

КОНКУРСНОЕ ЗАДАНИЕ
I ЭТАП
ПРАКТИЧЕСКАЯ ЗАДАЧА
АНГЛИЙСКИЙ ЯЗЫК
регионального этапа Всероссийской олимпиады
профессионального мастерства
обучающихся по УГ 43.00.00. Сервис и туризм
специальность 43.02.10 «Туризм»
среднего профессионального образования

DEFINITION OF TOURISM

Tourism can be defined as the science, art, and business of attracting and transporting visitors, accommodating them, and graciously catering to their needs and wants. A tourist, by United Nations (U.N.) definition, is a person who stays in places outside his usual environment for not more than one consecutive year for leisure, business or any other purpose. Business and convention tourism is included in this definition.

For many developing nations, tourism represents a relatively high percentage of gross national product and an easy way of gaining a balance of trade with other nations.

Tourism means different things to different people. For example, a hotelier might say that tourism is wonderful because it brings guests who fill rooms and restaurants. However, a government official might define it as the economic benefit of more money coming into the country, state, or city. Tourism can also be defined as the idea of attracting, accommodating, and pleasing groups or individuals traveling for pleasure or business. In order to simplify tourism, it is sometimes categorized in terms of the following factors:

Geography: International, regional, national, state, provincial, country, city

Ownership: Government, quasi-government, private.

Function: Regulators, suppliers, marketers, developers, consultants, researchers, educators, publishers, professional associations, trade organizations, consumer organizations.

Industry: Transportation (air, bus, rail, auto, cruise), travel agents, tour wholesalers, lodging, attractions, recreation. *Motive:* Profit or nonprofit. Industry practitioners use these categories to identify and interact with the various industry sectors and organizations involved with tourism. Physical needs, the desire to experience other cultures, and an interest in meeting new people are some of the motives people have when they travel. Because of flexible work hours, early retirement, and the easy accessibility of traveling, tourism is constantly growing. From a social and cultural perspective, tourism can further international understanding and economically improve a poor country. However, it can also disturb a culture by confronting it with mass tourism, causing the destruction of natural sites. A trend in avoiding tourism pollution is ecotourism.

Задание 1. Прочитайте текст и ответьте на вопросы.

1. What is the definition of the term tourism?
2. What is a United Nations definition of the term tourist?
3. What does tourism represent for developing nations?
4. What various things may the word *tourism* mean to different people?
5. What terms can tourism be categorized in?

Задание 2. Переведите текст с английского языка на русский.

Время выполнения задания – 1 час (60 минут).

Требования к оформлению документа:

- Шрифт - Times New Roman, размер шрифта - 12.
- Выравнивание текста по ширине.
- Межстрочный интервал (1,5 пт).