

Захарова Е.Н.

## **READING THE BBC NEWS**

### **Part 1**

**СБОРНИК ТЕКСТОВ И УПРАЖНЕНИЙ ДЛЯ  
СТУДЕНТОВ-БАКАЛАВРОВ, ИЗУЧАЮЩИХ  
АНГЛИЙСКИЙ ЯЗЫК**

**(НАПРАВЛЕНИЕ «СЕРВИС»)**

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНА Г. ЧЕРНЫШЕВСКОГО

Захарова Е.Н.

READING THE BBC NEWS

Part 1

Сборник текстов и упражнений для студентов-бакалавров,  
изучающих английский язык

(направление «Сервис»)

*учебно-методическое пособие*

Саратов 2016

**Захарова Е.Н.** Reading the BBC News. Part 1. Сборник текстов и упражнений для студентов-бакалавров, изучающих английский язык. Направление «Сервис»: учебно-методическое пособие - Саратов, 2016.

Учебно-методическое пособие содержит англоязычные материалы для практических занятий, самостоятельной работы и переводческого практикума бакалавров направления «Сервис». Все представленные тексты снабжены после-текстовыми упражнениями. Целью пособия является подготовка студентов к самостоятельной работе с академической литературой и периодикой по специальности.

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## ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для студентов-бакалавров направления «Сервис», изучающих английский язык. Учебным материалом пособия являются оригинальные тексты с сайта британской медиа-корпорации BBC <http://www.bbc.co.uk>. Целью пособия является подготовка студентов к самостоятельной работе с академической литературой и периодикой по специальности.

Учебные тексты снабжены после-текстовыми упражнениями: задания на объяснение (толкование) слов и выражений по теме «Сервис» и практикум перевода англоязычных предложений на русский язык. Это позволяет последовательно подвести студентов к пониманию и осмыслению содержания текстов, а также пополнить индивидуальный словарный запас в процессе чтения. Перевод всего текста рассматривается автором как этап речевой деятельности, завершающий предварительный анализ и толкование содержания и ведущий к передаче смысла оригинала средствами родного языка.

При работе с представленными в пособии статьями рекомендуется пользоваться различными словарями, среди которых отметим онлайн словари <http://www.multitran.ru>, <http://www.lingvo.ru>, <http://dictionary.cambridge.org/ru/>, <http://dic.academic.ru/> и др.

## “Recession Fears 'Fade' as UK's Service Sector Grows”

Source: <http://www.bbc.com/news/business-37274279>



The UK's services industry rebounded strongly in August, suggesting the country will "avoid recession", according to a closely-watched survey. The Markit/CIPS purchasing managers' index (PMI) showed activity in UK services recorded the biggest month-on-month rise in the survey's history. The index rose from 47.4 in July to 52.9 in August. A score above 50 indicates growth. It effectively takes services back to pre-referendum levels, Markit said.

The PMI is a survey of business managers, gauging whether their firm's activity has increased compared with the previous month. The return to growth for the services industry - which accounts for nearly 80% of the UK economy - adds to signs of recovery in manufacturing and construction last month. There

had been fears of two consecutive quarters of falls in economic growth - the usual definition of a recession - but Chris Williamson, chief economist at Markit, said the survey findings suggested there would be a modest 0.1% expansion in GDP in the three months to September.

### **'Buck Brexit'**

Sterling rose sharply after the release of the PMI survey, rising 0.6% against the dollar before falling back slightly to just over \$1.33. Last month's recovery in services wiped out a shock fall in July following the Brexit vote.

"A record rise in the services PMI adds to the encouraging news seen in the manufacturing and construction sectors in August to suggest that an imminent recession will be avoided," Mr. Williamson said. It is still too early to call the "start of a sustained post-shock recovery, but there's plenty of anecdotal evidence to indicate that the initial shock of the June vote has begun to dissipate", he said. He added: "Many companies are seeing business return to normal either simply by customer confidence rising or a stoic determination to 'Buck Brexit' and carry on regardless."



Computing and IT, financial services, hotels and restaurants contributed to the recovery, according to the survey."The services PMI completes a triple-

whammy of good economic data for the UK in the last three trading sessions and indicates that businesses are returning to normal after the initial shock of the vote rocked confidence," said Neil Wilson, a financial market analyst at ETX Capital.

### 'Overstates recovery'

Other analysts, however, warned the PMI findings should be treated with some caution. "Just as the July survey probably overstated the economy's underlying weakness, the August survey probably overstates its subsequent recovery," said Scott Bowman, UK economist at Capital Economics. Growth in services was already subdued before the EU referendum, with a score of 52.3 in June - the lowest in more than three years. Meanwhile, manufacturing body EEF says output from Britain's factories slowed down in the last three months and is unlikely to grow until the end of year.

Exercise 1: Explain the following words/phrases (in English).

services industry	economic growth
a closely-watched survey	to contribute to
to indicate	a trading sessions
compared with	to be treated with some caution
consecutive	unlikely



Exercise 2: Translate the following sentences into Russian.

- The UK's services industry rebounded strongly in August, suggesting the country will "avoid recession", according to a closely-watched survey.
- The return to growth for the services industry - which accounts for nearly 80% of the UK economy - adds to signs of recovery in manufacturing and construction last month.
- Last month's recovery in services wiped out a shock fall in July following the Brexit vote.
- Computing and IT, financial services, hotels and restaurants contributed to the recovery, according to the survey.
- Other analysts, however, warned the PMI findings should be treated with some caution.

## “US Service Sector Falters”

Source: <http://news.bbc.co.uk/2/hi/business/2174196.stm>



The US service sector continued to expand in July, but the pace of growth had slowed from the previous month. Services make up about two-thirds of the US economy, and the news will heighten fears that the US economic recovery is stalling.

In its latest report on the sector, the Institute for Supply Management (ISM) said its monthly non-manufacturing index fell to 53.1 in July from 57.2 in June. The reading also came in lower than analysts' forecasts for a fall to 54.6. Any number above 50 indicates growth in the sector, while anything below 50 signals a contraction.

"In July, non-manufacturing business activity increased at a slower rate than in June," said the ISM survey coordinator, Ralph Kauffman. "The reported growth represents the sixth consecutive month of expansion in non-manufacturing business activity, but the second consecutive month of reduced rates of expansion."

## More jobs

Another index gauging new orders also fell, suggesting that the pace of recovery will continue to be lethargic. However, there was one bright spot - the ISM's employment index showed that the pace of job losses is slowing. According to separate research, US companies announced 80,966 layoffs in July, down from 94,766 in June - a 15% fall.

"While it is a positive sign that job cuts have slowed so significantly, the news is weakened by the fact that the economy seems to be in a no-growth state," said John Challenger, chief executive of Challenger Gray, the firm that compiled the research.



## Double-dip fears

Last week preliminary US economic growth data for the April to June period suggested that the economy was losing momentum. They showed that the economy grew at an annual rate of 1.1% during the second quarter - much slower than the 5% growth rate enjoyed during the previous three months. The data sparked fears that the economy would experience a double-dip recession, where apparent recovery gives way to another slowdown.

Consistent falls in stocks on Wall Street have also added to the gloom, as investors remain pessimistic about the chances of a US rebound. The ISM,

formerly called the National Association of Purchasing Management, compiles its indices by surveying more than 370 purchasing executives in more than 60 service industries once a month.

Exercise 1: Explain the following words/phrases (in English).

to expand	employment index
previous	to experience recession
to heighten fears	consistent
economic recovery	to remain pessimistic about
analysts' forecasts	a service industry

Exercise 2: Translate the following sentences into Russian.

- Services make up about two-thirds of the US economy, and the news will heighten fears that the US economic recovery is stalling.
- Any number above 50 indicates growth in the sector, while anything below 50 signals a contraction.
- The data sparked fears that the economy would experience a double-dip recession, where apparent recovery gives way to another slowdown.
- In July, non-manufacturing business activity increased at a slower rate than in June.
- The ISM, formerly called the National Association of Purchasing Management, compiles its indices by surveying more than 370 purchasing executives in more than 60 service industries once a month.

## “Service Sector Signals Growth”

Source:<http://news.bbc.co.uk/2/hi/business/8081248.stm>



### **The service sector saw its first growth in May since April 2008**

The UK service sector grew unexpectedly in May, a survey has said, indicating the economic outlook may be improving. The PMI services index hit 51.7 in May, up from 48.7 in April. A measure above 50 indicates growth, and this was the first reading over 50 since April 2008. The Chartered Institute of Purchasing and Supply, which helps compile the data, said the trend could lead to overall economic growth next quarter.

Separate data suggested signs of improvement in the UK jobs market.

A survey by KPMG showed an index reading of 41.7 for permanent placements last month, up from April's reading of 37.3. While it remained below 50, indicating the number of jobs available is still decreasing, the rate of decrease was the slowest for 10 months. Also on Wednesday, a survey from Nationwide for May suggested UK consumers were feeling more optimistic about the future than they had been for six months.

The building society's index hit a reading of 53 in May, up from 51 the month before and representing the highest reading since November.

### **'Good news'**

"If sustained, the rise in the PMI surveys into June would indicate an increase in GDP as early as Q2, albeit an extremely modest rise," said Chris Williamson, the chief economist for Markit which helps research the PMI survey.

Colin Ellis of Daiwa Securities said: "Today's reading is probably the first genuine bit of good news on activity for many months, as opposed to 'less bad' data. "And it will bolster hopes that the UK economy as a whole can start growing sooner rather than later". Mr. Ellis did not agree with the view that the economy would expand in the second quarter, but he added that "a rise in the third quarter is looking more likely by the day".



### **Job losses**

Commenting on the job vacancy data, Mike Stevens of KPMG said: "For the third successive month we have seen a slowing in the rate of decline in both temporary and permanent placements." "However, it remains difficult to build real optimism of an incipient recovery," he added.

The most recent set of official unemployment figures showed that the jobless total rose by 244,000 to 2.22 million in the first three months of 2009, with the unemployment rate rising to 7.1%.

Exercise 1: Explain the following words/phrases (in English).

unexpectedly	the chief economist
services index	to bolster hopes
to indicate growth	the job vacancy data
improvement	in the rate of decline
available	temporary and permanent placements

Exercise 2: Translate the following sentences into Russian.

- The UK service sector grew unexpectedly in May, a survey has said, indicating the economic outlook may be improving.
- The Chartered Institute of Purchasing and Supply, which helps compile the data, said the trend could lead to overall economic growth next quarter.
- Also on Wednesday, a survey from Nationwide for May suggested UK consumers were feeling more optimistic about the future than they had been for six months.
- Mr. Ellis did not agree with the view that the economy would expand in the second quarter.
- However, it remains difficult to build real optimism of an incipient recovery.

## “Attack Hits European Service Sector”

Source: <http://news.bbc.co.uk/2/hi/business/1576999.stm>



Recession fears in Europe were heightened by news that the service sector shrank in September for the first time in at least three years. The eurozone service sector's contraction was caused by heightened consumer nervousness following the terrorist attacks on the US, according to a Reuters survey.

"This data highlights the potential for further deterioration in euro area growth," UBS Warburg's Edward Teather said. The Reuters Services Purchasing Managers Index (PMI) declined to the lowest level in the survey's history in September and was worse than expected. The news agency has carried out the survey of 2,000 purchasing managers for three years. The figures were "very weak, full stop," agreed BNP Paribas' Ken Wattret.

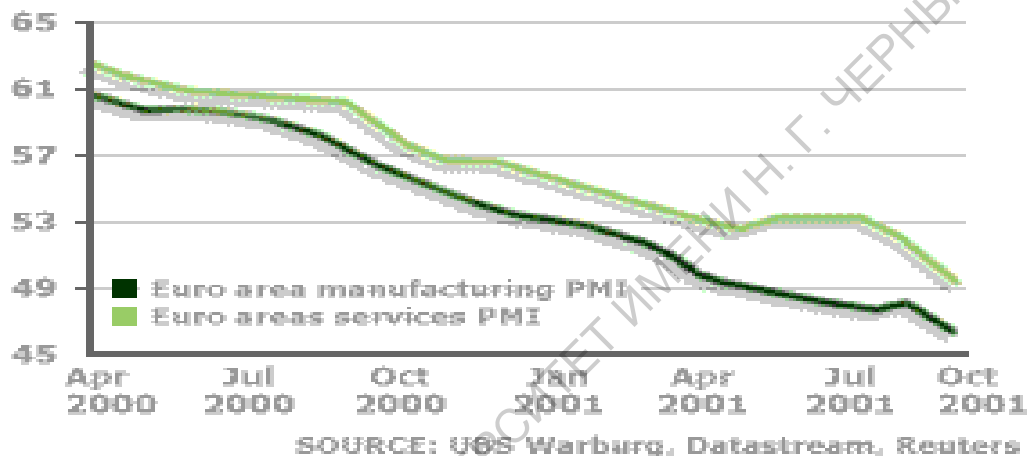
"I guess there is an over-reaction, a knee-jerk response to events in the US, but it's pretty clear that the downward risks to economic sentiment short-term are very large."



## Worse than manufacturing

Ahead of the survey, analysts had high hopes for the service sector's ability to continue to grow, even though a survey released on Monday suggested the manufacturing sector is shrinking. Such hopes were dashed by the Reuters survey.

**Eurozone services and manufacturing PMIs**



"Significantly, the decline in the euro area services PMI in September was sharper than the equivalent manufacturing PMI," Mr. Teather said. "Fears of a world-wide recession, already evident before this month, heightened significantly following the terrorist attacks," said the company that compiled the survey on behalf of Reuters, NTC Research.

## Rate cut

Economic weakness in the service sector strengthened hopes of a cut in interest rates when the European Central Bank meets next week. The data "supports our expectation of a cut in the ECB's rates on 11 October", said Mr. Teather. In the US, the cost of borrowing was slashed for the ninth time on Tuesday.

Exercise 1: Explain the following words/phrases (in English).

to be heightened by	further deterioration
contraction	to highlight
consumer nervousness	news agency
terrorist attacks	significantly
a knee-jerk response to	a world-wide recession

Exercise 2: Translate the following sentences into Russian.

- The eurozone service sector's contraction was caused by heightened consumer nervousness following the terrorist attacks on the US, according to a Reuters survey.
- The news agency has carried out the survey of 2,000 purchasing managers for three years.
- Fears of a world-wide recession, already evident before this month, heightened significantly following the terrorist attacks.
- Economic weakness in the service sector strengthened hopes of a cut in interest rates when the European Central Bank meets next week.
- This data highlights the potential for further deterioration in euro area growth.

## “Eurozone Service Sector 'Shrinks Again’”

Source: <http://www.bbc.com/news/business-16028295>



Eurozone service sector activity shrank further in November, led by a sharp contraction in Spain, surveys suggest.

Italian service-sector firms also continued to see a sharp fall in business, while Germany has stagnated. The latest eurozone services Purchasing Managers' Index registered a level of 47, only slightly up from October. Levels below 50 imply falling activity. The index, which is based on a business survey, adds to indications that the eurozone economy is in recession.

Spain turned in the worst result, where the index of activity in service sector firms fell to 36.8 from 41.8 a month ago, suggesting the downturn has accelerated in that country. "Although the problems in the eurozone clearly impact on the Spanish economy, it is economic crisis and a lack of demand in Spain itself that is more widely reported as being behind the current downturn," said Andrew Hacker, economist at data firm Markit, who produced the survey.

Italy and France both reported continuing contractions in their service sectors, but at a reduced pace compared with October. For the eurozone as a whole, the service sector has now shrunk for the third month running, according to the surveys.

"The overall level of confidence remains lower than at any time since March 2009," said Markit's chief economist, Chris Williamson. "Service providers remained worried about the impact of the escalating debt crisis and the darkening economic outlook." Combined with similar surveys for the eurozone's manufacturing sector, Markit said that the eurozone economy was on course to shrink by 0.6% in the last quarter of the year, with Italy faring worst.

Exercise 1: Explain the following words/phrases (in English).

a sharp contraction	at a reduced pace
a sharp fall	as a whole
to register	a chief economist
to be based on	to remain worried
a lack of demand	debt crisis

Exercise 2: Translate the following sentences into Russian.

- Eurozone service sector activity shrank further in November, led by a sharp contraction in Spain, surveys suggest.
- The index, which is based on a business survey, adds to indications that the eurozone economy is in recession.
- Italy and France both reported continuing contractions in their service sectors, but at a reduced pace compared with October.
- For the eurozone as a whole, the service sector has now shrunk for the third month running, according to the surveys.
- Service providers remained worried about the impact of the escalating debt crisis and the darkening economic outlook.

## “People Shun Service Sector Jobs”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/england/cumbria/3789947.stm](http://news.bbc.co.uk/2/hi/uk_news/england/cumbria/3789947.stm)



Almost 1,000 jobs are going begging in Cumbria because no-one wants to work in the leisure industry, tourism bosses say. The tourism industry is Cumbria's biggest income generator, bringing in millions of pounds a year. Yet some firms claim they will have to hire foreign workers to plug recruitment gaps.

It is estimated that if vacancies were filled by locals, Cumbria's jobless rate would be cut by a sixth. Latest unemployment figures show that 5,874 people are out of work in Cumbria. But there are 935 vacancies within the county's hospitality industry, of which 346 are part-time. Employment Service figures reveal unfilled jobs include 319 chefs, 291 waiters and bar workers, 201 kitchen porters and 47 reception staff.

Bill Smith, the chief executive of the Lakes Hospitality Association says foreign workers have a "very good attitude" when it comes to working in the service sector. He said: "The situation in Cumbria is not yet a crisis, but it is a

challenge. The rural geography of Cumbria means we have not got pools of population available to many of the hotels. Foreign workers are used to working in our hospitality industry and enjoy it. The attitudes to working in the service industries are very different on the Continent. They have a greater appreciation of the work that needs to be done than people in the UK.”



### **Specialist skills**

"Wage rates are towards the lower end of the scale, but there are many establishments paying good wages." Chris Ruston, the general manager of the Oasis Whinfell Forest Park near Penrith said he had 100 vacancies to fill out of a staff of 1,300. He said: "We have to recruit people from outside the area to help us through the situation, especially at peak season time.”

"Certainly for youngsters, they have a lot more options now with what they want to do with their lives."

Exercise 1: Explain the following words/phrases (in English).

to beg	jobless rate
leisure industry	a waiter
foreign workers	hospitality
to plug recruitment gaps	the attitudes to
a vacancy	from outside the area

Exercise 2: Translate the following sentences into Russian.

- The tourism industry is Cumbria's biggest income generator, bringing in millions of pounds a year.
- Latest unemployment figures show that 5,874 people are out of work in Cumbria.
- Bill Smith, the chief executive of the Lakes Hospitality Association says foreign workers have a "very good attitude" when it comes to working in the service sector.
- Wage rates are towards the lower end of the scale, but there are many establishments paying good wages.
- We have to recruit people from outside the area to help us through the situation, especially at peak season time.



## “EU Strikes Deal on Service Sector”

Source: <http://news.bbc.co.uk/2/hi/europe/5028248.stm>



EU ministers have reached agreement on a draft deal tearing down barriers to cross-border provision of services. The Services Directive is seen as a key step towards completion of the EU's single market as services make up 70% of the economy, but only 20% of trade.

The European Parliament voted in favour of a watered-down version of the directive in February. On Monday, the 25 states accepted a new draft from the European Commission, heavily based on the parliament's text.

The directive must go back to parliament for a second reading, possibly before the end of the year. "With great satisfaction I can tell you that we were able to get a breakthrough on the services directive," Austrian Economy Minister Martin Bartenstein, who led the talks, said late on Monday. EU Internal Market Commissioner Charlie McCreevy, who proposed the new text, said few people would have believed last year that any agreement was possible. "If you were a wagering person... you would have got very long odds against that occurring," he added.

## German pressure

Austria, the holder of the EU's rotating presidency, had been pressing other member states in Brussels to agree a formal position. Diplomats said Germany lobbied hard for an agreement. The member states were earlier said to be split over an Austrian proposal for member states to screen each others' legislation, and to compile a register of restrictions imposed on foreign service suppliers.

AFP news agency says the screening proposal was supported by the new member states, which were disappointed when the European Parliament voted down a proposal allowing service providers to follow the rules of their home country when operating abroad.

The so-called "country of origin" principle would have made it easier for companies in the new member states to undercut their rivals in richer states, and to drive down prices.



## French referendum

AFP quoted a diplomatic source, who explained that the screening proposal was designed as a "sort of compensation" for the loss of the country of origin principle.

However, Germany's junior Economics Minister Joachim Wuermeling said it would create a "huge bureaucratic burden". The European Commission's new version of the directive differs from the parliament's by including legal services in the scope of the legislation. But according to Reuters, France wanted notaries excluded from the draft directive. The earlier version of the directive - known in France as the Bolkestein Directive after former internal market commissioner Frits Bolkestein - helped prompt French voters to reject the EU constitution in a referendum exactly a year ago.

Earlier this month, UK Trade Minister Ian McCartney said the new rules would be worth about £5bn (7.3bn euros) per year to the British economy, "boosting services such as management consultancy, advertising, estate agency and leisure services, and bringing benefits to a wide range of businesses, consumers and jobseekers". In 2005, 116 million people - nearly 70% of the EU's work force - were employed in the service sector.

Exercise 1: Explain the following words/phrases (in English).

an agreement	to believe
cross-border provision of services	service providers
to vote in favour of	bureaucratic
for a second reading	in the scope of
to get a breakthrough	leisure services

Exercise 2: Translate the following sentences into Russian.

- The member states were earlier said to be split over an Austrian proposal for member states to screen each others' legislation, and to compile a register of restrictions imposed on foreign service suppliers.
- The so-called "country of origin" principle would have made it easier for companies in the new member states to undercut their rivals in richer states, and to drive down prices.
- Austria, the holder of the EU's rotating presidency, had been pressing other member states in Brussels to agree a formal position.
- The Services Directive is seen as a key step towards completion of the EU's single market as services make up 70% of the economy, but only 20% of trade.
- In 2005, 116 million people - nearly 70% of the EU's work force - were employed in the service sector.

## “Public Sector Pensions Probe Call”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/politics/7783147.stm](http://news.bbc.co.uk/2/hi/uk_news/politics/7783147.stm)



Business leaders have called for an independent commission into the "ballooning" taxpayer bill for public sector pensions. A £1 trillion "tab" has been run up, heightening the need to look at costs and financial rules, the CBI said. Deputy Director General John Cridland argued it was important to know whether the taxpayer "can afford it". But union leaders said ensuring workers had "dignity" and a "decent" income in retirement was of paramount importance.

### **'Difficult and painful'**

The CBI's report said most public sector pension schemes would place a "massive and growing" burden on future taxpayers, yet it was difficult to build a clear picture of the liabilities. Meanwhile, private firms had made "difficult and painful" reforms to their schemes, such as increasing employee contributions or introducing more cost-effective arrangements.

Companies paid more than £33bn into schemes last year, up from £7.7bn a decade ago, but they still faced a deficit because of the stock market turmoil, said the CBI. In contrast, a growing number of public sector workers were eligible for a pension and most could retire at 60 or earlier as well as benefiting from full inflation-proofing, the report added.

MrCridland told BBC Radio 4's Today programme that public sector workers had earned £29bn in pension benefits last year, but had contributed £19bn. He said: "We need an independent commission so that the public and business community knows just how much of our tax is going to fund this gap. The public sector is its own employer. It needs to establish the affordability of its pensions with the unions."

### **'Aspiring'**

The CBI said the public sector retirement age should be increased and employee contributions should be raised. MrCridlandsaid: "It is a fantasy that stronger pensions are justified because public sector workers are paid less. They aren't. No wonder that many businesses are reporting that state jobs are distorting the labour market."

But Mark Serwotka, general secretary of the Public Sector Services Union, told Today: "It's not true to say the public sector has retained a retirement age of 60." He added that a quarter of civil service staff earned less than £16,000 a year.

MrSerwotkasaid: "We need to be aspiring not to a race to the bottom but for people to have decent pension provision in old age. We need to ensure that people in the public sector can look forward to a retirement with some form of dignity."

### **'Properly funded'**

TUC general secretary Brendan Barber said: "If we are to have the public services that make our society civilised then it is only right that we recognise that public servants should get a decent pension and that this carries a bill."

Shadow chief secretary to the Treasury, Philip Hammond, said: "An incoming Conservative government would set up an independent Office for Budget Responsibility to conduct a full review - but we would be delighted if such a review were to start now."

Liberal Democrat work and pensions spokeswoman Jenny Willott said: "The CBI are entirely right to call for an independent commission to look at the affordability of public sector pensions. If public sector pensions are to be sustainable in the long term, we must ensure that they are fair and properly funded."

A Treasury spokesman said: "Reforms introduced by the government - including changes to the age at which pensions are paid and cost capping - will ensure substantial savings for the government. Public sector pension costs are published in Budget documentation and this shows that all the government's long-term liabilities, including pensions, are fully affordable each year now and into the future."

Exercise 1: Explain the following words/phrases (in English).

business leaders	in the long term
to afford	a spokeswoman
public sector pension schemes	documentation
the stock market	substantial savings
an independent commission	fully

Exercise 2: Translate the following sentences into Russian.

- But union leaders said ensuring workers had "dignity" and a "decent" income in retirement was of paramount importance.
- The CBI's report said most public sector pension schemes would place a "massive and growing" burden on future taxpayers, yet it was difficult to build a clear picture of the liabilities.
- It's not true to say the public sector has retained a retirement age of 60.
- If public sector pensions are to be sustainable in the long term, we must ensure that they are fair and properly funded.
- Public sector pension costs are published in Budget documentation and this shows that all the government's long-term liabilities, including pensions, are fully affordable each year now and into the future.



## “Hospitality Industry Hosts Fair”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/northern\\_ireland/709311.stm](http://news.bbc.co.uk/2/hi/uk_news/northern_ireland/709311.stm)



Hundreds of teenagers in Northern Ireland have been given a taste of life in the hospitality business, as a leading hotelier has predicted thousands of new jobs in the industry. The industry staged a special careers fair at St George's Market in Belfast on Tuesday.

Further education colleges, hotels and caterers were represented at individual stands. Special features included personal fitness trainers, ice sculptors and "Ritz-style" hotel doormen. Howard Hastings, President of the Northern Ireland Hotels Federation, said hospitality was not just about "pulling pints and serving meals". He predicted there would be 18,000 new jobs within the industry by 2003.

The fair is the beginning of a campaign to deliver what we in the industry have known to be achievable for a very long time: major growth, inward investment and job creation.

"Everyone who visits Northern Ireland talks about how friendly we are and we want to show the industry is much more than a smile. We now provide the highest quality service, entertainment and cuisine to match anywhere in Europe." He said it was important to make sure people had the necessary skills.

"When we reach a period of permanent peace, which all of the industry wants, growth levels will rise five or even tenfold. So there is an equivalent of an entire new industry to be created and this can only happen if we have both the human infrastructure and training schemes in place to produce the people."

### **Pupils' approval**

Hundreds of pupils from across the province visited the fair. Jill Davidson, whose is studying home economics A-level at Ballyclare High School, said it was a useful to see what might be on offer to her in the future. "I'm just having a look to get a feel of what hospitality is. It's good that they have something like this and it's good to look around. Some of the things on display are really interesting, like the ice sculpture."

Pamela Matchett, Head of Careers at Brownlow Integrated College, Craigavon, said the fair was very helpful. "It gives those who're interested, and those who're unsure, a flavour of what hospitality is. A lot think it's just cooking and catering, but it's not. It's managerial too, people aren't just stuck behind the kitchen sink and students can see there is a career ladder to it. The students I've brought have found it informative. Some of our former pupils are on the stands, so that has been very interesting."

The campaign was a partnership between the Northern Ireland Hotels Federation, Hospitality Matters, the Training and Employment Agency and the Tourism Training Trust.

Exercise 1: Explain the following words/phrases (in English).

the hospitality business	managerial
a leading hotelier	to get a feel of
a special careers fair	a career ladder
to predict	things on display
informative	a partnership between

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

Exercise 2: Translate the following sentences into Russian.

- Hundreds of teenagers in Northern Ireland have been given a taste of life in the hospitality business, as a leading hotelier has predicted thousands of new jobs in the industry.
- Further education colleges, hotels and caterers were represented at individual stands.
- The fair is the beginning of a campaign to deliver what we in the industry have known to be achievable for a very long time: major growth, inward investment and job creation.
- It gives those who're interested, and those who're unsure, a flavour of what hospitality is.
- . It's managerial too, people aren't just stuck behind the kitchen sink and students can see there is a career ladder to it.

## “Jersey States Introduces Stricter Rules for Hospitality Jobs”

Source: <http://www.bbc.com/news/world-europe-jersey-25689347>



Tighter controls on who can work in Jersey's catering and hospitality industry are being introduced by the Home Affairs Department. The new rules limit the jobs available to anyone from outside the European Economic Area.

Andrew Hunt, the assistant director of the customs and immigration service, said the change was aimed at protecting local workers. He said there have been clear cases of people lying to get jobs. Mr. Hunt said: "In our experience the types of abuses we have seen are where people supply false references, evidence of false qualifications. What they try to do is make themselves look more capable or experienced than they actually are. In our experienced and the checks we've carried out, it shows they don't have that knowledge or experience."

The change is in line with new rules in the UK on employing migrants from outside the European Economic Area.

### 'Fantastic calibre'

Mr. Hunt said the rules would only apply to new people trying to come to work in the island, including specific regulations on chefs. Hotel managers coming to the island from outside Europe will have to have a degree, and chefs will have to prove they have a minimum of five years' experience. They will also need to be able to earn nearly £30,000 per year.

Gerald Fletcher, the chief executive of the Jersey Hospitality Association says the system needed to be flexible. He said he was worried strict qualifications rules could put off new talented chefs.

Michelin-starred chef Mark Jordan said recruiting from overseas was inevitable in some circumstances to find the best talents. He said: "If I want to set up a Michelin-starred Chinese restaurant, I wouldn't be able to get the calibre of chef from here or the UK, I would have to go outside." "I'm not saying I want to set up a Chinese or an Indian but we need the scope for me to go further afield and employ a head chef of a fantastic calibre."

Exercise 1: Explain the following words/phrases (in English).

to limit	migrants
available	specific regulations on
local workers	to have a degree
references	to prove
to look more experienced	flexible

Exercise 2: Translate the following sentences into Russian.

- Tighter controls on who can work in Jersey's catering and hospitality industry are being introduced by the Home Affairs Department.
- The change is in line with new rules in the UK on employing migrants from outside the European Economic Area.
- In our experience the types of abuses we have seen are where people supply false references, evidence of false qualifications.
- Hotel managers coming to the island from outside Europe will have to have a degree, and chefs will have to prove they have a minimum of five years' experience.
- Michelin-starred chef Mark Jordan said recruiting from overseas was inevitable in some circumstances to find the best talents.

## “Londonderry is First UK City to Win WorldHost Status for Tourism”

Source: <http://www.bbc.com/news/uk-northern-ireland-foyle-west-26479420>



Londonderry has become the UK's first WorldHost city - a tourism accolade that recognises commitment to customer service and hospitality skills. WorldHost is an internationally recognised customer service qualification and 4,000 people have completed the training in Derry.

WorldHost city status is awarded when 25% of all customer service sector businesses have trained at least half of their staff in the programme. The training is funded by Stormont. The programme is administered by the Department for Employment and Learning (DEL) and runs in partnership with the Northern Ireland Tourist Board (NITB).



## **Funding extended**

Employment and Learning Minister Dr Stephen Farry said securing WorldHost city status was a "major accolade" and he is due to attend a ceremony in the Guildhall on Friday to celebrate Derry's achievement. Those who took part in the training include hotel staff, shop workers and thousands of other employees who provide public services in Derry, including the police.

"The WorldHost customer service programme has made a considerable contribution to ensuring all the visitors to the city had a wonderful experience and encouraging them to return to experience the hospitality and welcome from the city and its people," Dr.Farry said.

"WorldHost has proven to be extremely successful across Northern Ireland with my department's Skills Solutions Service having funded over 7,000 individuals to receive the training, with 4,000 of those based in Derry. Today I would like to take the opportunity to announce that my department will continue to fund WorldHost training for a further three years up to 2017."

## **'Dedication'**

Enterprise, Trade and Investment Minister Arlene Foster said: "The increased levels of customer service engendered by the WorldHostprogramme have been crucial to enhancing the overall Northern Ireland visitor experience."

"The standards set played a vital part into the success of the UK City of Culture, and the north-west will undoubtedly reap the benefits of repeat visits in 2014 and beyond. Londonderry's dedication and innovation in customer care has certainly raised the bar for the rest of Northern Ireland and I would encourage our other destinations to follow their example."

Exercise 1: Explain the following words/phrases (in English).

a tourism accolade	employees
commitment	a wonderful experience
staff	to announce
in partnership with	to fund
to attend a ceremony	a vital part

Exercise 2: Translate the following sentences into Russian.

- WorldHost is an internationally recognised customer service qualification and 4,000 people have completed the training in Derry.
- The programme is administered by the Department for Employment and Learning (DEL) and runs in partnership with the Northern Ireland Tourist Board (NITB).
- Those who took part in the training include hotel staff, shop workers and thousands of other employees who provide public services in Derry, including the police.
- WorldHost has proven to be extremely successful across Northern Ireland with my department's Skills Solutions Service having funded over 7,000 individuals to receive the training, with 4,000 of those based in Derry.
- The increased levels of customer service engendered by the WorldHostprogramme have been crucial to enhancing the overall Northern Ireland visitor experience.

## **“Hamilton Seeks Reduced VAT Rate for Hospitality Sector”**

Source: <http://www.bbc.com/news/uk-northern-ireland-19529126>



DUP MLA Simon Hamilton is calling on the Treasury to consider reducing the rate of VAT for some tourism-related services in the UK, especially in Northern Ireland. He is bringing forward a motion in the assembly on Monday to debate the issue.

Mr. Hamilton said a reduced rate would have a "tremendously beneficial impact" on the economy. He said a cut to 5% could create more than 3,000 jobs and help achieve tourism targets set by the executive. "I am bringing this motion to the floor of the assembly today to press the executive to make serious representations to HM Treasury in London that we need a reduction in the VAT rate for the hospitality sector right across the UK and especially in Northern Ireland," he said.

"The evidence from around Europe where 13 member states, including the Irish Republic, have reduced VAT for restaurants and catering services is that whilst there is a natural initial reduction in the overall tax take, in the long-term the benefits to the economy flow with trade up, new businesses opened, jobs created and other tax revenues rising. The executive has invested massively in our tourism infrastructure with the likes of Titanic Belfast and the new visitor centre at the Giant's Causeway and Northern Ireland's tourism potential is undoubted. Just think what it would do to the sector to have a reduced rate of VAT as well."

### **'Pivotal sector'**

Mr. Hamilton said a "vibrant and healthy" hospitality sector was essential to the economy. "Our land border with the Irish Republic - and it's recently reduced VAT rate - puts us at a distinct disadvantage when it comes to the VAT that our pubs, hotels and restaurants across Northern Ireland have to pay. A reduced rate would mean that this cut could be passed on to customers or used to upgrade facilities to improve the tourism offer. With the coalition government at Westminster talking about refocusing on economic growth, this is the sort of stimulus measure they should seriously consider as a means to create jobs and boost a pivotal sector in our economy. The executive recognises that being competitive is at the centre of rebalancing our economy and any influence we can exert on Her Majesty's Treasury to make this a reality must be taken."

Exercise 1: Explain the following words/phrases (in English).

to consider	to press
to bring forward a motion	a reduction
to debate the issue	massively
a reduced rate	catering services
assembly	to upgrade facilities

Exercise 2: Translate the following sentences into Russian.

- He is bringing forward a motion in the assembly on Monday to debate the issue.
- Mr. Hamilton said a reduced rate would have a "tremendously beneficial impact" on the economy.
- The executive has invested massively in our tourism infrastructure with the likes of Titanic Belfast and the new visitor centre at the Giant's Causeway and Northern Ireland's tourism potential is undoubted.
- Mr. Hamilton said a "vibrant and healthy" hospitality sector was essential to the economy.
- With the coalition government at Westminster talking about refocusing on economic growth, this is the sort of stimulus measure they should seriously consider as a means to create jobs and boost a pivotal sector in our economy.

## “Remarkable' Boom for NI Hospitality Sector”

Source: <http://www.bbc.com/news/uk-northern-ireland-11693862>



People staying at home rather than going on holiday is helping to boost the local economy, according to a report by the Northern Bank.

Hospitality as well as manufacturing, agriculture and retail are all still growing despite a weak recovery overall, the report adds. Northern Bank economist Angela McGowan said that construction and financial services were contracting. The bank is forecasting annual growth of 1% for 2010 and 1.8% for 2011.

Following the publication of the "Quarterly Sectoral Forecasts" report, Ms McGowan said that rebalancing the economy from public to private sector growth is "no longer an aspiration, but a necessity". The

report says that 2.5% growth in manufacturing was a scale of growth not seen since 2005, with 700 new jobs created.

The hospitality sector, the report adds, also saw strong employment data with growth projected at 3.6% for 2010. The report states: "The growth in hospitality is actually rather remarkable considering the pressures on consumers and that the visitor numbers do not fully confirm this observation. However, the 'stay at home' holiday phenomenon is definitely on the increase and going forward this sector could also benefit from weaker sterling in the last quarter of this year."

It adds that despite growth of 1.4% in business services, the figure was "disappointing" and could be attributed to real estate and recruitment dragging down the overall average. The report also delivers a stark warning of the prospects for the public administration sector. It says that it is likely to contract by roughly 0.9% this year and "then follow a downward path for a number of years".

It adds: "There is a possibility of a rapid contraction for public administration but given the costs associated with redundancies, it is much more likely to be an orderly and steady reduction through natural wastage for this sector."

Exercise 1: Explain the following words/phrases (in English).

to boost the local economy	remarkable
agriculture	the pressures on consumers
a weak recovery	to benefit from
a necessity	disappointing
employment data	a rapid contraction

Exercise 2: Translate the following sentences into Russian.

- People staying at home rather than going on holiday is helping to boost the local economy, according to a report by the Northern Bank.
- The report says that 2.5% growth in manufacturing was a scale of growth not seen since 2005, with 700 new jobs created.
- The growth in hospitality is actually rather remarkable considering the pressures on consumers and that the visitor numbers do not fully confirm this observation.
- However, the 'stay at home' holiday phenomenon is definitely on the increase and going forward this sector could also benefit from weaker sterling in the last quarter of this year.



- It adds that despite growth of 1.4% in business services, the figure was "disappointing" and could be attributed to real estate and recruitment dragging down the overall average.