

**ŠKOLENÍ A VZDĚLÁVÁNÍ
PRACOVNÍKŮ V CESTOVNÍM RUCHU**

**PRŮVODCE V CESTOVNÍM RUCHU
– PROFESNÍ ZNALOSTI A DOVEDNOSTI**

**ANGLICKÝ JAZYK
PRO PRŮVODCE
V CESTOVNÍM RUCHU**

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I. Qualities and qualifications of a tour guide

Wikipedia provides the following definition of a tour guide:

A **tour guide** is a person who leads tourists or other travelers around a town, museum, or other tourist site, or on a longer tour along an established tourist circuit. Such a tour is called a "guided tour".

A guide who works at a particular location, such as a museum, may be called a docent and may provide entertaining, relevant, organised and themed heritage interpretation. The role consists of leading groups of visitors around cultural or environmentally significant places.

Tourist Guides may lead an individual or group as part of a package holiday. Considerable importance is placed on the guide's knowledge of local stories, history and culture.

The position requires patience and excellent communication skills, and involves public speaking.

Dependent upon the country and education systems - courses are available for training tour guides.

A **tour manager** is the person who organises a schedule of appearances of a musical group at a sequence of venues. The tour manager has responsibilities to the band, their management and to the other members of the team who are involved in a tour.

The European Standard EN 13809:2003 gives the following explanations of various positions regarding the work with a tourist group:

Assistance during travel: information and support for travellers during the contracted portions of their travel, including a 24hour/365day contact number

Tour manager: person who manages and supervises the itinerary on behalf of the tour operator, ensuring the programme is carried out as described in the tour operator's literature and sold to the traveller/consumer and who gives local practical information

Tour escort: representative of a tour operator providing basic assistance to travellers

Local representative: person or agency at as place of destination charged by a tour operator to give practical assistance to travellers as well as to handle administrative issue

Tourist guide: person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority

Animateur/activity co-ordinator: responsible for the planning and supervising of leisure and sports activity programs and encouraging travellers to participate , and speaking the language understood by the majority of the travellers



Host/hostess: welcomes and informs visitors at airports, train stations, hotels, exhibitions/ /fairs and function/events and/or who attends to passengers in a means of transport

Mountain guide: conducts visitors in mountainous areas, must have relevant knowledge and experience and may possess an appropriate qualification

Sports instructor: teaches a specific sport, may possess a corresponding qualification

NOTE: the qualification is acquired through a relevant training and is proved by an examination.

Cruise director: person on a cruise ship responsible for the entertainment programme and any land excursions

TASKS



- A. 1. Answer the following questions:
- A) Have you ever worked as a tour guide?
 - B) Have you ever been on a tour headed by a guide?
 - C) What personal qualities and type and range of knowledge do you consider important for the job of a tour guide?
 - D) Do you think that for the job of a tour guide special education is necessary? If yes, then what type and why?
2. Put the personal qualities in the provided columns A and B, placing the good ones in the column A and the not-so-good or unwanted ones into the column B.

Approachable, friendly, enthusiastic, domineering, patronizing, ambitious, well-informed, assertive, reliable, confident, arrogant, attractive, highly intelligent, responsible, shy, rude, aggressive, helpful, attentive.

A.	A.	B.	B.
<u>aproachable</u>	<u>responsible</u>	<u>domineering</u>	<u>patronizing</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. From the list of qualities provided above, choose those you

- A) consider necessary and say why
- B) you consider unwanted and say why
- C) write 5 sentences:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____



Modal verbs I

Use the modal verbs **should, should not, must, must not, ought to, may/might, cannot, could, ...** and the following expressions: A good guide has to be/should/should not... because ..., It is good if ..., It is not good if ...and write 10 sentences stating what personal qualities a good guide should or should not possess.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

B. Essay

Write an essay not exceeding 100 words in which you will explain why a tour guide must act as an ambassador and a nurse.

[Content](#)



II. The duties of a tour guide

TASKS

1. Divide the duties of a tour guide into the following categories. Some points may be put into more than one category.
 - a) Before the departure
 - b) During the tour
 - c) After the arrival at the destination
 - d) After the arrival back home

Becoming familiar with the itinerary in a detailed way, providing first aid, good knowledge of cultural and religious differences, providing information on the journey, providing detailed information on geography, history, monuments, cultural and social events, helping with accommodation of clients in the hotel, handing in the rooming list, handling complaints.

Before the departure	During the journey	After the arrival at the destination	After the arrival home

2. Put the following parts of a dialog between a **Tour Manager** (S) and a **Receptionist** (R) in the correct order. The first one has been done for you.

- R: Dinner is served at six. Let us meet there.
 S: Yes, each piece of luggage has a name tag on it.
 R: No, not at all. So that is three fewer singles and one more triple. Do you have the names? Thank you. The Head Porter will make sure all the luggage is taken to the right rooms. Do they all have their names on the luggage?
 S:Yes, here it is. And here is the voucher.
 R: Good afternoon, Sonja. My name is Roger Fitzgerald. I will be checking you in. Did you have a pleasant journey?
 S:Yes, of course, thank you. I was wondering if some minor changes would be possible. Three of our group are friends and they would be glad if they could share a room. I hope that is not inconvenient.
 R:Great. Could you give me your passport list?
 S: Good afternoon. My name is Sonja Calhoun and I am the tour leader of the group CZ 352 Travel-the-World. Very nice to meet you.
 R: Thank you. Here I have your registration cards. Could you ask your group to fill in both their names and passport numbers?
 R: .1. Here you are! Good afternoon. Welcome to the Serene Oasis Hotel.
 S: Yes, of course. What time is dinner?

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III. Travel Documents. Methods of Payment. Insurance. Changing money.

A. Travel documents

A description of travel docs as provided by Wikipedia:

A **travel document** is an identity document issued by a government or international treaty organization to facilitate the movement of individuals or small groups of persons across international boundaries. Travel documents usually assure other governments that the bearer or bearers may return to the issuing country and are issued in booklet form to allow other governments to place visas as well as entry and exit stamps in them. One of the most common travel documents is a **passport**, which usually identifies the bearer as a citizen or national of the issuing country.

Visa - a document giving an individual permission to request entrance to a country

A **landing card** – some countries may require this form to be filled in especially when a tourist is arriving by plane.

Wikipedia gives the following explanation:

A **Landing Card** is a form that non-EEA citizens are required to complete on entry to the United Kingdom. The traveller must present the completed form at the immigration desk at the point of entry. The form is usually supplied by the airline, train or ferry company.

The Landing Card system is governed by the Immigration Act 1971, Chapter 77.

The Secretary of State decides which nationalities must complete a Landing Card. Currently all EU nationals, and those from Iceland, Norway and Switzerland, are exempt. Failure to complete a Landing Card when this is required is a crime punishable by a fine or 6 months in prison.



TASKS

1. Answer the questions:

- a) Have you ever been on a tour abroad as a client? If yes, when and where?
- b) Do you have any experience with an individual travel abroad? If yes, when and where?
- c) What documents did you need? Were there any differences in requirements for the documents necessary for entering these particular countries?
- d) What other documents did you need and in what situations?



2. Match the countries with the required documents:

country	document
The Netherlands	A valid passport + visa
Switzerland	A valid passport
The U.S.A.	Identification document
Slovakia	A valid passport

3. Who issues the following documents?

Air ticket, bus ticket, train ticket, boarding card, passport, visa, receipt, money-off voucher, hotel bill.

(options to choose from: travel agent, tour operator, embassy, national government, station ticket office, airline, hotel shop, check-in desk)

B. Methods of payment

Study the following expressions:

Voucher or travel voucher – coupon authorising the traveller to be provided with the specified contracted tourism service

Deposit – down payment made by a traveller towards the travel price

Balance – difference between any deposits paid and the travel price

Cancellation charge/fee – cost incurred by the traveller when cancelling the travel contract

Single room supplement – charge paid by the traveller to secure non-sharing accommodation

Paying the duty at the customs - a **customs duty** is a tariff or tax on the import of or export of goods

Goods prohibited/completely banned, restricted, permitted – special forms and procedures are required for restricted items, e.g. ammunition, pets, etc.

Eurocheques are/are not accepted.

The account is settled at the end of your stay.

A service charge is added to your bill.

TASKS

1. Match the establishments with the methods of payment which would be most typical for each. More than one combination is possible.



The place of payment	Method of payment
Luxurious hotel	by credit card
A corner store	with a traveller's cheque
Duty-free shop at the airport	in cash
Supermarket	with a personal cheque
Luxurious shopping centre	with voucher
Ticket office at the railway station	by banking card



2. Answer the questions:

- a) What is the usual method of payment you use?
- b) What methods of payment would you use most often when working as a tour guide? Think of different situations such as: paying entrance fees, settling the bill at the hotel, buying tickets for local transportation etc.

C. Travel insurance

The European Standard EN 13809:2003 describes travel insurance service like this (shortened):

Sale of insurance policies, concerning risks of travel, between insurance enterprises and travellers

Wikipedia defines travel insurance and gives examples (shortened) as follows:

Travel insurance is insurance that is intended to cover financial and other losses incurred while travelling, either within one's own country, or internationally.

Travel insurance can usually be arranged at the time of booking of a trip to cover exactly the duration of that trip or a more extensive, continuous insurance can be purchased from (most often) [travel agents, travel insurance companies or directly from travel suppliers such as cruiselines or tour operators.

The most common **risks** that are covered by travel insurance are:

- Cancellation
- Curtailment
- Delayed departure
- Loss, theft or damage to personal possessions and money (including travel documents)
- Delayed baggage (and emergency replacement of essential items)
- Medical expenses
- Emergency evacuation/repatriation
- Overseas funeral expenses
- Accidental death, injury or disablement benefit
- Legal assistance
- Personal liability and rental car damage excess
- Loss of income

Some travel policies will also provide cover for additional costs, although these vary widely between providers.

And in addition, often separate insurance can be purchased for specific costs such as:

- high risk sports (e.g. skiing, scuba-diving)
- travel to high risk countries (e.g. due to war or natural disaster)
- pre-existing medical conditions (e.g. asthma, diabetes)



TASKS



A. 1. Study the above listed types of insurable situations (**risks**) and match a selection of them with their explanations which follow. The first one has been done for you.

a. ...Cancellation...

If your journey has to be cancelled for reasons beyond your control, you are eligible to make a claim.

b.

If you have to cut your trip short because of injury or illness, you will be repaid a proportionate amount of your prepaid expenses.

c.

If your luggage is mislaid, you will be paid up to £100 for emergency purchases and compensation for the inconvenience.

d.

You are covered for legal liability for accidental injury to a third party or accidental damage to their property.

e.

If your aircraft or boat is delayed for more than 12 hours, a compensation payment will automatically be made.

f.

This Travel Insurance Plan covers medical costs and certain other expenses.

g.

If an accident permanently prevents you from working or results in you losing an eye or limb, you will be paid £30,000. Should you die as a result of an accident, your beneficiaries will be paid £20,000.

h.

Loss of personal money, traveller's cheques, travel tickets, and passport is covered under this section.

B. 1. Read the following description of a car accident and answer the question:

What types of insurance are applicable ?

2. Write down at least 1 sentence of your own for each type of the tenses provided below (5 past tenses).

We were travelling from Paris to Marseille. We had just past a gas station. A boy was playing on the road and a truck was approaching from the opposite direction. As the truck was trying to avoid the boy, it got into our lane and hit our car. While we were exchanging our telephone numbers, another car got involved in the accident. We had to call the police. Our journey got delayed.



Grammar: Past tenses

1. We were travelling from Paris to Marseille.

Past Continuous tense provides background information to the entire story.

2. We had just past a gas station.

Past Perfect tense – past event before another past event.

3. ... a truck was approaching from the opposite direction.

Past Continuous tense – activity at the time of the accident.

4. ... it hit our car.

Simple Past tense – the incident – event.

5. We had to call the police.

Simple Past tense – events after the incident.

C. Essay

Describe an insurable situation/an accident that you have experienced or invent one of your own, using appropriate tenses describing the past. Length approximately 100 words.

D. Changing money. Currencies.



TASKS

1. **At the exchange office.** Create a dialog at the exchange office when you want to exchange some money, using the provided expressions. Do not forget to be polite. Start with: "I would like to ..."

What is the exchange rate for a?

I'd like to change my ... (Czech crowns) for xy ... (EUROS).

[Content](#)



IV. Travelling within the European Union (Schengen Agreement)

Schengen Agreement

This agreement defines certain procedures at the border crossing between the concerned countries. The following explanation is to be found in **Wikipedia** (shortened).

A Schengen border crossing is without any border control post, just the common EU-state sign welcoming the visitor.

The 1985 **Schengen Agreement** is an agreement among European states which allows for the abolition of systematic border controls between the participating countries. It also includes provisions on common policy on the temporary entry for persons (including the Schengen Visa), the harmonisation of external border controls and cross-border police co-operation.

A total of 30 countries – including all European Union states and three non-EU members - Iceland, Norway, and Switzerland – have signed the agreement and 15 have implemented it so far. The Republic of Ireland and the United Kingdom only take part in the police co-operation measures and not the common border control and visa provisions. Border posts and checks have been removed between Schengen countries and a common 'Schengen visa' allows tourist or visitor access to the area.

The agreement was originally signed on 14 June 1985 by five European countries (Belgium, France, Germany, Luxembourg, and The Netherlands). The agreement was signed aboard the ship *Princesse Marie-Astrid* on the Moselle River near Schengen, a small town in Luxembourg on the border with France and Germany.

Non-EU members Norway and Iceland are not a part of the EU customs union and therefore enforce the same level of custom control towards any traveler regardless of whether they come from within the Schengen area or not.

For citizens of countries not party to the Schengen Agreement, restrictions exist that govern the length of one's stay within the Schengen area. The general rule stipulates a maximum 90-day stay within a 180-day period beginning from the first day of entry. Provided a multiple-entry visa has been granted, one may leave and return a number of times within the 180-day period but the combined stay within the region must total no more than 90 days.

TASKS

Study in more detail the agreement on the web pages (see address in Bibliography) to become familiar with all the basic points of this agreement making travelling easier for certain nationalities.



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V. The Itinerary

The itinerary – a route taken or planned, a record or account of a journey (New Webster's Dictionary). Usually contains a detailed description of a tour, including all days travelled, times of departures, arrivals, meeting points, pick-up points, drop-off points, times and places of meals, times of visits to museums, excursions, etc, accommodation and other details necessary to be known prior to the beginning of a tour.



TASKS

A. 1. Answer the question:

What information must a guide have before going on a tour? Please, make a difference between active and passive tourism.

2. Make a list of questions (get inspired from the TASKS part dealing with **questions below**) you as a **guide would ask a tour operator** regarding an itinerary.

B. Study the following itinerary and think about the necessary information you as a guide would need to know on top of the provided one. Ask questions. Studying first the questions in the TASKS part below is strongly recommended.

Suggested Itinerary of visiting Williamsburg, VA (the U.S.A)

(Adopted from: http://www.visitwilliamsburg.com/suggested_itinerary.htm)

Day 1: Colonial Williamsburg .

Begin your tour early and include lunch at an authentic colonial tavern. Colonial Williamsburg has set a standard of excellence with their preserved 301-acre historic site. End your day with dinner at one of Colonial Williamsburg's fine restaurants and an evening stroll through the Historic Area.

Day 2: Busch Gardens Europe

A full day at **Busch Gardens Europe**, with a group lunch in the Black Forest Picnic Area. Everyone in your group will be pleased and entertained with thrilling shows and exciting rides. Busch Gardens Europe also offers a twist on educational programs. Dinner can be on your own in one of their fine European-themed restaurants.

Day 3: Yorktown

A full day to visit **Yorktown Battlefield** and **Yorktown Victory Center**. See where American Independence won its freedom during the American Revolutionary War. Tour the quaint historical village and **Riverwalk Landing** with commanding views of the York River and enjoy lunch in one of the many restaurants. Late afternoon, visit President's Park featuring magnificent monuments of all 43 U.S. Presidents. In the evening, **Water Country USA** offers a revolutionary experience all its own.



Day 4: Jamestown/Go-Karts Plus.

Allow a half-day for **Historic Jamestowne** and **Jamestown Settlement**, where you will experience life in America's first permanent English colony established in 1607. After lunch, spend the rest of the evening at **Go-Karts Plus** and enjoy 18 holes of miniature golf, arcade boats and four go-kart tracks.

Day 5: Shopping

A full day may not be enough time to discover the numerous unique shopping opportunities in the Historic Triangle. A stop at the **Williamsburg Pottery** will introduce your group to handcrafted Williamsburg products and bargains galore. Factory outlet discounts can be found at **Prime Outlets at Williamsburg** and the **Williamsburg Outlet Mall**. **The Williamsburg General Store** and **Haagen Dazs Ice Cream** have great selections of souvenirs and specialty items. Antique shopping can be found at the **Williamsburg Antique Mall** and in the charming surroundings of Yorktown. Visit **Yankee Candle** with 250,000 candles and a festive holiday village. To complete your shopping experience, browse through the 41 quaint shops in **Merchants Square** located adjacent to Colonial Williamsburg's Historic Area.

Day 6: James River Plantations

Along scenic Route 5 West are the famous James River Plantations. **Berkeley, Sherwood Forest** and **Shirley Plantations** are located just minutes from each other. Enjoy lunch overlooking the James River and afternoon tea.

Day 7: Virginia Peninsula

Just 30 minutes from Williamsburg, your group can enjoy an eco-experience at **The Virginia Living Museum** or **The Mariners' Museum**, both located in Newport News. Spend the remainder of the day visiting Hampton, Norfolk, Portsmouth or Virginia Beach.

C. Grammar. Questions.

YES – NO QUESTIONS

Are you tired? Yes, I am. No, I am not.

Have you been to Ireland? Yes, I have. No, I have not.

Did you go to the museum yesterday? Yes, I did. No, I did not.

Will you join us on the excursion to the brewery? Yes, I will. No, I will not.



DIRECT - INDIRECT QUESTIONS

Make sure you use the statement word order in the indirect question.



TASKS

1. Make indirect questions from the following direct ones using the prompts provided.

Could you tell me if ...?

Would you mind telling me wh... ..?

May I ask you ...?

I wonder if you would mind telling me ...?

Can I ask ...?

- a) What time is the dinner?
- b) When are we leaving for the ruins?
- c) What type of hotel is the accommodation arranged at?
- d) Are there any interesting shops in the area?
- e) Is there a post office near here?

2. From the following indirect questions make direct questions:

- a) Could you possibly tell me when the next flight to Rome is?
- b) May I ask you whether there is a gallery or a museum to enjoy some pictures and history?
- c) I was wondering whether you could tell me if there is anywhere in the harbour where we can see battleships or any other historic ships?
- d) I wonder if you would mind telling me if there is a boat trip?
- e) Could you tell us where the best place to escape the noise and bustle of the city is?

3. Use the following expressions to ask direct or indirect questions:

pick-up point, drop-off point, meeting point, accommodation, check-in, check-out, excursion, air-conditioned coach, ...

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VI. Providing information on the destination

TASKS



- I. Styles of architecture: provide specific examples to the styles listed below. The first one has been done for you. You may name more than one example for each not only in the C. R., but also abroad.

Romanesque/Norman: Portchester Castle (England), St. George's Basilica (Prague Castle), ...

Gothic:

Renaissance:

Baroque:

Classicism/Classicist style:

Romanticism:

Art Nouveau:

- II. Name the styles of architecture of the following monuments:

Rotunda of St Catherine in Znojmo:

Basilica of St. Procopius in Třebíč:

The Litomyšl Castle:

Lednice/Valtice cultural landscape area:

Jaroměřice n. Rokytinou Castle:

Cathedral of St. Barbora, Kutná Hora:

More examples:

(Please, find more detailed information on the web pages, e.g.:

<http://whc.unesco.org/en/list/>

- III. Read the following example from a guide's commentary during a sightseeing tour of Jihlava and answer the questions:

1. What styles of architecture are mentioned?
2. Did the guide say anything to entertain the clients?
3. Which type of clients would the commentary be suitable for? Choose from the listed options: school children, students of architecture, seniors during their week-end stay, participants to a medical conference.

„ Now we are standing in the middle of the historic town square. Its size is 36,653 sq. m., making it one of the largest historic area of its kind. The geometrical street plan of the town was determined by the building code issued by King Přemysl Otakar II in 1270. At that time, most of the houses surrounding the square had arcades in front. These disappeared sometime around the middle of the 14th century. The only one featuring the original arcades which has been recently renovated is called the Bavarian's house and you can see it over there on your right. The houses had a spacious area on the ground floor where the master of the house could



conduct his trade. Several days a week, the maas-house premises would be used as pubs, as most houses at the square held a brewing license. After a devastating fire of 1523, the houses were restored in the Renaissance style. During the 17th and 18th centuries, the houses were reconstructed in the Baroque style and later, classicist facades were added.

On your left is the Plague Column built in 1690, as an expression of gratitude for sparing the town from the plague.

In front of you and then further down you can see the water fountains. In 1797, two water fountains were built in the square, replacing two wooden water wells. The fountains are adorned with two sandstone sculptures of Neptune and Amphitrite made by Jan Václav Prchal.

Ove there is the Town Hall. It comprises of three houses - of which the most northern one has been the seat of the municipal administration since 1425. The hall has a unique burnt-brick vaulted ceiling, adorned with didactic inscriptions in Latin, German, and Czech. One of the most important historic events ever to take place within the walls of the Municipal Hall was a convention held in 1346 known as the Basel Compactata. A plaque on the facade, unveiled in 1991, commemorates its ceremonial declaration.

Further to the left is the St. Ignatius of Loyola's Church. This single-bay church is a typical early Baroque structure. Formerly belonging to the Jesuit Order, it was built in the years 1683-89 by Jacopo Brascha, an Italian builder. Let us now go in and see the interiors.

The large ceiling fresco was painted in 1717 by Karl Töpfer; the interesting illusionary altar is the work of Adam Lauter, Josef Kramolin, and František Moldinger. The stuccos were created by J. B. Brantani and P. A. Karroff. The pride of the church is two unique Gothic sculptures: a Pieta from the late 14th century, which is considered to be one of the most beautiful Bohemian Madonnas, and a so-called Přemysl's Cross, a mid-14th-century sculpture of crucified Jesus. The Baroque pulpit, dated to 1771, is the work of Tobias Süssmayer. Thanks to excellent acoustics and a high-quality organ, the church was able to open a tradition of organizing concerts of spiritual music which have become very popular. Next to the church is a sizable building, a Jesuit dormitory built in the years 1699-1711 by J. Brascha and T. Schopper. A part of the building is taken up by the library. The catacombs can be entered from the adjacent courtyard. In the years 1720-1727, T. Schopper also built a Jesuit Gymnasium, thus complementing the Jesuit campus. The building also houses the District Archives.

(modified http://www.jihlava.cz/e_index.asp)



TASKS

I. Prepare a commentary about a place, town, monument which you are well familiar with, not exceeding 200 words.



Grammar:

1. The Passive

The passive form is used especially in a more formal context, commentaries, instructions etc.

BeV3

Be prepared/built. It is prepared/built. It was prepared/built. It has been prepared/built. It had been prepared/built. It will be prepared/built. It will have been prepared/built.

II. Write 5 sentences about points of interest, using the following expressions:

- a) ... was built by (person) in (date)
- b) ... was painted by (person) in (date)
- c) ... is said to be one of the best examples of Minoan architecture.
- d) ... (person) is said to have lived here.
- e) ... has been standing here since (date)/for (period of time – how long)



2. Expressing opinions and providing tourist information

III. Answer the following questions, using the provided expressions:

If I were you, I would go to ...

You should go to ...

You could try the ...

There is always ... (st.) if you like ... (st.).

I can recommend the ...

- a) Do you know where I can go shopping in an old –fashioned indoor shopping mall?
- b) Could you tell us the best place with a bit of greenery and some fresh air?
- c) Is there anywhere we can go to enjoy the more ethnic side of the city?
- d) Have you got any suggestions on where we can go to relax, do a bit of swimming and sunbathing?
- e) I would like to go somewhere educational, but not too boring. Is there anything like this?

[Content](#)





VII. Problem solving. Dealing with complaints.

TASKS

I. Answer the following questions:

- 1) Have you ever experienced a problem when travelling?
- 2) If yes,
 - a) what was it?
 - b) what happened?
 - c) how was the situation solved?

II.1) Study the following parts of conversations in **Introducing a complaint** by a customer and **Responses to complaints** and put them into the correct order, using the ones which match. **Follow this order:**

1. Introducing a complaint 2. Initial reaction and apology 3. Take details 4. Offer explanation 4. propose a plan/action

2) **Then** state who the people discussing the problem are and what type of problem may be involved:

Dealing with problems –useful expressions

Introducing a complaint

I'm sorry to trouble you, but there seems to be a problem.
I was wondering if you could help me – there appears to be a little difficulty.
Have you got a moment?
I want to complain.

Responses to complaints

Oh dear, I am sorry to hear that.
Certainly. Is there a problem?
I am really very sorry.

What exactly is the problem?
I'll just take some details.
Could you describe ...
Let me see if I can help. I just need a few details.

I'll send someone up to have a look at it.
I'll see what I can do.
Why don't you have a complimentary drink while I have a look into the matter.



What can go wrong – ideas and useful vocabulary

Coaches – crammed, broken down. Steamed windows, AC not functioning, no reclining seats, no toilets on board, road accident

Overbooking

Staff – rude, impolite, incomprehensible local guides

Accommodation – no heating or air-conditioning, broken window

Hotel room – room too small, dirty, has not been cleaned, the sheets have not been changed, bathroom has not been washed, no towels, shelves have not been dusted, the bin has not been emptied

Documents – lost, stolen

Baggage – lost or stolen

Medical expenses

Accident – you have to phone your tour operator, the police, contact local authority etc.

Delay – keeping to the original itinerary may be at risk

Insurance – insurance report forms must be filled in and refund claimed

Incident – any unwanted situation, theft, loss, accident

Filling in insurance report forms – usually after returning home

Grammar:

Past tenses for the description of an accident to local authorities, police, doctor, - see unit

III – insurance - past tenses.

The passive for describing what is wrong in the room etc. – see above

[Content](#)



VIII. The position of a tour guide in the structure and organization of tourism

In general, a tour guide, tour manager, tour escort, local representative, mountain guide etc. signs **an agreement with a tour operator** which he or she represents. Many positions like this are freelance, some may have a long-term contract.

The European Standard describes the following providers of tourism services (**provider of tourism services** is understood as an individual or enterprise serving the need of travellers):

Tour operator organises package tours and tourism services for sale either directly to travellers or through intermediaries

Travel agency sells and books tourism services for travellers/consumers

Other **providers** with which the tour operator signs contracts are eg.: **carriers** (air transport, sea transport, rail transport, road transport – coach, car hire), **accommodation** (hotels, motels, hostels, Bed and Breakfast/B&B/, guest houses, chalets, villas, apartments, camping and caravan sites, ...), private sector support services (beside guiding services eg.: marketing support services, guide and timetable publications, travel trade press, ...), man-made attractions (museums, ancient monuments, activity centres, catering facilities, theme parks ...).



TASKS

I. Answer the questions:

- a) What providers does the guide have an immediate contact with?
- b) Who does he/she sign a contract with?
- c) What must be checked
 - prior to the departure by coach?
 - in a restaurant?
 - in a hotel?

II. What criteria would you apply when choosing a tourist group

- a) of Czech tourists going abroad?
- b) of foreign tourists in the C.R.?

[Content](#)



IX. Sustainable tourism

The expression **sustainable** means to be able to be continued in its present form.

It refers to a way of using natural resources and products so that no damage is caused to the environment.

Wikipedia defines sustainability as follows:

Sustainability is an attempt to provide the best outcomes for the human and natural environments both now and into the indefinite future. One of the most formidable definitions has been given by the former Norwegian Prime Minister Gro Harlem Brundtland, who defined sustainable development as development that "meets the needs of the present without compromising the ability of future generations to meet their own needs". It relates to the continuity of economic, social, institutional and environmental aspects of human society, as well as the non-human environment. It is intended to be a means of configuring civilization and human activity so that society, its members and its economies are able to meet their needs and express their greatest potential in the present, while preserving biodiversity and natural ecosystems, and planning and acting for the ability to maintain these ideals in a very long term. Sustainability affects every level of organization, from the local neighborhood to the entire planet.

Principles of sustainable tourism (a reduced selection):

1. using resources sustainably
2. reducing overconsumption and waste
3. maintaining diversity (of cultures, languages, products, ...)
4. integrating tourism into planning
5. supporting local economies
6. involving local communities
7. training staff
8. marketing tourism responsibly
9. undertaking research

TASKS



I. Match the following activities/points with the correct principles listed above:

- a) monitoring the number of tourist in a particular area
- b) supporting local transport by using it instead of hiring a car
- c) supporting local businesses by going to the locally owned hotels or restaurants instead of the international chains
- d) supporting the use of local materials for building hotels of local traditional style
- e) supporting the production of souvenirs based on traditional arts and crafts
- f) providing detailed information on cultural traditions of a particular place
- g) monitoring the environment or the indicators of the changes of the environment
- h) respecting the local traditions and customs as well as cultural differences



X. New trends in tourism

TASKS

1. Answer the questions:

1. What changes in interests and activities of tourists are detectable within the past few years?
2. What do these changes stem from?
3. What new destinations have recently become popular with tourists?

/Useful hints:

New trends include: growing individual tourism, changes in demands on accommodation (rural houses or apartments instead of hotel rooms), agro-tourism, eco-agro-tourism, space tourism, more frequent but shorter holiday, easily accessible destinations, full range of services the tourist is used to having at home, the growing demand on higher qualification of workers in tourism. These trends stem from a rise in disposable incomes, an increased standard of living, etc. The prerequisites for the development of tourism: safety, accessibility, high level of medical care, well developed infrastructure, .../

2. Read the article on the following web pages on the Internet and consider up to what extent the space tourism is real.

http://www.ctv.ca/servlet/ArticleNews/story/CTVNews/20040621/xprize_audiences_20040621?s_name=&no_ads=

3. Answer the following questions:

1. What problems can a space tourist suffer from during his/her journey?
2. What type of tourist is most likely to go on such a tour?

Grammar: The Future



4. Match the different types of expressing the future (1-7) with their explanations (a-e):

1. We are flying to New York on Monday. (present continuous tense)
2. The plane leaves at 12.45 P.M. (present simple tense)
3. A rented car will be waiting at the airport. (future continuous tense)
4. We are staying at the Sheraton Hotel. (present continuous tense)
5. We will want a little rest before going to the meeting. (future simple tense)
6. We are going to the Metropolitan Opera the next evening (we have booked a ticket). (be going to)
7. We have to let the travel agency know if we are going to pay the balance by credit card or cheque. (be going to)



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Příloha 1 – Vysvětlivky k používaným ikonám



Otázka k zamyšlení

Měla by vás podněcovat k přemýšlení, k úvahám, k hledání vlastního řešení. Je to prostor, který vám nabízím k vyjádření osobního názoru, postoje k studované problematice. Odpovědi na tyto otázky si formulujete sami.



Otázka

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Korespondenční úkol

Jde o samostatnou práci (projekt, návrh, model, studii, esej atd.), kterou máte zpracovat. Nabízí vám prostor pro bilanci a aplikaci nabytých znalostí a dovedností, pro seberealizaci, vlastní aktivitu, iniciativu, vyjádření vlastního přístupu, originálního řešení. Často přesahuje zaměření studijního materiálu. Korespondenční úkoly jsou součástí vašeho portfolia. Kvalitu jejich zpracování hodnotí vám přidělený tutor. Při jejich plnění postupujte podle pokynů s notnou dávkou vlastní iniciativy. Úkoly se průběžně evidují a hodnotí v průběhu celého studia.



Základní text

Tato část textu vyžaduje nastudování



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