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УТВЕРЖДАЮ

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Основание:

решение кафедры Ин.Яз.

от « 24 » _____ 05 _____ 2016

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ
ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ
ПРИ ИЗУЧЕНИИ УЧЕБНОЙ ДИСЦИПЛИНЫ**

Иностранный язык в профессиональной сфере

наименование дисциплины

43.03.02 Туризм

код и наименование направления подготовки

Профиль "Технология и организация туроператорских и турагентских услуг"

наименование профиля подготовки

бакалавр

уровень высшего образования

Муром, 2016 г.

ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ

Фонд оценочных средств (ФОС) для текущего контроля успеваемости и промежуточной аттестации по дисциплине «Иностранный язык в профессиональной сфере» разработан в соответствии с рабочей программой, входящей в ОПОП направления подготовки 43.03.02 Туризм.

№№ п/п	Контролируемые разделы (темы) дисциплины	Код контролируемой компетенции (или ее части)	Наименование оценочного средства
1	Туризм в мире	ПК-13	Тест, устный перевод и устный реферат
2	Туристские регионы	ОК-3, ПК-13	Тест, устный перевод и устный реферат

Фонд оценочных средств по дисциплине «Иностранный язык в профессиональной сфере» предназначен для аттестации обучающихся на соответствие их персональных достижений поэтапным требованиям образовательной программы, в том числе рабочей программы дисциплины «Иностранный язык в профессиональной сфере», для оценивания результатов обучения: знаний, умений, владений и уровня приобретенных компетенций.

Фонд оценочных средств по дисциплине «Иностранный язык в профессиональной сфере» включает:

1. Оценочные средства для проведения текущего контроля успеваемости:

- тесты;
- задания для перевода и реферирования.

2. Оценочные средства для проведения промежуточной аттестации в форме:

- итогового теста для проведения зачета, зачета с оценкой;
- устного перевода и устного реферата.

Перечень компетенций, формируемых в процессе изучения дисциплины «Иностранный язык в профессиональной сфере» при освоении образовательной программы по направлению подготовки 43.03.02 Туризм:

<i>ОК-3: способность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия</i>		
<i>Знать</i>	<i>Уметь</i>	<i>Владеть</i>
лексический минимум, необходимый для решения задач межкультурного взаимодействия	понимать иноязычную информацию, необходимую для межкультурной коммуникации	готовностью использовать иностранный язык для получения информации, необходимой для межкультурной коммуникации
<i>ПК-13: способность к общению с потребителями туристского продукта, обеспечению процесса обслуживания с учетом требований потребителей и (или) туристов</i>		
<i>Знать</i>	<i>Уметь</i>	<i>Владеть</i>
лексический минимум, необходимый для работы с иноязычной информацией в профессиональной деятельности	понимать иноязычную информацию профессионального характера	готовностью использовать иностранный язык для получения информации профессионального характера

В результате освоения дисциплины «Иностранный язык в профессиональной сфере»

формируется компетенция ОК-3: способность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия;

формируется компетенция ПК-13: способность к общению с потребителями туристского продукта, обеспечению процесса обслуживания с учетом требований потребителей и (или) туристов.

Показатели, критерии и шкала оценивания компетенций текущего контроля знаний по учебной дисциплине «Иностранный язык в профессиональной сфере»

Текущий контроль знаний, согласно положению о проведении текущего контроля успеваемости и промежуточной аттестации обучающихся (далее Положение) в рамках изучения дисциплины «Иностранный язык в профессиональной сфере» предполагает тестирование, устный опрос и выполнение заданий по практическим работам.

Регламент проведения и оценивание устного опроса

В целях закрепления практического материала и углубления теоретических знаний по разделам дисциплины «Иностранный язык в профессиональной сфере» предполагается выполнение устных опросов студентов, что позволяет углубить процесс познания, раскрыть понимание прикладной значимости осваиваемой дисциплины.

Регламент проведения мероприятия

№	Вид работы	Продолжительность
1.	Предел длительности опроса	10 мин.
2.	Дискуссия	3 мин.
3.	Комментарии преподавателя	2 мин.
	Итого (в расчете на один опрос)	15 мин.

Критерии оценки устного опроса (до 5 вопросов)

Оценка	Критерии оценивания
5 баллов	Ответ на вопрос раскрыт полностью, в представленном ответе обоснованно получен правильный ответ.
4 балла	Ответ дан полностью, но нет достаточного обоснования или при верном ответе допущена незначительная ошибка, не влияющая на правильную последовательность рассуждений.
3 балла	Ответы даны частично.
2 балла	Ответ неверен или отсутствует.

Регламент проведения и оценивание тестирования студентов

В целях закрепления практического материала и углубления теоретических знаний по разделам дисциплины «Иностранный язык в профессиональной сфере» предполагается выполнение тестирования студентов, что позволяет углубить процесс познания, раскрыть понимание прикладной значимости осваиваемой дисциплины.

Регламент проведения мероприятия

№	Вид работы	Продолжительность
1.	Предел длительности тестирования	40 мин.
2.	Внесение исправлений	5 мин.
	Итого (в расчете на тест)	45 мин.

Критерии оценки тестирования студентов

Оценка выполнения тестов	Критерии оценки
<i>1 балл за правильный ответ на 1 вопрос</i>	<i>правильно выбранный вариант ответа (в случае закрытого теста), правильно вписанный ответ (в случае открытого теста)</i>

ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ ЗНАНИЙ ПО УЧЕБНОЙ ДИСЦИПЛИНЕ «Иностранный язык в профессиональной сфере»

5 СЕМЕСТР

1. Всемирная туристская организация (ЮНВТО).
2. Годовой отчет ЮНВТО.
3. Прогноз развития туризма в мире. (СРС)

6 СЕМЕСТР

4. Туризм в Европе.
5. Туризм в Америке.
6. Туризм в Азии. (СРС)
7. Туризм в Африке. (СРС)

ТЕСТИРОВАНИЕ

Тема. Всемирная туристская организация (ЮНВТО).

1. Where are the headquarters of the UNWTO located?
a) Madrid
b) Barcelona
2. Переведите сочетание “environmental sustainability”
a) устойчивость окружающей среды
b) поддержка экологических мероприятий

Тема. Годовой отчет ЮНВТО.

1. Turkey is in the following UNWTO region.
a) Europe
b) Middle East
2. Переведите сочетание “increased by 5%”
a) уменьшилось на 5%
b) увеличилось на 5%

Тема. Прогноз развития туризма в мире. (СРС)

1. The UNWTO region ‘Asia and the Pacific’ does not include ...
a) Australia
b) Uzbekistan
2. Переведите сочетание “the next step will be to develop”
a) следующим шагом будет развитие
b) следующий шаг будет развивать

Тема. Туризм в Европе.

1. What is the capital of Belgium?
a) Brussels
b) Antwerp
2. Переведите сочетание “historic milestone”
a) веха в истории
b) мильный камень истории

Тема. Туризм в Америке.

1. What is the capital of Uruguay?
a) Montevideo

- b) Punta del Este
- 2. Переведите сочетание “to implement a policy”
 - a) проводить политику
 - b) снабжать полисами

Тема. Туризм в Азии. (CPC)

- 1. What is the capital of Indonesia?
 - a) Jakarta
 - b) Denpasar
- 2. Переведите сочетание “to boost trade”
 - a) стимулировать торговлю
 - b) поддержка торговли

Тема. Туризм в Африке. (CPC)

- 1. What is the capital of Kenya?
 - a) Nairobi
 - b) Mombasa
- 2. Переведите сочетание “intra-regional tourism”
 - a) внутрирегиональный туризм
 - b) межрегиональный туризм

УСТНЫЙ ОПРОС

I. Переведите текст.

Тема. Всемирная туристская организация (ЮНВТО).

1. TURESPAÑA's remit as an organisation is to promote Spain as a destination abroad, doing so by means of:

Promotion and marketing of tourism products and destinations in international markets, in collaboration with the regional authorities (Comunidades Autónomas), local authorities and the private sector.

Drawing up the bases of tourism policy, doing so in collaboration with other state organisations, public authorities and the private sector through the Sector-Based Tourism Conference (Conferencia Sectorial del Turismo), the Spanish Tourism Board (Consejo Español de Turismo) and the Interministerial Tourism Committee (Comisión Interministerial de Turismo).

Supporting Spanish tourism firms abroad and also expediting international tourism cooperation and relations.

Analysing knowledge and intelligence of the tourism economy and bringing it to wider notice.

Drawing up plans and programmes to foster innovation, quality, sustainability and competitiveness of tourism products and destinations.

Driving the modernisation of the tourism sector, improving its scientific and technological capacity and enhancing the effectiveness and efficiency of management processes.

Strategy and investment of Paradores de Turismo de España S.A (the company running the state-owned hotel network).

2. The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tour-

ism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs).

Our Priorities

Mainstreaming tourism in the global agenda: Advocating the value of tourism as a driver of socio-economic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper. **Improving tourism competitiveness:** Improving UNWTO Members' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management. **Promoting sustainable tourism development:** Supporting sustainable tourism policies and practices which make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socio-economic benefits for all. **Advancing tourism's contribution to poverty reduction and development:** Maximizing the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda. **Fostering knowledge, education and capacity building:** Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange.

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

Тема. Годовой отчет ЮНВТО.

1. International tourist arrivals in Europe grew by 5% in 2015 to reach a total of 608 million, just over half the world's total (51%). Europe was the fastest growing region in absolute terms, with 27 million more tourists than in 2014. This is a remarkable result considering the maturity and size of many European destinations. International tourism receipts grew by 3% in real terms to US\$ 451 billion (euro 406 billion), representing 36% of worldwide receipts. A weaker euro in 2015 has boosted the region's appeal to non-euro markets, and the recovery of many European economies has fuelled intra-regional tourism. Northern Europe recorded a 7% growth in international arrivals in 2015, with most destinations turning in robust results. Arrivals to Iceland increased by 29%, while Ireland and Sweden also boasted double-digit growth. The subregion's largest destination, the United Kingdom, recorded a 6% increase in arrivals, despite the stronger pound, making the UK more expensive for euro area source markets. Central and Eastern Europe (+5%) returned to growth in 2015 after a decline in 2014. Tajikistan (+94%) virtually doubled its international arrivals in 2015, albeit from a low base. Hungary (+18%), Romania, Slovakia (both +17%) and Latvia (+10%) all recorded double-digit growth too. The Russian Federation, the subregion's largest destination, reported a 5% increase in visitors, boosted by the cheaper rouble. The Czech Republic and Poland both also grew by 5%. International arrivals in Southern and Mediterranean Europe grew by 5% in 2015. Spain, the subregion's top destination and Europe's second largest, posted 5% growth, receiving a record 68 million international arrivals. Other established destinations, Andorra (+13%), Slovenia (+12%), Portugal (+10%), Croatia, Cyprus (both +9%), Greece (+7%) and Malta (+6%) also reported strong results. Italy received 4% more arrivals after hosting the 2015 Expo in Milan. Emerging destinations Albania, Bosnia & Herzegovina, FYR Macedonia, Montenegro and Serbia all reported double-digit increases. Growth was more moderate in Western Europe (+3%). In France (+1%), the world's top tourism destination, and Belgium (+2%), the terrorist attacks in Paris and the ensuing 'lock-

down' in Brussels had a negative impact on full-year results. By contrast, the Netherlands (+8%), Germany and Austria (both +6%) reported solid increases. In Switzerland arrivals grew by 2%.

2. The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% to reach a total of 1186 million worldwide, an increase of 52 million over the previous year. It was the sixth consecutive year of above-average growth in international tourism following the 2009 global economic crisis.

Tourism flows were influenced by three major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, and increased global concern about safety and security.

By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe, the world's most visited region, recording 5%. Arrivals in the Middle East increased by 2%, while in Africa they declined by 3%, mostly due to weak results in North Africa.

International tourism receipts grew by 4.4% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1260 billion worldwide in 2015 (euro 1136 billion).

France, the United States, Spain and China continued to top the rankings in both international arrivals and receipts. In receipts, Thailand climbed three places to 6th position, and Hong Kong (China) climbed one place to 9th. Mexico moved up one position to come 9th in arrivals.

China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.

Forecasts prepared by UNWTO in January 2016 point to a continuation of growth in international tourist arrivals at a rate of between 3.5% and 4.5% in 2016, in line with the Tourism Towards 2030 long-term projection of 3.8% growth a year for the period 2010 to 2020.

Тема. Прогноз развития туризма в мире.

1. International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980). The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly. Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.

2. UNWTO Tourism Towards 2030 is UNWTO's long-term outlook, and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting

initiated in the 1990s. This study replaces the earlier Tourism 2020 Vision, which has become a worldwide reference for international tourism forecasts. Key outputs of Tourism Towards 2030 are quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future. According to Tourism Towards 2030, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

Тема. Туризм в Европе.

1. Today's online travel consumer has high expectations from social media, and the Slovenian Tourist Board (STB) wants to exceed these expectations with its 2011 Social Media Marketing Strategy. The aim was to develop a holistic digital marketing approach targeting different stages of a visit – i.e. the initial planning and decision-making process of a trip to Slovenia, providing useful visitor information while being in Slovenia, and utilizing attractive social media tools for sharing their memorable experience upon their return home. STB recognise people are passionate about travel and love to share their holiday experiences via social media. They also identify that social media needs great content to keep people interested and involved. Branding has become personal and the brand "I feel Slovenia" has started to communicate with individuals, with its own tone of voice and has established its own online identity. STB has been proactive in using the latest developments in digital tourism to fully engage its customers and its partners by:

- Raising the visibility and awareness of Slovenia as a tourist destination via social media;
- Improving the Slovenia brand and strengthening brand identity on/via the Internet;
- Increasing the number of visitors and bookings on the www.Slovenia.info site;
- Promoting and establishing wider communication about Slovenia on the Internet;
- Ensuring presence and support to the customers before, during and after trips; and
- Being creative and innovative in social media activities.

The Strategy included the following:

- Selection of appropriate social media channels (based on available resources, and goals and objectives) where STB should invest;
- Development of an appropriate content management strategy to accompany every channel;
- A specific digital media operational plan with appropriate resources and activities definition.

2. According to UNWTO, in 2012, a historic milestone was reached. For the first time in a single year, one billion tourists travelled the globe, a volume equivalent to one seventh of the world's population. UNWTO also recognizes that this figure may increase up to 1.8 billion by 2030. The transformations are ongoing and decisively influence the tourism sector. Changes in the world's tourism map. In the early 80s, according to data from UNWTO, Europe received more than 180 million international tourist arrivals, holding more than 65% share of worldwide travel. In over 30 years, the landscape changed and despite the increase in the number of international tourists worldwide, and also in Europe, new destinations have

emerged and may even supplant the European hegemony within a few years. Currently the European share of international travel is a mere 51%. UNWTO estimates that, in 2015, emerging economies will exceed the developed economies in terms of the number of tourists received. Countries like China, India, Russia, Brazil and others of the Middle East have transformed international tourism and promise to dominate the industry in the near future.

Despite the severe financial constraints that have affected the region in recent years, in 2012, international tourist arrivals grew by 3% in Europe, which remains the most visited region of the world. This is unequivocal evidence that the tourism sector is resilient and one of the most promising areas of economic growth and should therefore be regarded as an engine of recovery, especially for countries in crisis. Currently, the European tourism sector generates more than 5% of the European Union (EU) GDP, a number constantly growing, representing the third most important socio-economic activity in the EU. If the related sectors are also considered, the contribution of tourism to GDP in the EU amounts to 10%, corresponding to about 12% of employment. Employment growth in the tourism sector has almost always been higher than economic growth over the last 10 years.

Тема. Туризм в Америке.

1. The “jewel” of the South Atlantic, the most sophisticated tourist destination in Latin America, in its moment of greatest success and tourism development in the past 50 years, has decided not to wait for the natural maturity and the concomitant plateau that it will inexorably reach sooner or later, and has rather launched an urban development plan for the coming 30 years, thus initiating a revamp at its peak and not during a process of stagnation and decline, as has been common in other destinations. The new Uruguayan land use planning law has given its regional authorities (Provinces) powers to regulate their own territories. In exercise of these powers, the Department of Maldonado, the political jurisdiction where Punta del Este is located, issued its own land use plan and, in keeping with this, Departmental Council (Local Parliament) approved the most far-reaching land use plan in the history of Uruguay. In a 1600-hectare part of its territory, an area where there currently no activity and which serves only as a transit point of little value, a development ordinance has been approved allowing the private construction of residential and commercial properties within a rational urban planning scheme under the “Urban Forest” concept and called Eje Aparicio Saravia.

This urban planning allows the private sector to plan its investments and construction, with clear rules that are the same for everybody, thus protecting the territory from short-sighted speculation. As a matter of course, the public sector through the Local Government will provide the necessary infrastructure and emblematic projects that will enhance the value of this “new territory” that is naturally integrated with the existing successful development. A double perimeter road, whose first section is already finished, will directly connect the Eje Aparicio Saravia with the Ruta Interbalnearia, Montevideo and the International Airports of Montevideo and Punta del Este. The development includes a new domestic and international bus terminal, and Educational City Park of 15 hectares, which will house the facilities to establish universities and business schools, a convention centre and a fairground which will shortly be open to tender, and whose construction will begin before year-end, an Urban Park of 400 hectares that will serve as a recreational area for tourists and the resident population, and the recovery of 630 hectares of wetlands, which will be the main attraction for lovers of nature tourism. A seasonal sun-and-sand tourism destination is thus reinventing itself in anticipation of the future.

2. The Americas region, thanks to the variety and strength of its culture and its history, its natural and architectural attractions, and the hospitality of its people, has great potential for tourism development. It is a relatively young sector that has been consolidating itself

to the extent that it has become a priority in the national agendas of the countries of the region. Indeed, recent years have been characterized by institutional strengthening that has made it possible to design and implement public policies and allowed the development of the public, private and social sectors related to tourism.

In a context of political stability and economic growth in the region, there has been development in infrastructure and tourism products, improved connectivity conditions by land, air and sea, as well as a boost to human resources training and the formation of a culture around tourism. These are all factors that have enabled the growth of domestic and international markets with the resulting social benefits for host communities. As a result of this, tourism has been showing a dynamism that led to an average annual growth for the period 2003- 2012 of 4.1%. For 2012, international tourist arrivals and international tourism receipts enjoyed positive growth allowing the region to retain its global market share of 16% and 20% respectively.

Тема. Туризм в Азии. (CPC)

1. With a population of 250 million and a healthy GDP growth rate of 5.8% in 2013 that is estimated to maintain its current trend over the next five years, Indonesia offers the greatest potential for investment and economic progress among the Maritime Silk Road destinations. Since it is the largest island archipelago in the world, Indonesia's biodiversity assets, both natural and cultural, have enabled the destination to live up to its slogan 'The ultimate in diversity'. The tourism industry was badly affected a decade ago by natural and man-made disasters but, thanks to the resilience of Indonesia's tourism, it has made a complete recovery with arrivals increasing from 4.9 million in 2005 to 8.8 million in 2013. Chinese tourist arrivals in Indonesia increased from 112,000 in 2005 to 807,000 in 2013. The average annual growth for the period 2010-2013 of 19.8% should see Chinese visitors surpassing a million arrivals by 2016. GDP growth has also had an impact on per capita income and, consequently, on the Indonesian outbound market, which has benefited from a growing wealthy middle class with disposable incomes to match. Outbound traffic to China from Indonesia has been growing steadily in line with arrivals, which reached 622,000 in 2012, an increase of 2.2% over the previous year. Indonesia also has the largest Islamic population of any country in the world and this augurs well for the development of this lucrative market. The new Maritime Silk Road between China and Indonesia is therefore is a route offering two-way potential that will be beneficial to both countries.

2. Sea routes linking to South/South-East Asia, the Middle East and Europe

■ UNWTO's Silk Road Tourism initiative was launched in 1994 with the Samarkand Declaration calling for "... a peaceful and fruitful rebirth of these legendary routes as one of the world's richest cultural tourism destinations".

■ 31 Member States (as of June 2014) now participate actively in the initiative and more are expected to join as UNWTO extends the program to cover the New Maritime Silk Road.

■ The concept of the new Maritime Silk Road has also been endorsed by China, Japan and Korea and is supported by business and government circles in many parts of the world.

Tourism's role in boosting trade, economic growth and employment

■ Since tourism is one of the fastest growing sectors of the world economy, not least in Asia and the Pacific, it can play an important role in strengthening people-to-people relations, contributing to breaking down trade barriers and boosting trade between countries along the Maritime Silk Road.

■ It can also stimulate investment and employment, thereby helping to drive economic growth for the 3.8 billion people living in the 50 countries that make up the Silk Road

Economic Belt.

■ The new Maritime Silk Road will also open up new economic regions in different parts of the world, such as the different states of Central Asia and the Western Regions of China.

■ Coastal cities such as Guangzhou, Fujian Province or Macao in China, or Dubai and Abu Dhabi in the United Arab Emirates, all stand to benefit as gateways to the new emerging economic regions. And tourism in turn will also benefit as increased trade and development generate new demand.

Тема. Туризм в Африке. (CPC)

1. Sound waste management and optimization of resource recovery require concerted effort from the management, and reliable data on solid waste generation and composition. An increasing number of tourism facilities in Kenya are appreciating the need to put up conservation measures or lose out on the resources they rely on due to activities that destroy the environment. Knowledge about solid waste sources and types as well as information on its composition and rates of production and disposal is essential for the design and operational aspects of any tourism facility (Shamshiry, 2011). The application of responsible tourism to protect natural wildlife habitats, innovation in resources conservation and support to community wellbeing has managed to put Kicheche Laikipia Camp on the map as one of the best tourism facilities in Kenya. Kicheche Laikipia is a small luxurious tented camp situated in the Ol Pejeta Conservancy in Laikipia County, approximately 240 km from Nairobi City. The luxurious camp has been commended greatly due to their waste recycling and reducing techniques. Most significant, Kicheche Laikipia Camp has been awarded Gold level Eco-rating Certification by Ecotourism Kenya for their outstanding and replicable best practices. The camp is guided by its corporate environmental policy which puts emphases on environmental protection, conservation of resources, waste management, compliance to relevant legal requirements and sustainability in areas of operations. The policy is implemented through a welldefined Environmental Management System (EMS) with clear management plans in water, energy, and solid waste management.

2. From an analysis of UNWTO tourism data, it is clear that Africa has an unfulfilled tourism potential, with only a minority of the Sub-Saharan countries taking advantage of the opportunities the sector poses. This is further confirmed by WTTC's Travel and Tourism Economic Impact 2015 – Africa report, which confirms that the direct contribution that the direct contribution of travel and tourism to GDP in 2014 was USD 83.3 billion (3.4% of GDP). This is forecast to rise by 3.7% to USD 86.4 billion in 2015. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported. In general, it is clear that travel and tourism make a small direct contribution to the GDP (% of GDP) of African countries.

However, the potential is high and products such as safari tourism, beach tourism, business travel, diaspora tourism, nature/adventure tourism, cultural heritage tourism, domestic travel and intra-regional tourism are just some of the examples provided by the World Bank as major opportunities for development (World Bank, 2011).

II. Осуществите реферирование текста.

Тема. Всемирная туристская организация (ЮНВТО).

1. TURESPAÑA's remit as an organisation is to promote Spain as a destination abroad, doing so by means of:

Promotion and marketing of tourism products and destinations in international mar-

kets, in collaboration with the regional authorities (Comunidades Autónomas), local authorities and the private sector.

Drawing up the bases of tourism policy, doing so in collaboration with other state organisations, public authorities and the private sector through the Sector-Based Tourism Conference (Conferencia Sectorial del Turismo), the Spanish Tourism Board (Consejo Español de Turismo) and the Interministerial Tourism Committee (Comisión Interministerial de Turismo).

Supporting Spanish tourism firms abroad and also expediting international tourism cooperation and relations.

Analysing knowledge and intelligence of the tourism economy and bringing it to wider notice.

Drawing up plans and programmes to foster innovation, quality, sustainability and competitiveness of tourism products and destinations.

Driving the modernisation of the tourism sector, improving its scientific and technological capacity and enhancing the effectiveness and efficiency of management processes.

Strategy and investment of Paradores de Turismo de España S.A (the company running the state-owned hotel network).

2. The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs).

Our Priorities

Mainstreaming tourism in the global agenda: Advocating the value of tourism as a driver of socio-economic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper. Improving tourism competitiveness: Improving UNWTO Members' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management. Promoting sustainable tourism development: Supporting sustainable tourism policies and practices which make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socio-economic benefits for all. Advancing tourism's contribution to poverty reduction and development: Maximizing the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda. Fostering knowledge, education and capacity building: Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange.

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

Тема. Годовой отчет ЮНВТО.

1. International tourist arrivals in Europe grew by 5% in 2015 to reach a total of 608 million, just over half the world's total (51%). Europe was the fastest growing region in ab-

solute terms, with 27 million more tourists than in 2014. This is a remarkable result considering the maturity and size of many European destinations. International tourism receipts grew by 3% in real terms to US\$ 451 billion (euro 406 billion), representing 36% of worldwide receipts. A weaker euro in 2015 has boosted the region's appeal to non-euro markets, and the recovery of many European economies has fuelled intra-regional tourism. Northern Europe recorded a 7% growth in international arrivals in 2015, with most destinations turning in robust results. Arrivals to Iceland increased by 29%, while Ireland and Sweden also boasted double-digit growth. The subregion's largest destination, the United Kingdom, recorded a 6% increase in arrivals, despite the stronger pound, making the UK more expensive for euro area source markets. Central and Eastern Europe (+5%) returned to growth in 2015 after a decline in 2014. Tajikistan (+94%) virtually doubled its international arrivals in 2015, albeit from a low base. Hungary (+18%), Romania, Slovakia (both +17%) and Latvia (+10%) all recorded double-digit growth too. The Russian Federation, the subregion's largest destination, reported a 5% increase in visitors, boosted by the cheaper rouble. The Czech Republic and Poland both also grew by 5%. International arrivals in Southern and Mediterranean Europe grew by 5% in 2015. Spain, the subregion's top destination and Europe's second largest, posted 5% growth, receiving a record 68 million international arrivals. Other established destinations, Andorra (+13%), Slovenia (+12%), Portugal (+10%), Croatia, Cyprus (both +9%), Greece (+7%) and Malta (+6%) also reported strong results. Italy received 4% more arrivals after hosting the 2015 Expo in Milan. Emerging destinations Albania, Bosnia & Herzegovina, FYR Macedonia, Montenegro and Serbia all reported double-digit increases. Growth was more moderate in Western Europe (+3%). In France (+1%), the world's top tourism destination, and Belgium (+2%), the terrorist attacks in Paris and the ensuing 'lock-down' in Brussels had a negative impact on full-year results. By contrast, the Netherlands (+8%), Germany and Austria (both +6%) reported solid increases. In Switzerland arrivals grew by 2%.

2. The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% to reach a total of 1186 million worldwide, an increase of 52 million over the previous year. It was the sixth consecutive year of above-average growth in international tourism following the 2009 global economic crisis.

Tourism flows were influenced by three major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, and increased global concern about safety and security.

By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe, the world's most visited region, recording 5%. Arrivals in the Middle East increased by 2%, while in Africa they declined by 3%, mostly due to weak results in North Africa.

International tourism receipts grew by 4.4% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1260 billion worldwide in 2015 (euro 1136 billion).

France, the United States, Spain and China continued to top the rankings in both international arrivals and receipts. In receipts, Thailand climbed three places to 6th position, and Hong Kong (China) climbed one place to 9th. Mexico moved up one position to come 9th in arrivals.

China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.

Forecasts prepared by UNWTO in January 2016 point to a continuation of growth in international tourist arrivals at a rate of between 3.5% and 4.5% in 2016, in line with the Tourism Towards 2030 long-term projection of 3.8% growth a year for the period 2010 to 2020.

Тема. Прогноз развития туризма в мире.

1. International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980). The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly. Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.

2. UNWTO Tourism Towards 2030 is UNWTO's long-term outlook, and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting initiated in the 1990s. This study replaces the earlier Tourism 2020 Vision, which has become a worldwide reference for international tourism forecasts. Key outputs of Tourism Towards 2030 are quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future. According to Tourism Towards 2030, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

Тема. Туризм в Европе.

1. Today's online travel consumer has high expectations from social media, and the Slovenian Tourist Board (STB) wants to exceed these expectations with its 2011 Social Media Marketing Strategy. The aim was to develop a holistic digital marketing approach targeting different stages of a visit – i.e. the initial planning and decision-making process of a trip to Slovenia, providing useful visitor information while being in Slovenia, and utilizing attractive social media tools for sharing their memorable experience upon their return home. STB recognise people are passionate about travel and love to share their holiday experiences via social media. They also identify that social media needs great content to keep people interested and involved. Branding has become personal and the brand "I feel Slovenia" has started to communicate with individuals, with its own tone of voice and has established its own online identity. STB has been proactive in using the latest developments in digital tourism to

fully engage its customers and its partners by:

- Raising the visibility and awareness of Slovenia as a tourist destination via social media;
- Improving the Slovenia brand and strengthening brand identity on/via the Internet;
- Increasing the number of visitors and bookings on the www.Slovenia.info site;
- Promoting and establishing wider communication about Slovenia on the Internet;
- Ensuring presence and support to the customers before, during and after trips; and
- Being creative and innovative in social media activities.

The Strategy included the following:

- Selection of appropriate social media channels (based on available resources, and goals and objectives) where STB should invest;
- Development of an appropriate content management strategy to accompany every channel;
- A specific digital media operational plan with appropriate resources and activities definition.

2. According to UNWTO, in 2012, a historic milestone was reached. For the first time in a single year, one billion tourists travelled the globe, a volume equivalent to one seventh of the world's population. UNWTO also recognizes that this figure may increase up to 1.8 billion by 2030. The transformations are ongoing and decisively influence the tourism sector. Changes in the world's tourism map. In the early 80s, according to data from UNWTO, Europe received more than 180 million international tourist arrivals, holding more than 65% share of worldwide travel. In over 30 years, the landscape changed and despite the increase in the number of international tourists worldwide, and also in Europe, new destinations have emerged and may even supplant the European hegemony within a few years. Currently the European share of international travel is a mere 51%. UNWTO estimates that, in 2015, emerging economies will exceed the developed economies in terms of the number of tourists received. Countries like China, India, Russia, Brazil and others of the Middle East have transformed international tourism and promise to dominate the industry in the near future.

Despite the severe financial constraints that have affected the region in recent years, in 2012, international tourist arrivals grew by 3% in Europe, which remains the most visited region of the world. This is unequivocal evidence that the tourism sector is resilient and one of the most promising areas of economic growth and should therefore be regarded as an engine of recovery, especially for countries in crisis. Currently, the European tourism sector generates more than 5% of the European Union (EU) GDP, a number constantly growing, representing the third most important socio-economic activity in the EU. If the related sectors are also considered, the contribution of tourism to GDP in the EU amounts to 10%, corresponding to about 12% of employment. Employment growth in the tourism sector has almost always been higher than economic growth over the last 10 years.

Тема. Туризм в Америке.

1. The “jewel” of the South Atlantic, the most sophisticated tourist destination in Latin America, in its moment of greatest success and tourism development in the past 50 years, has decided not to wait for the natural maturity and the concomitant plateau that it will inexorably reach sooner or later, and has rather launched an urban development plan for the coming 30 years, thus initiating a revamp at its peak and not during a process of stagnation and decline, as has been common in other destinations. The new Uruguayan land use planning law has given its regional authorities (Provinces) powers to regulate their own territories. In exercise of these powers, the Department of Maldonado, the political jurisdiction where Punta del Este is located, issued its own land use plan and, in keeping with this, Departmental Council (Local Parliament) approved the most far-reaching land use plan in the history of

Uruguay. In a 1600-hectare part of its territory, an area where there currently no activity and which serves only as a transit point of little value, a development ordinance has been approved allowing the private construction of residential and commercial properties within a rational urban planning scheme under the “Urban Forest” concept and called Eje Aparicio Saravia.

This urban planning allows the private sector to plan its investments and construction, with clear rules that are the same for everybody, thus protecting the territory from short-sighted speculation. As a matter of course, the public sector through the Local Government will provide the necessary infrastructure and emblematic projects that will enhance the value of this “new territory” that is naturally integrated with the existing successful development. A double perimeter road, whose first section is already finished, will directly connect the Eje Aparicio Saravia with the Ruta Interbalnearia, Montevideo and the International Airports of Montevideo and Punta del Este. The development includes a new domestic and international bus terminal, and Educational City Park of 15 hectares, which will house the facilities to establish universities and business schools, a convention centre and a fairground which will shortly be open to tender, and whose construction will begin before year-end, an Urban Park of 400 hectares that will serve as a recreational area for tourists and the resident population, and the recovery of 630 hectares of wetlands, which will be the main attraction for lovers of nature tourism. A seasonal sun-and-sand tourism destination is thus reinventing itself in anticipation of the future.

2. The Americas region, thanks to the variety and strength of its culture and its history, its natural and architectural attractions, and the hospitality of its people, has great potential for tourism development. It is a relatively young sector that has been consolidating itself to the extent that it has become a priority in the national agendas of the countries of the region. Indeed, recent years have been characterized by institutional strengthening that has made it possible to design and implement public policies and allowed the development of the public, private and social sectors related to tourism.

In a context of political stability and economic growth in the region, there has been development in infrastructure and tourism products, improved connectivity conditions by land, air and sea, as well as a boost to human resources training and the formation of a culture around tourism. These are all factors that have enabled the growth of domestic and international markets with the resulting social benefits for host communities. As a result of this, tourism has been showing a dynamism that led to an average annual growth for the period 2003- 2012 of 4.1%. For 2012, international tourist arrivals and international tourism receipts enjoyed positive growth allowing the region to retain its global market share of 16% and 20% respectively.

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Регламент проведения и оценивание практических работ

В целях закрепления практического материала и углубления теоретических знаний по разделам дисциплины «Иностранный язык в профессиональной сфере» предполагается выполнение практических работ, что позволяет углубить процесс познания, раскрыть понимание прикладной значимости осваиваемой дисциплины.

Регламент проведения мероприятия

№	Вид работы	Продолжительность
1.	Предел длительности практической работы	80 мин.
2.	Защита отчета	10 мин.
	Итого (в расчете на одну практическую работу)	90 мин.

Критерии оценки практических работ

Оценка	Критерии оценивания
5 баллов	Задание выполнено полностью, в представленном отчете обоснованно получено правильное выполненное задание.
4 балла	Задание выполнено полностью, но нет достаточного обоснования или при верном решении допущена незначительная ошибка, не влияющая на правильную последовательность рассуждений.
2 балла	Задания выполнены частично.
0 баллов	Задание не выполнено.

Общее распределение баллов текущего контроля по видам учебных работ для студентов (в соответствии с Положением)

Рейтинг-контроль 1	Тестирование, устный опрос	до 15/15
Рейтинг-контроль 2	Тестирование, устный опрос	до 15/15
Рейтинг-контроль 3	Тестирование, устный опрос	до 50/50
Посещение занятий студентом		до 5
Дополнительные баллы (бонусы)		до 5
Выполнение семестрового плана самостоятельной работы		до 10

Показатели, критерии и шкала оценивания компетенций промежуточной аттестации знаний по учебной дисциплине «Иностранный язык в профессиональной сфере»

5 СЕМЕСТР

Промежуточная аттестация (зачет)

Зачет проводится в двух формах в соответствии с контролируруемыми результатами образования:

1) электронная форма – тестирование в ИОП MOODLE (ОК-3. Блок 1 – знать; ПК-13. Блок 1 – знать);

Индивидуальный тест формируется в автоматическом режиме на основе типовых заданий.

2) устная форма – устный перевод (ОК-3. Блок 2 – уметь; ПК-13. Блок 2 – уметь);

3) устная форма – устное реферирование (ОК-3. Блок 3 – владеть; ПК-13. Блок 3 – владеть).

Темы, выносимые на зачет

1. Всемирная туристская организация (ЮНВТО).
2. Годовой отчет ЮНВТО.
3. Прогноз развития туризма в мире.

ОЦЕНИВАНИЕ РЕЗУЛЬТАТОВ

Блок 1 – Знания – 10 баллов

Блок 2 – Умения – 10 баллов

Блок 3 – Владение – 20 баллов

6 СЕМЕСТР

Промежуточная аттестация (зачет с оценкой)

Зачет проводится в двух формах в соответствии с контролируруемыми результатами образования:

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3) устная форма – устное реферирование (ОК-3. Блок 3 – владеть; ПК-13. Блок 3 – владеть).

Темы, выносимые на зачет

4. Туризм в Европе.
5. Туризм в Америке.
6. Туризм в Азии.
7. Туризм в Африке.

ОЦЕНИВАНИЕ РЕЗУЛЬТАТОВ

Блок 1 – Знания – 10 баллов

Блок 2 – Умения – 10 баллов

Блок 3 – Владение – 20 баллов

ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО УЧЕБНОЙ ДИСЦИПЛИНЕ «Иностранный язык в профессиональной сфере»

ОК-3

БЛОК 1 – ЗНАТЬ

ТЕСТИРОВАНИЕ

Тема. Всемирная туристская организация (ЮНВТО).

Where are the headquarters of the UNWTO located?

- a) Madrid
- b) Barcelona

Тема. Годовой отчет ЮНВТО.

Turkey is in the following UNWTO region.

- a) Europe
- b) Middle East

Тема. Прогноз развития туризма в мире.

The UNWTO region 'Asia and the Pacific' does not include ...

- a) Australia
- b) Uzbekistan

Тема. Туризм в Европе.

What is the capital of Belgium?

- a) Brussels
- b) Antwerp

Тема. Туризм в Америке.

What is the capital of Uruguay?

- a) Montevideo
- b) Punta del Este

Тема. Туризм в Азии.

What is the capital of Indonesia?

- a) Jakarta
- b) Denpasar

Тема. Туризм в Африке.

What is the capital of Kenya?

- a) Nairobi
- b) Mombasa

БЛОК 2 – УМЕТЬ

УСТНЫЙ ОПРОС

Переведите текст.

Тема. Всемирная туристская организация (ЮНВТО).

TURESPAÑA's remit as an organisation is to promote Spain as a destination abroad, doing so by means of:

Promotion and marketing of tourism products and destinations in international markets, in collaboration with the regional authorities (Comunidades Autónomas), local authorities and the private sector.

Drawing up the bases of tourism policy, doing so in collaboration with other state organisations, public authorities and the private sector through the Sector-Based Tourism Conference (Conferencia Sectorial del Turismo), the Spanish Tourism Board (Consejo Español de Turismo) and the Interministerial Tourism Committee (Comisión Interministerial de Turismo).

Supporting Spanish tourism firms abroad and also expediting international tourism cooperation and relations.

Analysing knowledge and intelligence of the tourism economy and bringing it to wider notice.

Drawing up plans and programmes to foster innovation, quality, sustainability and competitiveness of tourism products and destinations.

Driving the modernisation of the tourism sector, improving its scientific and technological capacity and enhancing the effectiveness and efficiency of management processes.

Strategy and investment of Paradores de Turismo de España S.A (the company running the state-owned hotel network).

Тема. Годовой отчет ЮНВТО.

International tourist arrivals in Europe grew by 5% in 2015 to reach a total of 608 million, just over half the world's total (51%). Europe was the fastest growing region in absolute terms, with 27 million more tourists than in 2014. This is a remarkable result considering the maturity and size of many European destinations. International tourism receipts grew by 3% in real terms to US\$ 451 billion (euro 406 billion), representing 36% of worldwide receipts. A weaker euro in 2015 has boosted the region's appeal to non-euro markets, and the recovery of many European economies has fuelled intra-regional tourism. Northern Europe recorded a 7% growth in international arrivals in 2015, with most destinations turning in robust results. Arrivals to Iceland increased by 29%, while Ireland and Sweden also boasted double-digit growth. The subregion's largest destination, the United Kingdom, recorded a 6% increase in arrivals, despite the stronger pound, making the UK more expensive for euro area source markets. Central and Eastern Europe (+5%) returned to growth in 2015 after a decline in 2014. Tajikistan (+94%) virtually doubled its international arrivals in 2015, albeit from a low base. Hungary (+18%), Romania, Slovakia (both +17%) and Latvia (+10%) all recorded double-digit growth too. The Russian Federation, the subregion's largest destination, reported a 5% increase in visitors, boosted by the cheaper rouble. The Czech Republic and Poland both also grew by 5%. International arrivals in Southern and Mediterranean Europe grew by 5% in 2015. Spain, the subregion's top destination and Europe's second largest, posted 5% growth, receiving a record 68 million international arrivals. Other established

destinations, Andorra (+13%), Slovenia (+12%), Portugal (+10%), Croatia, Cyprus (both +9%), Greece (+7%) and Malta (+6%) also reported strong results. Italy received 4% more arrivals after hosting the 2015 Expo in Milan. Emerging destinations Albania, Bosnia & Herzegovina, FYR Macedonia, Montenegro and Serbia all reported double-digit increases. Growth was more moderate in Western Europe (+3%). In France (+1%), the world's top tourism destination, and Belgium (+2%), the terrorist attacks in Paris and the ensuing 'lock-down' in Brussels had a negative impact on full-year results. By contrast, the Netherlands (+8%), Germany and Austria (both +6%) reported solid increases. In Switzerland arrivals grew by 2%.

Тема. Прогноз развития туризма в мире.

International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980). The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly. Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe.

Тема. Туризм в Европе.

Today's online travel consumer has high expectations from social media, and the Slovenian Tourist Board (STB) wants to exceed these expectations with its 2011 Social Media Marketing Strategy. The aim was to develop a holistic digital marketing approach targeting different stages of a visit – i.e. the initial planning and decision-making process of a trip to Slovenia, providing useful visitor information while being in Slovenia, and utilizing attractive social media tools for sharing their memorable experience upon their return home. STB recognise people are passionate about travel and love to share their holiday experiences via social media. They also identify that social media needs great content to keep people interested and involved. Branding has become personal and the brand "I feel Slovenia" has started to communicate with individuals, with its own tone of voice and has established its own online identity. STB has been proactive in using the latest developments in digital tourism to fully engage its customers and its partners by:

- Raising the visibility and awareness of Slovenia as a tourist destination via social media;
- Improving the Slovenia brand and strengthening brand identity on/via the Internet;
- Increasing the number of visitors and bookings on the www.Slovenia.info site;
- Promoting and establishing wider communication about Slovenia on the Internet;
- Ensuring presence and support to the customers before, during and after trips; and
- Being creative and innovative in social media activities.

The Strategy included the following:

- Selection of appropriate social media channels (based on available resources, and goals and objectives) where STB should invest;
- Development of an appropriate content management strategy to accompany every channel;
- A specific digital media operational plan with appropriate resources and activities definition.

Тема. Туризм в Америке.

The “jewel” of the South Atlantic, the most sophisticated tourist destination in Latin America, in its moment of greatest success and tourism development in the past 50 years, has decided not to wait for the natural maturity and the concomitant plateau that it will inexorably reach sooner or later, and has rather launched an urban development plan for the coming 30 years, thus initiating a revamp at its peak and not during a process of stagnation and decline, as has been common in other destinations. The new Uruguayan land use planning law has given its regional authorities (Provinces) powers to regulate their own territories. In exercise of these powers, the Department of Maldonado, the political jurisdiction where Punta del Este is located, issued its own land use plan and, in keeping with this, Departmental Council (Local Parliament) approved the most far-reaching land use plan in the history of Uruguay. In a 1600-hectare part of its territory, an area where there currently no activity and which serves only as a transit point of little value, a development ordinance has been approved allowing the private construction of residential and commercial properties within a rational urban planning scheme under the “Urban Forest” concept and called Eje Aparicio Saravia.

This urban planning allows the private sector to plan its investments and construction, with clear rules that are the same for everybody, thus protecting the territory from short-sighted speculation. As a matter of course, the public sector through the Local Government will provide the necessary infrastructure and emblematic projects that will enhance the value of this “new territory” that is naturally integrated with the existing successful development. A double perimeter road, whose first section is already finished, will directly connect the Eje Aparicio Saravia with the Ruta Interbalnearia, Montevideo and the International Airports of Montevideo and Punta del Este. The development includes a new domestic and international bus terminal, and Educational City Park of 15 hectares, which will house the facilities to establish universities and business schools, a convention centre and a fairground which will shortly be open to tender, and whose construction will begin before year-end, an Urban Park of 400 hectares that will serve as a recreational area for tourists and the resident population, and the recovery of 630 hectares of wetlands, which will be the main attraction for lovers of nature tourism. A seasonal sun-and-sand tourism destination is thus reinventing itself in anticipation of the future.

Тема. Туризм в Азии.

With a population of 250 million and a healthy GDP growth rate of 5.8% in 2013 that is estimated to maintain its current trend over the next five years, Indonesia offers the greatest potential for investment and economic progress among the Maritime Silk Road destinations. Since it is the largest island archipelago in the world, Indonesia’s biodiversity assets, both natural and cultural, have enabled the destination to live up to its slogan ‘The ultimate in diversity’. The tourism industry was badly affected a decade ago by natural and man-made disasters but, thanks to the resilience of Indonesia’s tourism, it has made a complete recovery with arrivals increasing from 4.9 million in 2005 to 8.8 million in 2013. Chinese tourist arrivals in Indonesia increased from 112,000 in 2005 to 807,000 in 2013. The average annual growth for the period 2010-2013 of 19.8% should see Chinese visitors surpassing a million

arrivals by 2016. GDP growth has also had an impact on per capita income and, consequently, on the Indonesian outbound market, which has benefited from a growing wealthy middle class with disposable incomes to match. Outbound traffic to China from Indonesia has been growing steadily in line with arrivals, which reached 622,000 in 2012, an increase of 2.2% over the previous year. Indonesia also has the largest Islamic population of any country in the world and this augurs well for the development of this lucrative market. The new Maritime Silk Road between China and Indonesia is therefore a route offering two-way potential that will be beneficial to both countries.

Тема. Туризм в Африке.

Sound waste management and optimization of resource recovery require concerted effort from the management, and reliable data on solid waste generation and composition. An increasing number of tourism facilities in Kenya are appreciating the need to put up conservation measures or lose out on the resources they rely on due to activities that destroy the environment. Knowledge about solid waste sources and types as well as information on its composition and rates of production and disposal is essential for the design and operational aspects of any tourism facility (Shamshiry, 2011). The application of responsible tourism to protect natural wildlife habitats, innovation in resources conservation and support to community wellbeing has managed to put Kicheche Laikipia Camp on the map as one of the best tourism facilities in Kenya. Kicheche Laikipia is a small luxurious tented camp situated in the Ol Pejeta Conservancy in Laikipia County, approximately 240 km from Nairobi City. The luxurious camp has been commended greatly due to their waste recycling and reducing techniques. Most significant, Kicheche Laikipia Camp has been awarded Gold level Eco-rating Certification by Ecotourism Kenya for their outstanding and replicable best practices. The camp is guided by its corporate environmental policy which puts emphases on environmental protection, conservation of resources, waste management, compliance to relevant legal requirements and sustainability in areas of operations. The policy is implemented through a welldefined Environmental Management System (EMS) with clear management plans in water, energy, and solid waste management.

БЛОК 3 – ВЛАДЕТЬ УСТНЫЙ ОПРОС

Осуществите реферирование текста.

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mental protection, conservation of resources, waste management, compliance to relevant legal requirements and sustainability in areas of operations. The policy is implemented through a welldefined Environmental Management System (EMS) with clear management plans in water, energy, and solid waste management.

ПК-13

БЛОК 1 – ЗНАТЬ

ТЕСТИРОВАНИЕ

Тема. Всемирная туристская организация (ЮНВТО).

Переведите сочетание “environmental sustainability”

- a) устойчивость окружающей среды
- b) поддержка экологических мероприятий

Тема. Годовой отчет ЮНВТО.

Переведите сочетание “increased by 5%”

- a) уменьшилось на 5%
- b) увеличилось на 5%

Тема. Прогноз развития туризма в мире.

Переведите сочетание “the next step will be to develop”

- a) следующим шагом будет развитие
- b) следующий шаг будет развивать

Тема. Туризм в Европе.

Переведите сочетание “historic milestone”

- a) веха в истории
- b) мильный камень истории

Тема. Туризм в Америке.

Переведите сочетание “to implement a policy”

- a) проводить политику
- b) снабжать полисами

Тема. Туризм в Азии.

Переведите сочетание “to boost trade”

- a) стимулировать торговлю
- b) поддержка торговли

Тема. Туризм в Африке.

Переведите сочетание “intra-regional tourism”

- a) внутрирегиональный туризм
- b) межрегиональный туризм

БЛОК 2 – УМЕТЬ

УСТНЫЙ ОПРОС

Переведите текст.

Тема. Всемирная туристская организация (ЮНВТО).

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a

driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs).

Our Priorities

Mainstreaming tourism in the global agenda: Advocating the value of tourism as a driver of socio-economic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper. **Improving tourism competitiveness:** Improving UNWTO Members' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management. **Promoting sustainable tourism development:** Supporting sustainable tourism policies and practices which make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socio-economic benefits for all. **Advancing tourism's contribution to poverty reduction and development:** Maximizing the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda. **Fostering knowledge, education and capacity building:** Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange.

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

Тема. Годовой отчет ЮНВТО.

The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% to reach a total of 1186 million worldwide, an increase of 52 million over the previous year. It was the sixth consecutive year of above-average growth in international tourism following the 2009 global economic crisis.

Tourism flows were influenced by three major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, and increased global concern about safety and security.

By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe, the world's most visited region, recording 5%. Arrivals in the Middle East increased by 2%, while in Africa they declined by 3%, mostly due to weak results in North Africa.

International tourism receipts grew by 4.4% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1260 billion worldwide in 2015 (euro 1136 billion).

France, the United States, Spain and China continued to top the rankings in both international arrivals and receipts. In receipts, Thailand climbed three places to 6th position, and Hong Kong (China) climbed one place to 9th. Mexico moved up one position to come 9th in arrivals.

China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.

Forecasts prepared by UNWTO in January 2016 point to a continuation of growth in international tourist arrivals at a rate of between 3.5% and 4.5% in 2016, in line with the

Tourism Towards 2030 long-term projection of 3.8% growth a year for the period 2010 to 2020.

Тема. Прогноз развития туризма в мире.

UNWTO Tourism Towards 2030 is UNWTO's long-term outlook, and an assessment of the development of tourism over the two decades from 2010 to 2030. It is a broad research project, building on UNWTO's ongoing work in the field of long-term forecasting initiated in the 1990s. This study replaces the earlier Tourism 2020 Vision, which has become a worldwide reference for international tourism forecasts. Key outputs of Tourism Towards 2030 are quantitative projections for international tourism demand over a 20-year period, with 2010 as the base year, and ending in 2030. The updated forecast has been enriched with an analysis of the social, political, economic, environmental and technological factors that have shaped tourism in the past, and which are expected to influence the sector in the future. According to Tourism Towards 2030, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

Тема. Туризм в Европе.

According to UNWTO, in 2012, a historic milestone was reached. For the first time in a single year, one billion tourists travelled the globe, a volume equivalent to one seventh of the world's population. UNWTO also recognizes that this figure may increase up to 1.8 billion by 2030. The transformations are ongoing and decisively influence the tourism sector. Changes in the world's tourism map. In the early 80s, according to data from UNWTO, Europe received more than 180 million international tourist arrivals, holding more than 65% share of worldwide travel. In over 30 years, the landscape changed and despite the increase in the number of international tourists worldwide, and also in Europe, new destinations have emerged and may even supplant the European hegemony within a few years. Currently the European share of international travel is a mere 51%. UNWTO estimates that, in 2015, emerging economies will exceed the developed economies in terms of the number of tourists received. Countries like China, India, Russia, Brazil and others of the Middle East have transformed international tourism and promise to dominate the industry in the near future.

Despite the severe financial constraints that have affected the region in recent years, in 2012, international tourist arrivals grew by 3% in Europe, which remains the most visited region of the world. This is unequivocal evidence that the tourism sector is resilient and one of the most promising areas of economic growth and should therefore be regarded as an engine of recovery, especially for countries in crisis. Currently, the European tourism sector generates more than 5% of the European Union (EU) GDP, a number constantly growing, representing the third most important socio-economic activity in the EU. If the related sectors are also considered, the contribution of tourism to GDP in the EU amounts to 10%, corresponding to about 12% of employment. Employment growth in the tourism sector has almost always been higher than economic growth over the last 10 years.

Тема. Туризм в Америке.

The Americas region, thanks to the variety and strength of its culture and its history, its natural and architectural attractions, and the hospitality of its people, has great potential

for tourism development. It is a relatively young sector that has been consolidating itself to the extent that it has become a priority in the national agendas of the countries of the region. Indeed, recent years have been characterized by institutional strengthening that has made it possible to design and implement public policies and allowed the development of the public, private and social sectors related to tourism.

In a context of political stability and economic growth in the region, there has been development in infrastructure and tourism products, improved connectivity conditions by land, air and sea, as well as a boost to human resources training and the formation of a culture around tourism. These are all factors that have enabled the growth of domestic and international markets with the resulting social benefits for host communities. As a result of this, tourism has been showing a dynamism that led to an average annual growth for the period 2003- 2012 of 4.1%. For 2012, international tourist arrivals and international tourism receipts enjoyed positive growth allowing the region to retain its global market share of 16% and 20% respectively.

Тема. Туризм в Азии.

Sea routes linking to South/South-East Asia, the Middle East and Europe

■ UNWTO's Silk Road Tourism initiative was launched in 1994 with the Samarkand Declaration calling for "... a peaceful and fruitful rebirth of these legendary routes as one of the world's richest cultural tourism destinations".

■ 31 Member States (as of June 2014) now participate actively in the initiative and more are expected to join as UNWTO extends the program to cover the New Maritime Silk Road.

■ The concept of the new Maritime Silk Road has also been endorsed by China, Japan and Korea and is supported by business and government circles in many parts of the world.

Tourism's role in boosting trade, economic growth and employment

■ Since tourism is one of the fastest growing sectors of the world economy, not least in Asia and the Pacific, it can play an important role in strengthening people-to-people relations, contributing to breaking down trade barriers and boosting trade between countries along the Maritime Silk Road.

■ It can also stimulate investment and employment, thereby helping to drive economic growth for the 3.8 billion people living in the 50 countries that make up the Silk Road Economic Belt.

■ The new Maritime Silk Road will also open up new economic regions in different parts of the world, such as the different states of Central Asia and the Western Regions of China.

■ Coastal cities such as Guangzhou, Fujian Province or Macao in China, or Dubai and Abu Dhabi in the United Arab Emirates, all stand to benefit as gateways to the new emerging economic regions. And tourism in turn will also benefit as increased trade and development generate new demand.

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From an analysis of UNWTO tourism data, it is clear that Africa has an unfulfilled tourism potential, with only a minority of the Sub-Saharan countries taking advantage of the opportunities the sector poses. This is further confirmed by WTTC's Travel and Tourism Economic Impact 2015 – Africa report, which confirms that the direct contribution that the direct contribution of travel and tourism to GDP in 2014 was USD 83.3 billion (3.4% of GDP). This is forecast to rise by 3.7% to USD 86.4 billion in 2015. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other

passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported. In general, it is clear that travel and tourism make a small direct contribution to the GDP (% of GDP) of African countries.

However, the potential is high and products such as safari tourism, beach tourism, business travel, diaspora tourism, nature/adventure tourism, cultural heritage tourism, domestic travel and intra-regional tourism are just some of the examples provided by the World Bank as major opportunities for development (World Bank, 2011).

БЛОК 3 – ВЛАДЕТЬ

УСТНЫЙ ОПРОС

Осуществите реферирование текста.

Тема. Всемирная туристская организация (ЮНВТО).

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Sustainable Development Goals (SDGs).

Our Priorities

Mainstreaming tourism in the global agenda: Advocating the value of tourism as a driver of socio-economic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper. Improving tourism competitiveness: Improving UNWTO Members' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management. Promoting sustainable tourism development: Supporting sustainable tourism policies and practices which make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socio-economic benefits for all. Advancing tourism's contribution to poverty reduction and development: Maximizing the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda. Fostering knowledge, education and capacity building: Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange.

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

Тема. Годовой отчет ЮНВТО.

The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% to reach a total of 1186 million worldwide, an increase of 52 million over the previous year. It was the sixth consecutive year of above-average growth in international tourism following the 2009 global economic crisis.

Tourism flows were influenced by three major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and other commodities, and in-

creased global concern about safety and security.

By UNWTO region, the Americas and Asia and the Pacific both recorded close to 6% growth in international tourist arrivals, with Europe, the world's most visited region, recording 5%. Arrivals in the Middle East increased by 2%, while in Africa they declined by 3%, mostly due to weak results in North Africa.

International tourism receipts grew by 4.4% in real terms (taking into account exchange rate fluctuations and inflation) with total earnings in the destinations estimated at US\$ 1260 billion worldwide in 2015 (euro 1136 billion).

France, the United States, Spain and China continued to top the rankings in both international arrivals and receipts. In receipts, Thailand climbed three places to 6th position, and Hong Kong (China) climbed one place to 9th. Mexico moved up one position to come 9th in arrivals.

China, the United States and the United Kingdom led outbound tourism in their respective regions in 2015, fuelled by strong currencies and economies.

Forecasts prepared by UNWTO in January 2016 point to a continuation of growth in international tourist arrivals at a rate of between 3.5% and 4.5% in 2016, in line with the Tourism Towards 2030 long-term projection of 3.8% growth a year for the period 2010 to 2020.

Тема. Прогноз развития туризма в мире.

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Максимальная сумма баллов, набираемая студентом по дисциплине «Иностранный язык в профессиональной сфере» равна 100.

Оценка в баллах	Оценка по шкале	Обоснование	Уровень сформированности компетенций
Более 80	«Отлично»	Содержание курса освоено полностью, без пробелов, необходимые практические навыки работы с освоенным материалом сформированы, все предусмотренные программой обучения учебные задания выполнены, качество их выполнения оценено числом баллов, близким к максимальному	Высокий уровень
66-80	«Хорошо»	Содержание курса освоено полностью, без пробелов, некоторые практические навыки работы с освоенным материалом сформированы недостаточно, все предусмотренные программой обучения учебные задания выполнены, качество выполнения ни одного из них не оценено минимальным числом баллов, некоторые виды заданий выполнены с ошибками	Продвинутый уровень
50-65	«Удовлетворительно»	Содержание курса освоено частично, но пробелы не носят существенного характера, необходимые практические навыки работы с освоенным материалом в основном сформированы, большинство предусмотренных программой обучения учебных заданий выполнено, некоторые из выполненных заданий, возможно, содержат ошибки	Пороговый уровень
Менее 50	«Неудовлетворительно»	Содержание курса не освоено, необходимые практические навыки работы не сформированы, выполненные учебные задания содержат грубые ошибки	Компетенции не сформированы