кафе, ресторана. Подбор и презентация пакетного тура. Туристский продукт как комплекс товаров и услуг. Национальный турпродукт.</p>
<p>Тема 4. Качество услуг. Работа с жалобами. Деловая переписка. (УК-4) (УК-5) Обсуждение возможных трудностей в поездке, при размещении в гостинице, во время экскурсии и варианты их преодоления. Качественное обслуживание гостей. Обратная связь. Планирование, подготовка и организация мероприятия с участием иностранных гостей. Встреча и размещение гостей. Переписка. Бронирование перелета. Составление маршрута, составление плана проведения мероприятия.</p>

7.3. Содержание самостоятельной работы

<p>Тема 2. Организация питания. (УК-4) (УК-5) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.</p>
<p>Тема 3. Презентация и продвижение туристского продукта. (УК-4) (УК-5) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.</p>
<p>Тема 4. Качество услуг. Работа с жалобами. Деловая переписка. (УК-4) (УК-5) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.</p>

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету/экзамену
Приложение 1

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету/экзамену
Приложение 2

7.3.3. Перечень курсовых работ
Не предусмотрено

7.4. Электронное портфолио обучающегося
Размещается контрольная работа

7.5. Методические рекомендации по выполнению контрольной работы
Приложение 6

7.6 Методические рекомендации по выполнению курсовой работы
Не предусмотрено

8. ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ ДЛЯ ЛИЦ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ

По заявлению студента

В целях доступности освоения программы для лиц с ограниченными возможностями здоровья при необходимости кафедра обеспечивает следующие условия:

- особый порядок освоения дисциплины, с учетом состояния их здоровья;
- электронные образовательные ресурсы по дисциплине в формах, адаптированных к ограничениям их здоровья;
- изучение дисциплины по индивидуальному учебному плану (вне зависимости от формы обучения);
- электронное обучение и дистанционные образовательные технологии, которые предусматривают возможности приема-передачи информации в доступных для них формах.
- доступ (удаленный доступ), к современным профессиональным базам данных и информационным справочным системам, состав которых определен РПД.

9. ПЕРЕЧЕНЬ ОСНОВНОЙ И ДОПОЛНИТЕЛЬНОЙ УЧЕБНОЙ ЛИТЕРАТУРЫ, НЕОБХОДИМОЙ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Сайт библиотеки УрГЭУ
<http://lib.usue.ru/>

Основная литература:

2. Трибунская С. А. Английский язык для изучающих туризм (B1-B2) [Электронный ресурс]: учебное пособие для вузов. - Москва: Юрайт, 2024. - 218 – Режим доступа: <https://urait.ru/bcode/540700>

3. Воробьева С. А., Киселева А. В. Деловой английский язык для гостиничного бизнеса (В1) [Электронный ресурс]: учебное пособие для вузов. - Москва: Юрайт, 2024. - 192 – Режим доступа: <https://urait.ru/bcode/539429>

Дополнительная литература:

2. Бороненкова Н. Л., Горынина А. А., Долганова О. Б., Зуева Е. П., Лапина В. Ю., Николаева Н. А., Стихина И. А., Феткуллова Е. И., Бороненкова Н. Л. Event Service - You are Welcome! [Электронный ресурс]: учебное пособие. - Екатеринбург: Издательство УрГЭУ, 2020. - 277 – Режим доступа: <http://lib.usue.ru/resource/limit/ump/20/p493247.pdf>

3. Воробьева С. А., Киселева А. В. Английский язык для ресторанного бизнеса (В1). Business English for Restaurants and Catering [Электронный ресурс]: Учебное пособие для вузов. - Москва: Юрайт, 2022. - 213 – Режим доступа: <https://urait.ru/bcode/492696>

10. ПЕРЕЧЕНЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, ВКЛЮЧАЯ ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ И ИНФОРМАЦИОННЫХ СПРАВОЧНЫХ СИСТЕМ, ОНЛАЙН КУРСОВ, ИСПОЛЬЗУЕМЫХ ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ

Перечень лицензионного программного обеспечения:

Astra Linux Common Edition. Договор №0417-ПО/2019 от 08.05.2019, Акт №Sk000343 от 24.05.2019 и Контракт № 35-У/2018 от 13.06.2018, Акт № УТ213 от 17.12.2018. Срок действия лицензии - без ограничения срока.

МойОфис стандартный. Соглашение № СК-281 от 7 июня 2017. Дата заключения - 07.06.2017. Срок действия лицензии - без ограничения срока.

Перечень информационных справочных систем, ресурсов информационно-телекоммуникационной сети «Интернет»:

11. ОПИСАНИЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЙ БАЗЫ, НЕОБХОДИМОЙ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ

Реализация учебной дисциплины осуществляется с использованием материально-технической базы УрГЭУ, обеспечивающей проведение всех видов учебных занятий и научно-исследовательской и самостоятельной работы обучающихся:

Специальные помещения представляют собой учебные аудитории для проведения всех видов занятий, групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечением доступа в электронную информационно-образовательную среду УрГЭУ.

Все помещения укомплектованы специализированной мебелью и оснащены мультимедийным оборудованием спецоборудованием (информационно-телекоммуникационным, иным компьютерным), доступом к информационно-поисковым, справочно-правовым системам, электронным библиотечным системам, базам данных действующего законодательства, иным информационным ресурсам служащими для представления учебной информации большой аудитории.

Для проведения занятий лекционного типа презентации и другие учебно-наглядные пособия, обеспечивающие тематические иллюстрации.

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету/ экзамену

Примерные вопросы для самостоятельной подготовки к зачету

5 семестр

Тема 1. Условия проживания.

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

Примерные вопросы для самостоятельной подготовки к зачету с оценкой

6 семестр

Тема 2. Организация питания.

Тема 3. Презентация и продвижение туристского продукта.

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

1. What are the benefits of booking half board?
2. What are the benefits of booking full board?
3. What are the DOs and DON'Ts of holiday eating?

4. Name 4 types of places to eat. Talk about the benefits of each of them.
5. Describe the most common types of menus.
6. What does 'handle complaints with extra care' mean?
7. What can guests complain about?
8. What can go wrong before the guests arrive?
9. What can go wrong after the guests arrive?
10. What can go wrong during guests' stay?
11. What can go wrong during the hotel check-in?
12. What can go wrong during the hotel check-out?
13. What can go wrong at a restaurant?
14. Do you always have to pay for quality?
15. Do you mind paying extra for better quality?
16. When do you want high-quality service?
17. What's the best/worst hotel you've ever stayed at?
18. What can go wrong during the airport check-in?
19. What are the basic rules of safety in the city?
20. How can you deal with guests who arrive late for a tour?
21. What should one consider when planning an international event?
22. Why is the location important for an international event?
23. What should you think of when planning an event schedule for international guests?
24. What should one consider when planning serving meals at an international event?
25. What should one consider when planning a trip abroad?
26. What are the common travel problems?
27. How can you avoid common travel problems?
28. What questions are usually asked in a hotel feedback form?
29. Why is feedback important in hospitality industry?
30. How can customer feedback be used to improve service?

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету/экзамену

Примерные практические задания к зачету

5 семестр

Задание 1. Чтение и письменный перевод оригинального текста. (УК-4) (УК-5)

Пример текста

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

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

Homestay accommodation in a New Zealand home is always comfortable, with friendly hosts who are happy to introduce your clients to friends and other locals. All domestic facilities are shared with the family, including the bathroom/s, and meals are eaten together too – often including dinner. Homestay hosts are naturally genial characters, and your clients' stay with them will be enjoyably social.

Holiday parks provide sites for tents, caravans and campervans, and many also have simple cabins, self-contained motel units and backpackers' lodges. Whether setting up camp or parking a motorhome, clients can choose a powered or non-powered site. Easy access to a shared kitchen and bathroom facilities is always part of the deal.

Farmstays are a unique accommodation option if you want a real taste of rustic, authentic Kiwi farm life.

Often similar to a Bed & Breakfast, with a few extra hands-on activity options thrown in, your clients will stay in the home of their hosts.

Задание 2. Практическое задание. (УК-4) (УК-5)

Примеры практических заданий

Choose ONE answer.

The romantic holiday couples have after their wedding.

- a. a honeymoon
- b. shopping trip
- c. a city break
- d. an adventure holiday

Choose ONE answer.

A short holiday in a capital of a country or other large town.

- a. a honeymoon
- b. shopping trip
- c. a city break
- d. an adventure holiday

Choose ONE answer.

A place where passengers wait before they can board their planes.

- a. arrivals
- b. departure lounge

- c. check-in desk
- d. luggage-claim area

Choose ONE answer.

The place at the airport where suitcases and bags are checked for illegal things.

- a. executive lounge
- b. passport control
- c. security clearance
- d. luggage-claim area

Choose ONE answer.

The place at the airport where passengers receive their suitcases and bags.

- a. luggage-claim area
- b. security check
- c. check-in desk
- d. customs

Choose ONE answer.

A boarding pass allows a passenger:

- a. to check in online
- b. to get on the airplane for a particular flight
- c. to pick up bags upon arrival
- d. to check the luggage through to the next destination

Choose ONE answer.

A long journey especially by boat or into space.

- a. business trip
- b. travel
- c. voyage
- d. ride

Choose ONE answer.

What is the difference between a traveller and a tourist?

- a. Travellers go overseas, tourists prefer their own country.
- b. A traveller is a holidaymaker and their holiday involves relaxation. A tourist goes for experience and their journeys are more challenging.
- c. A tourist is a holidaymaker and their holiday involves relaxation. A traveller goes for experience and their journeys are more challenging.
- d. A traveller prefers travelling without inconvenience, a tourist wants to overcome obstacles.

Complete the phrase.

When your flight is called, go to the appropriate _____ for your flight and board your plane.

Complete the Q&A section.

Q: What bus should I take to get to the hotel from the airport?

A: We provide a complimentary _____ for all guests, so you don't have to get a bus or taxi when you arrive.

What type of holiday is described?

The Grant Resort at Santa Lorentsa has everything you could possibly want for the perfect holiday. The price of £1050 for two weeks includes all flights, visas, taxes, transfers, accommodation, meals, snacks, locally produced drinks and entertainment.

What type of holiday is described?

Prices begin from £250 per week, and include return flights, visas, transfers and accommodation. We can also arrange your travel insurance at very reasonable rates.

Complete the situation.

What has gone wrong?

An airline passenger is talking to the check-in assistant.

‘I have a valid ticket for this flight, and I’m in plenty of time to check in, so why are you telling me there are no seats available?’

The flight has been _____.

Complete the situation.

What has gone wrong?

An airline passenger is at the airport:

‘We were supposed to take off an hour ago. I keep checking the boards for information, but all it says is ‘Wait in lounge’.’

Her flight has been _____.

Complete the conversation.

Receptionist: Can I help you, sir?

Guest: Yes, I’m checking out today but my plane doesn’t leave until this evening. Can I leave all my bags here until I have to go to the _____?

Receptionist: Of course, sir. I’ll lock them in the office for you.

Guest: Thank you. Now, I’d like to pay my bill, please. Room 203.

Choose ONE answer.

Slow food is

- a. the trend of putting food inside of other food.
- b. a wonderful dessert.
- c. a new cooking method which involves roasting meat with vegetables.
- d. a movement which strives to preserve traditional cuisine and focuses on food quality.

Choose ONE answer.

A traditional English breakfast includes:

- a. a coffee and a bun
- b. fried bacon, eggs, mushrooms, sausage, grilled tomatoes, fried bread, beans, tea with milk
- c. fish and chips
- d. some porridge and tea with milk

Choose ONE answer.

Which cooking method requires the use of a water bath?

- a. sous-vide
- b. flash frozen
- c. baking

d. grilling

Choose ONE answer.

The man who serves you in a restaurant is a ...

- a. servant
- b. waitress
- c. waiter
- d. busser

Choose ONE answer.

If you eat soup at the beginning of a meal, it is a ...

- a. main course
- b. starter
- c. dessert
- d. side dish

Complete the conversation.

-What would you like to eat?

-I'm not sure. Can you tell me what this is?

-It's spicy chicken with fresh tomatoes. It's a speciality of the region.

-That _____ very nice. I'll have that, please.

Complete the phrase.

Wine ____ usually don't show the prices, so ask your sommelier about the cost before ordering.

Complete the sentence.

Sparkling, sometimes called fizzy water has been carbonated to give it bubbles. Some more expensive waters are naturally carbonated; in others it is done at the bottling plant. _____ water does not have bubbles.

Complete the sentence.

Ice cream, gelato, cakes, puddings, fruit pies are desserts which you can usually find on a _____.

Complete the situation.

A guest at the restaurant asks the waiter:

"I'd like something heavy to eat. Do you have a T-bone _____?"

Задание 3. Ответ на вопрос. (УК-4) (УК-5)

Примеры вопросов

Name and describe 4 hotel facilities.

Name and describe room facilities.

Do you think hotel room views really matter?

What makes a hotel modern?

Do you think historic hotels should be preserved?

Примерные практические задания к зачету с оценкой

6 семестр

Задание 1. Чтение и письменный перевод оригинального текста. (УК-4) (УК-5)

Пример текста

So many independent hotels focus energy on driving ‘followers’, ‘likes’ & ‘shares’ on their Social Media, and ultimately driving traffic to their website, that they neglect the most important part of the overall process: the booking engine! They may achieve a reasonable percentage of people who either check availability or click on ‘Book Now’, but a recent article by FastBooking (www.fastbooking.com) confirmed that the conversion rate at that point is only around 2%.

Everyone shops around. This doesn’t mean that your prices have to be the cheapest, but it does mean that you have to demonstrate that you offer great value for money, or something unique.

A huge challenge faced by the hotel marketer is whether you lead with your cheapest room and rate (which may not be representative of the rest of the hotel), or your most expensive (whereby people immediately consider you too expensive, rather than being wowed by what’s on offer), or somewhere in the middle (which leaves the challenge of then trying to upsell some people and make others aware of cheaper rooms!). Dynamic packaging is probably the route to go, and the one typically used by airlines, whereby once you have clicked on ‘book’ you are presented with add-on options at every stage, for a price!

A high percentage of customers check reviews before they book. That is how they decide whether or not they trust you and what you claim you have to offer.

People lose trust in a hotel if a promotion claims it is the best available rate, when the customer can find a better rate elsewhere. Or if you create a package, that claims to be a great deal and the customer can see that it would be cheaper if they booked the components separately e.g. room, dinner and breakfast. It’s all about attention to detail.

Задание 2. Практическое задание. (УК-4) (УК-5)

Примеры практических заданий

Choose ONE answer.

When two negotiating parties from different cultural _____ attempt to communicate, the potential for disagreement and misunderstanding is great.

- a. backgrounds
- b. universities
- c. states
- d. staff

Choose ONE answer.

Minimizing communication barriers can be a big _____.

- a. joy
- b. challenge
- c. facility
- d. experience

Choose ONE answer.

Identifying communication barriers can also be relevant to diplomacy since meetings and _____ are essential for international relations.

- a. negotiations
- b. books
- c. guides
- d. cabins

Choose ONE answer.

Chinese usually need time to build ___ with their counterparts before deciding to move ahead with a negotiation.

- a. entertainment
- b. marketing
- c. contract
- d. trust

Choose ONE answer.

We believe great negotiators aren't born. They're _____.

- a. mentioned
- b. trained
- c. postponed
- d. included

Choose ONE answer.

In some cultures, people are loud and ___ and often interrupt others during a conversation.

- a. direct
- b. indirect
- c. loyal
- d. helpful

Choose ONE answer.

Agenda is the basis of an effective meeting. It tells the participants why they are having the meeting, gives it a clear structure. It should be circulated before the meeting so that everybody can _____.

- a. rest
- b. prepare
- c. be employed
- d. be fired

Choose ONE answer.

The office ___ is not happy about the hot-desking we agreed last time.

- a. cuisine
- b. chef
- c. staff
- d. tour

Complete the presentation.

HOSPITALITY TALK:

WHY ARE SOME HOTELS MORE SUCCESSFUL THAN OTHERS?

I am going to tell you a story, a quite familiar one, about two hotel chains. They both operate in the same city. Both chains sell rooms to tourists. The services from both chains are reliable and economical.

So, why is Summer Hotels more successful than Winter Hotels? There are four main reasons. First, _____.

Summer Hotels is an old company – more than 30 years old. Everyone says 'It's good to stay at Summer Hotels.' Winter Hotels is only one year old. People don't know it. Good services are important. Of course they are – you must offer good services. But people must know that your services are good.

Complete the Q&A section.

Q: What time is check-in and check-out?

A: Check-in time is 3 p.m. and check-out is 11 a.m.

Q: How do I make _____ to my room reservation? I want different dates.

A: If you booked through the hotel, contact us, otherwise contact your travel agent directly.

Complete the sentence.

My hotel room is small, but there is a _____ full of drinks, chocolate and snacks.

Complete the article.

DIFFICULTIES OF MEETINGS AND NEGOTIATIONS ACROSS CULTURES

Although there seem to be rules about this, the problem is the rules are different from country to country and are constantly changing and developing. Imagine this situation: you are in charge of a project which has a multinational team. The first point to consider is what _____ to use? If you are all Germans or all French, then no problem - you speak German or French. But what happens if you are four Germans, three Swedes, two French, and one Japanese, Italian, Spanish?

Complete the article.

DIFFICULTIES OF MEETINGS AND NEGOTIATIONS
ACROSS CULTURES

Whose behaviour rules are you going to follow? In the UK, the US and Sweden it is quite normal for all the people at the meeting to use each other's _____ names. But this is not the case in France, Germany or Japan. So if you are using English, do you then have to say Mr, Mrs or Ms? And what if a female team member is unmarried, should you then say Miss or Ms?

Complete the article.

DIFFICULTIES OF MEETINGS AND NEGOTIATIONS
ACROSS CULTURES

In the meeting itself how do you behave? Imagine that you have organized a team meeting in your country's head office. What happens if your Italian colleague takes calls from his boss in the middle of your meeting? How do you react if you find your British visitors haven't looked at the detailed meeting _____ you emailed to everybody the week before, and your Spanish colleague wants to introduce a new point half way through the meeting?

Complete the article.

DIFFICULTIES OF MEETINGS AND NEGOTIATIONS
ACROSS CULTURES

Is it time to make a decision? Your boss has told you that you can make all the decisions, but your Japanese partner says that he or she will have to discuss it in their headquarters in Tokyo first, while your Saudi Arabian customer keeps on changing the subject to ask about the history of your company? There are probably two general _____ to all these questions. The first one is to stay at home and only do business with people from your own culture; and the second one is to find out about differences in advance.

Задание 3. Ответ на вопрос. (УК-4) (УК-5)

Примеры вопросов

Describe the most common types of menus.

What can go wrong during the hotel check-out?

When do you want high-quality service?

What can go wrong at a restaurant?

What are the common travel problems?

**Приложение 6
к рабочей программе**

Федеральное государственное бюджетное образовательное учреждение высшего
образования
УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ

УТВЕРЖДЕНЫ
на заседании кафедры
иностранных языков

МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ВЫПОЛНЕНИЮ
КОНТРОЛЬНЫХ РАБОТ ДЛЯ СТУДЕНТОВ
ЗАОЧНОЙ ФОРМЫ ОБУЧЕНИЯ
по дисциплине
иностранный язык в сфере сервиса и туризма

КОНТРОЛЬНАЯ РАБОТА № 1

Иностранный язык в сфере сервиса и туризма

Контрольная работа состоит из двух частей.

Часть 1

Лексико-грамматическая часть

Задания выполняются письменно и сдаются через портфолио до начала сессии.

Часть 2

Внеаудиторное чтение

Тексты по внеаудиторному чтению читаются и переводятся до начала сессии.

Во время сессии студент должен быть готов:

- прочитать и перевести абзац из любого текста (Незнакомые слова можно подписать прямо в тексте, либо составить словарь),
- кратко изложить суть текста на иностранном языке,
- ответить на вопросы преподавателя по содержанию текстов.

Контрольная работа № 1

Часть 1

Лексико-грамматическая часть

I. Complete the text with the words below.

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

Part 1

The Trip

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

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

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

II. Read the text and answer the questions.

Part 2

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

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

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

Answer the questions:

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

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

Part 3

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

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

Choose the correct answer.

1. The hotel employees knew a lot about the Morrisons because
 - a. they checked the guests' profiles on a social network.
 - b. the guests' son gave the hotel the details.
 - c. the guests' daughter gave the hotel the details.
 - d. other travellers gave the hotel the details.

2. The hotel manager offered the Morrisons
 - a. a bag of local sweets.
 - b. a bag of US sweets.
 - c. a bag of their favourite sweets.
 - d. a bag of Indian sweets.

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

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

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

Memo

Lux Hotels

Date: 22nd October

From: CEO

To: All Managers

Subject: Our carbon footprint

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

Paulo Palazzi

- | | |
|-----------|---|
| CEO | 1) <i>Has/Have</i> anyone got any ideas? |
| Manager 1 | Food is a problem. In the restaurants in my hotel, we 2) <i>have got/get</i> produce from all around the world. We could find local suppliers instead, in some cases. |
| CEO | That's a good idea. |
| Manager 1 | So, 3) <i>shall/will</i> we make a start on that? |
| CEO | Yes, please. Anything else? |

- Manager 1 What do you think about 4)*reusing/reuse* towels in the bathroom? Washing towels has a high carbon footprint.
- Manager 2 5)*This/That* is a good point. But we already have signs in bathrooms – you know, ‘put your towel in the bath if you want a new one’. We can’t 6)*to ask/ask* guests to use a wet towel.
- CEO OK, what else? Helen, what 7)*are you thinking/ do you think?*
- Manager 3 Well, we 8)*shall/can* do something about lights. In my hotel, we still have normal bulbs in many places.
- CEO Really? We should replace them with low energy bulbs.
- Manager 3 Exactly.
- CEO OK. Let’s 9)*doing/do* that. Anything else?
- Manager 4 The transfer buses for my hotel use petrol. We 10)*replace/could replace* them with electric vehicles.
- CEO That’s quite an expensive change.
- Manager 4 Yes, but we can replace two or three buses every year. If we start this year, we 11)*should/can* replace all of the buses within five years.
- CEO Right. That’s a good decision.

Тексты для чтения

Text 1

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

Choose the correct answer.

1. People travel
 - a. for different reasons.

- b. to go on holiday.
 - c. to get to work.
2. You can take
 - a. day and evening trips.
 - b. study and business trips.
 - c. theatre and cinema trips.
 3. Tourism is travel
 - a. in your home town.
 - b. to countries across the world.
 - c. to places where you don't live.
 4. Ecotourism is ethical and responsible about
 - a. money.
 - b. shopping.
 - c. the environment.
 5. A spa is a place you visit to
 - a. celebrate a religious event.
 - b. learn something new.
 - c. look after your health.

Text 2

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

You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to self-catering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all-inclusive leisure activities such as sport, shopping and live shows.

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

Answer the questions.

1. How can you book holidays?
2. Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?

3. What other transport service is it a good idea to book in advance?
4. When can you arrange local transport?
5. Which kind of accommodation includes breakfast, lunch and dinner?
6. Do you pay for information from Tourist Information Points?
7. Who can take you sightseeing or show you tourist attractions?

Text 3

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

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

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

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

Choose the correct answer.

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

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

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

4. House swapping helps you to
 - a. avoid boredom.

- b. avoid cooking.
 - c. make friends.
5. Hostels appeal to
 - a. couples.
 - b. families.
 - c. young people.
 6. Campus accommodation is available for tourists to rent during
 - a. the holidays and term time.
 - b. the holidays.
 - c. term time.
 7. For comfortable and mobile campsite holidays try
 - a. campervans.
 - b. tents.
 - c. tepees.
 8. Which of these isn't a kind of boat?
 - a. Barge
 - b. Yacht
 - c. Yurt

Text 4

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

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

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

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

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

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

Answer the question.

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

Text 5

Nowadays there are plenty of different ways to book a holiday. You can now book holidays over the Internet, over the phone or by going into a travel agency. However you choose to book, you should ensure you have everything you need before departing for your holiday. This might

include: valid travel documents such as passports, identity cards or visas for entry into specific countries and maybe your driving licence if you intend to drive your own or hire a car; travel tickets for planes, ships, trains or coaches and most airlines now expect you to check in online before you fly.

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

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

Choose the correct answer.

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

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

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