

ENGLISKI JEZIK A3

Obavezna literatura

1. Miriam Jacob and Peter Strutt, *English for International Tourism*, Longman Pearson, 2004. (UNITS 8-15)
2. Ivan Milošević, *Business Prism*, Visoka turistička škola, 2015.

PISMENI DEO ISPITA

Primer testa je dat u posebnom linku na stranici ISPITNA PITANJA na sajtu škole

1. **Provera gramatike** –upotreba infinitiva i gerunda - *Infinitive, Gerund* (reporting verbs); engleska sintaksa i veznici - *Conjunctions*, Uslovne rečenice – *Conditionals*, Odnosne rečenice – *Defining and Non-defining Relative Clauses*, Modalne fraze i njihove funkcije – mogućnost, verovatnoća, pretpostavka itd. *Modal Phrases*.
2. **Provera vokabulara** – ekologija i održivi turizam, saobraćaj, odnosi sa klijentima, pravna regulativa i rešavanje žalbi putnika, agencijsko poslovanje, održavanje sastanaka, poslovni putnici i kongresni turizam, urbanističko planiranje i odabir lokacija za razvoj turizma, hoteli i hotelski sadržaji, aktivnosti i sportovi, umetnost i kulturno nasleđe, upotreba i uloga informatičke tehnologije u turizmu.

USMENI DEO ISPITA:

1. Eliminatorski deo: provera stručnog vokabulara (*lista obaveznih reči* sa zvaničnog sajta)
2. Diskusija o pročitanoj tekstu iz udžbenika (PITANJE BR.1) i provera vokabulara iz udžbenika.
3. Samostalno izlaganje studenta na osnovu pređenog gradiva i tema iz oblasti turizma. (PITANJE BR. 2)
4. Dodatno pitanje (ukoliko su u pitanju ocene na prelazu)

PITANJE BR. 1

1. Safe Tourism, p. 50
2. Safe Tourism, p. 51 (AND WHAT IS)
3. Holding a Public meeting, p. 55
4. Passenger Care, p. 59.
5. Making Recommendations, p. 60
6. Transport: Air/Rail/Road/Sea p. 61
7. Customer Relations p. 62
8. When it Pays to Complain, p. 65
9. Letter of Apology, p. 66.
10. Hilton International, p. 70
11. Docklands Turns its Attention to Tourism Growth, p. 78
12. The Charms of New Hampshire, p. 82
13. Marketing the Past, p. 88
14. Business Travel, p. 94-95

15. Customer Relations, p. 112
16. Richard Williams Talks about Sandy Lane, p. 112
17. Responsible Tourism, Listening, p. 119
18. Transport, Listening 1, p. 119-120
19. Customer Relations, Listening, p. 120-121
20. Hotel Facilities, Listening, Section 1&2, p. 121
21. Hotel Facilities, Listening, Section 3&4, p. 121
22. Selecting Locations, Listening 1, p. 121
23. Selecting Locations, Listening 1, p. 121-122
24. Things To Do, Listening, p. 122
25. Marketing the Past, Listening 1, p. 122-123
26. Marketing the Past, Listening 2, p. 123
27. Business Travel, Listening, p. 123
28. What Dangers May Lie Ahead for Libellous Tweeters? (*Business Prism*, p. 109)
29. Third Time Lucky? (*Business Prism*, p. 117)
30. Researchers' Google Glass Spyware Sees What You See (*Business Prism*, p. 125)

PITANJE BR. 2

1. What is the negative impact of tourism on the historic sites, wildlife, host community's culture?
2. What are the positive effects of tourism on the natural and cultural habitat?
3. What should be taken to counteract negative effects of tourism?
4. What advice would you give to a developing country trying to enlarge its tourist industry?
5. What steps would you take to make sure that no damage is done to the environment?
6. How would you control the extra influx of tourists in popular destinations?
7. What kinds of things can be done to make the journey more agreeable for the passengers travelling by sea?
8. What kinds of things can be done to make the journey more agreeable for the passengers travelling by air?
9. Which transport infrastructural project would you recommend for Peakland?
10. What are the ways to prevent customer defection?
11. How to handle customer complaints?
12. How can dissatisfied tourists/customers stand up for their rights?
13. What are Dockland's strengths and weaknesses for tourism development?
14. What strategies should National Tourism Organizations develop for successful country branding?
15. What are tangible and intangible characteristics of a deluxe hotel?
16. What factors do tourists take into account when booking a hotel?
17. What do hoteliers do to maximize their sale?
18. What are the pros and cons of established central tourist area to locate a hotel?
19. What are the ways to spend leisure time in New Hampshire?
20. How can a museum encourage visitors to keep coming back?
21. What is the role of a museum and cultural institutions in society today?
22. What are the disadvantages of museums like the Louvre?
23. What are the conceptual differences between the Louvre and the Neues Museum?
24. How are business travelers different from other travelers?

25. How can an airline cater for the special needs of business travelers?
26. What is the importance of blogs and social media networks in marketing and business?
27. What is e-commerce?
28. What are the pros and cons of online shopping?
29. How does Central Reservation System facilitate the job of tourist professionals?
30. What are the potential disadvantages of rapid technological development?

DODATNO PITANJE

1. Describe a museum/church/work of art of your choice
2. Describe a natural reserve of your choice
3. Describe specific features of the indigenous community of your choice.
4. Dubai Plans Massive Tourism and Retail Project (iz udžbenika *Business Prism*, UNIT 11)
5. Samsung Accused of Running Slush Funds (iz udžbenika *Business Prism*, UNIT 12)

Dodatna literatura

- Raymond Murphy: *English Grammar in Use*, Cambridge University Press, 2003.
- Oxford Advanced Learner's Dictionary, sedmo izdanje, 2004.
- Englesko-Srpski Srpsko-Engleski rečnik, Institut za strane jezike, 2004.
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- Iwona Dubicka and Margaret O'Keefe, *English for International Tourism*, Workbook, Pearson, 2013, (intermediate and upper-intermediate level).
- Robin Walker and Keith Harding, *Oxford English for Careers, Tourism 1*, Student's Book-Provision, Oxford University Press, 2006.
- Robin Walker and Keith Harding, *Oxford English for Careers, Tourism 2*, Student's Book-Encounters, Oxford University Press, 2006.
- Robin Walker and Keith Harding, *Oxford English for Careers, Tourism 3*, Student's Book-Management, Oxford University Press, 2006.
- BITCO 2014 Conference Proceedings. *Thematic Tourism in a Global Environment: Advantages, Challenges and Future Developments*, College of Tourism, Belgrade, 2014. (pp. 17-76)

Reference sa interneta:

- <http://www.lonelyplanet.com/>
- <http://www.travel-industry-dictionary.com/>
- <http://www.travelchannel.com/>
- <http://www.investopedia.com/>
- <https://www.youtube.com/watch?v=Ty64GtmYIH0>
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