


МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Відокремлений структурний підрозділ  
«Криворізький фаховий коледж Національного авіаційного університету»

ЗАТВЕРДЖУЮ

Заступник начальника коледжу  
з навчально-методичної роботи

  
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« 30 » 08 2024 р.

МЕТОДИЧНІ ВКАЗІВКИ  
ДО ПРОВЕДЕННЯ ПРАКТИЧНИХ ЗАНЯТЬ

з навчальної дисципліни «Іноземна мова (за професійним спрямуванням)»  
(назва навчальної дисципліни)

спеціальності 073 «Менеджмент»  
(код та назва спеціальності)

освітнього ступеня бакалавр

Кривий Ріг  
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Методичні вказівки до проведення практичних занять для здобувачів освіти денної форми навчання з навчальної дисципліни «Іноземна мова (за професійним спрямуванням)»,

(назва навчальної дисципліни)

складені на основі навчальної програми, затвердженої « 30 » 08 2024 р.

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Укладач: викладач, спеціаліст вищої категорії Квітко Ганна Олександрівна  
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Методичні вказівки до проведення практичних занять обговорено на засіданні циклової комісії

іноземної мови

(повна назва циклової комісії)

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## 1 Вступ

Сучасний стан розвитку авіації та зовнішньоекономічних зв'язків потребує нового та зміненого підходу до засвоєння мовних знань і належного володіння іноземною мовою.

Дані методичні вказівки для практичних занять розроблені для здобувачів вищої освіти II курсу денної форми навчання зі спеціальністю 073 «Менеджмент».

Головна мета – поглибити та вдосконалити навички мовленнєвої компетентності в сферах транспорту, туризму, економіки.

В основу навчальних занять цих методичних вказівок покладені тексти за тематикою в сфері транспортної інфраструктури та система різноманітних граматичних та лексичних вправи до них. Включені також вправи на розвиток усного мовлення, формування якого є основним завданням на шляху до належного володіння іноземною мовою.

Методичні вказівки підготовлені відповідно до навчальної програми і розрахована на 38 аудиторних годин, тобто на 19 практичних занять в 3 семестрі та 34 аудиторні години, тобто 17 практичних занять у 4 семестрі. Сюди входить й розділ, який включає наступні теми транспорту та економіки та їх взаємозв'язок, роль англійської мови в транспортній галузі, метеорологію, роботу транспортної галузі та регіонального транспорту, перевезення пасажирів, багажу та вантажу різними видами транспорту, інформацію про документацію необхідну для перевезення, а також важлива тема про безпеку в транспортній галузі.

Тексти, з яких складаються методичні вказівки, служать не тільки для розвитку навичок читання та перекладу фахової літератури, вони є англійською базою тих знань, які здобувачі освіти вже засвоїли на професійних дисциплінах та джерелом фахової лексики, необхідної для формування професійного словника кожного спеціаліста і як результат – формування монологічних та діалогічних висловлювань.

## 2 Тематичний план практичних занять

№ з/п	Назва теми	Кількість годин	Семестр
1	2	3	4
3 семестр			
Розділ №3 «Транспортна інфраструктура»			
3.1	Ділова іноземна мова. Граматичні та стилістичні особливості перекладу. Нові ЛО до теми «The Role of Air Transport in Civil Economics»	2	3
3.2	Робота з текстом: «The Role of Air Transport in Civil Economic and Social Development». Лексико-граматичні вправи	2	
3.3	Нові ЛО до теми: «English as Aviation Language». Лексичні вправи	2	
3.4	Робота з текстом: «Language Problems in Aviation». Контрольний переклад фахового тексту. Розвиток монологічного мовлення	2	
3.5	Введення нових ЛО до теми: «International Aviation Organizations». Робота з текстом. Лексико-граматичні вправи	2	
3.6	Лексико-граматичні вправи. Розвиток монологічного мовлення	2	
3.7	Робота з текстом: «Classification of Air Transportation». Лексико-граматичні вправи	12	
3.8	Робота з текстом: «People at the Airport». Розвиток діалогічного мовлення. Лексико-граматичні вправи	2	
3.9	Введення нових ЛО до теми: «Computer Systems at the Airport». Розвиток ДМ. Робота з текстами	2	
3.10	Робота з текстом: «Safety. Human Factor in Aviation». Лексико-граматичні вправи	2	

3.11	Робота з текстом: «Meteorology and Transportation». Лексико-граматичні вправи	2
3.12	Робота з текстом: «IATA Diploma in Air Cargo Transportation». Лексико-граматичні вправи. Розвиток монологічного мовлення	2
3.13	Робота з текстом: «IATA Initiated Courses for Passenger Handling». Лексико-граматичні вправи	2
3.14	Робота з текстом: «Air Carrier Accounting». Лексико-граматичні вправи. Розвиток монологічного мовлення	2
3.15	Робота з текстом: «Financing the Fleet of the Future». Лексико-граматичні вправи	2
3.16	Робота з текстом: «Airport Charges». Лексико-граматичні вправи	2
3.17	Робота з текстом: «Transportation and Environment». Лексико-граматичні вправи	2
3.18	Лексико-граматичні вправи. Розвиток монологічного мовлення	2
3.19	Лексико-граматичні вправи	2
	Всього за розділом №3	38
Всього за 3 семестр		38
4 семестр		
Розділ №4 «Туристична галузь»		
4.1	Нові ЛО до тексту: «Introduction to Tourism». Лексико-граматичні вправи	2
4.2	Розвиток діалогічного мовлення. Робота з текстом: «Tourism Organizations and Marketing» Лексико-граматичні вправи	2
4.3	Лексико-граматичні вправи. Розвиток монологічного мовлення	2
4.4	Нові ЛО за темою: «Types of Transport». Робота з текстом. Лексико-граматичні вправи	2
4.5	Робота з текстом: «A Career in Tourism». Лексико-граматичні вправи	2
4.6	Робота з текстом: «Travel Agents». Лексико-граматичні вправи. Розвиток монологічного мовлення	2
4.7	Робота з текстом: «Tour Operators». Лексико-граматичні вправи	2
4.8	Лексико-граматичні вправи. Розвиток діалогічного мовлення	2
4.9	Робота з текстом: «Promoting a Destination». Лексико-граматичні вправи	2
4.10	Лексико-граматичні вправи. Розвиток монологічного мовлення	2
4.11	Робота з текстом: «Planning and Booking Holidays». Лексико-граматичні вправи	2
4.12	Нові ЛО за темою: «Accommodations». Робота з текстом. Лексико-граматичні вправи	2
4.13	Робота з текстом: «Customer Relations». Виконання лексико-граматичних вправ	2
4.14	Лексико-граматичні вправи. Розвиток діалогічного мовлення	2
4.15	Робота з текстом «Forms of Tourism». Лексико-граматичні вправи	2
4.16	Робота з текстом: «Business Travel». Виконання лексичних вправ. Розвиток діалогічного мовлення	2
4.17	Робота з текстом: «Tourism and Ecology». Лексико-граматичні вправи. Розвиток монологічного мовлення	2
	Всього за розділом №4	34
Всього за 4 семестр		34
Всього за навчальною дисципліною		72

## 3 Практичні заняття

3 семестр

### Розділ №3 «Транспортна інфраструктура»

#### Практичне заняття №3.1

**Тема:** «Ділова іноземна мова. Граматичні та стилістичні особливості перекладу. Нові ЛО до теми «The Role of Air Transport in Civil Economics»

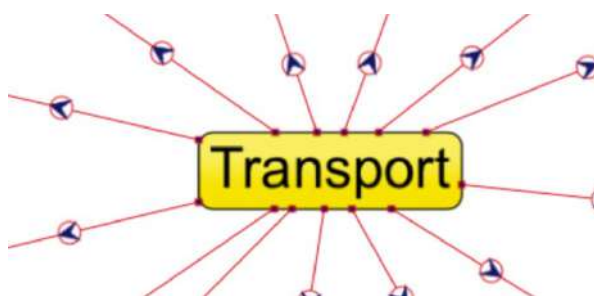
**Мета:** 1) ознайомлення з основною термінологією з теми;  
2) вдосконалення навички вживання термінів під час роботи з текстом;  
3) ознайомлення та набуття навички вживання граматичної конструкції

#### Література:

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market.- Київ: НАУ, 2007.- 160 с.
2. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012.
3. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

#### Homework:

**Starter.** How do you think what English for Transport is and what it studies?



You are going to study English for transportation. It covers the language used whenever you are at sea, in air or on land, whether you are on a small boat or a huge cruiser, in the lorry or in an airplane, in any port, airport or railway station. It involves everything related to transport and the way goods and people are organized when they get moving or are moved. But it also involves much more. Of course

the starting point is the language, so you must know grammar quite well and vocabulary can be very specific too.

English for transport and logistics will challenge you all your language skills

- reading - documents about transport, technical text;
- writing - emails, technical reports and documents, filling data in grids, filling in forms;
- listening - presentations, and announcements, technical descriptions;
- speaking in an interactive way.

These are all communication skills that you will use in transport related situations.

### Match this topics with their contents

<ol style="list-style-type: none"> <li>1. watercraft construction</li> <li>2. sailing</li> <li>3. a safety regulations</li> <li>4. intermodal freight transport</li> <li>5. aircraft navigation</li> <li>6. meteorology</li> <li>7. aircraft construction</li> <li>8. land transport</li> </ol>	<ol style="list-style-type: none"> <li>a) an engineering discipline concerned with the design of shapes boats drill rigs submarines and other floating or submerged craft</li> <li>b) the art of controlling a boat</li> <li>c) people move under their own power or use wheels with electric or fuel powered engines</li> <li>d) the development of components and planning of aircraft</li> <li>e) it means of moving freight using multiple modes of transportation</li> <li>f) the discipline of preventing injury or loss at sea</li> <li>g) the interdisciplinary scientific study of the atmosphere</li> <li>h) the process of planning, recording and controlling the movement of aircraft from one place to another</li> </ol>
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### Практичне заняття №3.2

**Тема:** «Робота з текстом: «The Role of Air Transport in Civil Economic and Social Development». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

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1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market.- Київ: НАУ, 2007.- 160 с.
2. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012.
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### Homework:

**Exercise 1. Learn the following words and word combinations.**

complex interaction	– складна взаємодія
foster	– сприяти
intangible benefits	– нематеріальні переваги
surface transport	– наземний транспорт ефективний
efficient	
benefit from	
contribute to	
widen	
to take due account	

## **Exercise 2. Read, translate and give the gist of text.**

### **Text 1. The Role of Air Transport in Civil Economic and Social Development**

Civil aviation, through a complex interaction with other economic sectors, benefits from and contributes to the economic development of nations. As incomes and production levels increase, the demand for aviation services expands; at the same time by fostering tourism, trade and employment, aviation is an important instrument in economic development. Air transport also provides intangible benefits by facilitating increased international contact and understanding.

As economic activity increases, so does the extent of business travel and with it the need for the speed and convenience of air transport services. Also, as personal income and available leisure time increase, air tourism becomes increasingly popular.

Freight transport by all modes increases as interregional trade expands, and since the more dynamic sectors of industry often rely heavily on air transport for distribution of their products, the demand for air freight services tends to grow faster than the demand for surface transport.

Air transport widens the markets for many types of product and promotes the interchange among nations of ideas, professional experience and skill. Because of the increasingly important role of air transport in the economic development of countries and regions, it is important to take due account of the economic and social benefits which an efficient air transport system can offer, and to ensure that future air transport needs are properly assessed together with the associated financial and human resources that need to be provided.

### **Exercise 3. Answer the questions to the text.**

1. How does civil aviation influence the development of nations? 2. Why does the demand for air transport expand? 3. Why is aviation an important tool for economic development? 4. What does the increase of economic activity result in? 5. When does freight transport increase? 6. What does air transport widen? 7. Why is it important to take due account of the economic and social benefit offered by air transport?

### **Exercise 4. Find English equivalents.**

Складна взаємодія, отримувати користь, робити внесок в економічний розвиток, рівень доходів, рівень виробництва, попит на авіаційні послуги, сприяти туризму, торгівлі та зайнятості; швидкість та зручність авіатранспорту, наявний вільний час, мати тенденцію до швидкого зростання.

### **Exercise 5. Form all possible derivatives: to produce, to employ, to promote, to distribute.**

### **Exercise 6. Make sure you can translate.**

Surface transport, to rely heavily on, to widen the markets, to promote interchange, to take due account, to ensure and assess the needs, to provide financial and human resources, interchange among nations, professional experience and skills.

### **Exercise 7. Match the terms and their definitions.**

- |                      |  |
|----------------------|--|
| 1. tourism           | a) the part of the transport that travels by land rather than by air or under the sea.                   |
| 2. trade             | b) the business of providing things for people to do, places for them to stay while they are on holiday. |
| 3. employment        | c) the activity of buying, selling, or exchanging goods.   |
| 4. freight transport | d) the condition of having a paid job.   |
| 5. surface transport | e) transport that carries goods.   |

### **Vocabulary Matching**

Match the following terms from the text with their definitions:

1. Proficiency
2. Phraseology
3. Amendments
4. ICAO
5. Shrouded
6. Contributory

#### Definitions:

- a. The International Civil Aviation Organization, which sets international standards for aviation safety.
- b. The ability to do something well or efficiently.
- c. Changes made to a document or regulation.
- d. Language used in a specific field, often with standard phrases.
- e. Covered or hidden in a way that makes it difficult to see.
- f. Playing a part in causing something.

#### Comprehension Questions

1. What was a major factor in the spread of the English language globally?
  - a) The invention of new technology.
  - b) The growth of the population in the United States and mass immigration.
  - c) The establishment of new colonies in Africa.
2. How does English contribute to aviation safety according to the text?
  - a) By providing a universal language for communication.
  - b) By being simpler to learn than other languages.
  - c) By being used in all safety manuals and instructions.
3. What was one outcome of the Tenerife disaster mentioned in the text?
  - a) Changes in aviation technology.
  - b) Improvements in English language proficiency requirements.
  - c) New international agreements on aviation safety.
4. What specific improvements were made to language requirements by ICAO in March 2003?
  - a) Adoption of new aviation technologies.
  - b) Introduction of stricter language testing and adherence to standard phraseology.
  - c) Establishment of new aviation safety protocols.

#### True or False

1. English is the only working language used in ICAO meetings.
  - True
  - False
2. Phraseology is sufficient for all possible aviation communication situations.
  - True
  - False
3. The PELA test evaluates both standard aviation language and plain English.
  - True
  - False
4. The main purpose of ICAO's Amendments was to simplify English language requirements.
  - True
  - False

#### Discussion Prompts

1. Discuss why English, with its characteristics of simplicity and flexibility, has become a global language in various fields such as aviation.
2. Explain how language proficiency could impact safety in fields other than aviation.
3. Consider the impact of the Tenerife disaster on international aviation regulations. How might this incident have influenced the changes in language requirements?



### Практичне заняття №3.3

**Тема:** «Нові ЛО до теми: «English as Aviation Language». Лексичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

#### Література:

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#### Homework:

**Exercise 1. Learn the following words and word combinations.**

### ТЕКСТ 3. ENGLISH AS A WORLD LANGUAGE AND AN INTERNATIONAL AVIATION LANGUAGE

English has become a world language because of its establishment as a mother tongue outside England, almost in all the continents of the world. This exporting of English began in the XVII-th century, with the first settlements in North America. Above all, the great growth of population in the United States together with massive immigration in the nineteenth and twentieth centuries has given the English language its present standing in the world. Besides, basic characteristics of English also contribute to the situation that nowadays it is the most spread language on Earth. These characteristics are: simplicity of forms (very few endings); flexibility (the same word can operate as some different parts of speech); openness of vocabulary (English words are frequently admitted by other languages). At present English is the language of business, technology, sport and aviation.

There are four working languages in ICAO – English, French, Spanish and Russian. But all meetings, conferences and assemblies are conducted in English and then all materials are translated into other languages. For this purpose ICAO has a special “Language and Publications Branch” with four sections.

The most urgent problem in aviation is safety. The progress in safety is achieved by intensive efforts in various spheres – engineering sciences, meteorology, psychology, medicine, economics and “last but not least” the English language. Insufficient English language proficiency often results in accidents and incidents. For example, the worst disaster in aviation history occurred in 1977 when two Boeings 747 collided at Tenerife, Canary Islands. The crew of Pan American 747 missed or misunderstood taxi instructions requiring a turn off the active runway. At the same time KLM 747 initiated a shrouded take off on the opposite direction. The two aircraft met on the active runway, with heavy loss of lives.

Between 1976-2000 more than 1100 passengers and crews lost their lives in accidents in which language played a contributory role. Concern over the role of language in airline accidents brought real actions. So in March 2003 ICAO adopted Amendments to ICAO Annexes 1, 6, 10 and 11. These Amendments make clear and extend language requirements. In addition, they contain new more strict requirements for language testing.

Additional standards in Annex 10 demand to adhere (=follow) more closely to standard phraseology in all air-ground exchanges and to use plain language when phraseology is not sufficient. Phraseology alone is unable to cover all of the potential situations, particularly (especially) in critical or emergency situations. Therefore the PELA (Proficiency in English Language) test examines use of both ATC phraseology and plain English.

#### EXERCISES

##### I. Дайте відповіді на запитання:

1. When did the exporting of English begin?
2. In what spheres of life is English most widely used?

3. How many working languages are there in ICAO?
4. In what language are meetings, conferences and assemblies conducted in ICAO?
5. How is the progress in safety achieved?
6. Could you explain why English language is so important in solving safety problem?
7. What are ICAO real actions for improving English language proficiency?
8. Will you describe the Amendments to ICAO Annexes adopted in 2003?
9. What do additional standards demand?
10. Can phraseology alone cover all of the potential situation in the air?
11. What are the PELA test requirements now?

## II. Перекладіть слова, звертаючи увагу на словотворчі елементи:

establish – establishment

special – specially – specialist – speciality – specialize – specialization

urgent – urgency

safe – unsafe – safely – safety

achieve – achievement – achievable

vary – various – variously – variety – variant – variable – variability

sufficient – sufficiently – sufficiency

collide – collision

critical – uncritical – critically – criticize – criticism

require – requirement – unrequired

oppose – opposite – opposition – oppositionist

add – addition – additional – additionally

act – active – actively – activate – activity – action

heavy – heavily – heaviness

contribute – contributory – contribution

lose – loser – loss

strict – strictly – strictness

cover – coverage – discover – discovery

real – really – realist – realistic – realism – reality

## III. Перекладіть:

1. Яке населення цього району?
2. Коли з'явилися перші поселення європейців на цьому континенті?
3. Якими є основні характеристики англійської мови?
4. Вони обговорюють питання про нові робочі мови в ІКАО – арабську та китайську.
5. Коли проводилася остання асамблея ІКАО?
6. Хто перекладав ці матеріали російською мовою?
7. Яка мета цієї зустрічі?
8. Чи є якісь нові публікації з цієї проблеми?
9. Вони досягли великого успіху у цій галузі.
10. Великі зусилля потрібні на вирішення цієї проблеми.
11. Необхідно добре володіти англійською, щоб працювати у міжнародному аеропорту.
12. Недостатнє володіння екіпажем англійською мовою спричинило катастрофу.
13. Катастрофа сталася над океаном.
14. На якій висоті зіткнулися літаки?
15. У цій катастрофі була велика втрата життів.
16. ІКАО прийме нові поправки до Аннекс наступного місяця.
17. У нас достатньо палива, щоб летіти до Копенгагену.
18. Ми повинні володіти як радіотелефонною фразеологією, так і звичайною англійською.

### Практичне заняття №3.4

**Тема:** «Робота з текстом: «Language Problems in Aviation». Контрольний переклад фахового тексту. Розвиток монологічного мовлення»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

#### Література:

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market.- Київ: НАУ, 2007.- 160 с.
2. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

#### TEXT 2. LANGUAGE PROBLEMS IN AVIATION

Nowadays many people of different tongues are using aeroplanes everywhere. And this is the language problem for an airport, airspace user and navigation personnel.

It is known that the working languages of ICAO are those of English, French, Spanish and Russian. But it is known as well that many aviation specialists in the world are very limited in the knowledge of one of these languages or even do not undergo sufficient training in English to master radio communication. This results in some problems facing both pilots and controllers, namely: accent, mispronunciation, inaccurate grammar, speed of delivery, the persistent use of non-standard radio-telephony (RT) phraseology and some others.

A prerequisite to becoming a controller or a pilot should be a high standard of spoken English. A non-native speaker monitoring another speaking English over the RT may be confused by inaccurate grammar or pronunciation.

Speed of delivery is another frequently head complaint, especially about aerodrome terminal information services (ATIS) and meteorological broadcasts to aircraft in flight (VOLMET).

It is not less important to speak without pauses and stumbles over words. The best recommendation is the rate of 100-120 words per minute.

Another difficulty is that of accent which is not easily rectified. This problem is connected with the peculiarities of pronunciation. For example, there exist peculiarities in pronunciation inherent in certain geographical regions in the South Pacific.

The ICAO RT phraseology has been designed to limit each instruction to the minimum number of words. It is for this reason that a controller does not want to waste time listening to extraneous language, particularly at busy times when the traffic flow is heavy.

It sometimes happens that the user may be able to speak the limited number of phrases quite well and may react to them correctly. But it does not mean that he is really speaking the language. He is treating it as a code without being aware of adequate meaning of the words spoken. This will do in a standard situation, but in an emergency communication is absolutely impossible. It follows that any course of teaching RT phraseology by rote without language teaching is dangerous as the student is unable to cope with emergencies.

These are several recommendations to improve the situation:

1. A high standard of English is essential as a precondition for qualification either a controller or a pilot. Proficiency is required both in speaking and comprehension.
2. In service tuition in English should be mandatory for both controllers and pilots with stress on pronunciation.
3. Radio traffic should be monitored, either regularly or from time to time by a qualified assessor.
4. English speakers should abstain non-standardized chat and especially from developing regional jargon.
5. Language training should take place in the area in which the trainee will be operating, i.e. teachers should go where the trainees will work.
6. ATISs and VOLMETs should be subject to specified word flow rates.

7. On purely logic grounds and without any nationalistic bias English should be made the primary official language for all RT communications relating to air traffic control. This would greatly enhance flight safety.

### Практичне заняття №3.5

**Тема:** «Введення нових ЛО до теми: «International Aviation Organizations». Робота з текстом. Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, лексичними вправами;

3) ознайомлення та набуття навичка вживання граматичної конструкції

### Література:

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market.- Київ: НАУ, 2007.- 160 с.
2. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.30 Unit 8
3. Гапон Ю.А. Business English. Англійська мова для ділового спілкування



Of all human activities, transport is probably one of the most influenced by the weather. From deciding whether or not to go for a walk in the park to cancelling or delaying intercontinental passenger flights, the weather influences our movements all the time. Extreme weather conditions can cause accidents, death and destruction so predicting the weather is a priority when people and goods are moved from one place to another. Today man has developed some very sophisticated means for predicting the weather, but despite this, our predictions are not always accurate because weather conditions can change very suddenly.

#### 1 Label the key of the weather forecast map.

- 1 cloudy
- 2 sunny
- 3 rainy
- 4 thunderstorms
- 5 snow
- 6 partially cloudy
- 7 frosty




#### 2 In pairs, ask and answer the questions about the weather forecast in the map above.

- 1 What is the weather going to be like in Northern Italy?
- 2 Which is the hottest part of the area?
- 3 Which is the coldest part of the area?
- 4 Where is there an area of high pressure?
- 5 Where are there going to be thunderstorms?
- 6 Describe the temperature and general conditions of Great Britain.

3 Now label these weather forecast symbols with the expressions from the box.

wind direction    wind force    marine forecast    maximum temperature    minimum temperature

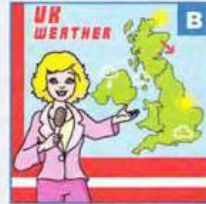
1  2  3  4  5 

4  8 Listen and complete the table with the correct information.

	Weather	Pressure	Wind Direction	Wind force
Tonight		Low 59		10 to 20 mph
Saturday morning				15 to 25 mph
Saturday night		Low 44	/	/

5 Read the text and match the paragraphs with the correct pictures.

- 1  Have you ever been in a situation when the weather forecast predicted sunny skies, but then it rained all day? You think: 'Oh no, I wish I had my umbrella!'
- 2  The job of predicting weather accurately is a difficult one, because our atmosphere is constantly changing. Weather forecasters must analyse information they receive from a number of sources, including mobile weather observers, weather balloons, weather stations and satellites.
- 3  NASA uses a series of satellites called the Afternoon Constellation, nicknamed the 'A-Train', which are orbiting in air and are collecting all sorts of data, including those that will help predict weather and climate changes.
- 4  Two additional satellites, Cloudsat and Calipso, will soon be launched to extend the series. Cloudsat will help improve weather forecasting, by studying the different aspects of clouds, as its name implies. Calipso will help predict climate change and how aerosols or particles affect the Earth's atmosphere.
- 5  We rely on weather predictions for many activities:
  - farmers need to know the best time to plant and harvest their crops;
  - airplanes take-offs, landings and flight plans are scheduled according to local weather conditions;
  - weather forecasters warn newspapers about severe storms that could endanger life or property.




Most people want to know what the weather will be like as they go to and from work or school, or plan outdoor activities; but although we receive weather data from such a great variety of sources, we know that it is still impossible to predict the weather accurately 100% of the time.

**6 Read the text again and answer the questions.**

- |   |  |
|---|--|
| 1 Why is it so difficult to predict the weather?      | 4 Why are two new satellites being launched?     |
| 2 Where do weather forecasters get their information? | 5 What do farmers need the weather forecast for? |
| 3 Where is the 'A-train' and what does it do?         |  |

**7 Find the synonyms of these words in the text.**

- |                    |                   |
|--------------------|-------------------|
| 1 precisely _____  | 5 depend on _____ |
| 2 interpret _____  | 6 serious _____   |
| 3 group _____      | 7 planned _____   |
| 4 predicting _____ |                   |

**8**  Listen to the question 'What's the weather like today?' and fill in the table with as many adjectives as you can.

Sight	Touch/Feeling	Temperature	Opinion
<i>cloudy</i>	<i>windy</i>	<i>cool</i>	<i>wonderful</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Focus on Sayings**

**12 Match these English weather proverbs with their explanations.**

- |   |  |
|---|--|
| 1 Red sky at night, sailor's delight:             | a <input type="checkbox"/> a red sky during sunrise indicated that a storm was possible.   |
| 2 Clear moon, frost soon:                         | b <input type="checkbox"/> apparently this one means there is a shower to the West on its way.   |
| 3 Rainbow in the morning gives you fair warning:  | c <input type="checkbox"/> when the sky is red at sunset good weather is predicted for the following day.  |
| 4 Lightning never strikes the same place twice:   | d <input type="checkbox"/> apparently the halo or ring indicates moisture in the upper atmosphere, so it was thought that moisture was on its way down in the form of precipitation. |
| 5 Halo around the sun or moon, rain or snow soon: | e <input type="checkbox"/> a false myth states that lightning never falls a second time in the same place.   |
| 6 Red sky in the morning, sailor take warning:    | f <input type="checkbox"/> when there is no cloud cover at night the air temperature will cool more quickly, hence greater chance of frost in the morning.                           |

**MY GLOSSARY**

aerosol /eərəsɒl/ _____	melt /melt/ _____
affect /ə'fekt/ _____	nickname (v) /'nɪkneɪm/ _____
anti-icing /ænti'aɪsɪŋ/ _____	particle /'pɑ:tɪkl/ _____
build-up /bɪldʌp/ _____	rely on /rɪ'laɪ ɒn/ _____
crop /krɒp/ _____	scheduled /'fedʒu:lɪd/ _____
de-icing /di'aɪsɪŋ/ _____	warn /wɔ:n/ _____
delay (v) /dɪ'leɪ/ _____	weather balloon /weðə(r) bə'lʊ:n/ _____
glycol /glɪkɒl/ _____	weather forecast /weðə(r) 'fɔ:kɑ:st/ _____
harvest (v) /'hɑ:vɪst/ _____	

**Практичне заняття №3.6**

**Тема:** «Лексико-граматичні вправи. Розвиток монологічного мовлення»

**Мета:** 1) розвиток монологічного мовлення з використанням нової лексики, формулювання відповідей на питання;

2) вживання граматичної конструкції під час складання текстів;

3) переказ підготовлених текстів

### Література:

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market.- Київ: НАУ, 2007.- 160 с.
2. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.30 Unit 8
3. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

### Практичне заняття №3.7

**Тема:** «Робота з текстом: «Classification of Air Transportation». Лексико-граматичні вправи»

**Мета:** засвоїти та опрацювати нову лексику в лексичних вправах робота з текстом

**Література:** Professional English. Introduction to Logistics: практикум/ уклад.: О.М. Акмалдінова, І.С. Козелецька, З. Ю. Мазуренко, О.Б. Лисак. - К.: НАУ, 2020. - 92 с.

#### Task 1. Memorize the basic vocabulary to the text

<b>linear</b>	лінійний
<b>inland</b>	внутрішній, всередині країни
<b>inland waterway</b>	річкове перевезення
<b>inland port</b>	річковий порт
<b>pipeline</b>	трубопровід
<b>handling facility</b>	вантажно-розвантажувальний комплекс, перевалковий пункт
<b>site infrastructure</b>	інфраструктура об'єктів
<b>point-shaped traffic</b>	точкові об'єкти руху
<b>transshipment</b>	перевалка, перевантаження
<b>to compete</b>	конкурувати; змагатися
<b>competitiveness</b>	конкурентоспроможність
<b>to handle</b>	обслуговувати
<b>congestion</b>	перевантаження, скупчення (пасажирів, вантажу)
<b>airline</b>	авіакомпанія
<b>decline</b>	1. спад; падіння; 2. зниження; скорочення
<b>hub</b>	транзитний вузол для пересадки пасажирів, головний транспортний пересадочний вузол
<b>hub-and-spoke network</b>	віялова мережа маршрутів, місцеві повітряні перевезення, мережа місцевих повітряних ліній
<b>spoke</b>	мережевий аеропорт
<b>gross domestic product (GDP)</b>	внутрішній валовий продукт (ВВП)
<b>navigable waterway</b>	судноплавний морський шлях

## Task 2. Read and translate the text

### **TRANSPORT INFRASTRUCTURE**

Transport infrastructure, or linear, or network traffic infrastructure involves the infrastructure for passenger and freight transport. Depending on a transport mode transport infrastructure is classified into national and international networks of air, rail, inland waterway, sea and road transport. These are all physical traffic routes, such as train railroads, motor roads, tunnels, waterways and pipelines, including their control systems and handling facilities.

Site infrastructure or point-shaped traffic consists of airports, train stations, inland ports and sea ports. Logistics infrastructure is not only traffic facilities, but also those for transshipment and storage at the sites of terminals. They are called supra-structures.

The importance in maintaining and improving economic competitiveness has made transportation infrastructure a frequent subject of discussions around the world. For instance, in the United States, those discussions center on whether the country has the necessary infrastructure to compete with expanding economies like China and India. Another concern is whether the transportation infrastructure can handle the increased international export and import trade growth, as well as the rising logistics costs. After the years of decline, transportation and logistics costs as a percentage of GDP tend to show a significant increase, partly due to inadequate infrastructure and the resulting congestions. In the EU, the network of air routes comprises more than 450 airports operated by more than 130 airlines. The airlines create hub-and-spoke networks to achieve more efficient flight operations directing busier routes to central airports (hubs) and joining less busy routes from the spokes to the hubs.

The European railroads are considered by the degree of train electrification and the expansion of high-speed train networks. The longest railroad networks in Western Europe are in Germany (38.206 km) and France (30.832 km).

Inland waterway networks encompass navigable waterways that serve as a link between inland ports and/or sea ports. The longest waterway networks are in Finland (7.884 km), Germany (6.636 km), the Netherlands (6.183 km) and France (5.384 km).



**Task 3. Match the words and word combinations in A with their equivalence and B.**

A	B
1) handling facility	a) лінійний
2) pipeline	b) внутрішній, всередині країни
3) transshipment	c) трубопровід
4) congestion	d) система керування, регулювання
5) inland	e) вантажно-розвантажувальний комплекс, перевалковий пункт
6) spoke	f) інфраструктура об'єктів
7) hub-and-spoke network	g) точкові об'єкти руху
8) hub	h) перевалка, перевантаження
9) control system	i) скупчення (пасажирів, вантажу)
10) point-shaped traffic	j) авіакомпанія
11) decline	k) конкурентоспроможність
12) linear	l) транзитний вузол для пересадки пасажирів, головний транспортний пересадочний вузол
13) navigable waterway	m) віялова мережа маршрутів, місцеві повітряні перевезення, мережа місцевих повітряних ліній
14) site infrastructure	n) річкове перевезення
15) handle	o) змагатися; конкурувати
16) airline	p) судноплавний морський шлях
17) inland waterway	q) мережевий аеропорт
18) GDP	r) зниження, спад
19) competitiveness	s) внутрішній валовий продукт
20) compete	t) обслуговувати

**Task 4. Give Ukrainian equivalents**

handling facility; hub-and-spoke network; point-shaped traffic; control system; inland waterway; hub; inland; pipeline; navigable waterway; linear; traffic; compete; site infrastructure; handle; congestion; airline; transshipment; competitiveness; spoke; decline; gross domestic product; flight operations.

**Task 5. Give English equivalents**

трубопровід; перевалка, перевантаження; внутрішній, всередині країни; лінійний; точкові об'єкти руху; перевантаження, скупчення (пасажирів, вантажу); інфраструктура об'єктів; система керування; авіакомпанія; зниження; головний транспортний пересадочний вузол; зниження, спад; річкове перевезення; вантажно-розвантажувальний комплекс; мережа місцевих повітряних ліній; мережевий аеропорт; судноплавний морський шлях; внутрішній валовий продукт; обслуговувати.

**Task 6. Fill in the gaps in the sentence with the appropriate words from the box.**

passenger, airports (2), national, export, storage, hub-and-spoke, point-shaped, infrastructure, supra-structures, central, spokes, transshipment, network traffic, sea, train, import, ports, airlines, routes, growth, freight, international, inland, expanding

1. Transport infrastructure, or linear... or ... infrastructure involves the infrastructure for ... and ... transport. 2. Depending on its ... transport infrastructure is classified into ... and ... networks of air, rail, ... waterway, ... and road transport. 3. Site infrastructure or ... traffic includes ..., ... stations, ... ports and sea... 4. The facilities for ... and ... at site terminals are called ... 5. The United States concerns whether the country has the necessary ... to compete with ... economies like China and India. 6. Transportation infrastructure can handle the increased international ... and ... trade ... 7. The network of European air ... comprises more than 450 ... operated by more than 130 ... 8. The airlines create ... networks directing busy routes to ... airports and joining less busier routes from the ... to the hubs.

**Task 7. Complete the sentence.**

1. Transport infrastructure, or linear, or network traffic infrastructure involves... 2. Depending on a transport mode transport infrastructure is classified into ... 3. The transport network comprises physical traffic routes, such as ... 4. Site infrastructure or point-shaped traffic consists of ... 5. Logistics infrastructure is not only ... , but also ... 6. Supra-structures are ... 7. Transportation infrastructure handles the increased ... and ... , as well as the ... 8. Transportation and logistics costs as a percentage of GDP tend to show a significant increase, partly due to ... and ... 9. The airlines create hub-and-spoke networks to achieve ... 10. The longest railroad networks in Western Europe are ... 11. The longest waterway networks in Europe are ... 12. Inland waterway networks encompass ... that serve as ...

**Task 8. Say whether the following statements are true or false. Correct the false ones.**

1. Transport infrastructure, or point-shaped infrastructure involves the infrastructure for passenger and freight transport. 2. Depending on a transport mode transport infrastructure is classified into regional and international networks of air, rail, inland waterway, sea and road transport. 3. Train railroads, motor roads, tunnels, waterways and pipelines, including their control systems and handling facilities are physical traffic routes. 4. Site infrastructure or point-shaped traffic consists of airports, train stations, inland ports and sea ports. 5. Logistics infrastructure also encompasses substructures, such as transshipment and storage facilities, at site terminals. 6. The importance in maintaining and mitigating economic competitiveness has made transportation infrastructure a frequent subject of discussions around the world. 7. Transportation and logistics costs decline due to inadequate infrastructure and congestions. 8. Hub-and-spoke networks are designed to disseminate flight operations. 9. The European railroads are considered by the degree of train schedules and the expansion of train routes. 10. Inland waterway networks serve as a link between frontier ports and maritime ports.

**Task 9. Match the terms with proper definitions.**

1) linear	a) company carrying passengers and/or goods by aircraft
2) inland	b) a route where an airline not only transports passengers between two points but also connects the passengers of distant points via its hub.
3) pipeline	c) deep and wide enough for ships to travel on
4) control system	d) consisting of or to do with lines
5) handling facility	e) a central airport that flights are routed through
6) hub-and-spoke network	f) a very large tube, often underground, through which liquid or gas can flow for long distances
7) transshipment	g) in the middle of the country, away from the sea
8) congestion	h) loading/unloading point
9) airline	i) the route that planes take out of the hub airport
10) hub	j) moving goods from one ship to another
11) navigable waterway	k) too blocked or crowded
12) spoke	l) designed and established to check, record, regulate, supervise etc.

**Task 10. Make up sentences of your own with the terms from task 9.**

**Task 11. Answer a question to the text.**

1. What does transport infrastructure involve? 2. What is another term for transport infrastructure? 3. How is transport infrastructure classified according to the transport mode? 4. What is the network of transport infrastructure? 5. What are physical routes of transport? 6. What is site or point-shaped traffic? 7. What is supra-structure? 8. What has made transportation infrastructure a frequent subject of discussions? 9. What is the correlation between transportation and logistics costs and GDP? 10. How many airports and airlines does the EU air network comprise? 11. What is the difference between hubs and spokes airports? 12. Where are the longest railroads in Western Europe? 13. What is the purpose of inland waterways? 14. Where are the longest waterway networks?

**Task 12. Find synonyms to the following words in the text.**

straight, transfer, frontier, supervision, hose, focal point, discharge, air carrier, travelable, maritime, crowdedness, subject to, cargo, deport, scene, include, way, transportation, equipment, focus on, rise, central airport, widening, improper.

**Task 13. Put questions to the italicized words.**

1. Transport *infrastructure* has maintained and improved *economic competitiveness*. 2. *Transport infrastructure* has become a *frequent subject of discussions around the world*. 3. Transport infrastructure has increased *international export and import trade growth*. 4. *Inadequate infrastructure* has resulted in *transport congestions*.

**Task 14. Translate the sentences into English.**

1. Транспортна інфраструктура або іншими словами, лінійна або мережева інфраструктура, включає інфраструктуру пасажирських і вантажних перевезень. 2. Залежно від виду транспорту транспортна інфраструктура поділяється на національну і міжнародну мережу повітряних, залізничних, морських, річкових перевезень. 3. Залізничні, автомобільні, судноплавні шляхи, тунелі, трубопроводи, а також вантажно-розвантажувальні комплекси, системи керування вважаються фізичними транспортними маршрутами. 4. Інфраструктура охоплює такі об'єкти, як аеропорти, залізничні вокзали, річкові та морські порти. 5. Логістична інфраструктура також включає об'єкти з перевалки та зберігання товарів на терміналах. 6. Транспортна інфраструктура має важливе значення для підтримання і удосконалення економічної конкуренції. 7. Розширення впливу зростаючих економік таких країн, як Китай та Індія, викликає стурбованість розвинутих країн щодо відповідності їхньої інфраструктури вимогам світової конкуренції, а також збільшенню логістичних витрат. 8. Погане функціонування транспортної інфраструктури призводить до перевантажень, скупчення у транспортних вузлах і, як наслідок, до коливань ВВП. 9. Для досягнення ефективності повітряних перевезень рейси з великим пасажиропотоком направляються в центральні аеропорти, а рейси з меншим обсягом перевезень направляються з мережевих до вузлових пересадочних аеропортів.

**Speaking:**

1. Make a dialogue about transport infrastructure
2. Write a summary of the text about transport infrastructure

**Практичне заняття №3.8**

**Тема:** «Робота з текстом: «People at the Airport». Розвиток діалогічного мовлення. Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:** Professional English. Introduction to Logistics: практикум/ уклад.: О.М. Акмалдінова, І.С. Козелецька, З. Ю. Мазуренко, О.Б. Лисак. - К.: НАУ, 2020. – 92 с.

**Task1. Memorize the basic vocabulary to the text**

**Nouns:**

**Verbs:** decide, adjust, improve, reduce, benefit from, renew, allow, include, maintain,

<b>to recondition</b>	переобладнувати, модифікувати
<b>gateway</b>	1. ворота (великий міжнародний порт або аеропорт); 2. перевалковий пункт (пункт перевантаження з однієї транспортної лінії на іншу, особливо разом із проходженням митного контролю)
<b>output</b>	випуск продукції
<b>to bring down costs</b>	скорочувати, зменшувати витрати
<b>to shift</b>	переключатися, змінювати рід заняття
<b>bulk shipment</b>	перевезення матеріалів насипом
<b>to exert impact</b>	мати вплив, впливати
<b>ranking</b>	1. класифікація; 2. розташування; 3. рейтинг
<b>return on investment</b>	дохід на інвестиції
<b>to estimate</b>	приблизно розраховувати; прогнозувати
<b>pace</b>	темп (розвитку)

Task 2. Read and translate the the text make better, decrease, update, permit, divide into, support

### REGIONAL TRANSPORTATION INFRASTRUCTURE

When a company decides to build a new transportation infrastructure, it adjusts its logistics and supply chain processes to improve services and reduce costs. In the short term, the company changes its procurement and performance behavior. In the longer term, it reconditions its production processes and outputs to benefit from transportation system improvements. Renewed transportation and intermodal links and gateways allow buying from more distant suppliers at a lower cost, establishing "hub-and-spoke" networks, and reducing inventory and transportation costs by shifting from bulk shipments to smaller frequent orders. Logistics infrastructure as a factor of developing and expanding the distribution market exerts a full impact on the regional logistics infrastructure. The regions of infrastructure ranking are divided into three groups according to their investment attractiveness and potential development:

- The first group includes attractive regions with high demand for logistics infrastructure development and likely return on infrastructure

investments. The infrastructure development in these regions maintains high pace and strong influence on their socio-economic development.

- The second group consists of relatively attractive regions with mid-to-small capital-raising on socio-economic development.

- Unattractive regions with low investment attractiveness are gathered in the third group as they share low demand for logistics infrastructure and hence, low logistics infrastructure impact on socio-economic development.

These data allow estimating the prospects of logistics infrastructure development and its impact on the development and optimization of goods distribution network in regional economy.

### Task 3. Match the words

A	B
1) to exert impact	a) пристосовувати, узгоджувати
2) pace	b) класифікація
3) return on investment	c) перевезення матеріалів насипом
4) to adjust	d) скорочувати, зменшувати витрати
5) to bring down costs	e) змінювати рід заняття
6) gateway	f) приблизно розраховувати; прогнозувати
7) to recondition	g) темп (розвитку)
8) to shift	h) впливати
9) to estimate	i) дохід на інвестиції
10) bulk shipment	j) ворота (великий міжнародний аеропорт)
11) ranking	k) переобладнувати, модифікувати

### Task 4. Give Ukrainian equivalent

return on investment, bring down costs; attractiveness; exert impact; bulk shipment; capital-raising potential; recondition; socio-economic development; to shift; adjust; gateway; pace; infrastructure ranking; to estimate.

### Task 5. Give English equivalent

Ворота (великий міжнародний порт або аеропорт); переобладнувати; приблизно розрахувати, прогнозувати; темп (розвитку); модифікувати; інвестиційна привабливість (2); дохід на інвестиції; перевезення матеріалів насипом; змінювати рід занять; зменшувати витрати; мати вплив; пристосовуватися, узгоджувати.

### Task 6. Fill in the gaps with the words from the box

benefit, reduce, economic, demand, raising, expansion, attractive, distribution, average, logistics, likely, suppliers, bulk, low, intermodal, investments, transportation, performance, cost, development (2), shippers, production, supply, procurement, improve

1. Building a new transportation infrastructure company adjusts its logistics and ... chain processes to ... services and ... costs. 2. The short-term adjustments provide for ... and ... changes. 3. In the longer term, the company reconditions its ... processes and outputs to ... from transportation system improvements. 4. New transportation and ... links allow buying from more distant ... at a lower ... 5. Shippers reduce inventory and ... costs by shifting from ... commodities to ... frequent orders. 6. ... infrastructure fosters the ... and ... of regional ... market. 7. Investment ... regions show high ... for logistics infrastructure ... and ... return on ... . 8. The relatively attractive regions gain mid-to-small capital-... on socio-... development. 9. Unattractive regions with low investment attractiveness share ... demand for logistics ... development.

**Task 7. Complete the sentences**

1. A company adjusts its logistics and supply chain processes to improve services and reduce costs when it decides to ... . 2. In the short term, the company changes ... . 3. In the longer term, it reconditions production processes and outputs to ... . 4. Logistics infrastructure serves as a factor of ... 5. According to their investment attractiveness and potential development, the regions of infrastructure ranking are divided into ... 6. The infrastructure development in the attractive regions maintains ... . 7. Relatively attractive regions have average ... . 8. Unattractive regions slightly affect ... .

**Task 8. Say whether the following sentences are true or false. Correct the wrong sentences**

1. When a company decides to build a new transportation infrastructure, it relocates its logistics and supply chain processes to improve services and reduce costs. 2. Reconditioned production processes and outputs facilitate transportation system improvements. 3. Hub-and-spoke networks reduce inventory by shifting from bulk shipments to smaller frequent orders. 4. Logistics infrastructure centers only on the international distribution market. 5. According to their investment attractiveness and potential development, regions are divided into two groups. 6. The first group includes attractive regions with average demand for logistics infrastructure development and possible return on infrastructure investments. 7. Relatively attractive and unattractive regions have average and low capital-raising on socio-economic development.

**Task 9. Match the terms with proper definition. Make up your own sentences**

1) investment	a) need for smth to be sold or supplied
2) average	b) become larger in size or amount
3) pace	c) movement by using different transportation modes
4) impact	d) putting money, efforts, time into smth to make a profit or get an advantage
5) capital-raising	e) refurbish to better condition
6) expand	f) powerful affect on situation
7) intermodal	g) speed at which smth or smb moves, happens or changes
8) adjust	h) increasing capital value
9) recondition	i) number or quantity that is in-between several numbers or quantities
10) demand	j) change, alter, adapt

**Task 10. Answer the questions**

1. What makes the company adjust its logistics and supply processes to improve services and reduce costs? 2. What are the company's short- and long-term objectives to this regard? 3. What is the impact of renewed transportation and intermodal links on logistics infrastructure? 4. How does logistics infrastructure influence regional socio-economic development? 5. What is the difference between attractive, relatively attractive and unattractive regions?

**Task 11. Find in the text the synonyms to the words contribution, rate, effect, enlarge, perspective, unit loads, purchase, profit from, lower, remote, change, make better, manufacture, set up, classification, keep, collect, arrange.**

**Task 12. Put words in the correct order to make the sentence**

1) supply/a/company/chain/and/logistics/has/to/costs/adjusted/reduce/and/services/improve.

2) behavior/changed/procurement/recently/its/has/and/performance renewed/suppliers/have/intermodal/shippers/links/to/cost/distant/buy/from/at/lower.

3) infrastructure/has/logistics/to/regional/contributed/distribution/and/market/capital-raising/the.

4) attractive/maintained /investment/economic /regions/ development/socio-/high/have.

**Task 13. Translate the sentences**

1. Нова транспортна інфраструктура спонукає компанії переглянути свої логістичні процеси та ланцюги постачання для покращення послуг і скорочення витрат. 2. Короткостроковими завданнями є внесення змін у виробничий і закупівельний процес. 3. Оновлені транспортні та інтермодальні зв'язки, а також нові повітряні шляхи дозволяють купувати товар у постачальників з більш віддалених регіонів за нижчою ціною, меншими транспортними витратами та матеріально-технічними запасами. 4. Віялова мережа маршрутів сприяє розміщенню частих, але невеликих замовлень. 5. Логістична інфраструктура як фактор розвитку і розширення ринку збуту має значний вплив на соціально-економічний розвиток регіонів. 6. Інвестиційно привабливі регіони потребують розвиненої логістичної інфраструктури, тому ймовірність отримання інвестиційного доходу тут більша. 7. Інвестиційно непривабливі регіони мають нижчу віддачу.

**Task 14. Make up dialogues using the text of the lesson and discuss the regional infrastructure**

### **Практичне заняття №3.9**

**Тема:** «Введення нових ЛО до теми: «Computer Systems at the Airport». Розвиток ДМ. **Робота з текстами»**

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:** Professional English. Logistics: навч. посіб. / О.М. Акмалдінова, З.Ю. Мазуренко, Л.В. Кучерява, І.С. Козелецька. – К.: НАУ, 2015. – 416 с.

**Task 1. Practice the pronunciation of the following words:**

Percent, diary, beverages, consumer, enable, versatile, requirement, ratio, cruising, congestion, appreciable, coastal, accessibility, tremendously, navigable.



## Task 2. Memorize the basic terminology to text 9

motor carrier – автотранспортна компанія  
manufactured goods – промислові товари  
pickup – 1) завантаження, взяття на борт (вантажу); 2) вивезення (вантажу)  
truckload (TL) – партія вантажу для перевезення вантажівками  
haul – перевезення; рейс  
versatile – 1) різнобічний; 2) універсальний  
metropolitan – столичний; що стосується столиці або великого центру  
track facilities – залізничні колії / рейки  
rail siding – залізнична гілка; запасна колія  
damage ratio – коефіцієнт пошкодження  
emergency service – аварійна служба  
time-in-transit – час транспортування  
cruising speed – крейсерська швидкість; економічна швидкість

## Task 3. Read and translate text 9

### Text 9. Carrier Characteristics and Services

**Air.** Although increasing numbers of shippers are using air freight for regular service, most view air transport as a premium, emergency service because of its higher cost. But when an item must be delivered to a distant location quickly, air freight offers the quickest time-in-transit of any transport mode.

Modern aircraft have cruising speeds of 500 to 600 miles per hour and are able to travel internationally. The average length of haul domestically is more than 800 miles, although international movements may be thousands of miles.

To a great extent, domestic air freight competes directly with motor carriers, and to a much lesser degree with rail carriers. Where countries are separated by large expanses of water, the major competitor for international air freight is water carriage.

Air carriers generally handle high-value products. Customer service considerations may influence the choice of transport, but only if service issues are more important than cost issues.

Air transport provides frequent and reliable service and rapid time-in-transit, but terminal and delivery delays and congestion may appreciably reduce some of this advantage. On a point-to-point basis over short distances, motor transport often matches or outperforms the total transit time of air freight. It is the total transit time that is important to the shipper rather than the transit time from terminal to terminal.

Despite the limitations of air carriers, the volume of air freight has grown over the years and it shows continuing growth even in the face of higher rates. Undoubtedly, as customers demand higher levels of service and as international shipments increase, air freight will have a potentially greater role in the distribution plans of many firms.

**Motor.** Motor carriers transport over 75 percent of the tonnage of agricultural products and consumer goods (fresh and frozen meat, dairy products, bakery products, confectionery items, beverages), manufactured products (amusement, sporting, and athletic goods; toys; farm machinery; television sets; carpets; clothing; drugs; office equipment; furniture). Motor carriage offers fast, reliable service with little damage or loss in transit. Many motor carriers, particularly those involved in just-in-time programs, operate on a scheduled timetable. This results in very short and reliable transit times.

Domestically, motor carriers compete with air for small shipments and rail for large shipments. Efficient motor carriers can realize greater efficiencies in terminal, pickup, and delivery operations, which enables them to compete with air carriers on point-to-point service for any size shipment if the distance involved is 500 miles or less. Motor carriers compete directly with railroads for truckload (TL) shipments. However, rail is the dominant mode when shipment sizes exceed 100,000 pounds.

Motor carriers dominate the market for smaller shipments. Motor carriers are very flexible and versatile. Their flexibility is made possible by a network of roads, thus enabling them to offer point-to-

point service between almost any origin-destination combination. This gives motor carriers the widest market coverage of any mode.

Motor carriers are versatile because they can transport products of varying sizes and weights over any distance. Motor carriage has become an important part of the logistics networks of most firms because the characteristics of the motor carrier industry are more compatible than other transport modes with the service requirements of the firms' customers. As long as it can provide fast, efficient service at rates between those offered by rail and air, the motor carrier industry will continue to prosper.

**Rail.** In countries such as Austria, the People's Republic of China, and the former republics of the Soviet Union and Yugoslavia, rail is the dominant mode of transport. In the United States, most of the freight (in dollar terms) once shipped by rail has been shifted to motor carriers.

A ton-mile is one ton of freight moving a distance of one mile. Railroads have an average length of haul of approximately 763 miles. While rail service is available in almost every major metropolitan centre in the world and in many smaller communities, the rail network is not nearly as extensive as the highway network.

Rail transport lacks the versatility and flexibility of motor carriers because it is limited to fixed track facilities. As a result, railroads – like air, water, and pipeline transport – provide terminal-to-terminal service rather than point-to-point service unless companies have a rail siding at their facility, in which case service would be point to point.

Rail transport generally costs less (on a weight basis) than air and motor carriage. For many shipments, rail does not compare favourably with other modes on loss and damage ratios. Compared to motor carriers, it has disadvantages in terms of transit time and frequency of service.

Many trains travel on timetable schedules, but depart less frequently than motor carriers. If a shipper has strict arrival and departure requirements, motor carriers usually have a competitive advantage over railroads.

#### **Task 4. Answer the questions on the text.**

1. Where is air transport a major competitor? 2. What makes air transport less convenient? 3. What types of goods do motor carriers transport? 4. Due to what reasons can motor carriers propose short transit times? 5. In what services are motor carriers more effective? 6. What is the average length of haul for motor carriers? 7. What causes the flexibility of motor carriers? 8. Why are motor carriers versatile? 9. What is a ton-mile? 10. How is rail transport limited? 11. What services does rail transport provide? 12. What are disadvantages of using rail transport?

#### **Task 5. Give English equivalents.**

Сільськогосподарські продукти; промислові товари; споживчі товари; надійне обслуговування; пошкодження; вантажовідправлення; автотранспортна компанія; завантаження; конкурувати; домінувати на ринку; перевезення; універсальний; столичний; магістраль; залізничні колії; залізнична гілка; коефіцієнт пошкодження; аварійна служба; економічна швидкість; конкурентна перевага; всередині країни; перевезення від пункту відправлення до пункту призначення; працювати за розкладом.

#### **Task 6. Say whether the following statements are true or false. Correct the false ones.**

1. Motor carriers compete with air for large shipments and rail for small shipments. 2. Motor carriers compete directly with railroads for truckload shipments transported up to 500 miles. 3. Compared to motor carriers, rail transport has disadvantages in terms of transit time and frequency of service. 4. On a point-to-point basis over short distances, water transport often matches or outperforms the total transit time of air freight. 5. Generally, air is the dominant mode in international shipping.

**Task 7. Translate the following sentences paying attention to verbs *must, be and have* in the modal meaning.**

1. American motor carriers are to offer a lot after developing the network of highways. 2. The government had to develop plans for better transportation services. 3. It is obvious that CIS countries will have to face up to a great challenge – construction of new gas pipelines within the next decade. 4. The fact that motor carriers have to use other routes 257 is having a major effect on us. 5. The certification centre is to inspect what they are doing in the near future. 6. The real problem is to ensure the most reliable means or transport for manufactured goods. 7. Highvalue commodities are to be transported by air due to service issues. 8. The buyer's warehouses were situated in the same country, so inland waterway had to be used for delivery. 9. Pipelines are to transport only a limited number of products. 10. It must be a mistake of shipping company not to deliver slurry products in containers. 11. All documents needed for truck transportation are to be prepared beforehand. 12. The shipment must have been sent to the wrong destination.

**Task 8. Translate the following sentences into English.**

1. Автотранспортні перевізники перевозять сільськогосподарську продукцію, промислові та споживчі товари. 2. У середині країни автотранспортні перевізники конкурують із авіаперевізниками за невеликі партії вантажів та із залізничними перевізниками – за великі партії. 3. Автотранспортні перевізники надають гнучкі та універсальні послуги з перевезень товарів різних розмірів та ваги на будь-якій відстані. 4. Залізничні перевізники обмежені стаціонарними залізничними коліями. 5. Порівняно з автоперевезеннями, залізничні перевезення мають такі недоліки, як довший час транспортування і частотність перевезень. 6. Повітряний транспорт забезпечує надійні послуги і швидке транспортування, але перевантаження аеропортів та затримка доставки можуть зменшити цю перевагу.

**Task 9. Match the definitions with proper terms.**

<b>Definitions</b>	<b>Terms</b>
1. The receiver of goods, i.e. a freight shipment, usually the buyer	a) consolidation
2. Goods shipped to an overseas agent when an actual purchase has not been made, but when the consignee agrees to sell the goods	b) consolidator's bill of lading
3. The shipper of goods, or shipper of a transportation movement	c) consignment
4. Collecting smaller shipments to form a larger quantity in order to realize lower transportation rates	d) consolidator
5. The location where consolidation takes place	e) consignee
6. An enterprise that provides services to group shipments, orders, and/or goods to facilitate movement	f) transit time
7. A bill of lading issued by a consolidator as a receipt for merchandise that will be grouped with cargo obtained from other shippers	g) consolidation point
8. The total time that elapses between a shipment's delivery and its pickup.	h) consignor

### Практичне заняття №3.10

**Тема: «Робота з текстом: «Safety. Human Factor in Aviation». Лексико-граматичні вправи»**

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

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**Task 1. Practice the pronunciation of the following words, find them in the text and read the text:**

fundamental, vehicle, procedures, private, policies, financing, economic growth, subsidy, traffic flow, urban sprawl

Transport is everywhere! In the air, by rail or road, on the water, by cable or pipeline and even in space – people, animals and goods are constantly on the move. Transport is fundamental both for trade between people and for establishing cultural exchanges and increasing understanding between different cultures. As a field of study transport can be divided into three categories: infrastructure, vehicles, and operations. Infrastructure for transport is all around us – from airports, railway and bus stations to warehouses, trucking terminals, refueling depots and seaports. Vehicles include automobiles, bicycles, buses, trains, trucks, people, ships, helicopters and airplanes. Operations deal with the way the vehicles are operated, and the procedures set for this purpose, including financing, legalities and policies. Passenger transport may be public or private. Freight transport is today focused on containerisation. Transport plays an important part in economic growth and globalisation, but can also cause air pollution and use large amounts of land. It is commonly heavily influenced by governments, both in terms of subsidies and planning, which is essential to make traffic flow and control urban sprawl.

#### 1 Read the text and answer the questions.

- 1 What are the most common forms of transport?
- 2 Why is transport so important?
- 3 What are the most common forms of infrastructure for land-based transport?
- 4 Which category of transportation controls its regulations?
- 5 Name two problems that can result from the transport industry.
- 6 What areas do governments need to influence in the transport industry?

#### 2 Match these words with their definitions.

- |                    |  |
|--------------------|--|
| 1 cable            | a <input type="checkbox"/> the systems and services necessary for a country to function well |
| 2 goods            | b <input type="checkbox"/> a place where goods are stored                                    |
| 3 infrastructure   | c <input type="checkbox"/> issues connected with the law                                     |
| 4 depots           | d <input type="checkbox"/> thick, strong metal rope or wire                                  |
| 5 legalities       | e <input type="checkbox"/> the process of transporting goods in enormous boxes               |
| 6 containerisation | f <input type="checkbox"/> to move smoothly and constantly                                   |
| 7 subsidies        | g <input type="checkbox"/> products destined for sale, carried by truck, plane or ship       |
| 8 flow             | h <input type="checkbox"/> money that governments give to help organisations                 |

**Read the text and choose the best title for each paragraph (A-D).**

- 1 Description of the main activities of a freight village.
- 2 Introduction to the concept of freight village.
- 3 Final statement on a freight village.
- 4 Extra information on freight villages.

## Intermodal Freight Transport

- A  A freight village is a complex set of facilities where all the activities relating to transport, logistics and distribution of goods are carried out on a commercial basis by various operators, who can either be the owners or the tenants of the spaces (warehouses, storage areas, offices, car parks etc.). It must be equipped with public facilities and, if possible, include public services for the staff and users. Other names for a freight village are: logistics park/centre, transport centre or logistics hub.
- B  A freight village enables change from one given transport mode to another (modal shift) through a set of technologies that facilitate the transfer. It is served by several transport modes (road, rail, deep sea, inland waterway, air) to encourage intermodal transport for the handling of goods. The most common examples of modal shifts are: train (rail) to lorry (road); barge (inland waterway) to train or lorry; airplane (air) to lorry.
- C  A freight village requires different activities such as warehousing, economic activities, support activities, unified management. The warehouse is the infrastructure where the transport operator mostly performs his business. This activity may include the division of the goods into smaller quantities for a more functional distribution. Logistics hubs need active distribution centres and several industrial activities in the neighbourhood that can exploit the modal shift facilities within the village. Support activities include support services like lorry rest areas, office space, restaurants, banking, shops and hotels. Unified Management requires that the village is often under the management of a single entity.
- D  A freight village is the right solution to satisfy the increasing requirements of a complex business based on transport. In order to work well it is imperative that the village is run by a single body, either public or private.



### 6 Read the text and write T (True), F (False) or DS (Doesn't say).

- 1 A freight village is also called a logistics hub.
- 2 A modal shift train to airplane is not possible.
- 3 In the warehouse goods are usually assembled in bigger quantities.
- 4 In a freight village there are never banks or restaurants.
- 5 A freight village is usually run by a single person.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 7 Match the following modal transport shifts with the right pictures.

- 1 Ship to lorry
- 2 Lorry to warehouse

- 3 Train to lorry
- 4 Airplane to lorry



### Практичне заняття №3.11

**Тема:** «Робота з текстом: «Meteorology and Transportation». Лексико-граматичні вправи»

**Мета:** 1) вдосконалення навички вживання термінів під час роботи з текстом та вправами  
2) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:** Professional English. Logistics: навч. посіб. / О.М. Акмалдінова, З.Ю. Мазуренко, Л.В. Кучерява, І.С. Козелецька. – К.: НАУ, 2015. – 416 с.

#### Exercise 1. Match idioms (1-8) and their explanations (a-h)

- |   |  |
|---|--|
| 1. bring someone<br>to account          | a) because of me or for my sake  |
| 2. by all accounts                      | b) not for any reason  |
| 3. call somebody<br>to account          | c) to consider something   |
| 4. on my account                        | d) to make sure that somebody pays for what<br>he has done   |
| 5. on no account                        | e) to use a situation to one's advantage   |
| 6. take something<br>into account       | f) to demand that someone explains what he<br>has done and why, especially if this was<br>apparently wrong |
| 7. turn something<br>to good account    | g) not important or does not matter  |
| 8. give a good<br>account of<br>oneself | h) in the opinion of most people   |
| 9. of no account                        | i) to do well  |

#### Exercise 2. Replace the underlined words with above mentioned idioms

1. A lot of manufacturers consider the choice of channels for each type of products. 2. To receive fast feedback of information the intermediaries must *bear in mind* such factors as trends, inventory levels, damage reports, service level, cost monitoring. 3. All suppliers *must be answerable* for the delays of orders. 4. During last campaign this firm *has shown itself* as a reliable partner. 5. *Under no circumstances* we should refuse help from this distribution centre. 6. The company is able to *make good use of* raw materials.

#### Exercise 3. Define the functions of for+infinitive. Translate the sentences

1. He asked for the documents to be sent by post. 2. The main problem is for material to be published as soon as possible. 3. It is impossible for companies hit by fraud to keep it secret. 4. It is still advantageous for foreign companies to operate in this field. 5. It is now commonplace for orders to be communicated computer to computer. 6. There is no sense at all for forwarders to concentrate on this. 7. We should not wait for events to take their course. 8. For a quality control 310 system to be effective it is necessary to decide what to check and how often. 9. It is possible for the system to operate continuously.

### Практичне заняття №3.12

**Тема:** «Робота з текстом: «IATA Diploma in Air Cargo Transportation». Лексико-граматичні вправи. Розвиток монологічного мовлення»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

## Література:

1. Professional English. Logistics: навч. посіб. / О.М. Акмалдінова, З.Ю. Мазуренко, Л.В. Кучерява, І.С. Козелецька. – К. : НАУ, 2015. – 416 с.
2. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.34 Unit 9
3. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

### Task 1. Memorize the basic terminology to text

bill of lading – коносамент bearer

bill of lading – накладна на пред'явника

combined transport bill of lading – коносамент на змішане (мультимодальне) перевезення

house bill of lading – коносамент експедитора, внутрішній коносамент

non-negotiable bill of lading – необоротний коносамент (який не може передаватися іншій особі)

order bill of lading – ордерний коносамент

received for shipment bill of lading – коносамент на вантаж, прийнятий для завантаження

### Task 2. Read and translate text 12

#### Text 12. Transport and Commercial Documentation

Transport documents include bills of lading, airway bills, insurance details and export booking forms while commercial documents include the documents you need to get paid and the invoices you produce.

The documents required for all commercial shipments, irrespective of value or mode of transportation, are: a commercial invoice, a certificate of origin, an airway bill, an airlines company certificate, an insurance certificate (if goods are insured by the exporter) and a packing list. Depending on the nature of goods being shipped, or upon certain requests from the importer specific additional documents may also be required.

**Bill of Lading.** Bills of lading are transport documents that, in general, cover movement by sea or where the major portion of the total distance covered is by sea. The standard bill of lading is evidence of the contract of carriage of goods between the owner of the goods and the carrier and it serves a number of purposes: it is evidence that a valid contract of carriage exists; it is a receipt signed by the carrier confirming whether goods matching the contract description have been received in good condition; and it is also a document of transfer, and a negotiable instrument, i.e. it governs all the legal aspects of physical carriage.

In most national and international systems, a bill of lading is not a document of title and does not identify an individual's right to possession at the time when delivery is to be made.

There are three main types of a bill of lading: straight bill of lading, order bill of lading, and bearer bill of lading. **Straight bill of lading** states that the goods are consigned to a specified person and it is not negotiable free from existing equities. It is also known as nonnegotiable bill of lading. **Order bill of lading** states that delivery is to be made to the further order of the consignee. It is also known as a negotiable bill of lading. **Bearer bill of lading** states that delivery shall be made to whoever holds the bill. Such bill may be created explicitly or it is an order bill that fails to nominate the consignee whether in its original form or through an endorsement in blank. A bearer bill can be negotiated by physical delivery.

Marine or ocean bills of lading are, as the name implies, bills covering shipment by sea. Marine Bills of Lading can be issued by the shipping company (carriers), the captain or master of the vessel, or a party acting as agents for the carrier.

A received for shipment bill of lading is one that merely evidences receipt of the goods by the issuer. It does not, therefore, evidence that the goods are en route. The date of the document is the date on which the issuer accepts responsibility for the goods.

Shipped on board bills of lading are bills that evidence, either in the wording of the document itself or by means of a signed and dated annotation to the document, the date on which the goods were loaded on board the vessel. By their nature these are accepted as evidence that the goods are actually en route.

Most bills of lading will show the full terms and conditions of carriage on the reverse of the document. A bill of lading that only makes reference to the terms and conditions of carriage by referring the holder to another document or set of conditions is known as a 'short form bill of lading'.

Where not all of the journey on which the goods are being taken by the carrier is by one mode of transportation, the carrier will usually issue a combined transport bill of lading. Combined transport bills of lading are extensively used in connection with container shipments and are, consequently, the most common forms of bills of lading that the average exporter is likely to see.

House bills of lading are bills of lading issued by a freight forwarder and not the actual carrier. The freight forwarder will have possession of the bill of lading issued by the carriers and will then issue his own bills of lading to cover the various goods that make up the total 'groupage shipment' made up by them.

**Air waybill (AWB).** Air freight shipments are handled by air waybills, which can never be made in negotiable form. The AWB is non-negotiable. The AWB has a tracking number which can be used to check the status of delivery, and current position of the shipment.

Air Waybills make sure that goods have been received for shipment by air. A typical air waybill sample consists of three originals and nine copies. The first original is for the carrier and is signed by an export agent; the second original, the consignee's copy, is signed by an export agent; the third original is signed by the carrier and is handed to the export agent as a receipt for the goods. The first three copies are classified as originals.

The principal requirements for an air waybill are: the proper shipper and consignee must be mentioned; the airport of departure and destination must be mentioned; the goods description must be consistent with that shown in other documents; any weight, measure or shipping marks must agree with those shown in other documents; it must be signed and dated by the actual carrier or by the named agent of a named carrier; it must mention whether freight has been paid or will be paid at the destination point.

International AWBs that contain consolidated cargo are called master air waybills (MAWB). MAWBs have additional papers called house air waybills (HAWB). Each HAWB contains information of each individual shipment (consignee, contents, etc.) within the consolidation. International AWBs that are not consolidated (only one shipment in one bill) are called simple AWBs. A house air waybill can also be created by a freight forwarder. When the shipment is booked, the airline issues a MAWB to the forwarder, who in turn issues their own house air waybill to the customer.

**A Sea Waybill** covers the transport of goods by sea but, unlike a bill of lading, it is not a 'document of title' and is merely evidence that the carrier has taken over the goods for transportation. It is, in effect, a receipt for the goods, showing the details of the agreed shipping arrangement, i.e. the route, vessel, goods description etc.

**Road Consignment** Notes evidence transport by road. They are, usually used for goods that are destined for mainland Europe and the near Middle East. As with all other types of transport document, except bills of lading, they are evidence of receipt of the goods by the carrier. The most widely seen Road Consignment Note is the 'CMR Note'. "CMR" is an abbreviation of the French title of the CMR convention, Convention relative au contrat de transport international de marchandises par route.

**The CMR convention** (full title Convention on the Contract for the International Carriage of Goods by Road) is a United Nations convention signed in Geneva on 19 May 1956. It relates to various legal issues concerning transportation of cargo, predominantly by lorries, by road. It has been ratified by the majority of European states.

**Railway Consignment Note.** As the name suggests it covers shipment by rail. It is rarely used in Europe, with regard to international transactions, as most of the traffic taken by rail to the continent is loaded upon lorries anyway. These documents are more likely to be used on transcontinental shipments.

**Packing List** includes names and addresses of consignor and consignee, description and value of the exported goods, net and total weight, number of packages and their contents, number of containers and contents, numbers of seals, and number of letters of credit (L/C). Export Packing List is



considerably more detailed and informative than a standard domestic packing list. It itemizes the material in each individual package and indicates the type of package, such as a box, crate, drum, or carton. Both commercial stationers and freight forwarders carry packing list forms.

**Import Licenses** are the responsibility of the importer. Including a copy with the rest of documentation, however, they can sometimes help avoid problems with customs in the destination country.

**Dock Receipt and Warehouse Receipt** are used to transfer accountability when the export item is moved by the domestic carrier to the port of embarkation and left with the ship line for export.

### **Task 3. Answer the questions**

1. What do transport documents include? 2. What distinguishes bill of lading from other transport documents? 3. Who can the bills of lading be issued by? 4. Why do bills of lading need to be kept secure and forwarded by a secure method? 5. What is the difference between sea waybill and marine bill of lading? 6. What are the main features of house bill of lading? 7. How are bills of lading classified according to modes of transport? 8. What do we mean by 'straight consigned' bill of lading? 9. What do bills of lading require to be negotiable? 10. What will air waybill show? 11. What is the difference between an air waybill and bill of lading? 12. How many air waybill copies are made? What are their purposes? 13. What are the principal requirements for an air waybill? 14. What does a sea waybill evidence? 15. What is CMR? 16. What should a packing list include? 17. What additional information does an export packing list include? 18. What do import licenses help? 19. What are dock receipt and warehouse receipt used for?

### **Task 4. Give English equivalents**

Іменний коносамент; пропуск; товарно-транспортна накладна; коносамент на змішане (мультиmodalне) перевезення; акредитив; товаророзпорядчий документ; індосамент; доказ; комплектування окремих партій вантажу в єдиний вантаж; обіговий; розпорядження; залізнична вантажна накладна; коносамент на вантаж; відмовлятися на чийсь користь; автодорожна накладна; авіавантажна накладна; бортовий коносамент; коротка вантажна накладна; сертифікат походження товару; страховий сертифікат; рахунок-фактура; пакувальний реєстр; накладна на пред'явника; індосамент; квитанція; експедитор; коносамент експедитора; експедиторська авіанакладна; отримувач вантажу; відправник вантажу; лист бронювання; головна (консолідована) авіанакладна.

### **Task 5. Complete the following sentences**

1. Bill of lading is ... . 2. Blank endorsement means ... . 3. Shipped on board bills of lading are ... . 4. House bill of lading is ... . 5. Road consignment note is ... . 6. Sea waybill covers ... . 7. Combined transport bill of lading covers ... . 8. The AWB must indicate ... . 9. The principal requirements for an air waybill are ... . 10. Packing list includes ... .

### **Task 6. Say whether the following statements are true or false. Correct the false ones**

1. Bills of Lading are issued in "sets" of numbered originals and can be made up of any number of originals but 2 or 4 are the most usual. 2. Bills of Lading that are consigned to a named party are known as "straight consigned". 3. A Received for Shipment Bill of Lading evidences that the goods are en route. 4. Shipped on Board Bills of Lading are bills that evidence the date on which the goods were unloaded from the vessel. 5. A Sea Waybill covers the transport of goods by sea and like a Bill of Lading is a 'document of title. 6. House Bills of Lading are Bills of Lading issued by a freight forwarder and not an actual carrier. 7. Air Waybills are evidence of receipt of the goods by the carrier and are evidence of title to the goods. 8. Road consignment notes evidence transport by road. 9. AWBs that are not consolidated (only one shipment in one bill) are called master AWBs.

### Task 7. Match the definitions with proper terms

Definitions	Terms
1. Evidence that goods have been received for shipment by air	a) shipper
2. Able to be transferred or assigned to the legal ownership of another person	b) route
3. A network of tracks with the trains, organization, and personnel required for its working	c) sea
4. The expanse of salt water that covers most of the earth's surface and surrounds its land masses	d) traffic
5. A person or company that transports or receives goods by sea, land, or air	e) air waybill
6. A batch of goods destined for or delivered to someone	f) railway
7. The movement of ships, trains, or aircraft between one place and another	g) container
8. A letter issued by a bank to another bank (especially one in a different country) to serve as a guarantee for payments made to a specified person under specified conditions	h) negotiable
9. A way or course taken in getting from a starting point to a destination	i) consignment
10. A large metal box of a standard design and size used for the transport of goods by road, rail, sea, or air.	j) letter of credit

### Task 8. Give definitions to the following terms:

sea waybill; road consignment note; air waybill; combined transport bill of lading; shipped on board bill of lading; house bills of lading; railway consignment note; received for shipment bills of lading; straight consigned' bill of lading; marine bills of lading; warehouse receipt.

### Task 9. Fill in the blanks with the words in brackets:

(container shipments; freight forwarder; short form bill of lading; documents of title; master air waybill; road consignment notes; air waybills; marine bills of lading; endorsement).

1. ... are usually used for goods that are destined for mainland Europe and the near Middle East. 2. In order for the Bills of Lading be "negotiable", they require signed ... by the party to whom they were made out 'to the order of'. 3. ... are, as the name implies, bills covering shipment by sea. 4. A Bill of Lading that only makes reference to the terms and conditions of carriage by referring the holder to another document or set of conditions is known as a ... . 5. Combined Transport Bills of Lading are extensively used in connection with ... . 6. ... are evidence of receipt of the goods by the carrier/forwarding agent and are not evidence of title to the goods. 7. Unlike other transport documents Bills of Lading are ... . 8. International AWB that contains consolidated cargo is called ... . 9. A house air waybill can also be created by a ... .

### Task 10. Translate the following sentences into English:

1. Єдиним прийнятним документом, який може надавати продавець відповідно до термінів CFR і CIF, традиційно є бортовий коносамент. 2. Коносамент виконує три важливі функції: є доказом поставки товару на борт судна; доказом укладення договору перевезення та засобом передачі прав на товар іншій стороні шляхом надання їй паперового документу. 3. Інші транспортні документи, крім коносамента, не надаватимуть можливості покупцеві продати товар дорогою шляхом передачі документів. 4. Володіння коносаментом є необхідним для отримання товарів від перевізника в місці призначення. 5. Попри особливу юридичну природу коносамента, в найближчому майбутньому очікується його заміщення електронними засобами.

6. Авіаційна вантажна накладна – це документ, який свідчить про укладення договору про перевезення товарів та інших предметів авіаційним транспортом, умови перевезення, а також прийняття товарів та інших предметів до перевезення. 7. Авіаційна вантажна накладна складається з трьох оригінальних примірників та надається у від шести до одинадцяти примірниках (копіях). 8. На звороті трьох примірників оригіналу англійською мовою зазначаються умови обмеження відповідальності авіаперевізника за втрату, недостачу, пошкодження та затримку перевезення вантажу.

**Exercise 11. Respond to the questions using the given prompts after model.**

*Model:* Question: - How does a shipper protect himself?  
 Prompt: - *make special arrangements*  
 Response: To protect himself a shipper must make special arrangements.

1. How do you make a firm order? send a fax or a letter 2. How do we get insurance cover? fill out an insurance certificate 3. How could the captain save the ship? jettison cargo 4. How did they cover delicate goods? take out an All Risks policy 5. How will the government solve the financial crisis? devaluate the currency 6. How did we meet the delivery date? send the goods by air 7. How does this broker get more business? offer lower rates 8. How could he have avoided a loss? buy forward exchange.

**Практичне заняття №3.13**

**Тема:** «Робота з текстом: «IATA Initiated Courses for Passenger Handling». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:** Logistics. Supplementary reading: практикум / уклад.: О.М. Акмалдінова, І.С. Козелецька, Л.В. Кучерява. – К.: НАУ, 2017. – 66 с.

**Exercise 1. Memorize the basic vocabulary to the text 13**

<b>mobile application</b>	мобільний додаток
<b>reasonable price</b>	прийнятна ціна
<b>software</b>	програмне забезпечення
<b>remote control</b>	дистанційне управління
<b>workforce</b>	робоча сила, працівники, персонал
<b>to cut down costs</b>	скорочувати видатки
<b>essential</b>	суттєвий; необхідний
<b>combine</b>	1. об'єднувати; 2. комбінувати
<b>convenient</b>	зручний
<b>bar code</b>	штрих-код
<b>information sharing</b>	обмін інформацією
<b>restrict</b>	обмежувати

<b>supervisor</b>	керівник; інспектор
<b>available resources</b>	наявні ресурси
<b>replenishment</b>	поповнення
<b>overall revenues</b>	загальна виручка
<b>to track shipment</b>	відслідковувати відправлення
<b>logistics staff</b>	працівники з питань матеріального забезпечення
<b>vehicle scanning</b>	сканування транспортних засобів
<b>dispatch</b>	відправлення за призначенням
<b>credibility</b>	надійність

## Exercise 2. Read and translate the text

### Text 13. TOP 4 ONLINE TOOLS EVERY LOGISTICS PROFESSIONAL SHOULD HAVE

Each specialist in logistics requires global online logistics device that will be helpful and will enable to do day by day operations effortlessly. It will provide benefits for developing business to utilize widely used and reasonably priced tools, as it makes business more efficient. Cell phones can offer essential services to any business from stock tracking and shipments to execution of procurement operations. Here are some trucking logistics and mobile applications to be used by logistics experts in supply chain management worldwide.

#### Mobile Control

This is a permanently connected portable, on-board Warehouse Management Software (WMS) vehicle solution for the remote control of workforce in different locations. The Mobile Control program allows on board vehicle scanning. It gives opportunity to track shipment and delivery operations in real time. Therefore, it allows continuous dispatch management. Clients can be carefully and timeously informed on the status of their orders, as the collection and delivery is being influenced by the driver. Eventually, through the Mobile Control tool it is possible to remotely deal with mobile workforce, making control easier.

#### Scandit Mobile Application Software

One of the most convenient online logistics instrument used in logistics all over the world is the Scandit Mobile Application Software. This is a progressive bar code scanner that allows to perform scanning with the use of modern technologies. Unlike other scanners, this product can check hard to reach bar codes easily. It additionally makes information sharing with various chains and networks online possible.

#### Easy Stock Mobile Application Software

This is a cloud-based enhancement tool for inventories. It deliberately restricts access from the stocks to cut down costs while increasing the accessibility of most profitable goods. The Easy Stock Mobile Application Software enables supervisors to plan the inventories, prognose and make budgets for available resources. A great deal of logistics specialists combine using this application with the computerization of procurement and replenishment of different procedures to raise overall revenues.

#### Web Fleet Android Application

This is a mobile tool that could be useful for keeping control of the every day activities of employees. The access to the app is through the Internet and it allows logistics staff to navigate their business nonstop from their telephones or computers no matter<sup>3</sup> where they are. The Web Fleet Android application helps with checking every day tasks to make sure there's credibility of the workforce and effectiveness in activities.

### Exercise 3. Match the English-Ukrainian equivalents

1) restrict access	a) збільшувати доходи
2) bar code	b) робоча сила
3) raise revenues	c) мобільний додаток
4) inventories	d) скорочувати витрати
5) workforce	e) замовлення
6) mobile application	f) мережа
7) cut down costs	g) прибуткові товари
8) order	h) обмежувати доступ
9) profitable goods	i) запаси
10) network	j) штрих-код

### Exercise 4. Give Ukrainian equivalents

procurement operations; workforce; enhancement; dispatch management; track shipment; orders; budget; information sharing; vehicle scanning; supervisor; combine; bar code; developing business; useful mobile tools; available resources; credibility; logistics staff: cut down costs; essential services.

### Exercise 5. Give English equivalents

мобільні додатки; ланцюг постачання; поповнення; доступ; прогнозувати бюджет, надійність робочої сили; обмін інформацією, наявні ресурси; ефективний бізнес; відправлення; контролювати працівників; програмне забезпечення; зручний; сучасні технології; обмежувати доступ; сканер; штрих-код; загальна виручка; в режимі реального часу; місцезнаходження; персонал .

### Exercise 6. Fill in the gaps in the sentences with the appropriate words from the box

Scanning, navigate, effectiveness, computerization, stock tracking, credibility, workforce, bar codes, revenues, procurement

1. Cell phones can offer essential services to any business from ... and shipments to execution of ... operations. 2. Through the Mobile Control tool it is possible to remotely deal with mobile .... , making control easier. 3. The Web Fleet Android application helps with checking every day tasks to make sure there's ... of the workforce and ... in activities. 4. Unlike other scanners, this product can check hard to reach ... .. easily. 5. The access to the app is through the Internet and it allows logistics staff to ... their business nonstop from their telephones or computers no matter where they are. 6. The Mobile Control program allows on board vehicle ... . 7. A great deal of logistics specialists combine using this application with the ... of procurement and replenishment of different procedures to raise overall ... .

### Exercise 7. Find in text 13 the words that can function both as nouns and verbs

### Exercise 8. Give synonyms of the following words

staff, monitor, goal, connect, raise, provide, worldwide, useful, program, considerable, reduce, control, online, device, make possible, easily, deliver, constantly, vehicle, on time, instrument, executive, manager, foresee, total, continuously.

### Exercise 9. Guess the terms through the definitions

1. It provides benefits for developing business to utilize widely used and reasonably priced tools, as it makes business more efficient. 2. It can offer essential services to any business from stock tracking and shipments to execution of procurement operations. 3. It gives opportunity to track shipment and delivery operations in real time. 4. It enables supervisors to plan the inventories,

prognose and make budgets for available resources. 5. This application helps with checking every day tasks to make sure there's credibility of the workforce and effectiveness in activities. 6. It additionally makes information sharing with various chains and networks online possible. 7. A software program where cloud-based and local components work together.

#### **Exercise 10. Answer the questions on text 13**

1. Do online tools make business more efficient? Why? 2. Can cell phones offer essential services? 3. Is it possible to deal remotely with mobile workforce through the Mobile Control tool? How? 4. What is Warehouse Management Software (WMS)? 5. What are the features of Easy Stock Mobile Application Software? 6. What mobile tool could be useful for keeping control of the every day activities of the employees? 7. What application enables supervisors to plan the inventories, prognose and make budgets for available resources? 8. What is one of the most convenient online logistics instrument? 9. What product can check hard to reach bar codes easily? 10. What are the advantages of mobile applications in logistics?

#### **Exercise 11. Translate the sentences into English**

1. Кожен фахівець з логістики потребує обладнання для роботи в мережі Інтернет, яке буде корисним і дозволить без зайвих зусиль виконувати щоденні операції. 2. Мобільні телефони можуть надавати найважливіші послуги для будь-якого бізнесу. 3. Одним з найзручніших інструментів онлайн-логістики, який використовується у всьому світі, є Scandit Mobile Application Software. 4. Це передовий сканер штрих-кодів, який дозволяє виконувати сканування з використанням сучасних технологій. 5. Багато фахівців з логістики поєднують використання Easy Stock Mobile Application Software з комп'ютеризацією закупівель. 6. Цей мобільний інструмент може бути корисним для контролю за щоденною діяльністю співробітників. 7. Програма мобільного керування дозволяє здійснювати безперервне диспетчерське управління.

#### **Exercise 12. Decipher the abbreviations: WMS, MRP, TQM, 7R**

#### **Exercise 13. Correct grammar mistakes related to the Past Simple Tense**

1. I didn't went on holiday last year. 2. When you bought your car? 3. Who did you met at the party? 4. How much did you paid for the ticket? 5. Stephen and Martyn came not to work yesterday. 6. When started you to play golf? 7. Why didn't you came on time? 8. Sales not increased last year. 9. What time he started work last week? 10. How often they visited you?

#### **Exercise 14. Work in pairs and compose a dialogue on the topic "Online logistics tools"**

### **Практичне заняття №3.14**

**Тема: «Робота з текстом: «Air Carrier Accounting». Лексико-граматичні вправи. Розвиток монологічного мовлення»**

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

#### **Exercise 1. Read the text**

##### **Text 14. Handling Goods and Passengers in Transportation**

Effective handling of goods and passengers is a crucial aspect of the transportation industry, ensuring that both are moved safely, efficiently, and in compliance with regulations. The process involves several stages, from loading to unloading, and requires proper planning, equipment, and

skilled personnel to ensure smooth operations.

### **1. Handling Goods in Transportation**

Goods transportation encompasses the movement of raw materials, finished products, and other items from one location to another. Handling goods involves the following key processes:

#### a. Loading and Unloading

- **Loading:** The process of placing goods onto a vehicle or container. Depending on the type of cargo, this can be done manually or with mechanical aids like forklifts, cranes, or conveyors. Proper packaging and careful handling are essential to prevent damage during loading.
- **Unloading:** Once the goods arrive at their destination, unloading is performed. This involves carefully removing goods from the transportation vehicle, checking for damage, and ensuring the cargo is placed at the right location for further processing or distribution.

#### b. Packaging and Labeling

- Proper packaging is vital to protect goods from damage during transportation. It ensures that products are secure and in good condition upon arrival. Additionally, packaging must be clearly labeled, indicating the nature of the goods, handling instructions, and any safety precautions necessary.

#### c. Storage and Warehousing

- Before and after transportation, goods are often stored in warehouses or storage facilities. These spaces must be well-organized, climate-controlled (when necessary), and designed to ensure easy access and inventory management. Proper storage helps prevent damage and facilitates efficient handling.

#### d. Security and Tracking

- Ensuring the safety and security of goods is a top priority. This includes securing cargo during transit with locks, seals, and tracking systems. Real-time tracking allows companies to monitor the progress of goods and ensure that they are delivered on time and in the right condition.

### **2. Handling Passengers in Transportation**

Passenger transportation focuses on moving people from one location to another, whether by road, rail, air, or sea. This involves a slightly different approach, focusing on comfort, safety, and convenience.

#### a. Ticketing and Check-in

- Before passengers board a transport vehicle, ticketing and check-in processes must be efficiently managed. This includes the sale of tickets, issuance of boarding passes, and verification of identification and travel documents.
- For air travel, this also involves security checks, including baggage screening, body scans, and verifying compliance with safety regulations.

#### b. Boarding and Disembarking

- Boarding involves organizing passengers into queues and ensuring they enter the transport vehicle in an orderly manner. For trains, buses, and planes, specific boarding areas and gates are designated for efficient passenger flow.
- Disembarking refers to the process of safely guiding passengers off the vehicle once the destination is reached. Clear instructions, proper supervision, and timely announcements ensure a smooth exit.

#### c. Passenger Comfort and Safety

- Ensuring passenger comfort involves providing adequate seating, climate control, refreshments, and entertainment options where applicable. In passenger trains, buses, and flights, comfort is a key factor in customer satisfaction.
- Safety measures include ensuring that safety equipment (like seatbelts on planes or life jackets on ships) is available and functioning. Additionally, staff must be trained to handle emergencies, provide first aid, and respond to passenger needs.

#### d. Handling Special Needs Passengers

- Special needs passengers, such as the elderly, disabled, or those traveling with young children, require extra attention. This includes providing accessible vehicles, assistance with boarding and disembarking, and offering additional services to ensure a smooth and comfortable

experience.

e. Baggage Handling

- Just as goods require proper handling, so do passengers' belongings. Proper baggage check-in, tagging, loading, and retrieval are essential to avoid mishaps or lost luggage. For air travel, baggage is screened for security and labeled for the destination, and systems are in place to handle delays or lost luggage.

### 3. Technological Integration in Handling Goods and Passengers

In modern transportation, technology plays an increasingly important role in handling goods and passengers. From automated baggage systems in airports to real-time GPS tracking for shipments, technology streamlines processes and improves efficiency. Passenger management systems allow for easier booking, boarding, and tracking, while digital logistics systems help coordinate the movement of goods seamlessly.

#### Conclusion

Handling goods and passengers in transportation requires precision, organization, and attention to detail. Proper planning, effective communication, and the right equipment ensure that both goods and passengers are safely and efficiently transported to their destinations. As the transportation industry continues to evolve, innovations in technology will further enhance the efficiency, safety, and convenience of handling goods and passengers.

### Exercise 2. Match the terms with their correct definitions:

#### Terms:

1. Loading
2. Unloading
3. Packaging
4. Warehousing
5. Security and Tracking
6. Ticketing
7. Boarding
8. Disembarking
9. Passenger Comfort
10. Baggage Handling
11. Special Needs Passengers
12. Technological Integration

#### Definitions:

- A. The process of placing goods onto a vehicle or container for transportation.
- B. The process of removing goods from a transportation vehicle and ensuring they reach the correct destination.
- C. The materials and processes used to protect goods during transportation and provide necessary information about the cargo.
- D. The act of storing goods in facilities before and after their movement to ensure proper organization and easy access.
- E. Ensuring the safety of goods with security measures like locks, seals, and tracking systems during transit.
- F. The process of selling tickets and checking in passengers before they board a transport vehicle, often including document verification and security checks.
- G. The act of organizing and allowing passengers to enter a transport vehicle in an orderly manner.
- H. The process of safely guiding passengers off the transport vehicle when it reaches its destination.
- I. Providing a comfortable environment for passengers through seating, climate control, refreshments, and entertainment options.
- J. The process of checking in, tagging, loading, and retrieving passengers' personal belongings during travel.
- K. Passengers who require additional assistance, such as the elderly, disabled, or those traveling with



young children.

L. The use of advanced technology, such as real-time tracking and automated systems, to enhance the efficiency and coordination of both goods and passenger transportation.

**Exercise 3. Answer the questions to the text**

**Questions on Handling Goods in Transportation:**

1. What is the primary goal of the loading and unloading processes in goods transportation?
2. Why is proper packaging essential for the safe transportation of goods?
3. What role does labeling play in the handling of goods?
4. How does warehousing contribute to the efficient transportation of goods?
5. What security measures are commonly used to ensure the safety of goods during transit?
6. How do tracking systems improve the handling of goods?

**Questions on Handling Passengers in Transportation:**

7. What is involved in the ticketing and check-in process for passenger transportation?
8. Why are security checks, such as baggage screening and body scans, necessary in air travel?
9. What are the key considerations when ensuring passenger comfort during transportation?
10. What safety measures should be in place to protect passengers during transit?
11. How should transportation systems accommodate passengers with special needs?
12. Why is proper baggage handling important for passenger transportation?

**Questions on Technological Integration:**

13. How does technology streamline the process of handling goods in transportation?
14. What examples of technological integration are mentioned in the text, and how do they benefit passenger and goods transportation?
15. In what ways can real-time tracking improve the efficiency of both goods and passenger transportation?

**General Questions:**

16. How do the processes of handling goods and passengers differ, and what are the common factors in both?
17. What are the potential consequences of improper handling of goods or passengers during transportation?
18. How do safety and efficiency in handling goods and passengers contribute to the overall success of transportation operations?
19. Why is staff training essential in the transportation industry, particularly for handling emergencies and ensuring customer satisfaction?
20. How might future technological advancements further enhance the handling of goods and passengers in transportation?

**Практичне заняття №3.15**

**Тема:** «Робота з текстом: «Financing the Fleet of the Future». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Exercise 1. Look at the key vocabulary to the text**

**Key Vocabulary:**

1. **Carrier Accounting** - The financial management and record-keeping processes involved in transportation.
2. **Revenue Management** - The process of tracking income generated from transportation services.
3. **Expense Management** - The process of tracking and controlling expenses related to the operation of transportation services.

4. **Invoice** - A document issued by a company requesting payment for services rendered.
5. **Payment Processing** - Managing the receipt and disbursement of money for transportation services.
6. **Tax Compliance** - Ensuring that financial records and transactions adhere to tax laws and regulations.
7. **Regulatory Compliance** - Adhering to rules and regulations set by government or industry authorities.
8. **Financial Reporting** - The preparation and analysis of financial statements, such as profit and loss statements, balance sheets, and cash flow reports.
9. **Profit Margin** - The difference between the revenue earned and the cost of providing the service, expressed as a percentage of revenue.
10. **Cost Allocation** - The process of distributing or assigning costs to specific services, departments, or products.
11. **Cost of Goods Sold (COGS)** - The direct costs of producing goods or services sold by the company, including transportation, labor, and materials.
12. **Accounts Payable** - Money a company owes to suppliers or creditors for services or goods received.
13. **Accounts Receivable** - Money that is owed to a company by customers for services provided.
14. **Cash Flow Management** - The process of tracking the inflow and outflow of cash within a business to ensure financial stability.
15. **Depreciation** - The reduction in the value of assets over time, which is accounted for in the financial records.
16. **Balance Sheet** - A financial statement that summarizes a company's assets, liabilities, and equity at a specific point in time.
17. **Profit and Loss Statement** - A financial statement showing the company's revenues, costs, and expenses during a specific period.
18. **Surcharges** - Additional charges added to the basic cost of a service, often for special conditions or expedited services.
19. **Regulatory Bodies** - Government agencies or organizations responsible for overseeing and enforcing regulations within the industry.
20. **Real-Time Tracking** - The ability to monitor goods or services as they move through the transportation process, often through technology such as GPS.

## **Exercise 2. Read the text and highlight the main information**

### **Text 15. Carrier Accounting in Transportation**

Carrier accounting refers to the financial management and record-keeping processes involved in the transportation industry, specifically concerning the handling of expenses, revenues, and financial transactions related to the movement of goods and passengers. It plays a critical role in ensuring that transportation companies are able to track their costs, generate accurate invoices, manage payments, and comply with financial regulations.

Effective carrier accounting requires a combination of operational knowledge and financial expertise. The primary tasks of carrier accounting include the following:

#### **1. Revenue Management**

Revenue management involves tracking the income generated from transportation services. This can include freight charges for goods, passenger ticket sales, and additional fees such as surcharges or special services (e.g., expedited delivery, or extra baggage for passengers). Accurate revenue reporting is essential for assessing profitability and ensuring that all charges are billed correctly.

#### **2. Expense Management**

Transportation companies incur numerous expenses, including fuel costs, vehicle maintenance, labor wages, insurance, and tolls. Carrier accounting helps track these expenses to ensure that the business operates within budget and achieves the desired profit margins. Efficient expense tracking also enables companies to identify cost-saving opportunities.

### **3. Invoice and Payment Processing**

Carrier accounting involves the creation of invoices based on the services provided, including the transportation of goods or passengers. These invoices must include all relevant charges and adhere to the company's pricing structure. Additionally, it involves managing incoming and outgoing payments to ensure timely transactions and proper cash flow.

### **4. Tax and Regulatory Compliance**

Carrier accounting must ensure that all financial records comply with industry regulations and tax laws. This includes maintaining accurate records for tax reporting, submitting necessary documentation to regulatory bodies, and ensuring that payments for taxes, tolls, or fees are made on time.

### **5. Financial Reporting and Analysis**

Carrier accounting involves the preparation of financial statements and reports, such as profit and loss statements, balance sheets, and cash flow statements. These reports help transportation companies assess their financial health, make informed decisions, and plan for future growth.

### **6. Cost Allocation**

Transportation companies often operate across various regions or sectors, and proper cost allocation helps determine which parts of the business are profitable and which are not. By allocating costs to specific services or routes, companies can better understand their financial performance and make adjustments to improve efficiency.

#### **Key Components of Carrier Accounting:**

- Revenue and Expense Tracking
- Cost of Goods Sold (COGS)
- Profit Margins
- Cash Flow Management
- Accounts Payable and Receivable
- Depreciation of Assets

**Exercise 3. Fill in the blanks with the appropriate prepositions:** for (3); in, with; to (2); with, of; from; of; to, in; of, on.

1. Carrier accounting refers \_\_\_ the financial management and record-keeping processes involved \_\_\_ the transportation industry.
2. It plays a critical role \_\_\_ ensuring that transportation companies can track their costs, generate accurate invoices, manage payments, and comply \_\_\_ financial regulations.
3. Revenue management involves tracking income generated \_\_\_ transportation services.
4. This can include freight charges \_\_\_ goods, passenger ticket sales, and additional fees such as surcharges or special services.
5. Expense management helps track costs incurred \_\_\_ fuel, vehicle maintenance, labor wages, insurance, and tolls.
6. Carrier accounting involves the creation \_\_\_ invoices based \_\_\_ the services provided.
7. It also involves managing payments \_\_\_ ensure timely transactions and proper cash flow.
8. Compliance \_\_\_ tax laws and industry regulations is a key responsibility \_\_\_ carrier accounting.
9. Financial reports help transportation companies assess their financial health and plan \_\_\_ future growth.
10. Proper cost allocation helps determine profitability \_\_\_ specific services or routes.

### **Solve the transportation calculations**

#### **Exercise 1: Revenue Tracking**

A transportation company provides delivery services for goods. The company charges \$500 for a standard delivery, \$300 for expedited delivery, and \$150 for insurance coverage. In one month, the company completed 20 standard deliveries, 10 expedited deliveries, and 15 customers opted for insurance.

Question: Calculate the total revenue generated from these services.

### **Exercise 2: Expense Management**

A transportation company operates a fleet of trucks. The company's monthly expenses are as follows:

- Fuel: \$4,000
- Maintenance: \$1,500
- Driver wages: \$6,000
- Insurance: \$2,000

Question: What is the total monthly expense for the company? Calculate the cost per delivery if the company completed 50 deliveries that month.

### **Exercise 3: Invoice and Payment Processing**

A passenger transport company issued 100 tickets at \$75 each for a bus trip. In addition, they charged an extra \$5 per ticket for baggage handling.

Question: Calculate the total income from ticket sales and baggage handling.

### **Exercise 4: Tax and Regulatory Compliance**

A freight company has earned a total of \$80,000 in the past quarter. The company must pay a sales tax of 5% on its earnings.

Question: What is the sales tax the company needs to pay? How much is the company's after-tax revenue for the quarter?

### **Exercise 5: Financial Reporting**

A transportation company's financial report for the year shows the following:

- Total revenue: \$500,000
- Total expenses: \$350,000
- Depreciation on assets: \$30,000
- Taxes: \$20,000

Question: Calculate the company's net profit for the year.

### **Exercise 6: Cost Allocation**

A company operates two delivery routes:

- Route A: Monthly revenue of \$40,000, Monthly expenses of \$25,000
- Route B: Monthly revenue of \$30,000, Monthly expenses of \$15,000

Question: Calculate the profit margin for each route and determine which route is more profitable.

**Answers** to ex 3:

1. to; in
2. in; with
3. from
4. for
5. for
6. of; on
7. to
8. with; of
9. for
10. of

### **Answer Key**

#### **Exercise 1: Revenue Tracking**

Total revenue =  $(20 * \$500) + (10 * \$300) + (15 * \$150) = \$10,000 + \$3,000 + \$2,250$   
Total Revenue = \$15,250

**Exercise 2: Expense Management**

Total expenses = \$4,000 + \$1,500 + \$6,000 + \$2,000 = \$13,500  
Cost per delivery = \$13,500 ÷ 50 = \$270 per delivery

**Exercise 3: Invoice and Payment Processing**

Total income from ticket sales = 100 \* \$75 = \$7,500  
Income from baggage handling = 100 \* \$5 = \$500  
Total income = \$7,500 + \$500 = \$8,000

**Exercise 4: Tax and Regulatory Compliance**

Sales tax = 5% of \$80,000 = \$4,000  
After-tax revenue = \$80,000 - \$4,000 = \$76,000

**Exercise 5: Financial Reporting**

Net profit = Total revenue - Total expenses - Depreciation - Taxes = \$500,000 - \$350,000 - \$30,000 - \$20,000  
Net Profit = \$100,000

**Exercise 6: Cost Allocation**

Route A Profit Margin = (\$40,000 - \$25,000) ÷ \$40,000 = 37.5%  
Route B Profit Margin = (\$30,000 - \$15,000) ÷ \$30,000 = 50%  
Route B is more profitable.

**Практичне заняття №3.16**

**Тема:** «Робота з текстом: «Airport Charges». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:**

1. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.34 Unit 9
2. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

**Exercise 1. Write the translation of the following words and expressions in your language then reads the text to learn more about safety legislation**

Danger, workplace, guidelines, assessment, employer, worker, act, workstation, clothing, equipment, first aid, insurance.

## Safety Regulations and Legislation

In the field of transport and logistics, like in all areas of work, safety is a fundamental consideration. In all workplaces today there are guidelines to follow in order to avoid accidents, which explain what risks exist at work, their potential danger, and how to avoid them. Employers are obliged to inform their workers of these indications. The following is authentic information from European legislation:

- 1 Employers' Liability (Compulsory Insurance) Act 1969: this act requires employers to take out insurance against accidents and ill health to their employees.
- 2 Health and Safety (First Aid) Regulations 1981: they cover requirements for first aid.
- 3 The Health and Safety Information for Employees Regulations 1989: they require employers to display a poster telling employees what they need to know about health and safety.
- 4 Workplace Regulations 1992: they cover a wide range of basic health and safety issues such as ventilation, heating, lighting, workstations, seating and facilities.
- 5 Personal Protective Equipment at Work Regulations 1992: they require employers to provide appropriate protective clothing and equipment for their employees.
- 6 Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR): they require employers to notify certain occupational injuries, diseases and dangerous events.
- 7 Provision and Use of Work Equipment Regulations 1998: they require that equipment provided for use at work, including machinery, is safe.
- 8 Management of Health and Safety at Work Regulations 1999: they require employers to carry out risk assessments and arrange for appropriate information and training.
- 9 Control of Substances Hazardous to Health Regulations 2002 (COSHH): they require employers to assess the risks from hazardous substances and take appropriate precautions.

### 2 Read the text again and answer the questions.

- |  |  |
|--|--|
| 1 Is it obligatory for employers to insure their staff against injury? | 4 Who is responsible for protective clothing in the workplace? |
| 2 Which regulations are concerned with computers?                      | 5 What action must employers take in case of injuries?         |
| 3 Which regulations deal with the environment in the workplace?        | 6 What did the 1999 work regulations introduce?                |

### 3 Find synonyms of these words in the text.

- |                   |                  |                          |
|-------------------|------------------|--------------------------|
| 1 important _____ | 4 suitable _____ | 7 free from danger _____ |
| 2 workers _____   | 5 declare _____  | 8 organise _____         |
| 3 variety _____   | 6 given _____    | 9 dangerous _____        |

### 4 Look at the picture. Have you ever seen these signs? Do you know their meaning? What do you have to do when they are lit during a flight? Tick the correct answers.

- 1  You mustn't use your mobile phone.
- 2  You mustn't smoke.
- 3  You can remain seated or stand up.
- 4  You must remain seated and fasten your seatbelt.





- 5 In pairs, look at the picture and ask and answer the questions. Then read and check your knowledge about safety regulations.
- 1 What do these new restrictions concern?
  - 2 Are they valid for all flights?
  - 3 What is the maximum quantity of liquids you can take in your hand luggage?
  - 4 Where do you have to put liquids?
  - 5 Can you take a 200 ml sun cream in your hand luggage? Why? Why not?

### Safety regulations for air passengers

If you have travelled by airplane you will know that there are many safety procedures to follow before and during your journey. When you arrive at the airport your identity is checked several times, you have to pass through security checkpoints, and when you are on the plane and ready for takeoff you have to listen to the in-flight safety procedures to understand what to do in case of an emergency. When you arrive at your destination your identity may be checked again and you may be asked to open your bags for inspection. If you are carrying liquids in your hand baggage, for example, they may be taken away from you. But why are all these safety checks so important? The main reason is to prevent acts of terrorism. Many liquids, such as perfume and aerosols, can be used to create explosives; a computer can be programmed to control explosive devices; and many metal objects may be used as weapons - so control in these items is fundamental to guarantee the safety of all passengers.

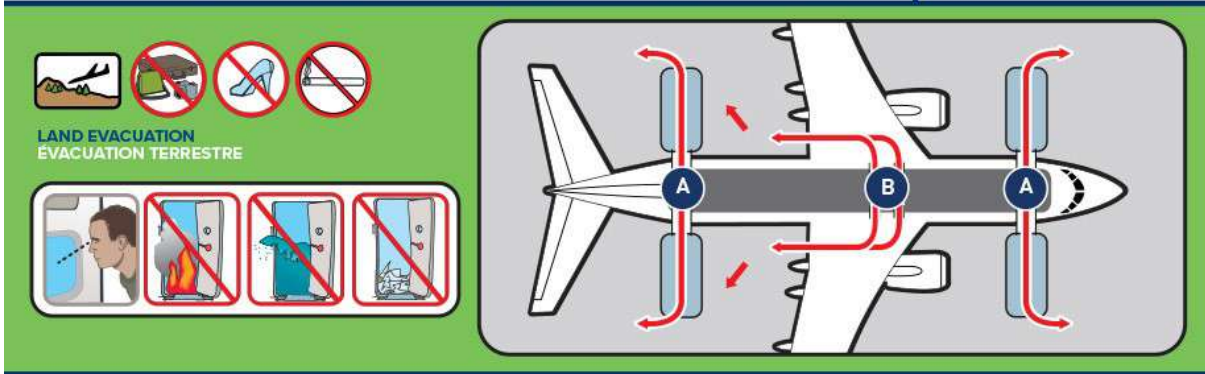
- 6 Read the text and decide if these statements are true (T) or false (F).

#### Air Safety

Many people feel very frightened when they travel by plane, but you may not know that, in fact, air travel is statistically the safest form of motorised transport known to man! Today it is estimated that there is only one fatality for every 2,000 million person-miles flown in the air. Accurate communication between the pilot and the ground is obviously fundamental for air safety, and indeed many accidents are caused when this information is inaccurate or provided too late. Four out of five accidents occur during take-off or landing procedures, that's why you must always seat with your seatbelt fastened during these procedures and you are not allowed to use electronic devices.

Another cause of accidents could be the presence of ice or snow on the wings, which increases the weight of the plane, requiring a higher speed to avoid stalling. Engine failure rarely causes accidents in large aircraft because they operate with several engines, so an emergency landing is usually possible. When an airplane flies through volcanic ash its engines can lose power completely. Today, meteorological information is so precise that airspace is simply closed in the presence of volcanic ash, as in the case of the eruptions in Iceland in 2010. Aircraft safety is improving all the time. However it is important to read carefully and know all the safety indications on the passenger safety card.

1. Only one person in 2,000 million die in an air crash. 2. 80% of your accidents occur on or near the ground. 3. Many accidents are the result of poor communication. 4. Each airplane accident helps in research to improve safety.





### Практичне заняття №3.17

**Тема:** «Робота з текстом: «Transportation and Environment». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

#### Література:

1. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.34 Unit 9

2. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

**Road safety.** Road safety is something that concerns everyone, because we all use roads in some way – not everyone drives their own means of transport, but most of us use public transport and everybody has to cross the road of course!

**Exercises 1. In pairs, complete the table, by putting the safety features from them box in the right column.**

seat belts   road signs   cycling lanes   speed bumps   ABS   guardrails   brake lights pedestrian crossings   cycling helmets   speed cameras   airbags   underpasses		
On vehicles	Features for users	Infrastructures
<i>seat belts</i>		

**Exercise 2. Here are the series of common road signs. Match them to their minions**

- |   |  |  |
|---|--|--|
| 1 <input type="checkbox"/> parking      | 5 <input type="checkbox"/> pedestrian crossing | 9 <input type="checkbox"/> no entry              |
| 2 <input type="checkbox"/> yield        | 6 <input type="checkbox"/> uneven road         | 10 <input type="checkbox"/> no parking           |
| 3 <input type="checkbox"/> intersection | 7 <input type="checkbox"/> school crossing     | 11 <input type="checkbox"/> no vehicle traffic   |
| 4 <input type="checkbox"/> double curve | 8 <input type="checkbox"/> passing prohibited  | 12 <input type="checkbox"/> traffic lights ahead |



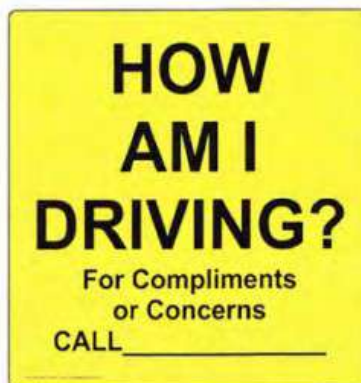
**Read the text about road safety and complete the sentences.**

Of all the areas of human activity over safety is a concern, the field of road transport is probably the most important. Road accidents are one of the most common causes of accidental death in the world, always an estimated 1 million people dying in road-related accidents every year, so it is logical that a lot of time and money are spent on constantly improving road safety across the planet. Great developments in this field have been achieved in recent times, in particular with regard to the safety of wiggles and roads themselves - just consider the airbags, ABS braking, improved road layouts, speed bumps, cat's eyes, better signposting, draining asphalt and in very recent times the introduction of sobriety devices - which drivers have to breathe into before they can start a vehicle.

Today the focus is shifting to pedestrians, after statistics have shown that the majority of victims of road accidents are people on foot or on bicycles. The use of cycling lanes, on their passes for pedestrians and reduced speed limit in urban areas are just a few examples of how greater attention is now being paid to improving the safety of people on foot or non-motorized transport.

- 1 Road safety is one of the most important areas of \_\_\_\_\_.
- 2 A lot of people die every year because of \_\_\_\_\_.
- 3 Great developments have helped improving road safety, for example new cars equipped with airbag and \_\_\_\_\_.
- 4 Today most victims of road accidents are pedestrians or \_\_\_\_\_.

**Exercise 3. Read a text about fleet monitoring and answer the questions**



**Fleet Monitoring**

One controversial scheme for improving an aspect of road safety has been the introduction of the so-called 'fleet monitoring'. You may have seen lorries, vans and other commercial vehicles driving on the streets with a sign printed on them similar to the one above. This sign is an invitation for the general public to inform transport companies of any improper behaviour by their drivers. If you see a vehicle driving too fast, overtaking dangerously or not respecting signals or limits, then you can call the number on the sign to report the incident. This invitation to make the normal citizen responsible has proven to be very useful to transport companies who have to pay large insurance premiums and feel the need

to make sure that their drivers are behaving correctly and efficiently at all times. Of course, the scheme has been criticised by many people, as they feel that it can be abused – some people have reported drivers simply because they had an argument with them, for example; and others feel that it also encourages a form of spying. Whatever you think the 'fleet monitoring' scheme is certainly popular with employers in the field, so it appears destined to grow.

1. What is the fleet monitoring scheme?
2. Why is it introduced?
3. When should the public use the telephone number?
4. Why has the scheme been criticized by some people?
5. Is there anything similar in your country? What is your opinion of it, and why?

**Exercise 4. Prepare a short oral presentation given your opinion on the importance of road safety. Use the information from the text above and the expressions below to help you**

I think that... in my opinion... I'm for against fleet monitoring.... because...

**Exercise 5. Here are some common railway signs. Match the signs to their meaning. Then read the text to learn more about railroad safety**

- |  |   |
|--|---|
| 1 railroad crossing  | 3 danger: high voltage                              |
| 2 St Andrew Cross: stop and check for an approaching train | 4 don't cross the tracks                            |
|  | 5 step over the gap when getting on and off a train |



Railroad safety focuses on six main safety disciplines which include:

- |  |                                     |
|--|-------------------------------------|
| 1 hazardous materials                                    | 4 signal and train control          |
| 2 equipment  | 5 tracks                            |
| 3 operating practices (including drug and alcohol abuse) | 6 rail and infrastructure integrity |

In Great Britain The Railway Safety Regulations were introduced in 1999. These regulations require a compulsory protection system both for the trains and railways and new safety measures for passengers and workers as well.

**Exercise 6. Read the text about maritime safety and answer the questions**

The European Maritime Safety Agency (EMSA), based in Lisbon, provides support to the European Commission in the development of EU legislation on maritime safety, pollution by ships and maritime security.

EMSA was set up in 2003 after two major accidents at sea: the Erika (1999) and the Prestige (2002) accidents and their resulting oil spills. These incidents resulted in huge environmental and economic damage to the coastlines of Spain and France.

EMSA's main objective is to reduce the risk of maritime accidents, marine pollution from ships and the loss of human life at sea.

- 1 Where is EMSA's headquarters?
- 2 When was it created?
- 3 Which two European countries were damaged by the Erika and Prestige accidents?
- 4 What are the main tasks EMSA has to accomplish?

**Exercise 7.**

12 Listen to an expert talking about IMO and decide if these statements are true (T) or false (F). Correct the false ones.

- 1 IMO means Insurance Maritime Organization.
- 2 IMO is a European organisation.
- 3 It deals with pollution issues.
- 4 Construction standards are not among IMO's tasks.


\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Exercise 8.

 **13** Listen to an expert talking about safety in warehouses and complete the text with the missing words and expressions.

Most people do not know that the (1) \_\_\_\_\_ injury rate for the warehousing industry is (2) \_\_\_\_\_ than the average rate for industries in general. This may seem surprising but moving (3) \_\_\_\_\_ and materials can be a dangerous job! There are numerous potential (4) \_\_\_\_\_ in warehouses including unsafe use of forklift trucks, improper handling of materials, ergonomic hazards and slipping, tripping and (5) \_\_\_\_\_. To reduce the risk of accidents it is essential that potential hazards are communicated effectively to (6) \_\_\_\_\_ by employers. This may be done in the form of training courses, manuals and signs and (7) \_\_\_\_\_ in the workplace. Many warehouse activities also require the use of safety equipment, which must also be provided by the employer. These may include safety (8) \_\_\_\_\_, respiratory protection, (9) \_\_\_\_\_ and special overalls. Electrical systems are particularly sensitive and should always come with instructions for use, (10) \_\_\_\_\_ and emergency procedures. In case of emergency it is especially important that (11) \_\_\_\_\_ are clear and accessible and clearly marked, and that (12) \_\_\_\_\_ extinguishers are available and in good working order.

### Exercise 9.

Complete the table referring to the text above.

Possible dangers	Safety measures
<i>unsafe use of forklift trucks</i>	<i>to communicate potential hazards</i>

Use the information from the text above to write a simple description explaining the meaning of the following signs used in the workplace.



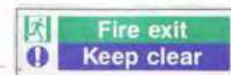
\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_



### Exercise 10. Class discussion

Which of the above safety signs can you find in your city? Are there any other similar signs or warnings? Can you describe them and their meanings

#### MY GLOSSARY

- |   |                                  |
|---|----------------------------------|
| accomplish /ə'kʌmplɪʃ/ _____            | provide /prə'vaɪd/ _____         |
| achieve /ə'tʃi:v/ _____                 | requirement /rɪ'kwaɪəmənt/ _____ |
| ash /æʃ/ _____                          | rescue /reskjʊ:/ _____           |
| clear /klɪə(r)/ _____                   | seafarer /si:'fɜ:(r)/ _____      |
| compulsory /kəm'pʌlsəri/ _____          | speed bump /spi:d bʌmp/ _____    |
| draining asphalt /drenɪŋ 'æsfælt/ _____ | slip /slɪp/ _____                |
| frightened /'fraɪnd/ _____              | stall /stɔ:l/ _____              |
| injury /ɪndʒəri/ _____                  | trip /trɪp/ _____                |
| layout /leɪaʊt/ _____                   | weapon /'wepən/ _____            |
| overall /əʊvə'ɔ:l/ _____                |                                  |

### Практичне заняття №3.18

**Тема:** «Лексико-граматичні вправи. Розвиток монологічного мовлення»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

#### Література:

1. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.34 Unit 9
2. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

Transportation significantly impacts the environment, contributing to issues such as air pollution, greenhouse gas emissions, and habitat disruption. The reliance on fossil fuels for vehicles leads to the release of carbon dioxide (CO<sub>2</sub>) and other pollutants, exacerbating climate change and affecting public health. To mitigate these effects, adopting eco-friendly transportation methods is essential.

#### Key Vocabulary:

1. Emissions: Gases or particles released into the atmosphere, often from vehicles.
  - *Example:* Electric cars produce fewer emissions compared to traditional gasoline vehicles.
2. Sustainable: Methods or practices that meet current needs without compromising future generations.
  - *Example:* Cycling is a sustainable mode of transportation that reduces environmental impact.
3. Renewable Energy: Energy sourced from natural processes that are replenished constantly, such as wind or solar power.
  - *Example:* Buses powered by renewable energy contribute less to pollution.
4. Carpooling: Sharing a car journey with others to reduce individual fuel consumption and emissions.
  - *Example:* Carpooling with colleagues can decrease the number of vehicles on the road.
5. Public Transport: Systems of buses, trains, and other forms of transportation available for public use.
  - *Example:* Using public transport can lower your carbon footprint.
6. Carbon Footprint: The total amount of greenhouse gases produced directly and indirectly by human activities.
  - *Example:* Flying frequently can significantly increase your carbon footprint.
7. Air Quality: The condition of the air based on the amount of pollution present.
  - *Example:* Improving public transport can enhance urban air quality.
8. Congestion: Overcrowding, often referring to high traffic volumes leading to slower movement.
  - *Example:* City planners aim to reduce congestion by promoting cycling and walking.
9. Infrastructure: The fundamental facilities and systems serving a country, city, or area, including transportation systems.
  - *Example:* Investing in infrastructure for electric vehicles is crucial for sustainable transport.
10. Eco-friendly: Not harmful to the environment.
  - *Example:* Using eco-friendly transportation options can help combat climate change.

#### Exercise: Fill in the Blanks

Complete the sentences with the appropriate vocabulary word from the list above.

1. \_\_\_\_\_ vehicles help reduce the amount of CO<sub>2</sub> released into the atmosphere.
2. By \_\_\_\_\_ to work, individuals can lower their personal \_\_\_\_\_.
3. Improving \_\_\_\_\_ can encourage more people to use \_\_\_\_\_, thus decreasing \_\_\_\_\_ in cities.

4. Utilizing \_\_\_\_\_ sources for powering buses and trains makes public transport more \_\_\_\_\_.
5. Choosing \_\_\_\_\_ modes of transport, like biking or walking, can improve \_\_\_\_\_ in urban areas.

Answers:

1. *Eco-friendly*
2. *Carpooling; carbon footprint*
3. *Infrastructure; public transport; congestion*
4. *Renewable energy; sustainable*
5. *Sustainable; air quality*

Understanding the relationship between transportation and the environment is crucial for making informed decisions that promote sustainability and reduce ecological impact.

For a more in-depth exploration of eco-friendly transportation vocabulary, you might find the following video helpful:

[TOPICAL ENGLISH VOCABULARY | ENGLISH WORDS ABOUT ECO-FRIENDLY TRANSPORTATION](#)

### Практичне заняття №3.19

**Тема:** «Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом, закріплення вживання лексики у виконанні вправ

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:**

1. Ernesto D'Acunto Flash of English for Transport and Logistics. ELI, 2012. p.34 Unit 9
2. Гапон Ю.А. Business English. Англійська мова для ділового спілкування

#### Text 19: Transportation and Ecological Problems

Transportation plays a pivotal role in modern society, enabling the movement of goods and people. However, it also contributes significantly to environmental issues. The widespread use of fossil fuel-powered vehicles has led to increased greenhouse gas emissions, which are a primary driver of global warming. Carbon dioxide (CO<sub>2</sub>), nitrogen oxides (NO<sub>x</sub>), and particulate matter released by vehicles pollute the air, causing respiratory problems and other health issues.

Traffic congestion in urban areas exacerbates these problems by increasing fuel consumption and emissions. Additionally, transportation infrastructure, such as highways and railways, often disrupts natural habitats and biodiversity.

The ecological impact of transportation extends to the extraction and processing of fossil fuels, which harm ecosystems and generate pollution. To address these issues, many countries are investing in sustainable transportation options, including electric vehicles, renewable energy-powered public transport, and cycling infrastructure.

Adopting eco-friendly practices, such as carpooling, using public transport, or opting for non-motorized transportation like walking and biking, can help mitigate the environmental impact of transportation. Governments and individuals alike must collaborate to transition towards greener, more sustainable transportation systems.

**Exercise 1. Match the words with their definitions:**

1. Greenhouse gas
2. Biodiversity
3. Congestion
4. Emissions

## 5. Sustainable

### Definitions:

- a. The variety of life in the world or a particular habitat.
- b. Capable of being maintained over the long term without harming the environment.
- c. The overcrowding of traffic in an area, leading to slower movement.
- d. Gases like CO<sub>2</sub> that trap heat in the atmosphere and contribute to global warming.
- e. Substances released into the air, often as pollutants.

### Exercise 2. Fill-in-the-Gaps

Complete the sentences with the appropriate word from the box:  
(emissions, biodiversity, congestion, sustainable, ecological)

1. Traffic \_\_\_\_\_ in cities increases air pollution and delays travel times.
2. Electric vehicles are a \_\_\_\_\_ alternative to traditional cars.
3. Preserving \_\_\_\_\_ is crucial when constructing new transportation infrastructure.
4. Fossil fuels are a significant source of harmful \_\_\_\_\_.
5. The \_\_\_\_\_ impact of transportation is a major concern in addressing climate change.

### Exercise 3. State whether the following statements are true or false:

1. Transportation has no significant effect on global warming.
2. Using public transport reduces individual carbon footprints.
3. Building new highways always benefits biodiversity.
4. Cycling is an eco-friendly mode of transportation.
5. Nitrogen oxides from vehicles are harmful to human health.

### Exercise 4. Synonym Identification. Find synonyms in the text for the following words:

1. Harm
2. Movement
3. Alternatives
4. Preserve
5. Collaboration

### Exercise 5. Discussion Questions

1. What are the main environmental challenges caused by transportation?
2. How can governments encourage people to adopt sustainable transportation?
3. What role do electric vehicles play in reducing ecological problems?

## 4 семестр

### Розділ №4. «Туристична галузь»

#### Практичне заняття №4.1

**Тема:** «Нові ЛО до тексту: «Introduction to Tourism». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навички вживання граматичної конструкції

#### Література:

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market. – Київ: НАУ, 2007. - 160 с.
2. Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.
3. <https://www.elipublishing.com/p/flashonenglishfortourism2ndedition>

### Exercise 1. Starter. Let's discuss

What do you know about tourism? What types of tourism do you know?

### Exercise 2. Read the text about travel and tourism and check your answers

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 like the Olympics.

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.

### Exercise 3. Read the text again. Match the types of tourism with their definition and examples. Match the pictures with types of tourism

Type of tourism	Definition	Example
Adventure tourism	holidays to resorts where there is snow	a foreign language
Cultural tourism	to celebrate religious event or visit important religious places	any of the other kinds of tourism
Ecotourism	to explore distant places or do extreme activities	Mecca for Muslims
Educational tourism	to learn about history, art and people's lifestyles	monuments or museums
Gap year tourism	to learn something	rainforests
Health tourism	to look after your body and mind	skiing or snowboarding
Recreational tourism	to play or watch different sporting events	spa resorts
Religious tourism	to take ethical and responsible trips to natural environments	the beach
Sport tourism	to relax and have fun	the Olympics Games
Winter tourism	when young people go backpacking or do voluntary work between school and university	trekking





1



4



5



2



6



3



7

**Exercise 4. Read the text again and 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 The Olympics is a                           | A sporting event.              | B summer event.                  | C winter event.                   |
| 6 A spa is a place you visit to               | A celebrate a religious event. | B learn something new.           | C look after your health.         |

**Exercise 5. Complete the conversation below between a travel agent and a customer with expressions from the box. Listen and check your answers**

Any ideas How about I agree I quite fancy I really want to Let's see Personally, I'd like Why don't you

Travel Agent: (1) *Any ideas* about where you want to go on holiday this summer, Mrs Brown?  
 Customer: Well, (2) \_\_\_\_\_ have a proper family holiday this year.  
 Travel Agent: OK, there are some good all inclusive package holidays by the sea.  
 Customer: Mmm! (3) \_\_\_\_\_ going somewhere different this year.  
 Travel Agent: (4) \_\_\_\_\_ taking a city break?  
 Customer: (5) \_\_\_\_\_ it, but I think the kids might be bored.  
 Travel Agent: (6) \_\_\_\_\_ combine a city break with something for the kids like Euro Disney?  
 Customer: That's a good idea, (7) \_\_\_\_\_, but isn't Euro Disney really expensive?  
 Travel Agent: Well, (8) \_\_\_\_\_ if there are any special offers on at the moment.

**Exercise 6. Work in pairs A and B. Look at the pictures in the exercise run of different holiday destinations and roleplay a conversation between a travel agent and a customer. Try Express exercise 5**

Student A: you are a travel agent. Ask questions about what kind of holiday the customer wants this year.

Student B: you are a customer. Answer questions about what kind of holiday you want this year. When you finish, change roles.

**Exercise 7. Read the text and complete the table with the correct information**

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.

Hospitality					
Accommodation (where to stay)	Catering (where to eat)	Entertainment and leisure (what to do)	Jobs (who does what)	Transport (how to travel)	Holiday types (what kind of holidays)
luxury hotels ...	bed and breakfast ...	Sport ...	tour operator ...	Plane ...	package holiday ...

**9 Read the text again and answer the questions.**

- 1 How many travellers arrive in destinations across the world every year?
- 2 How can you book holidays?
- 3 Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?
- 4 What other transport service is it a good idea to book in advance?
- 5 When can you arrange local transport?
- 6 For whom and what is there a wide range of different accommodation options?
- 7 Which kind of accommodation includes breakfast, lunch and dinner?
- 8 Where is this a common option?
- 9 Do you pay for information from Tourist Information Points?
- 10 Who can take you sightseeing or show you tourist attractions?



**10 Complete the online travel search information.**

**Holidays you like**

Trip Search...

HOLIDAY TYPE (only tick [✓] one)

- Package holiday  Transport & accommodation   
 Transport only  Accommodation only  Transport, accommodation and car hire

TRANSPORT (tick one or more)

- Flight  Ferry tickets   
 Car hire  Coach tickets   
 Train tickets   
 Leaving from: \_\_\_\_\_ Departure date: \_\_\_\_\_ Time: \_\_\_\_\_ Going to: \_\_\_\_\_ Return date: \_\_\_\_\_ Time: \_\_\_\_\_

Accommodation (only tick one)

- Hotel  B&B   
 Motel  Apartment   
 Guesthouse  Youth hostel

Catering (only tick one)

- Full board  Breakfast only   
 Half board  Self-catering

Entertainment & leisure interests (you can tick more than one)

- |                                       |  |  |  |
|---------------------------------------|--|--|--|
| Adventure <input type="checkbox"/>    | extreme sport <input type="checkbox"/> | trekking <input type="checkbox"/>          |  |
| Culture <input type="checkbox"/>      | museums <input type="checkbox"/>       | art galleries <input type="checkbox"/>     | sightseeing <input type="checkbox"/>   |
| Ecotourism <input type="checkbox"/>   | natural world <input type="checkbox"/> | conservation <input type="checkbox"/>      |  |
| Educational <input type="checkbox"/>  | arts & crafts <input type="checkbox"/> | cooking <input type="checkbox"/>           | languages <input type="checkbox"/>     |
| Gap year <input type="checkbox"/>     | backpacking <input type="checkbox"/>   | voluntary work <input type="checkbox"/>    | music & drama <input type="checkbox"/> |
| Health <input type="checkbox"/>       | spa resorts <input type="checkbox"/>   | yoga & meditation <input type="checkbox"/> |  |
| Religious <input type="checkbox"/>    | events <input type="checkbox"/>        | places <input type="checkbox"/>            |  |
| Recreational <input type="checkbox"/> | seaside <input type="checkbox"/>       | shopping <input type="checkbox"/>          | shows <input type="checkbox"/>         |
| Sport <input type="checkbox"/>        | playing <input type="checkbox"/>       | watching <input type="checkbox"/>          |  |
- which sport(s): \_\_\_\_\_

**11** There is a problem with the *Holidays you like* online booking system. Write them an email giving them the information in your trip search. Use these expressions to help you.

I want to book...  
I'd like to travel by...  
I'm leaving from...  
I'm going to...

I want to leave on... at...  
I'd like to return on... at...  
I'd like to book accommodation in  
a... with (catering)

I'm interested in... tourism  
In particular, I'd like to...

### MY GLOSSARY

accommodation /əˈkɒməˈdeɪʃn/

airline /eəˈlaɪn/

backpacking /ˈbækˌpækɪŋ/

to book /tə bʊk/

catering /keɪtərɪŋ/

cruise /kruːz/

entertainment /entəˈteɪnmənt/

guesthouse /ˈɡesthaʊs/

flight /flaɪt/

full board /fʊl bɔːd/

half board /hɑːf bɔːd/

to hire /tə haɪr/

hospitality /hɒspɪˈtæləti/

journey /ˈdʒɜːni/

leisure /leɪʒə(r)/

luxury hotel /lʌkʃəri ˈhɒtəl/

package holiday /ˈpækɪdʒ ˈhɒlɪdeɪ/

to purchase /tə ˈpɜːtʃəs/

recreational /rekrɪˈeɪʃənəl/

to reserve /tə rɪˈzɜːv/

roadside motel /rəʊdˌsaɪd məʊtel/

self-catering /selfˈkeɪtərɪŋ/

sightseeing /saɪtsiːɪŋ/

spa resort /spɑː rɪˈzɔːt/

to take a break /tə teɪk ə breɪk/

tour guide /tuə(r) gaɪd/

tour operator /tuə(r) ɒpeɪtə(r)/

travel representative /trævl reprɪˈzentətɪv/

tourist information point /tuərist ɪnfəˈmeɪʃn pɔɪnt/

travel agent /trævl ˈeɪdʒnt/

youth hostel /juːθ ˈhɒstl/

## Практичне заняття №4.2

**Тема:** «Розвиток діалогічного мовлення. Робота з текстом: «Tourism Organizations and Marketing» Лексико-граматичні вправи»

**Мета:** 1) вдосконалення знань основних ЛО з теми;

2) вдосконалення навички вживання термінів під час роботи з діалогами;

3) ознайомлення та набуття навички вживання граматичної конструкції

### Література:

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market. – Київ: НАУ, 2007. - 160 с.

2. Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.

### Exercise 1. Starter. Look at these company logos and answer the questions

1. Do you recognize these company logos?

2. What type of companies are they?





[https://www.reddit.com/r/MapPorn/comments/1ggpkvd/national\\_tourism\\_organizations\\_in\\_european/?rdt=57818](https://www.reddit.com/r/MapPorn/comments/1ggpkvd/national_tourism_organizations_in_european/?rdt=57818)

### Exercise 2. Read the text about tourism organizations and check your answers

Tourism organisations fall into three categories. Firstly they can be non-governmental organisations or a charity like the World Tourism Organisation, a United Nations' organisation which promotes 'the development of responsible, sustainable and universally accessible tourism' (UNWTO). Secondly, they can be government organisations like Britain's national tourism agency, Visit Britain, which markets British tourism at home and abroad.

Thirdly, they can be private sector organisations like Thomas Cook, which promote and sell holidays for profit. We can separate this last group into three more categories. Independent companies have one or more branches, which can often be close to each other. They sell their holidays to people locally and market them by word of mouth.

Multiple companies have several branches in different areas, which sometimes use different trade names and they have a head office, which can manage the organisation's marketing strategy centrally. Multiple agencies have branches in all major towns and cities and they can be part of very large tourism sector companies. They market holidays on the basis of competitive prices or special offer packages. In addition to this, travel agents can be members of trade associations, organisations representing travel companies who can help with marketing and protect customers' rights. Of course nowadays many people prefer online do-it-yourself tourism to any of these organisations.

**Exercise 3. Read the text again and complete the table**

Category of tourism organisation	Example	Type of organisation and what they do
<i>non-governmental organisations/ a charity</i>	UNWTO	
		<i>markets British tourism at home and abroad</i>
<i>private sector organisations</i>		
<i>independent</i>		<i>have one or more branches, ...</i>
<i>multiple</i>		
<i>trade associations</i>		

**Exercise 4. Write the equivalent word in your language**

Charity, sustainable, to promote, profit, branch, to market, word of mouth, trade name, head office, competitive.

**Exercise 5. Read the short description of National Trust sites and match a person with a place to visit**



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- 1 **Wellbrook Beetling Mill:** do you like trying new crafts? Do you enjoy going for walks in the country and having picnics on the lawn? Then come to this water-powered linen mill in Northern Ireland. It's open 2-6 p.m. March to September.
- 2 **South Foreland Lighthouse:** can you imagine living and working in a lighthouse on the White Cliffs of Dover overlooking the sea, at the time of the first international radio transmission? Find out what it's like and learn about Marconi and Faraday's early experiments, March to October, 11 a.m. to 5.30 p.m.
- 3 **Red house, Kent:** if you love looking at beautiful things, this is the place for you. You can see William Morris's art nouveau furniture, Edward Burne-Jones's original artwork, or try relaxing and playing games in the landscaped garden. Open March to December 11 a.m. to 5 p.m.
- 4 **Theatre Royal, Suffolk:** do you have a passion for drama? Visit Britain's last Regency theatre. You can see the amazing hand-painted ceiling. It's just like the sky! Then watch a 19th-century-style play. Open February to November, Tuesday and Thursday p.m., Saturday and Sunday a.m. Entrance is free. You only pay for performances.
- 5 **Dunster Castle, Somerset:** are you mad about history? Explore the secret passage in the medieval castle. Discover the Lovers' Bridge in the gardens. Go bat-watching in the great hall. Find out about the lives of Dunster's noble families. Visit the gardens all year round, 11-4 in winter, 11-5 in summer. The castle opens March to October 11-5.

- a  Claudia is quite artistic and she loves trying new things. She doesn't like science, but she likes being in the country.
- b  David likes art and architecture and he also enjoys relaxing and playing games. He hates learning about history.
- c  Gwen is mad about history and drama. She hates being outside and doesn't really like gardens or nature.
- d  Holli is very romantic and likes investigating mysteries and nature-watching. She's also quite interested in history and gardening.
- e  Mick has a passion for science and loves finding out about how things work. He doesn't like going to museums or to theatres.

**Exercise 6. Work in pairs. Follow the instructions below, then swap roles**

**Student A.** Ask your partner about their interests. Then choose the best activity for them from exercise 5.

**Student B.** Tell your partner about your interests and what you like and don't like doing. Do you agree with student A's choice of activity for you?

**Exercise 7. Writing. Write an advert.** How would you promote tourism in the area where you live (or any other area you like and know well)?

1. Make a list of different aspects of the region that make it attractive to tourists.
2. Prepare a web page advertising the region. It will need images as well as text. Which images can you use?
3. Make PPT- website to appear in real life.

MY GLOSSARY	
ad\advert\advertisement /æd/ /ædvɜ:t/ /ædvɜ:tismənt/	locally /ləʊkli/
to advertise /tu: 'ædvətaɪz/	market segmentation /mɑ:kɪt segment'eɪʃn/
artwork /ɑ:twɜ:k/	marketing tool /mɑ:kɪtɪŋ tu:l/
banner /'bænə(r)/	to meet the needs /tə mi:t ðə ni:dz/
budget /'bʌdʒɪt/	mill /mɪl/
craft /krɑ:f/	miniple /'mɪnɪpl/
customers' rights /'kʌstəmə(r)z raɪts/	multiple /'mʌltɪpl/
demand /dɪ'mɑ:nd/	(non-)governmental organisation /nɒŋgʌvənmənt ɔ: gnə'zeɪʃn/
development /dɪ'veləpmənt/	pampered /'pæmpə(r)d/
DIY (do-it-yourself) /du ɪt jɔ:'self/	to protect /tə prə'tekt/
e-marketing /i:'mɑ:kɪtɪŋ/	search engine /sɜ:tʃ 'endʒɪn/
government organisation /gʌvənmənt ɔ:gnə'zeɪʃn/	to stimulate /tə 'stɪmjəleɪt/
heritage /'herɪtɪdʒ/	target customers /tɑ:ɡɪt 'kʌstəmə(r)z/
landscaped garden /'lændskeɪpɪd 'gɑ:dən/	trade association /treɪd ə'səʊsɪ'eɪʃn/
lawn /lɔ:n/	trade name /treɪd neɪm/
leaflet /'li:flət/	

**Практичне заняття №4.3**

**Тема:** «Лексико-граматичні вправи. Розвиток монологічного мовлення»

**Мета:** 1) вдосконалення знань основних ЛО з теми;

2) вдосконалення навички вживання термінів під час роботи з діалогами;

3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:**

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market. – Київ: НАУ, 2007. - 160 с.
2. Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.

**Exercise 1. Starter**

1. Make a list of five different products from the tourism industry, for example package holiday.
2. Think of different ways you can advertise them. Which are the most effective?

**Exercise 2. Look at the statements on marketing. Decide if they are true or false**

- 1 Marketing is the same that advertising.
- 2 Marketing means knowing what your customers want.
- 3 Marketing is what you do before the product is sold.
- 4 Marketing is done by both public and private organizations.

### Exercise 3.

- a) Match the words on the left with their transcription on the right.  
b) Work with the partner. Read the transcription and listen to each other.

Word	Pronunciation transcription
1 advertise	a 'mævətɪv
2 ancient	b aɪ'dentɪfəɪ
3 campaign	c 'wɪ:kneɪsɪz
4 identify	d 'ædvətaɪz
5 improve	e streŋθs
6 innovative	f 'emfəʊnt
7 marketing	g 'mɑ:kɪtɪŋ
8 picturesque	h pɪktʃə'resk
9 strengths	i θrets
10 threats	j kæm'peɪn
11 weaknesses	k ɪm'pru:v

### Exercise 4. Read about the marketing process and find out if you were right

#### Text 3. The marketing process in travel and tourism

Every day of our lives we can see examples of travel and tourism marketing around us - adverts on TV, adverts in newspapers and magazines, brochures in travel agencies, internet pages, posters in stations, etc. This is because all tourism businesses need to market their products if they hope to be successful. But marketing is not just advertising it is about researching and identifying the needs of a specific group of customers, and then creating a product that satisfies them.

A large hotel chain, for example, will spend a lot of time and money finding out what its guests want-what kind of services and facilities they need most, which location they prefer, or how much they are prepared to pay.

It will then develop a new product, taking care to gear it to the customers' needs. Then, once the company has the right product, it will use different promotional techniques to let its clients know about it.

Private companies are not the only ones that use marketing, Tourist boards and other public sector organizations also have products, and it is important that their customers are aware that these exist. From a museum in a country village to the multiple attractions of a major city like Sydney, all travel and tourism products need good marketing.

The marketing process does not end after a product has been sold, however. Customers might not be happy with it, and of course people's tastes change with time. Because of this, it is essential to evaluate how customers feel about a product. With the results of the evaluation, it is then possible to improve your product, and in this way continue to meet your customers' expectations.

#### The Marketing Process

Stage 1: customers' needs and wants

Stage 2: create your products and services

Stage 3: promote your products and services

Stage 4: obtain and evaluate feedback





**Exercise 5. Answer the questions**

1. Which stage are these marketing activities part of develop? monitor? research?
2. Which stage of marketing
  - a) is the most expensive?
  - b) needs most creativity?
3. Which part of the marketing process do you think you would be good at? Why?

**Exercise 6. Marketing terminology. Match the words and definitions to produce nine marketing tips**

1	<b>M</b> onitor ...	a	... and wants are the first thing you must find out.
2	<b>A</b> dvertise ...	b	... your customers' preferences by using market research.
3	<b>R</b> esearch ...	c	... the effectiveness of your advertising and promotional techniques.
4	<b>K</b> nowledge ...	d	... uses questionnaires to find out what people want.
5	<b>E</b> valuate ...	e	... of what your clients want is essential in marketing.
6	<b>T</b> astes ...	f	... the market carefully before you create your product.
7	<b>I</b> dentify ...	g	... your product in the places where your customers will see it.
8	<b>N</b> eeds ...	h	... your product towards your clients.
9	<b>G</b> ear ...	i	... change with time so products must change too.

**Exercise 7. Match the terms with the correct definitions**

- |               |                            |  |
|---------------|----------------------------|--|
| 1 Advertising | a <input type="checkbox"/> | It keeps a product or service in the minds of customers and helps stimulate their demand for it.           |
| 2 Promotion   | b <input type="checkbox"/> | It makes sure that customers buy a product or service by understanding and meeting their needs.            |
| 3 Marketing   | c <input type="checkbox"/> | It brings a product or service to the attention of customers through the media to persuade them to buy it. |

### **Exercise 8. Read the text and check your answers**

People are often unclear about exactly what marketing is, and confuse it with advertising and promotion, both important parts of marketing. Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it. Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities involved in making sure that customers buy a product or service by understanding and meeting their needs. Traditionally this is called the four Ps marketing mix: Product; Price; Place; Promotion. In other words you need to market the right product at the right price in the right place and in the right way if you want to sell it. You could add one other P to this: you need to sell it to the right people.

You can identify the right people through a process called market segmentation. This is when you group together people with similar needs and wants to identify your target customers so you can successfully market your product to them. There are many ways of doing this, for instance: by the amount of money people have (do they want budget or luxury holidays?); by the kind of activities they're interested in (heritage, nature or adventure); by their circumstances (are they single, a couple, or a family?); by their age (18-25 or 60+); and by the kind of tourists they are (independent or pampered).

### **Exercise 9. Read the text again quickly and answer the questions**

- 1 Give three examples of advertising media.
- 2 Give an example of Promotion.
- 3 Name the four Ps of the Marketing mix.
- 4 Name the fifth P.
- 5 Name the process of grouping together people with similar needs and wants in marketing.
- 6 Give three examples of this.

**13 Work in groups of three. Look at the picture of a holiday destination.** You are the marketing team for a big travel company. Choose your target customer and write an advert marketing the holiday to them. Remember the 4 Ps (Product, Place, Price and Promotion) and decide what media to advertise through.

In your advert, include details of:

- suitable activities for customers to do
- facilities and services you offer the price (with offers/discounts)
- the length and period of the holiday (try to suit it to your customers)
- other information to attract your customers

### **Практичне заняття №4.4**

**Тема: «Нові ЛО за темою: «Types of Transport». Робота з текстом. Лексико-граматичні вправи»**

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навичка вживання граматичної конструкції

### **Література:**

1. Акмалдінова О.М., Письменна О.О. Air Transportation: Organization and Market. – Київ: НАУ, 2007. - 160 с.
2. Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.

### **Exercise 1. Read the text and speak about advantages and disadvantages of transport**

1. Air travel is a fast way of travelling both for domestic and international journeys. Some airline companies operate scheduled flights, when take-off and landing area at major airports in major cities.

Because departure and arrival times are regular and guaranteed tickets can be expensive. Alternatively, there are cheap charter flights when a travel company buys all the seats on a plane and sells at a discounted price. Charter airlines and low-cost scheduled airlines often operate from more accessible local airports and fly direct to holiday resorts, particularly in peak season. You usually need to buy tickets in advance. It is also possible to buy round the world tickets where you stop off at different global destinations. There is a limit to how much luggage passengers can carry and it takes time to check-in for flights due to security checks.

Nowadays many people try to avoid taking too many flights because they aren't good for the environment.

2. Sea travel can be a clean alternative to air travel. Ferries operate from one mainland destination to another, or between islands, departing and arriving at major ports. You can often take your car on ferries and there are no limits on the luggage you can carry. Journeys are long compared to flights and they can be quite expensive, especially if you sleep in a cabin overnight. You can buy tickets directly from the ferry companies or through tour operators, usually in advance. You can also take a luxury cruise, but they are generally quite expensive, all-inclusive packages.

3 Rail travel also has a low environmental impact and is a very flexible and convenient mode of transport because you can buy tickets in advance or just turn up at the station. Price varies a lot according to distance and destination. Luggage allowance is limited on trains, but on long distance trips you can book a bed to sleep in, called a berth. There are also young person's rail passes for traveling around Europe and many countries have cheap or subsidised rail travel.

4. Road travel can be by car or by coach, but neither is very environmentally friendly. Car travel is very convenient because you can choose your own departure and arrival points and times, and take as much luggage as your vehicle can carry. The cost is generally low apart from fuel and any tolls, but travel time can be long. Alternatively you can arrive at your destination and hire a car on arrival, but this can be expensive. Coaches, like trains, follow timetables and you need to buy tickets in advance to be sure of a seat. Journeys can be slow and arrival times are unpredictable because of traffic. They are however cheap and convenient, with stops at both major and minor destinations.

### Exercise 2. Match the words and expressions from the text with their definitions

- |                            |  |
|----------------------------|--|
| 1 charter flight           | a <input type="checkbox"/> a plane leaving at the same time each day or each week  |
| 2 environmentally friendly | b <input type="checkbox"/> a plane journey organised by a company that buys all the seats                                    |
| 3 fuel                     | c <input type="checkbox"/> a special train ticket you can buy to travel around a specific area for a specific period of time |
| 4 landing                  | d <input type="checkbox"/> bags and suitcases that you take on a journey   |
| 5 luggage                  | e <input type="checkbox"/> something that doesn't damage the natural world   |
| 6 peak season              | f <input type="checkbox"/> the activities to protect a country, building or person against attack or danger                  |
| 7 rail pass                | g <input type="checkbox"/> the time of year when a lot of people go on holiday   |
| 8 scheduled flight         | h <input type="checkbox"/> what we put in a car to make it go, e.g. petrol or diesel   |
| 9 security checks          | i <input type="checkbox"/> when an airplane leaves the ground and starts flying  |
| 10 take-off                | j <input type="checkbox"/> when the plane returns to the ground at the end of a journey                                      |

### Exercise 3. Read the four texts again and answer the questions. Be careful, some have more than one answer

Which type of transport:

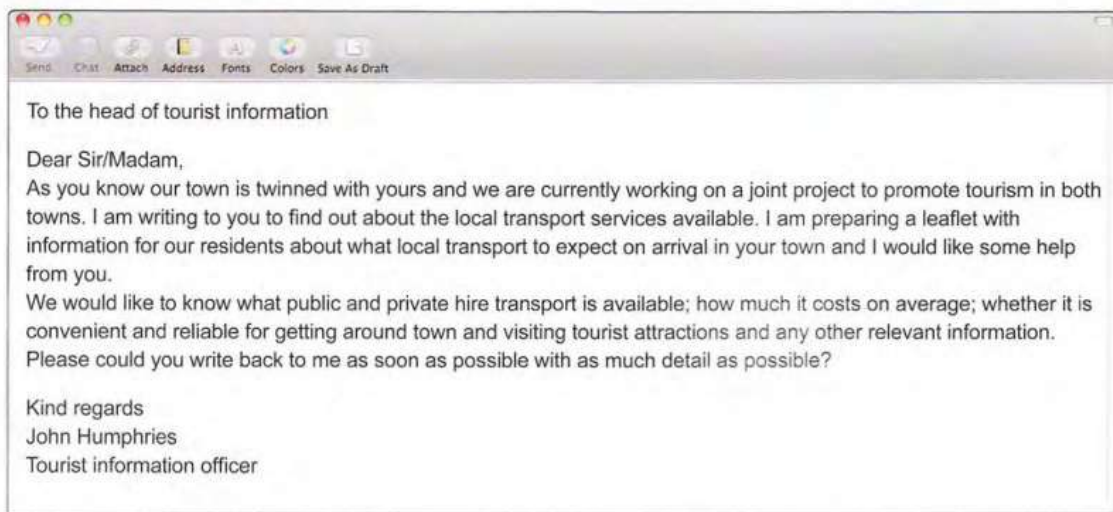
- 1 can be quite expensive if you travel overnight?
- 2 has a low environmental impact?
- 3 has a luxury version with all-inclusive packages?
- 4 has limits on passenger luggage?
- 5 has long security checks?
- 6 has unpredictable arrival times?
- 7 is convenient because you can choose your own route?
- 8 is not environmentally friendly?

9 operates between mainlands or islands?  
10 has guaranteed departure and arrival times?

**Exercise 4. Match these transport symbols with the words:** *buses, car hire, parking, taxis, trains, underground*



**Exercise 5. Read the text. Who is it to?**



**Exercise 6. Read the email again and answer the question**

1. Who is Emil from?
2. What is the relationship between the two towns?
3. What is the joint project for?
4. Why is John Humphrey's writing?
5. What information does he want to know?
6. When would he like to receive a reply

You work at a tourist information office. Your boss shows you Mr Humphries's email and asks you to complete this survey about transport available in your town.

PUBLIC TRANSPORT	
[Please tick your answers]	
• What public transport is available?	<input type="checkbox"/> underground <input type="checkbox"/> buses <input type="checkbox"/> trams <input type="checkbox"/> trains <input type="checkbox"/> cable cars <input type="checkbox"/> other _____
• Are they reliable services?	<input type="checkbox"/> yes, usually <input type="checkbox"/> not always <input type="checkbox"/> sometimes <input type="checkbox"/> not usually
• How much does an average journey cost?	_____
• Are there a lot of stops around town?	<input type="checkbox"/> Yes, there are. <input type="checkbox"/> No, there aren't.
• Are they convenient for tourist attractions?	<input type="checkbox"/> Yes, they are. <input type="checkbox"/> Yes, some are. <input type="checkbox"/> No, they aren't.
• Where can you buy tickets for public transport?	<input type="checkbox"/> on board <input type="checkbox"/> at the stop/station <input type="checkbox"/> other _____
• Are there any problems with these modes of transport?	<input type="checkbox"/> traffic <input type="checkbox"/> overcrowding <input type="checkbox"/> crime <input type="checkbox"/> other _____

Write a reply to John Humphries's email, using the information in your transport survey. Be honest about the local transport available, but be as positive as possible. Remember you want tourists to visit your town!

Dear Mr Humphries,

Thank you for your recent email. In answer to your questions...

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Kind regards

### MY GLOSSARY

airline steward /eəlaɪn 'stju:əd/ \_\_\_\_\_  
 aisle seat /aɪl si:t/ \_\_\_\_\_  
 berth /bɜ:θ/ \_\_\_\_\_  
 boarding pass /bɔ:diŋ pɑ:s/ \_\_\_\_\_  
 cable car /keɪbl kɑ: / \_\_\_\_\_  
 to charge /tə tʃɑ:dʒ/ \_\_\_\_\_  
 cheap day return /tʃi:p deɪ rɪtɜ:n/ \_\_\_\_\_  
 coach /kəʊtʃ/ \_\_\_\_\_  
 departure /dɪpɑ:tʃə(r)/ \_\_\_\_\_  
 discounted price /dɪskaʊntɪd praɪs/ \_\_\_\_\_  
 environmentally-friendly /ɪnvaɪənməntli frendli/ \_\_\_\_\_  
 ferry /feri/ \_\_\_\_\_  
 fuel /fju:əl/ \_\_\_\_\_  
 gate /geɪt/ \_\_\_\_\_  
 hand luggage /hænd 'lʌgɪdʒ/ \_\_\_\_\_  
 landing /lændɪŋ/ \_\_\_\_\_  
 long distance /lɒŋ 'dɪstns/ \_\_\_\_\_  
 low environmental impact /ləʊ ɪnvaɪənməntl 'ɪmpækt/ \_\_\_\_\_  
 luggage allowance /lʌgɪdʒ ə'laʊns/ \_\_\_\_\_  
 mainland /meɪnlænd/ \_\_\_\_\_

moped /məʊpəd/ \_\_\_\_\_  
 motorbike /məʊtəbaɪk/ \_\_\_\_\_  
 overcrowding /əʊvə'kraʊdɪŋ/ \_\_\_\_\_  
 overnight /əʊvə'nɑ:ɪt/ \_\_\_\_\_  
 passenger /pæsəndʒə(r)/ \_\_\_\_\_  
 peak season /pi:k 'si:zən/ \_\_\_\_\_  
 platform /plætfɔ:m/ \_\_\_\_\_  
 private hire /praɪvət haɪə(r)/ \_\_\_\_\_  
 rate /reɪt/ \_\_\_\_\_  
 return ticket /rɪtɜ:n 'tɪkɪt/ \_\_\_\_\_  
 scale /skeɪl/ \_\_\_\_\_  
 scheduled flight /ʃedʒu:ld flɑ:ɪt/ \_\_\_\_\_  
 security checks /sɪkjəʊərti tʃeks/ \_\_\_\_\_  
 surcharge /sɜ:tʃɑ:dʒ/ \_\_\_\_\_  
 take-off /teɪkɒf/ \_\_\_\_\_  
 toll /teʊl/ \_\_\_\_\_  
 travel pass /trævl pɑ:s/ \_\_\_\_\_  
 twinned towns /twɪnd taʊnz/ \_\_\_\_\_  
 weekly /wi:kli/ \_\_\_\_\_  
 window seat /wɪndəʊ si:t/ \_\_\_\_\_

### Практичне заняття №4.5

**Тема:** «Робота з текстом: «A Career in Tourism». Лексико-граматичні вправи»

**Мета:** 1) ознайомлення з основною термінологією з теми;

2) вдосконалення навички вживання термінів під час роботи з текстом;

3) ознайомлення та набуття навичка вживання граматичної конструкції

### Література:

1. Павлюк А.В. Англійська для туризму. – Тернопіль: Лібра-Терра, 2019. – 192 с.

2. Book [english turism pavluk.pdf](#) pp. 7-14

### Практичне заняття №4.6

**Тема:** «Робота з текстом: «Travel Agents». Лексико-граматичні вправи. Розвиток монологічного мовлення»

- Мета:** 1) ознайомлення з основною термінологією з теми;  
2) вдосконалення навички вживання термінів під час роботи з текстом;  
3) ознайомлення та набуття навичка вживання граматичної конструкції

#### Література:

1. Павлюк А.В. Англійська для туризму. – Тернопіль: Лібра-Терра, 2019. – 192 с.
2. Book [english\\_turism\\_pavluk.pdf](#) pp. 33-39

### Практичне заняття №4.7

**Тема:** «Робота з текстом: «Tour Operators». Лексико-граматичні вправи»

- Мета:** 1) ознайомлення з основною термінологією з теми;  
2) вдосконалення навички вживання термінів під час роботи з текстом;  
3) ознайомлення та набуття навичка вживання граматичної конструкції

**Lexical Exercise 1: Fill in the Blanks.** Complete the sentences using the words from the box below.

**Words:** itinerary, package, booking, guide, destination, excursion, customize, tour operator, promotion, cancellation

1. The \_\_\_\_\_ is responsible for organizing and selling trips to customers, often including accommodation, transport, and activities.
2. We decided to \_\_\_\_\_ our trip to include an extra day in Paris.
3. Our travel agent helped us choose a great \_\_\_\_\_ that included both cultural visits and leisure activities.
4. The hotel offered a special \_\_\_\_\_ for early reservations, making the trip more affordable.
5. The \_\_\_\_\_ will take you around the ancient ruins, providing fascinating information about the history.
6. If you need to change your plans, remember to check the \_\_\_\_\_ policy of the airline and hotel.
7. The \_\_\_\_\_ includes all the planned activities for the week, from sightseeing to dinner arrangements.
8. The customer made a \_\_\_\_\_ for a family of four at a luxury resort.
9. The \_\_\_\_\_ organized an exciting day trip to the nearby islands, complete with a boat tour and lunch.
10. If you want to travel somewhere off the beaten path, a specialized \_\_\_\_\_ can help you find unique and less crowded places.

**Lexical Exercise 2: Word Formation.** Form the correct word from the given base word.

1. **Tour** → \_\_\_\_\_ (noun, meaning a planned route or journey)
2. **Adventure** → \_\_\_\_\_ (adjective, meaning thrilling or involving risk)
3. **Market** → \_\_\_\_\_ (noun, meaning a place or industry where travel services are sold)
4. **Plan** → \_\_\_\_\_ (verb, meaning to arrange or organize in advance)
5. **Vacation** → \_\_\_\_\_ (noun, meaning a package for leisure travel)
6. **Book** → \_\_\_\_\_ (noun, meaning a system for making travel arrangements)
7. **Custom** → \_\_\_\_\_ (noun, meaning a tailor-made travel plan or service)
8. **Service** → \_\_\_\_\_ (adjective, meaning relating to customer support or assistance)
9. **Destination** → \_\_\_\_\_ (noun, meaning the place people are traveling to)
10. **Experience** → \_\_\_\_\_ (verb, meaning to participate or engage in something)

**Lexical Exercise 3: Synonyms and Antonyms.** Choose the correct synonym or antonym for the words in parentheses.

1. The **tour operator** is responsible for managing your (**trip** / **detour**).
2. If you want a less **expensive** option, you can choose a (**luxury** / **budget**) package.
3. The **itinerary** for the trip included (**activities** / **uncertainty**) each day.
4. If you cancel your reservation within 24 hours, you might get a (refund / **penalty**).
5. Many tour companies provide (**standard** / **customized**) tours that cater to individual preferences.
6. The **tour guide** shared some (**facts** / **fiction**) about the history of the city.
7. Booking a **package** deal often includes (**airfare** / **walking**) and hotel stays.
8. A **well-organized trip** will have a clear (**route** / **disorder**), so everyone knows what to expect.
9. To ensure a **hassle-free** holiday, always confirm your (**reservation** / **forgetfulness**).
10. The **promotion** offered by the agency included a (**discount** / **mark-up**) on all services.

### **Text: Tour Operators**

A **tour operator** is a company or individual who arranges and sells travel packages, which often include transportation, accommodation, and excursions. These packages are designed to offer a comprehensive experience to travelers, with everything pre-arranged for their convenience. Many tour operators specialize in certain types of travel, such as adventure tours, cultural trips, or luxury holidays, catering to different interests and budgets.

One of the main services a tour operator provides is the creation of a detailed **itinerary**, which includes a schedule of activities, destinations, and events for the duration of the trip. Depending on the operator, travelers may have the option to **customize** the itinerary to fit their personal preferences, or they can choose from pre-designed packages. These packages might also include excursions, such as guided tours or day trips to nearby attractions.

Booking a trip through a tour operator can be beneficial for those who prefer a **stress-free** vacation. Since the operator handles all the arrangements, travelers don't have to worry about planning each detail on their own. Additionally, tour operators often offer **promotions** or discounts, making it easier for tourists to find affordable travel options.

While many people enjoy the ease of booking with a tour operator, it's important to understand the terms of **cancellation** or changes to the reservation. Policies vary by operator, so it's advisable to carefully read the contract before confirming any bookings.

In recent years, **sustainable tourism** has become a key focus for many tour operators, as travelers are increasingly interested in responsible travel practices that support local communities and minimize environmental impact.

### **Exercise 4. Answer the questions**

1. What is the main role of a **tour operator**?
2. What elements are typically included in a **travel package** offered by a tour operator?
3. How does a **tour operator** create the travel experience for customers?
4. What is an **itinerary** and why is it important for travelers?
5. Can travelers **customize** the itineraries provided by tour operators? If so, how?
6. What are some examples of **excursions** that might be included in a travel package?
7. What are the main benefits of booking a trip through a tour operator?
8. What should travelers pay attention to when booking with a tour operator, especially regarding **cancellation** or changes to their reservation?
9. How have tour operators responded to the growing demand for **sustainable tourism**?
10. Why is it important for tour operators to offer **promotions** or discounts to travelers?

### **The Role of a Tour Operator in Modern Travel**

- How has the role of a tour operator evolved with the rise of online booking platforms?

- In what ways do tour operators enhance the travel experience for customers?
- How do tour operators balance customer expectations with the logistics of organizing complex travel packages?

### Практичне заняття №4.8

**Тема:** «Лексико-граматичні вправи. Розвиток діалогічного мовлення»

**Мета:** 1) ознайомлення з основною термінологією з теми;  
 2) вдосконалення навички вживання термінів під час роботи з текстом;  
 3) ознайомлення та набуття навичка вживання граматичної конструкції

**Література:** Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.

#### Exercise 1. Read the text and complete the table

You're at your holiday destination, and now you need to continue your journey. Taxis are quick and efficient for short journeys, but they can be expensive. Many charge per passenger, piece of luggage, as well as surcharges for airport and night time journeys. If you want to be free to travel when and where you like, car hire can offer good value. You pay a daily or weekly rate for hiring a car, plus fuel costs and you choose the kind of car you want, but most are bad for the environment.

Adventurous tourists can rent a motorbike, moped or bicycle. These are cheaper and also more environmentally-friendly, but watch out for traffic or people stealing your bike! For people on a budget, public transport is a good and green option. Cities usually have a choice of underground, buses, trains and sometimes trams and cable cars too. In small towns, the options are more limited. Cost and convenience vary a lot in different places, so look out for special offers like combination tickets, weekend or all-day travel passes. Of course if you want to save your money and the planet, you could always walk!

Mode of Transport	Positive things	Negative things
taxi		
		bad for the environment
motorbike	adventurous	
	good for people on a budget	

**Exercise 2. Listen to the conversation (track 5) and decide where it takes place (in a ticket office, travel agency, tour operator's, on the phone) and what kind of tickets the customer wants to buy. Link**

<https://drive.google.com/drive/folders/1QkxkLuDwx8qTVnXPSzN8qXVgUK40Mkg?usp=sharing>

**Listen again and complete it with the missing information**



Woman: Hello, I'd like to buy a ticket to  
(1) *London* please.

Ticket officer: Is that a (2) \_\_\_\_\_ or a  
(3) \_\_\_\_\_ ticket?

Woman: A (4) \_\_\_\_\_ please.

Ticket officer: When do you want to  
(5) \_\_\_\_\_ ?

Woman: Now.

Ticket officer: And when do you want to  
(6) \_\_\_\_\_ ?

Woman: Today, please.  
(7) \_\_\_\_\_ is that?

Ticket officer: A (8) \_\_\_\_\_ day return  
ticket is (9) \_\_\_\_\_ .

Woman: What time is the next  
(10) \_\_\_\_\_ ?

Ticket officer: It's at (11) \_\_\_\_\_ from  
platform (12) \_\_\_\_\_ .

Woman: Thank you.

**Exercise 3. Work in pairs. Role play conversations at the ticket office. Use the dialogue above to help you**

**Exercise 4. Read these airport procedures and put them in the order you should do them. The first and the last are done for you**

- 1 a Arrive at the airport and go to the correct check-in desk.
- b Check in your luggage and take your boarding pass.
- c Give the airline staff your passport and booking information.
- d Present your boarding card and identification for inspection at passport control.
- e Proceed to the departure gate when it opens.
- f Put your hand luggage and coat through the security check.
- 8 g Show your passport and boarding card to staff before boarding.
- h Walk through the metal detector.

**Listen to the track 6 and check**

**Exercise 5. Read the conversation below between an airline steward and a customer and complete with the words from the box**

A window seat, please. Here they are.  
Just one. Yes, I did.  
Good, it doesn't weigh very much.

Airline steward: Good morning, can I have your passport and booking information, please?

Customer: (1) *Here they are.*

Airline steward: Would you like a window or an aisle seat?

Customer: (2) \_\_\_\_\_

Airline steward: Did you pack your bag yourself?

Customer: (3) \_\_\_\_\_

Airline steward: Put your bag on the scales, please.

Customer: (4) \_\_\_\_\_

Airline steward: How many pieces of hand luggage have you got?

Customer: (5) \_\_\_\_\_

Airline steward: Here are your passport and boarding pass. You need to go to gate 3 at 14.20.

#### Практичне заняття №4.9

**Тема:** «Робота з текстом: «Promoting a Destination». Лексико-граматичні вправи»

- Мета:** 1) ознайомлення з основною термінологією з теми «Promoting a Destination»;  
2) вдосконалення навички вживання термінів під час роботи з текстом, розвиток комунікативних навичок у виконанні вправ, відповіді на питання по тексту;  
3) розвиток діалогічного мовлення - доповнення діалогі, складання діалогів за зразком;  
4) ознайомлення та набуття навичка вживання граматичної конструкції.

**Література:** [English for students majoring in tourism studies](#) pp 49

#### Практичне заняття №4.10

**Тема:** «Лексико-граматичні вправи. Розвиток монологічного мовлення»

- Мета:** 1) вдосконалення навички вживання термінів під час роботи з текстом, розвиток комунікативних навичок у виконанні вправ, відповіді на питання по тексту;  
2) розвиток монологічного мовлення, складання плану тексту;  
3) ознайомлення та набуття навичка вживання граматичної конструкції.

**Література:** [English for students majoring in tourism studies](#) pp 49 -55

#### Практичне заняття №4.11

**Тема:** «Робота з текстом: «Planning and Booking Holidays». Лексико-граматичні вправи»

- Мета:** 1) ознайомлення з основною термінологією з теми «Planning and Booking Holidays»;  
2) вдосконалення навички вживання термінів під час роботи з текстом, розвиток комунікативних навичок у виконанні вправ, відповіді на питання по тексту;  
3) розвиток діалогічного мовлення - доповнення діалогі, складання діалогів за зразком;

4) ознайомлення та набуття навички вживання граматичної конструкції.

**Література:**

1. Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.
2. Unit 6 pp 24-27
3. Book [Flash on English for Tourism](#)
4. Audio [FlashOnTourism 2ndEdition audio](#)

**Практичне заняття №4.12**

**Тема: «Нові ЛО за темою: «Accommodations». Робота з текстом. Лексико-граматичні вправи»**

- Мета:** 1) ознайомлення з основною термінологією з теми «Accommodations»;  
2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;  
3) розвиток і вдосконалення навичок аудіювання

**Література:**

1. Catrin E. Morris Flash on English for Tourism. English Special Purpose Series ELI, 2012.
2. Unit 4 pp 14-19
3. Book [Flash on English for Tourism](#)
4. Audio [FlashOnTourism 2ndEdition audio](#)

**Практичне заняття №4.13**

**Тема: «Робота з текстом: «Customer Relations». Виконання лексико-граматичних вправ»**

- Мета:** 1) ознайомлення з основною термінологією з теми «Customer Relations»;  
2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;  
3) розвиток і вдосконалення навичок аудіювання

**Література:** [English for students majoring in tourism studies](#) pp 87

**Практичне заняття №4.14**

**Тема: «Лексико-граматичні вправи. Розвиток діалогічного мовлення»**

- Мета:** 1) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;  
2) вдосконалення навичок складання діалогів за темою

**Література:** [English for students majoring in tourism studies](#) pp 87-95

**Практичне заняття №4.15**

**Тема: «Робота з текстом «Forms of Tourism». Лексико-граматичні вправи»**

- Мета:** 1) ознайомлення з основною термінологією з теми «Forms of Tourism»;  
2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;  
3) розвиток і вдосконалення навичок аудіювання

**Література:** [English for students majoring in tourism studies](#) pp 31

#### Практичне заняття №4.16

**Тема: «Робота з текстом: «Business Travel». Виконання лексичних вправ. Розвиток діалогічного мовлення»**

- Мета:** 1) ознайомлення з основною термінологією з теми «Forms of Tourism»;  
2) вдосконалення навички вживання термінів під час роботи з текстом, у виконання лексичних вправ та роботою зі зразками документів;  
3) розвиток і вдосконалення навичок аудіювання

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2. Book [english\\_turism\\_pavluk.pdf](#) pp. 50

#### Практичне заняття №4.17

**Тема: «Робота з текстом: «Tourism and Ecology». Лексико-граматичні вправи. Розвиток монологічного мовлення»**

- Мета:** 1) ознайомлення з основною термінологією з теми;  
2) вдосконалення навички вживання термінів під час роботи з текстом;  
3) ознайомлення та набуття навичка вживання граматичної конструкції

#### Exercies 1. Fill in the blanks with the appropriate word from the box below

Words: sustainable, biodiversity, carbon footprint, ecotourism, conservation, natural resources, over-tourism, habitat, pollution, eco-friendly

1. The development of \_\_\_\_\_ practices ensures that tourism does not harm the environment and supports local communities.
2. \_\_\_\_\_ refers to the variety of life on Earth, including plants, animals, and microorganisms, which is often threatened by human activity.
3. \_\_\_\_\_ is an important consideration when traveling; tourists can reduce their negative impact on the planet by making conscious choices.
4. The destruction of \_\_\_\_\_ is a major concern as it leads to the loss of species and ecosystems.
5. \_\_\_\_\_ has become a popular form of tourism, where people visit natural areas with the goal of conserving the environment.
6. High numbers of tourists in a small area can lead to \_\_\_\_\_, causing overcrowding and damaging the local ecosystem.
7. It is important to reduce \_\_\_\_\_ to help mitigate climate change and minimize the environmental damage caused by travel.
8. One of the major threats to the environment caused by tourism is \_\_\_\_\_, which includes waste, noise, and chemical pollutants.
9. \_\_\_\_\_ is essential for the future of tourism and involves careful management of \_\_\_\_\_ to ensure they remain available for future generations.
10. Many companies are now developing products that are \_\_\_\_\_, meaning they have less of a negative impact on the environment.

#### Text: Tourism and Ecology

Tourism plays a significant role in the global economy, yet it can also have detrimental effects on the environment if not managed properly. With increasing awareness about the environmental impact of travel, many countries and organizations are promoting **sustainable** tourism practices. These practices ensure that tourism activities do not deplete **natural resources** or harm **biodiversity**.

One aspect of sustainable tourism is **ecotourism**, which encourages travelers to visit natural areas that need protection. Ecotourism aims to support the **conservation** of ecosystems, often through the education of visitors and the financial support of local conservation efforts. However, despite its

benefits, **over-tourism** in popular destinations can still lead to environmental degradation, putting a strain on local resources and habitats.

To reduce the negative effects of tourism, it is essential to minimize the **carbon footprint** associated with travel. Simple actions, such as choosing **eco-friendly** accommodation or using public transport, can have a significant impact. Additionally, reducing **pollution**—whether air, water, or waste – is crucial in preserving the beauty and health of natural destinations.

As the world continues to embrace tourism, it is vital that we consider its ecological consequences and strive for a balance between economic growth and environmental protection. By adopting more sustainable practices, we can ensure that tourism remains a positive force for both people and the planet.

Sure! Here are a few more lexical exercises related to the topic of **Tourism and Ecology**.

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**Exercise 2: Word Formation.** Form the correct word from the given base word.

1. **Pollute** → \_\_\_\_\_ (noun)
2. **Conserve** → \_\_\_\_\_ (adjective)
3. **Tourist** → \_\_\_\_\_ (noun)
4. **Nature** → \_\_\_\_\_ (adjective)
5. **Ecology** → \_\_\_\_\_ (noun)
6. **Environment** → \_\_\_\_\_ (adjective)
7. **Sustain** → \_\_\_\_\_ (noun)
8. **Attract** → \_\_\_\_\_ (noun)
9. **Tour** → \_\_\_\_\_ (adjective)
10. **Protect** → \_\_\_\_\_ (noun)

**Exercise 3: Synonyms and Antonyms.** Choose the correct synonym or antonym for the words in parentheses.

1. **Ecotourism** is often associated with (**cheap / eco-friendly**) travel that promotes environmental sustainability.
2. The government should implement more (**restrictive / supportive**) policies to protect the environment from the effects of over-tourism.
3. **Sustainable** tourism aims to protect (**natural / artificial**) resources for future generations.
4. Over-tourism leads to the **destruction** of local ecosystems and (**conservation / waste**) of resources.
5. Many tourists seek to stay in (**luxury / eco-friendly**) hotels that use renewable energy sources.
6. **Pollution** from mass tourism can damage natural habitats and increase (**cleanliness / contamination**) in fragile ecosystems.
7. The focus of **ecotourism** is on preserving the (**urban / natural**) beauty of remote areas.
8. Eco-friendly initiatives aim to reduce the **carbon footprint** and (**increase / reduce**) pollution levels.
9. **Biodiversity** is essential for maintaining the health of ecosystems, whereas (**monoculture / diversity**) can lead to environmental degradation.
10. **Over-tourism** can result in the **depletion** of resources and (**growth / destruction**) of local environments.

**Exercise 4: Matching Words with Definitions.** Match the terms from the list with the correct definition.

**Words:** carbon footprint, habitat, over-tourism, ecotourism, conservation, biodiversity

1. \_\_\_\_\_ The natural environment in which an organism lives, including its surroundings.
2. \_\_\_\_\_ The practice of minimizing the impact of tourism on the environment while benefiting local communities.

3. \_\_\_\_\_ The variety of different species of animals, plants, and other living things in a particular environment.
4. \_\_\_\_\_ The reduction of the negative environmental impact caused by human activities, such as travel and production.
5. \_\_\_\_\_ A measure of the amount of greenhouse gases produced by human activities, typically expressed in terms of tons of CO<sub>2</sub>.
6. \_\_\_\_\_ A situation where too many tourists visit a particular destination, leading to environmental damage and overcrowding.

**Exercise 5: Complete the Sentences.** Complete each sentence with an appropriate word from the list below.

**Words:** conservation, eco-friendly, sustainable, over-tourism, habitat, carbon footprint

1. \_\_\_\_\_ travel has become increasingly popular as it focuses on leaving a minimal impact on the environment.
2. The project aims at the \_\_\_\_\_ of endangered species in the rainforest to ensure their survival.
3. \_\_\_\_\_ tourism can severely damage fragile ecosystems by causing pollution and overuse of resources.
4. One way to reduce your \_\_\_\_\_ when traveling is by using public transportation and avoiding flights.
5. The forest is the natural \_\_\_\_\_ for many species of birds and mammals.
6. A \_\_\_\_\_ approach to tourism helps protect the environment while promoting economic development.

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