[Вернуться к перечню практических занятий](https://krasgmu.ru/index.php?page%5borg%5d=dean&pagename=dean&edu_level=3&cat=oop&mode=umkd&umkd_id=3764&umkd_type=0&spec_code1=000000&spec_code2=00&umkd_block=1&nirs_id=0&zaysim_id=0&umkd_page=7&tl_type=1)

Тема №8. Встреча зарубежных гостей: культурная программа.

**Why should visitors love your town? Count the ways.**

"What do you do for fun around here?" When visitors come to your town, replies to this question can make or break their impression of your community. If you want visitors to come back again — and say nice things about your town to others who might come, too — you need to have some good answers at the ready.

That means offering things to see and do that are either unique (one of a kind) or extraordinary (other towns might have them, but yours is better). Effective community tourism development aims to give visitors an authentic, high-quality experience that they will remember for a long time.

As Hank Todd of Hank Todd Solutions Group in St. Paul says, "Anybody that thinks back, if they've gone on a trip and had a great experience and found it memorable — their feeling about that place stays with them a long time."

The core of assessment is an inventory of existing and potential attractions that might draw tourists to a community. Places of natural and scenic significance should go on the list, of course. Count things like lakes, beaches, forests, prairies, and craggy cliffs — as well as outdoor recreational activities that can be pursued in these natural settings.

"But don't stop there," warns Cynthia Messer, Extension educator with the University of Minnesota Tourism Center. "Attractions also include intangibles, such as friendly service, a safe environment, clean air or a unique history and/or culture. These assets are valuable — not just to visitors but to residents, too."

**Redefine 'community'**

When conducting a tourism inventory, it's also important to look beyond your town's population sign. Travelers don't consider political boundaries when they explore, and nearby attractions and services can be leveraged to improve visitors' experiences.

With a broad perspective of community, start counting the things in your area that will appeal to visitors, including:

* Beautiful or intriguing scenes in nature, including geology and wildlife;
* Fun things to do outdoors;
* Places to get to know local history and culture;
* Chances to see and interact with local art and artists;
* Festivals and events that celebrate local history, culture, harvest time, foods, music, or celebrities;
* Built attractions, such as monuments, amusement parks, zoos, or theme parks; and
* Local businesses and retail stores where visitors can shop or be pampered.

Some amenities function as the primary reason visitors come to an area. For example, bed and breakfast inns are often an attraction, as well as a lodging choice. Even transportation modes can attract visitors. Bicycle and snowmobile trails, as well as unusual means of transport — such as ferryboats, carriage rides, or excursion trains — are a few examples.

"You really need to put yourself in your visitors' shoes," Messer says. "Why would they want to come to your community? What would be appealing or interesting enough to get them to travel your way? And what would make them stay awhile longer?"

**Involve residents**

As you count assets, don't forget that the people who live in your town can help. Involving them in conducting an inventory can increase the level of support that tourism development gets from the community.

Everyone in town can help with brainstorming. Reach out to local residents from a variety of incomes, ethnicities and ages to volunteer to help identify attractions. And don't forget to include youth and young adults in tourism planning. They are the future, and they often have the same sense of adventure that tourists do.

Residents have inside information about things to see and do that might appeal to visitors — even "everyday" things, such as church dinners and the Main Street café where everybody goes for lunch. Residents also know all about the local economy, which can be a source of experience attractions — such as tours of farms and farmers' markets, manufacturing plants, mines, cheese factories, wineries and more.

**More aspects**

There are more aspects of assessing tourism potential too numerous to get into here. For example, after conducting an inventory of attractions, you will need to evaluate and prioritize them based on their quality, authenticity, uniqueness or extraordinary value, ability to generate multiple activities, and their drawing power. Extension resources like those listed below can help you through this process.

And remember — as you develop and promote your attractions, always consider things from the visitor's viewpoint. That way, you will have some good answers when visitors ask, "What do you do around here for fun?"

Задания

1. Ответьте на вопросы

1. What city is the biggest in Siberia?

2. Are there any interesting places in your own city?

3. What famous persons do you know from your town?

4. Is there a Medical University in your town?

5. Do you frequently go to museums and art galleries?

6. • Do you like operas? Ballet?

7. • Which works of Russian artists do you like most of all?

2. ТЕСТ

1. COMPLETE THE SENTENCE: MUSEUMS GIVE US A WONDERFUL ..... TO GET ACQUAINTED WITH THE ART OF DIFFERENT CENTURIES, COUNTRIES AND SCHOOLS:

1) possibility;

2) opportunity;

3) idea;

4) ability;

2. COMPLETE THE SENTENCE: MUSEUMS TELL US ABOUT THE ........ , SCULPTORS, ARTISTS OF THE PAST, THE IDEALS, TASTES AND FASHIONS THAT EXISTED IN THOSE FARAWAY DAYS.:

1) engineers;

2) butchers;

3) carpenters;

4) painters;

3. COMPLETE THE SENTENCE: ONE OF THE BEST KNOWN IN RUSSIA AND ABROAD ................. IS THE MOSCOW TRETYAKOV GALLERY.:

1) cinemas;

2) theatres;

3) museums;

4) opera houses;

4. COMPLETE THE SENTENCE: KRASNOYARSK IS THE LARGEST INDUSTRIAL AND CULTURAL CENTRE OF EASTERN SIBERIA, AND THE CAPITAL OF KRASNOYARSK TERRITORY. IT IS THE ...... LARGEST REGION IN RUSSIA.:

1) second;

2) third;

3) first;

4) forth;

5. COMPLETE THE SENTENCE: KRASNOYARSK WAS FOUNDED IN ....... BY COSSACKS UNDER ANDREY DUBENSKIY’S COMMAND AND WAS ORIGINALLY NAMED ”KRASNIY YAR”.:

1) 1678;

2) 1628;

3) 1688;

4) 1648;

6. COMPLETE THE SENTENCE: THE OPERA AND BALLET THEATRE IS ONE OF THE MOST BELOVED PLACE AMONG ........ AND GUESTS OF THE CITY AND KRASNOYARSK REGION.:

1) residents;

2) people;

3) population;

4) persons;

7. COMPLETE THE SENTENCE: FOR THEATRE LOVERS, THE MUSIC THEATRE WILL BE A GOOD OPPORTUNITY TO DISCOVER THE RUSSIAN CULTURE THROUGH VARIOUS .............:

1) landscapes;

2) decorations;

3) performances;

4) orchestras;

8. COMPLETE THE SENTENCE: BOBROVY LOG IS A SKI ........:

1) stadium;

2) resort;

3) parking;

4) institution;

9. COMPLETE THE SENTENCE: SURIKOV ART MUSEUM IS A LARGE ART MUSEUM IN KRASNOYARSK WITH SUBSTANTIAL COLLECTIONS THAT HAVE HIGH ARTISTIC .......:

1) price;

2) importance;

3) value;

4) significance;

3. СИТУАЦИОННЫЕ ЗАДАЧИ

 Просмотрите данные ниже вопросы. В каких ситуациях они могут быть использованы?

• Which is your favourite theatre?

• Do you like operas? Ballet?

 • Have you ever been to the Bolshoi Theatre?

 • The " Swan Lake" is simply marvelous, isn't it?

 • Do you like modern plays?

**Вопрос 1:** Поддержите разговор с иностранным гостем, дополнив данный диалог • Which is your favourite theatre? You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ • Do you like operas? Ballet? You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ • Have you ever been to the Bolshoi Theatre? You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ • The " Swan Lake" is simply marvellous, isn't it? You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ • Do you like modern plays? You \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;

4. Выберите, что вам больше нравится Cinema, Theatre, Museum и объясните почему.

Приложение № 1.

**CINEMA**

My parents and I like to spend the weekends together. We go for a walk in the forest or park, attend Concert Halls or go to the cinema, or to some theatre. Several years ago, we used to go to the cinema quite frequently, but now we have a big new TV set and a video, so we enjoy films mainly at home. Still, from time to time, we go to the nearest cinema hall, for it is nice and cosy. We prefer the mid rows. Lately we saw a wonderful French musical. We enjoyed it very much. I like film versions of novels, musicals, comedies and epic films. My mother prefers tragedies and serials, reflecting life in various countries. Father likes documentaries, popular science films and detectives. My little brother is fond of animated cartoons, as all children probably are, but my parents don't like some of the cartoons, because as they say, they are cruel and full of murders and bad deeds. My parents think that they don't influence children in a good or necessary way, developing bad taste and cruel attitude towards other people. I agree with them. Several days ago, I went to the cinema with my friends. "Bright Stars" was on. We enjoyed the film immensely and discussed it on our way home.

**Questions**

* Do you like to go to the cinema?
* Is your friend a great cinema-goer?
* Do you like horror films and thrillers? Musicals? Historical films?
* What film have you seen lately?

**\* \* \* Dialogues**

- We are going to the cinema. Would you like to join us?

- What is on?

- "Alibi" after Agatha Christie

- Alec, come here, quickly, there is a wonderful cartoon on TV!

- Here I am. Merry Quickly! I like it so much. Thanks for calling it so much. Thanks for calling me.

**THEATRE**

You enter a theatre and get into an absolutely different world... I like theatres since childhood. Large halls, decorations, the orchestras and the performances themselves give me a very specific mood. We usually buy tickets in advance in the box-office. We prefer the pit or the dressing circle. Students and those who cannot buy expensive tickets, prefer the gallery. Gradually the lights go down, and the wonder begins. I like classical and modern plays, but most of all I like ballet. I am fond of the "Swan Lake" with the marvelous music composed by Tchaikovsky, the "Sleeping Beauty", the "Nutcracker". Year after year the house bursts into applause, when the curtains go down. Generation after generation enjoy these ever-living wonderful ballets.

There are many good theatres in any large city. The best known in Moscow is the Bolshoi Theatre. It is well known all over the world. Many new theatres and theatrical groups appeared in different cities in recent years. Maybe, some day they will be just as famous as the old theatres and their actors. Much depends on the cast, of course.I hope that theatres will be always popular and loved.

**Questions**

* Which is your favourite theatre?
* Do you like operas? Ballet?
* Have you ever been to the Bolshoi Theatre?
* The " Swan Lake" is simply marvellous, isn't it?

**Dialogue**

- Are you a great theatre­ goer?

Oh, I like theatres very much. Do you like ballet? I am fond
of it.

- I like adagio from the "Swan Lake" most of all.

- Do you like modern plays?

- Some of them. Much depends on the actors, of course.

**MUSEUMS**

Museums give us a wonderful opportunity to get acquainted with the art of different centuries, countries and schools. They tell us about the painters, sculptors, artists of the past, the ideals, tastes and fashions that existed in those faraway days. I attend museums quite frequently, because I like art very much. I like ancient and modern art, portraits and landscapes, still life and seascapes. One of the best known in Russia and abroad museums is the Moscow Tretyakov Gallery. It was named after its founder, P.M.Tretyakov, who began to collect paintings in 1856. He wanted to show them to ordinary people, who could not travel and see the works of artists in other places. The gallery was nationalized in 1918. Many works appeared in it after that time. Some halls exhibit the works of famous Russian painters of the eighteenth and nineteenth centuries. Here belong Repin, Ivanov, Surikov, Serov, Rublev, Levitan. A whole hall exhibits Repin's works, reflecting the history of our country— "Ivan Grozny and His Son Ivan", "Arrest of a Propagandist", the famous "Volga Boat Haulers". He drew perfect portraits of Pirogov, Tolstoi; his daughter Nadia was drawn with great warmth and tenderness. Of interest are his self-portraits. Great attention attract Rublev and his famous icon "Trinity", Ivanov, Brullov, Tropinin, Vasnetsov. It is impossible to name all the famous and talented artists of our rich in talents country, whose works are exhibited in the Gallery. The best thing to do, is to attend it, hall after hall, and to look at the wonderful works and to attend many other splendid museums of our country and city. It will give so much unforgettable knowledge and subtle feelings to the mind and soul...

**Questions**

* Do you frequently go to museums and art galleries?
* Who are your favourite artists?
* Which works of Russian artists do you like most of all?
* Have you ever been to Hermitage?
* Which works impressed you most of all in the Tretyakov Gallery?

**Dialogue**

- What do you know about the "Peredvizhniki"?

* It was a group of artists of the nineteenth century, who united and organized exhibitions, going from city to city, from town to town. Those were Kramskoy, Myasoyedov, Perov, Savrasov, Pryanishnikov, Savitsky and some other famous artists. Their exhibitions gained great popularity.

ПРИЛОЖЕНИЕ №2

**Dialogues**

№ 1 - Excuse me!

- Yes?

- Can you tell me the way to the post office, please?

- Certainly. Take the first street on the left, then the second on the right.

- First on the left, second on the right...

- That's right.

- Thanks a lot.

№ 2 - Excuse me. How can I get to the concert hall, please?

- Go down this road, then take the second street on the left.

- Is it far from here?

- Oh, no. It's just five minutes' walk.

- Thank you very much.

№ 3 - Excuse me. Where is the nearest bank here?

- It's round the corner over there, opposite the supermarket.

№ 4 - How can I get to the art gallery, please?

- Keep straight on, then turn left at the first crossroads.

№ 5- Is there a chemist's shop near here?

- Ah, yes. Walk down this street, and take the second turning on the right. The chemist's is not far from the corner, next to a pub.