

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
МІНІСТЕРСТВО АГРАРНОЇ ПОЛІТИКИ ТА ПРОДОВОЛЬСТВА УКРАЇНИ
ВІННИЦЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ
КАФЕДРА УКРАЇНСЬКОЇ ТА ІНОЗЕМНИХ МОВ



*ПРЕЗИ ДОПОВІДЕЙ ПІЯ ПОВІДОМЛЕНЬ
ВСЕУКРАЇНСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ
КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ І СТУДЕНТІВ*

МОВА, КУЛЬТУРА та ОСВІТА



18 КВІТНЯ 2013

УДК 81(082)

ББК 81я5

М 74

Мова, культура та освіта: Тези доповідей та повідомлень всеукраїнської науково-практичної конференції викладачів і студентів / Гол. ред. Калетнік Г.М. – Вінниця: ВНАУ, 2013. – 18 квітня. – 294 с.

ISBN 978-966-2337-63-1

*Рекомендовано до видання рішенням
Вченої ради Вінницького національного аграрного університету
від 10 квітня 2013 р. (протокол № 8)*

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ISBN 978-966-2337-63-1

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Martsenyuk N.A.,

Teacher of the Ukrainian and Foreign
Languages Department, VNAU

Bilous M.D.,

Student of the Faculty of the
Production and Processing Technology
of Farm Animal Products, VNAU

TOURISM AS A MEANS OF FORMING STUDENTS' SPIRITUAL SPHERE

In 2011, when unrest in the UK terminated increased concern about the crisis in the tourism industry in the country. Every 12th Briton is working in tourism. This is about 3 million jobs. "The atmosphere that prevails now in London, is not good. And as I said before, because of this situation have canceled their trips for 20 or 30% of the tourists".

Some, despite the warning, yet dared to travel as these Americans:

"Many people told us not to go there. Two or three of the rooms are also advised not to go. We came because we had a free day 1. Tomorrow we are back in the US".

"I think that worldwide, people saw the TV news in Britain so that we would not like to see it. And the governments of certain countries and generally overstated. They advised their citizens to avoid troubled areas. But of course, most tourists never visited neighbourhoods of London. So they will not see riots" – says Director of Strategy and Communications state agency Visit Britain.

Britain has a developed tourism industry. It employs 2.1 million people. In this area, employs 8% of small companies. In 2001, the UK 22.8 million foreigners visited. Its share in world tourism is 3.4%. According to this indicator, it is on the 7th place in the world. The largest number of visitors from the US, France, Germany, Republic of Ireland, the Netherlands.

The UK is the birthplace of the modern tourism as a form of cultural entertainment. People started travelling long ago. The first travellers were nomads and pilgrims, merchants and traders. They travelled along rivers, lakes and seas. The first travellers used simple means of travelling boats and ferries on the water and camels in the desert.

The most famous traveller were explorers. Among them were Marco Polo from Venice in the 13th century, Afanasy Nikitin from Russia, Christopher Columbus and Vasco de Gama from Portugal in the 15th century, Magellan from Spain, Amerigo Vespucci from Italy in the 16th century, James Cook from England in the 18th century and other adventures from Spain, Italy, Portugal, France, England Holland. They made journeys to Asia, Africa and America.

Travel grew and developed as long as means of transport kept on growing. With the 19th century the age of modern trains came. In the late 19th century the first motor-cars appeared.

The age of airplanes changed travel crucially. In the early 20th century jet planes emerged. They made air travel available to all people. Air travel is the fastest and the most convenient mode of travelling. No place in the world is more than 24 hours away by jet. Passengers eat, sleep, watch movies, listen to music on airplanes.

Tourism in the 19th century. In the 19th century tourism was mainly for the rich. They had enough money and spare time for travelling.

Not many working people in Europe had paid holiday.

Well-to-do people used to take tours to France, Germany, Switzerland and Australia. They spend time at famous sea resorts in France. They went to health resorts and spas of Germany for recreation and treatment. They travelled to the resorts in the mountains of Switzerland and Austria.

In the early 19th century tourists used to travel by trains and steamships.

In the first half of the 19th century steamships used to move within inland waterways only. But in the second half of the century they started

covering longer distances. The steamships carried passengers on all oceans and seas of the world.

Thomas Cook Company is the oldest travel company in the world. As a matter of fact, Thomas Cook from England opened the age of organized tourism.

It started in 1841 when Thomas Cook arranged the first trip for 570 Englishmen railway. In 1843 Thomas Cook organized the first group tour by train. This time he provided tourists with meals and tickets for the fares. So it was the first package tour.

Later on Thomas Cook made arrangements for organized visits to the First International Industrial Exhibition. The Exhibition opened in London in 1851. The tourists came from different parts of England.

All those were domestic tours. However, Thomas Cook decided not to stick to domestic tourism within his country only. Four years later, in 1855 he arranged the first overseas trip. It was a tour to the Exhibition in Paris. After that regular tourist trips started to other countries of Europe.

Thomas Cook continued expanding his travel business. In 1866 he arranged the first trip of two groups of Englishmen to the USA.

Thomas Cook set up the first travel agency.

Thomas Cook Company is still very active on the travel market. It is both a tour operator and a travel agency. But now two German companies own it.

The World Tourist Organization. Tourism is global nowadays. Tourist boom started in 1960s. In 1963 the United Nations conference on international travel and tourism took place in Rome. The General Assembly of the UN proclaimed 1967 as the Year of International Tourism.

In 1975 the United Nations established the World Tourist Organization (WTO). It emerged on the basis of the International Union of Official Tourist Organizations. The WTO is the international intergovernmental organization. Actually, it is a worldwide group of government travel

organizations. It deals with promoting tourism throughout the world. It assists countries in the development of national tourism.

The supreme body of the WTO is the General Assembly. It holds its sessions every two years. The General Assembly elects the General Secretary for the period of four years.

The World Tourist Organization cooperates with the United Nations and many government and non-government organizations.

The Outset of Tourism in Russia. In the 18th century (1777) the first organized group of young men from noble families of Russia made the first trip abroad. They toured around Germany, Switzerland, Italy and France. The purpose of the tour was to get familiar with local universities and art galleries.

In the same 18th century the first guide books for leisure travellers on Moscow and St. Petersburg were published. Those manuals gave details of sights and art collections in the old and the new capital of Russia.

Thomas Cook Company was very well known in Russia. But the country's first national travel agency emerged in St. Petersburg in 1885. It was founded by L. Lipson. The travel agency got the name of the "Enterprise for Public Travel to All Parts of the World".

In 1901 the Russian Tourist Society came into being. However, only well-off noble people were its members.

After the October Revolution tourism in Russia involved common people too. In 1929 the Society of proletarian Tourism was created.

As a matter of fact, our reputable the "Intourist" Joint-Stock Company, which used to deal with international tourism during the Soviet period, was organized as long ago as in 1929, too.

Leisure tourism is also called pleasure tourism or holiday tourism. It is a type of tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation.

Leisure travellers look for sun, sea and sand. They want to go sunbathing, swimming and diving. So this kind of travellers go to sea

resorts or holiday camps and stay at resort hotels.

Leisure travellers enjoy organized entertainment and sport. In a resort hotel there are always swimming-pools, fitting-centres, tennis courts, discos. A resort hotel offers its customers contests, concerts, shows, animation programmes for children. Usually it offers tours and visits to different tourist attractions: local sights or amusement or theme parks.

Holiday-makers normally travel with their families and children. There are other ways to travel for pleasure: cruising and coaching, motoring and hiking.

More and more working people will have longer paid holidays and long weekends in future. More and more people will retire at an earlier age. It means that more and more people will travel for leisure in future.

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water.

Travellers combine action and relaxation during a sporting holiday. Tourist companies offer hiking, cycling, boating, rafting and other kinds of sporting tours.

Very often sporting tours require preparation and special training. First the tour instructors will plan the itinerary. Then they will train tourists how to use sporting equipment. They will explain all the details of the route. They will define means of transportation, provision of meals and overnight accommodation.

During some "tours" travellers carry their luggage and sporting equipment themselves. During some other tours special carriers transfer the luggage for them. It depends on the difficulty of the tour, on the tourist destination and the local practice.

Within sports tourism there is water tourism, mountain tourism and mountaineering, skiing. Sports tourism is popular all year round.

Business tourism is a travel for business purposes. Business travellers are businessmen and government officials. They travel on different

missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar. Business travellers often travel to attend an international exhibition or a trade fair.

There are tourist companies that provide business services. Those are fax, telex and telephone communications, secretarial services, answering service, business meeting arrangements. There are business facilities for business travellers at hotels, airports, on airplanes.

Business travel will develop faster than other types of tourism in future. There will be more business tourists and more tourist companies which will deal with business tourism. They will provide more services in future. They will collect information on markets and trade partners, provide economic data on monitors, arrange negotiations, offer pre-convention and post-convention tours.

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses.

On the one hand, the company does it as a reward or a bonus to a person for his successful work.

On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company.

Very often an employer sets a target for an employee: "You will earn a holiday in France for your family if you exceed your quota by 10 per cent next year".

Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe. But only large progressive corporations offer incentive tours to their employees.

In some countries there are specialist tourist companies which arrange incentive tours for business corporations. They take great responsibility because incentive tours go under the name of the business corporation. It means that good travel arrangements will improve its reputation. Bad

travel arrangements will shake its reputation.

This type of tourism is still a very small part of international tourism. Most probably this type of tourism won't grow in future.

Familiarization tourism is often called just FAM tourism. It means that a business company sends its staff on educational tours to its branches or other business companies in other cities and countries.

If a travel agency sends its travel clerks on FAM tours, it means that they will have educational visits to a tourist destination. There they will get familiar with local facilities, hotels, restaurants and attractions. They will study a tour operator's or local travel agency's practice.

The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. When the clerks return home, they will know what to offer and what to explain to their customers about the destination.

Some experts say that FAM tourism is a part of incentive tourism. On the one hand, such a tour is an incentive to the travel agency staff selling holidays. On the other, it is a benefit to the tour operator which arranges them. FAM tourism is very popular and will become even more popular, in future.

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