## План-конспект урока английского языка по теме: «Hotel chains»

**Преподаватель: Халеева А. М.**

**Основной метод**

Технология коммуникативного обучения

**Тип урока:** Изучение нового материала по теме: «Hotel chains»

**Цель урока:** Способствовать развитию коммуникативных и лексико-грамматических навыков по теме: «Hotel chains»

**Задачи:**

*Обучающие*

* культуре общения,
* умению понимать английскую речь.

*Воспитательные*

* воспитание уважения к сокбеседнику,
* умению работать в команде.

*Развивающие*

* развитие логического мышления, воображения, памяти,
* формирование мотивации к изучению английского языка.

*Образовательные*

* активизация употребления прорфессиональной лексики в устной и письменной речи,

*Средства обучения и оборудования*

* компьютер
* мультимедийный проектор

**Раздаточный материал**

1. листы с заданиями в формате А4

**ХОД УРОКА**

**I. Организационный момент и приветствие**

Good morning, students. I am glad to see you again. I hope you are fine. The topic of our lesson is **«Hotel chains»**

**II. Речевая разминка**

1. What does «Hotel chains» mean?

2.What famoushotel chains do you know?

 Студенты отвечают на поставленные вопросы по теме**: «Hotel chains»**

**III. Активизация лексики по теме урока. Изучение тематической презентации**

**Vocabulary:**

**Read these words:**

own – владеть

[hotel chain](https://www.xotels.com/en/glossary/hotel-chain) – гостиничная сеть

restriction – ограничение

predictability – предсказуемость

asset - достоинство

a loyalty program – программа лояльности

perseverance – упорство

impose – навязывать, облагать

subsidiary – дополнительный, филиал

reward point – бонусный балл

agency agreement – агентское соглашение

**Task 1. Write a sentence using new words.**

**Everyone should write a sentence using new words. Then we’ll read it and translate.**

Студенты составляют по одному предложению с новыми словами. Затем один студент читает свое предложение, другой его переводит.

 **IV. Look at the screen. You can see the presentation.**

Работа с презентацией по теме.

## V. Task 1. Read and translate this text

[**Hotel Chain**](https://www.xotels.com/en/glossary/hotel-chain)

A [Hotel Chain](https://www.xotels.com/en/glossary/hotel-chain) is a company that owns or operates several hotels (see also [Independent Hotel Chain](https://www.xotels.com/en/independent-hotel-group)). These chains are enterprises that manage a number of hotels located in different areas. They can be total or partial owners of the [hotel](https://www.xotels.com/en/glossary/hotel) and they manage their administration, marketing and promotion. The chain generally carries its brand name which it passes on to its chain hotels.

The difference between [hotel](https://www.xotels.com/en/glossary/hotel) chains and [hotel](https://www.xotels.com/en/glossary/hotel) groups is that the latter have multiple subsidiary brands, allowing the [hotel](https://www.xotels.com/en/glossary/hotel) to greatly differ their services, products and prices offered with hotels that differ in characteristics. A [hotel](https://www.xotels.com/en/glossary/hotel) that is part of a [hotel chain](https://www.xotels.com/en/glossary/hotel-chain) is known as a [chain hotel](https://www.xotels.com/en/glossary/chain-hotel).

Independent hotels can also join a soft [hotel brand](https://www.xotels.com/en/glossary/hotel-brand) or [Independent Hotel Group](https://www.veturihotels.com/), where they can take advantage of all the benefits offered by [hotel](https://www.xotels.com/en/glossary/hotel) chains without being held back by all the restrictions imposed.

Benefits of chain hotels

Predictability can be a great asset when traveling. A chain hotel lets you know what to expect before you even check in, as we have all most likely stayed at one at one time or another. Chain hotels have multiple locations and can offer hotels nationally and internationally – they must be doing something right to have such expansive business.

Unfortunately, there is rarely a loyalty program for boutique hotels versus chain hotels. Just about every chain hotel offers miles or reward points that can offer benefits such as a free night, free meals, and other amenities. Staying at the same chain over and over can really add up, even if you travel to different cities.

Amenities also tend to be superior at a chain hotel. If you like having an Olympic sized swimming pool and full gym, chain hotel may be for you. Those looking to hold an event can be assured a chain hotel is more likely to be able to handle your wedding, party, etc.

Business travelers can also benefit from a chain hotel. They can negotiate better room rates for employees who stay there often. Businesses can also get great deals when holding events and offering attendees rooms.

The staff is great. Сhain hotels allow them to attract top hospitality talent by offering generous salaries, benefits, etc.

Chain hotel ownership can take a number of forms. Depending on the association that the chain organization has with each property. These hotels usually impose certain minimum standards, rules, policies, and procedures, which is to be followed by other properties of the same chain. These hotels are usually classified as operating a management contract or as a franchise or referral group.

A Hotel Chain is an administration company, that manages a number of hotels having the same name but being located in different areas. They can be total or partial owners of the hotel and they manage their administration, marketing, and promotion.

The terms of management, the chain provides the same services as a franchise agreement (brand, reservation system, etc.) but additionally, there is an agency agreement, meaning the brand operates the hotel, making all the day-to-day decisions on behalf of the owner.

**Task 3. Translate these sentences:**

1. Гостиничная сеть - это группа отельных комплексов, объединенных в одну структуру.

2.  Существуют огромные гостиничные корпорации, которые имеют свои отели в любом уголке земного шара.

3. Сети отелей сегодня составляют основу мирового отельного бизнеса.

4. В настоящее время в мире насчитывается несколько сотен различных сетей отелей.

5. В России к настоящему времени сформировалось несколько крупных сетей отелей.

**VI. Преподаватель подводит итоги урока, оценивает работу учащихся, выставляет оценки и задает домашнее задание.**

Your homework is to make а make a presentation about any hotel chain.

Thank you for your work. Have a nice day. Good bye.