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Навчальний посібник **Tourism Talk** створений для студентів першого та другого курсів спеціальності 242 Туризм, освітньої програми Туризмознавство, Національного університету «Запорізька політехніка». Напрацювання складається з двох розділів за темами, розгляд яких передбачений навчальними програмами курсів, запропоновані лексичні та граматичні практичні завдання тісно пов'язані з професійно-орієнтованими темами діяльності фахівців.

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PREFACE

The book *Tourism Talk* is the result of the collaboration of two departments of the Faculty of Humanities: «Foreign Philology and Translation» and «Tourism, Hotel, and Restaurant Business». Meeting the challenges of modern education involves training highly qualified specialists whose foreign language skills facilitate interaction with international partners. By combining efforts, foreign language teaching experts and specialists from the relevant departments aim to create an educational product that aligns with contemporary higher education standards.

The book consists of two sections, logically connected to the tasks of teaching English to students majoring in specialty 242 Tourism, under the syllabi of Tourism Studies. The selected material allows to organize engaging and productive group, pair, and individual work, focusing on professionally-oriented vocabulary and practicing common grammatical structures.

The first section contains four variants of tasks on ten topics, which are central during the first and second years of study. The proposed blocks can be easily integrated into group and pair work during both online and offline classroom sessions and can also be used as individual diagnostic control tasks or additional assignments for students' independent work.

The second section is dedicated to working with authentic texts in the tourism industry context related to topics such as «Professional Skills», «Tourism Sectors», «Tour Operators and Agencies», «Trends in Tourism», «Transport», «Tourism Marketing» and others. The tasks aim to develop and expand the lexical and grammatical competencies of students majoring in specialty 242 Tourism and, enhance communication skills, and develop various reading strategies. For verification and final formulation of the tasks, artificial intelligence resources (Chat GPT, Twee, Gemini) were utilized.

The authors are sincerely grateful to the reviewers Professor Anna Prihodko, Professor Olena Panchenko, whose comments and constructive suggestions have undoubtedly helped create a high-quality educational product for studying Tourism Business English.

CHAPTER 1

BREAKOUT ROOMS' ACTIVITIES

1.1 WORLD TOURISM

Variant 1

Task 1. Read the text and answer the questions.

Tourism is a major economic sector in many countries. People travel to explore new cultures, see famous landmarks, and relax. Last year, over 1.4 billion tourists visited different countries around the world. The most popular destinations included France, Spain, and the United States.

Questions:

1. What are the three main reasons people travel?
2. How many tourists traveled worldwide last year?
3. Name three popular tourist destinations mentioned in the text.

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Simple or Past Simple).

1. Tourists usually (visit) famous landmarks when they travel.
2. Last year, we (go) to Spain for our vacation.
3. My family always (choose) all-inclusive resorts for our holidays.

Task 3. Fill in the blanks with the correct fraction.

1. Over $\frac{3}{5}$ of the world's tourists visit Europe.
2. About $\frac{1}{4}$ of all tourists prefer beach destinations.
3. Nearly $\frac{1}{3}$ of all tourists choose to travel by plane.

Task 4. Complete the sentences with the correct adjective of nationality

1. The $\frac{3}{5}$ (Japan) tourists were amazed by the Grand Canyon.
2. We met a group of $\frac{1}{4}$ (Germany) tourists in the museum.
3. $\frac{1}{3}$ (Brazil) culture is known for its vibrant festivals.

Task 5. Writing

Write a short paragraph about a country you have visited or would like to visit. Mention why you chose that destination, what you did or would do there, and what you found or expect to find interesting.

Task 6. Writing

Write a short paragraph discussing the importance of tourism for a country's economy. Include examples of sectors that benefit from tourism, such as hospitality or transportation.

Variant 2

Task 1. Read the text and answer the questions

In recent years, adventure tourism has become increasingly popular. Travelers seek unique experiences like hiking in the Himalayas, diving in the Great Barrier Reef, or exploring the Amazon rainforest. Adventure tourism is now a significant part of the global tourism industry.

Questions:

1. What type of tourism has become more popular recently?
2. Name three adventure tourism activities mentioned in the text.
3. Why is adventure tourism important for the global tourism industry?

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Simple or Past Simple)

1. Adventure tourism _____(become) more popular in recent years.
2. Last summer, we _____(explore) the Amazon rainforest.
3. Tourists _____(prefer) to experience unique activities on their trips.
4. He _____(take) a diving course when he was in Australia.

Task 3: Fill in the blanks with the correct fraction.

1. Nearly $\frac{2}{5}$ of tourists choose adventure tourism. ($\frac{2}{5}$)
2. About $\frac{1}{4}$ of all tourists are interested in cultural experiences. ($\frac{1}{4}$)
3. Only $\frac{1}{6}$ of travelers go on adventure tours. ($\frac{1}{6}$)

Task 4. Complete the sentences with the correct adjective of nationality

1. The $\frac{1}{3}$ (Italian) tourists enjoyed the local cuisine.
2. We met some $\frac{1}{2}$ (Chinese) travelers at the hotel.
3. The $\frac{1}{4}$ (Mexican) festival was a highlight of the trip.

Task 5. Writing

Write a short paragraph about the different types of tourism you know about. Mention examples and explain which type of tourism you prefer and why.

Task 6. Writing

Write a short paragraph about the impact of tourism on local communities. Discuss both positive and negative effects, and provide examples.

Variant 3

Task 1. Read the text and answer the questions

Cultural tourism is an essential part of the tourism industry. Visitors come to experience local traditions, festivals, and historical sites. For example, millions of tourists visit Paris each year to see the Eiffel Tower, the Louvre, and other cultural landmarks.

Questions:

1. What is cultural tourism?
2. Why do tourists visit Paris according to the text?
3. Name two cultural landmarks in Paris mentioned in the text.

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Simple or Past Simple)

1. Many tourists (visit) historical sites during their vacations.
2. Last year, they (see) the Eiffel Tower in Paris.
3. Cultural tourism (be) important for preserving traditions.
4. We (attend) a local festival in Spain last summer.

Task 3. Fill in the blanks with the correct fraction

1. Over $\frac{2}{3}$ of tourists are interested in cultural experiences. ($\frac{2}{3}$)
2. Only $\frac{1}{4}$ of visitors skip visiting museums during their trips. ($\frac{1}{4}$)
3. About $\frac{1}{2}$ of tourists visit historical landmarks. ($\frac{1}{2}$)

Task 4. Complete the sentences with the correct adjective of nationality

1. The $\frac{1}{3}$ (French) cuisine is famous worldwide.
2. $\frac{1}{4}$ (Polish) tourists often visit European capitals.
3. We took a photo with a group of $\frac{1}{2}$ (Australian) backpackers.
4. $\frac{1}{3}$ (China) people prefer group tours

Task 5. Writing

Write a short paragraph describing a cultural event you have attended or would like to attend. Explain why it was or would be special for you.

Task 6. Writing

Write a short paragraph about how tourism helps in preserving cultural heritage.

Variant 4

Task 1. Read the text and answer the questions

Ecotourism focuses on traveling to natural areas while conserving the environment. Tourists participate in activities such as wildlife watching, hiking, and visiting national parks. Countries like Costa Rica and Kenya are famous for their ecotourism initiatives.

Questions:

1. What is the main focus of ecotourism?
2. Name two activities associated with ecotourism mentioned in the text.
3. Which countries are known for ecotourism according to the text?

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Simple or Past Simple)

1. Ecotourism (help) preserve natural areas.
2. Last year, we (visit) a national park in Costa Rica.
3. Tourists (enjoy) wildlife watching in Africa.
4. He (participate) in a conservation project last summer.

Task 3. Fill in the blanks with the correct fraction

1. ___ of tourists participate in ecotourism activities. (1/10)
2. About ___ of all national parks are supported by tourism. (2/3)
3. Nearly ___ of tourists choose ecotourism to experience nature. (1/7)

Task 4. Complete the sentences with the correct adjective of nationality

1. The ___ (Kenyan) guide showed us the wildlife.
2. ___ (Costa Rican) rainforests are rich in biodiversity.
3. The ___ (Canadian) tourists were very respectful of the environment.

Task 5. Writing

Write a short paragraph about a natural place you have visited or would like to visit. Explain what activities you did or would do there and how you felt or would feel being close to nature.

Task 6. Writing

Write a short paragraph about the importance of ecotourism for environmental conservation.

1.2 JOBS IN TOURISM

Variant 1

Task 1. Read the text and answer the questions

Emma is currently working as a tour guide in Rome. She enjoys showing tourists around the city's historic sites. Last summer, she was working as a travel agent, helping clients plan their vacations. Emma believes that working in tourism allows her to meet people from all over the world and learn about different cultures.

Questions:

1. What job is Emma currently doing?
2. Where was Emma working last summer?
3. Why does Emma enjoy working in tourism?

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Continuous or Past Continuous)

1. Right now, Emma ____ (lead) a group of tourists through the Colosseum.
2. Last year, she ____ (work) on a new travel package for families.
3. At the moment, I ____ (write) my resume to apply for a job in tourism.
4. When I called her, she ____ (interview) for a position as a hotel manager.

Task 3. Fill in the blanks with the correct word from the box

[*resume, tour guide, clients, historic sites, job application*]

1. Emma's _____ is impressive with her experience in different tourism jobs.
2. A _____ needs to be knowledgeable about the places they visit.
3. She submitted a _____ to apply for a new position at the travel agency.
4. Last summer, she helped her _____ book trips to various _____.

Task 4. Match the words with their definitions

1. __ Internship
 2. __ Receptionist
 3. __ Hospitality
 4. __ Vacancy
- a) A job that is available.
 - b) A person who works at the front desk of a hotel.
 - c) A temporary job to gain experience.

d) The industry that provides services to travelers.

Task 5. Writing

Write a short paragraph describing your ideal job in tourism. Explain what skills are needed for this job and why you would be good at it.

Task 6. Writing

Write a short paragraph about a job experience you had or would like to have in the tourism industry. Mention what you were doing or would do, and what you learned or hope to learn from it.

Variant 2

Task 1. Read the text and answer the questions

Michael is updating his resume to apply for a job as a hotel manager. He has worked in the tourism industry for five years and has experience in customer service. Last year, he was managing a small hotel in Spain, where he was responsible for training new staff and ensuring guests had a pleasant stay.

Questions:

1. What position is Michael applying for?
2. How long has Michael worked in the tourism industry?
3. What was Michael responsible for last year?

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Continuous or Past Continuous)

1. Right now, Michael _____(prepare) for his job interview.
2. Last year, he _____(train) new staff at a small hotel.
3. At the moment, we _____(discuss) our job responsibilities during a meeting.
4. When the phone rang, I _____ (update) my resume.

Task 3. Fill in the blanks with the correct word from the box

[*manager, staff, customer service, job interview, pleasant stay*]

1. Michael is applying for a position as a hotel ____.
2. He has extensive experience in ____, which is important in tourism.
3. Last year, he was responsible for ensuring guests had a ____.
4. During the ____, he was asked about his experience with managing a team of ____.

Task 4. Match the words with their definitions

1. __ Resume
2. __ Tour operator
3. __ Concierge

4. __ Training

- a) A person who arranges and coordinates tours for travelers.
- b) The process of teaching new employees how to do their jobs.
- c) A document that lists your education, experience, and skills.
- d) A hotel employee who helps guests with special requests.

Task 5. Writing

Write a short paragraph about the most important qualities needed for a job in tourism. Explain why these qualities are important and how they contribute to success in the industry.

Task 6. Writing

Write a short paragraph about how you would prepare for a job interview in the tourism sector. Mention what you would highlight about your experience and skills.

Variant 3

Task 1. Read the text and answer the questions

Sarah is currently working as a receptionist at a luxury hotel. She is responsible for welcoming guests, answering their questions, and handling bookings. Last month, she was attending a hospitality course to improve her skills. Sarah loves her job because she enjoys helping people and making sure they have a great stay.

Questions:

- 1. What is Sarah's current job?
- 2. What was Sarah doing last month?
- 3. Why does Sarah enjoy her job?

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Continuous or Past Continuous)

- 1. At the moment, Sarah ____ (check in) a group of business travelers.
- 2. Last month, she ____ (attend) a course to learn more about customer service.
- 3. Right now, I ____ (answer) emails from potential clients.
- 4. When I walked in, she ____ (talk) to a guest about local attractions.

Task 3. Fill in the blanks with the correct word from the box

[*receptionist, bookings, hospitality, welcoming, skills*]

- 1. Sarah's __ job is at a luxury hotel.
- 2. She is responsible for handling __ and __ guests.
- 3. Last month, she attended a course to improve her __.

4. ___ is an important part of the tourism industry.

Task 4. Match the words with their definitions

1. ___ Tourist

2. ___ Reservation

3. ___ Employer

4. ___ Employee

a) A person who travels for leisure.

b) A person who works for a company.

c) A person or company that hires workers.

d) A booking made in advance.

Task 5. Writing

Write a short paragraph about a typical day at work for someone in the tourism industry. Mention what they are doing throughout the day and how they interact with clients.

Task 6. Writing

Write a short paragraph about a course or training you would like to take to improve your skills in tourism. Explain how it would help you in your job or career.

Variant 4

Task 1. Read the text and answer the questions.

James is revising his resume to apply for a position as a tour operator. He is currently working as a concierge at a resort, where he assists guests with their travel arrangements. Last week, he was organizing an excursion to a nearby national park. James is passionate about providing excellent service and making sure his clients have memorable experiences.

Questions:

1. What job is James applying for?

2. What is James currently doing?

3. What was James organizing last week?

Task 2. Complete the sentences with the correct form of the verb in brackets (Present Continuous or Past Continuous).

1. Right now, James (help) a guest with booking a tour.

2. Last week, he (organize) an excursion to a national park.

3. At the moment, they (review) applications for the new position.

4. When I visited the resort, James (assist) a family with their travel plans.

Task 3. Fill in the blanks with the correct word from the box

[*conciierge, tour operator, excursions, service, memorable experiences*]

1. James is currently working as a ___ at a resort.
2. He is applying for a job as a ___, where he will plan and coordinate tours.
3. Last week, he was organizing ___ for the guests.
4. James is passionate about providing excellent ___ and ensuring clients have ___.

Task 4. Match the words with their definitions

1. ___ Job application
 2. ___ Client
 3. ___ Tour guide
 4. ___ Resume
- a) A person who uses the services of a professional.
 - b) A document that lists your qualifications and experience.
 - c) A person who shows tourists around.
 - d) A form or letter that you send to apply for a job.

Task 5. Writing

Write a short paragraph about the role of a concierge at a hotel or resort. Explain what tasks they are responsible for and why their role is important.

Task 6. Writing

Write a short paragraph about how you would plan and organize an excursion for tourists. Mention what you would include in the tour and how you would ensure that it is enjoyable for everyone.

1.3 VISITING TOUR CENTRES

Variant 1

Task 1. Read the text and answer the questions

Lisa works at a hotel reception desk. Every day, she answers many questions from guests. She always tries to provide the clearest and most helpful information. Sometimes, guests ask for the nearest restaurant, the quickest route to a tourist attraction, or the most affordable tours. Lisa finds it challenging when guests speak faster than she can understand, but she is improving her language skills.

Questions:

1. What does Lisa do every day?

2. What kind of information does Lisa try to provide?
3. What challenges does Lisa face in her job?

Task 2. Complete the sentences with the correct form of the adjective or adverb in brackets

1. Lisa tries to give the (clear) instructions possible to the guests.
2. This tour is (cheap) than the other one, but it's also shorter.
3. The hotel is (near) the city center than the airport.
4. The new receptionist is (fast) at typing than Lisa.

Task 3. Fill in the blanks with the correct word from the box
[enquiries, guests, route, reception, affordable]

1. Lisa works at the hotel __ desk.
2. She often deals with __ from tourists about the city.
3. Guests usually ask about the most __ tours.
4. Lisa helps them find the quickest __ to their destinations.

Task 4. Match the words with their definitions

1. __ Reservation
 2. __ Brochure
 3. __ Tourist attraction
 4. __ Receptionist
- a) A person who welcomes guests at a hotel.
 - b) A place that tourists like to visit.
 - c) A document with information about a place or service.
 - d) An arrangement to have a room or seat at a hotel or restaurant.

Task 5. Writing

Write a short paragraph about a time you asked for help while traveling. Mention what information you needed and how the person helped you.

Task 6. Writing

Write a short paragraph about what you think are the most important skills for dealing with guest enquiries in a tourism job. Explain why these skills are important.

Variant 2

Task 1. Read the text and answer the questions

John is a tour operator who often receives phone calls from customers. He needs to be quick and accurate when providing information. The busiest time of the year is summer, when customers are more demanding. John must ensure that the customers receive the best service

and that their enquiries are handled efficiently. He finds it easier to deal with customers who speak clearly and slowly.

Questions:

1. What is John's job?
2. When is the busiest time of the year for John?
3. What kind of customers does John find easier to deal with?

Task 2. Complete the sentences with the correct form of the adjective or adverb in brackets

1. Summer is the (busy) time of the year for John.
2. John finds customers who speak slowly (easy) to understand.
3. The hotel's location is (good) than the one we stayed at last year.
4. The weather in this region is (pleasant) than in the north.

Task 3. Fill in the blanks with the correct word from the box
[accurate, enquiries, service, demanding, tour operator]

1. John works as a __ and handles customer enquiries.
2. He must be quick and __ when giving information.
3. During summer, customers are more __ than usual.
4. John ensures that customers receive the best __.

Task 4. Match the words with their definitions

1. __ Itinerary
 2. __ Customer
 3. __ Enquiry
 4. __ Tour guide
- a) A person who buys goods or services.
 - b) A person who shows tourists around a place.
 - c) A question or request for information.
 - d) A detailed plan of a trip.

Task 5. Writing

Write a short paragraph about a typical day in the life of a tour operator. Mention how they deal with customer enquiries and ensure customer satisfaction.

Task 6. Writing

Write a short paragraph comparing two places you have visited. Use comparative and superlative forms of adjectives to describe your experience.

Variant 3

Task 1. Read the text and answer the questions.

Maria works as a concierge at a luxury hotel. Her job is to assist guests with any enquiries they may have. She finds that guests often ask for recommendations for the finest restaurants, the safest areas to visit, and the quickest ways to reach popular tourist spots. Maria enjoys her job because she can make the guests' stay more enjoyable by providing the best advice.

Questions:

1. What is Maria's job?
2. What kind of recommendations do guests often ask Maria for?
3. Why does Maria enjoy her job?

Task 2. Complete the sentences with the correct form of the adjective or adverb in brackets

1. Maria provides the ____ (fine) restaurant recommendations in the city.
2. This hotel is ____ (luxurious) than the one across the street.
3. Maria's job is ____ (rewarding) than her previous one.
4. Guests want to know the ____ (quick) way to reach tourist spots.

Task 3. Fill in the blanks with the correct word from the box

[*concierge, finest, enquiries, safest, reach*]

1. Maria works as a __ at a luxury hotel.
2. She helps guests with their __ about the city.
3. Guests ask her for the __ restaurants and the __ areas to visit.
4. She also advises on how to __ popular tourist spots quickly.

Task 4. Match the words with their definitions

1. __ Concierge
 2. __ Restaurant
 3. __ Recommendation
 4. __ Luxury
- a) A suggestion or piece of advice.
 - b) A place where people pay to eat meals.
 - c) A hotel employee who helps guests with various requests.
 - d) Something that is very comfortable or expensive.

Task 5. Writing

Write a short paragraph about how you would assist a guest who has never been to your city before. Mention what information you would provide and how you would ensure they have a great experience.

Task 6. Writing

Write a short paragraph about the most and least enjoyable aspects of working in tourism. Use comparative and superlative forms of adjectives to explain your points.

Variant 4

Task 1. Read the text and answer the questions

Tom works as a customer service representative for an online travel agency. He spends most of his day responding to customer enquiries via email and chat. He has to be patient and polite, especially with difficult customers. Tom finds that the busiest times are during holiday seasons, when people are looking for the cheapest deals and the fastest travel options.

Questions:

1. What does Tom do for a living?
2. How does Tom communicate with customers?
3. When is Tom's busiest time at work?

Task 2. Complete the sentences with the correct form of the adjective or adverb in brackets

1. Tom provides the (fast) responses to customer enquiries during peak times.
2. He finds that holiday seasons are the (busy) times of the year.
3. Customers often look for the (cheap) travel deals online.
4. The new website is (user-friendly) than the old one.

Task 3. Fill in the blanks with the correct word from the box

[*customer service, enquiries, cheapest, busiest, patient*]

1. Tom works in __ and handles online enquiries.
2. He needs to be __ when dealing with difficult customers.
3. The holiday season is the __ time for Tom at work.
4. Customers often look for the __ deals on the website.

Task 4. Match the words with their definitions

1. __ Chat
 2. __ Enquiry
 3. __ Deal
 4. __ Travel agency
- a) A question or request for information.
 - b) A company that arranges travel and accommodation for clients.
 - c) An agreement or arrangement, especially in business.
 - d) A form of communication over the internet, usually in real-time.

Task 5. Writing

Write a short paragraph about how you would handle an enquiry from a customer who is upset about their travel plans. Explain how you would use patience and politeness to resolve the issue.

Task 6. Writing

Write a short paragraph about the advantages and disadvantages of booking travel through an online agency. Use comparative and superlative forms of adjectives to support your points.

1.4 PACKAGE TOURS

Variant 1

Task 1. Read the text and answer the questions

Last summer, Anna organized a package tour for a group of tourists. She had designed the itinerary carefully, including visits to famous landmarks and accommodation in a luxury hotel. The tourists enjoyed the tour because everything had been well-planned. Anna received positive feedback, and she felt proud of her work.

Questions:

1. What did Anna do last summer?
2. What had Anna included in the itinerary?
3. Why did the tourists enjoy the tour?
4. How did Anna feel after the tour?

Task 2. Use of English. Complete the sentences with the correct form of the verb in brackets (Past Simple or Past Perfect)

1. Before Anna __ (design) the package, she __ (research) the best tourist spots.
2. The tourists __ (arrive) at the hotel after they __ (visit) the landmarks.
3. Anna __ (feel) relieved because the tour __ (go) smoothly.
4. They __ (have) dinner at the hotel after they __ (check in).

Task 3. Use of English (Vocabulary). Fill in the blanks with the correct word from the box

[*itinerary, luxury, feedback, landmarks, group*]

1. Anna organized a __ tour for a __ of tourists.
2. The __ included visits to famous __.
3. The tourists gave positive __ after the tour.

Task 4. Use of English (Vocabulary). Match the words with their definitions

1. __ Package tour
2. __ Accommodation
3. __ Feedback

4. __ Landmark

- a) A trip that includes transport, accommodation, and activities.
- b) A place where people stay when they are away from home.
- c) A well-known or important place in a city or country.
- d) Opinions or comments about something you have done.

Task 5. Writing

Write a short paragraph about a package tour you went on or would like to go on. Mention what was or would be included in the package and why you chose or would choose it.

Task 6. Writing

Write a short paragraph comparing a package tour and a self-organized trip. Use Past Simple and Past Perfect to describe your experiences or hypothetical situations.

Variant 2

Task 1. Read the text and answer the questions

David had always wanted to visit Paris, so he booked a package tour last year. The tour included flights, hotel accommodation, and guided tours of the city. By the time David arrived in Paris, the tour company had already arranged everything. He visited the Eiffel Tower, the Louvre, and other famous sites. David had a wonderful time and decided to book another package tour for his next holiday.

Questions:

- 1. Where did David want to visit?
- 2. What was included in the package tour?
- 3. What had the tour company arranged by the time David arrived?
- 4. What did David decide to do after the tour?

Task 2. Use of English. Complete the sentences with the correct form of the verb in brackets (Past Simple or Past Perfect)

- 1. David __ (book) the package tour before he __ (plan) the details of his trip.
- 2. By the time he __ (arrive) in Paris, the tour company __ (arrange) everything.
- 3. He __ (visit) the Louvre after he __ (see) the Eiffel Tower.
- 4. David __ (decide) to book another tour after he __ (return) home.

Task 3. Use of English (Vocabulary). Fill in the blanks with the correct word from the box

[flights, guided, sites, holiday, book]

1. The package tour included __, accommodation, and __ tours.
2. David visited famous __ in Paris.
3. He decided to __ another package tour for his next __.

Task 4. Use of English (Vocabulary). Match the words with their definitions

1. __ Tour guide
 2. __ Book
 3. __ Holiday
 4. __ Package
- a) A person who shows tourists around a place.
 - b) To arrange and pay for a service in advance.
 - c) A period when you do not have to work and can travel or relax.
 - d) A combination of services sold together as a single unit.

Task 5. Writing

Write a short paragraph about a time when you had to plan a trip. Mention what you did first, what you had done before the trip, and how everything turned out.

Task 6. Writing

Write a short paragraph about the advantages and disadvantages of package tours. Use Past Simple and Past Perfect to describe examples from your experience or imagination.

Variant 3

Task 1. Read the text and answer the questions

Emily's family had never been on a package tour before they went to Italy last year. The package included a week's stay at a beautiful resort, daily excursions to historic sites, and all meals. By the time they arrived, the hotel staff had prepared everything for their comfort. They visited Rome, Florence, and Venice. After the trip, they realized that the package tour had been a great choice.

Questions:

1. Where did Emily's family go on their package tour?
2. What was included in the package?
3. What had the hotel staff done before the family arrived?
4. How did the family feel about the package tour after the trip?

Task 2. Complete the sentences with the correct form of the verb in brackets (Past Simple or Past Perfect)

1. Before they __ (go) on the tour, Emily's family __ (never, be) on a package tour.

2. The hotel staff __ (prepare) everything before the family __ (arrive).

3. They __ (visit) several cities after they __ (stay) at the resort.

4. The family __ (realize) the value of the tour after they __ (complete) the trip.

Task 3. Use of English (Vocabulary). Fill in the blanks with the correct word from the box

[*resort, excursions, meals, historic, choice*]

1. The package included a week's stay at a __ and daily __.

2. All __ were provided in the package.

3. The family visited __ sites in several cities.

4. After the trip, they felt the package was a great __.

Task 4. Use of English (Vocabulary). Match the words with their definitions

1. __ Excursion

2. __ Resort

3. __ Package

4. __ Realize

a) A short trip made for pleasure, usually as part of a larger vacation.

b) A place where people go to relax and have fun, often near the sea or in the mountains.

c) A combination of services sold together as a single unit.

d) To understand or become aware of something.

Task 5. Writing

Write a short paragraph about a trip you or someone you know took with a package tour. Mention what was included in the package and how the trip went.

Task 6. Writing

Write a short paragraph about a time when things didn't go as planned on a trip. Use Past Simple and Past Perfect to describe what happened.

Variant 4

Task 1. Read the text and answer the questions.

Before planning her package tour to Japan, Sarah had researched the best travel options. The package she chose included flights,

accommodation, and cultural experiences like tea ceremonies and temple visits. The travel agency had arranged everything before she arrived, so Sarah could just relax and enjoy her trip. By the end of the tour, she had experienced a lot of Japan's unique culture.

Questions:

1. Where did Sarah plan her package tour to?
2. What was included in the package she chose?
3. What had the travel agency arranged before Sarah arrived?
4. How did Sarah feel about her trip at the end of the tour?

Task 2. Complete the sentences with the correct form of the verb in brackets (Past Simple or Past Perfect)

1. Before she __ (plan) her tour, Sarah __ (research) the best travel options.
2. The travel agency __ (arrange) everything before Sarah __ (arrive).
3. Sarah __ (experience) a lot of Japanese culture by the time the tour __ (end).
4. She __ (enjoy) her trip because everything __ (be) well-organized.

Task 3. Fill in the blanks with the correct word from the box [cultural, flights, accommodation, research, unique]

1. Sarah had done a lot of __ before choosing her package tour.
2. The package included __ and __ as well as cultural experiences.
3. She experienced many __ aspects of Japanese culture.
4. The travel agency had arranged her __ before she arrived.

Task 4. Match the words with their definitions.

1. __ Research
 2. __ Cultural
 3. __ Experience
 4. __ Unique
- a) The process of studying a subject in detail to discover new information.
 - b) Relating to the ideas, customs, and social behavior of a society.
 - c) To encounter or undergo something, especially something that affects you emotionally or physically.
 - d) Being the only one of its kind; unlike anything else.

Task 5. Writing

Write a short paragraph about a package tour you would recommend to someone. Include details about what the package includes and why you think it would be a good choice.

Task 6. Writing

Write a short paragraph about a situation where you realized that planning in advance made your trip easier. Use Past Simple and Past Perfect to describe the sequence of events.

1.5 HOTELS

Variant 1

Task 1. Read the text and answer the questions.

Mr. Brown checked into the hotel at 3 p.m. on Friday. He was looking forward to a comfortable stay, but when he entered his room, he noticed that the air conditioning was not working. He called the front desk immediately to complain. The receptionist apologized and said they would send someone to fix it right away. While waiting, Mr. Brown decided to visit the hotel's gym and swimming pool. After an hour, he returned to his room, and the air conditioning had been repaired.

Questions:

1. What time did Mr. Brown check into the hotel?
2. What problem did Mr. Brown encounter in his room?
3. How did the hotel staff respond to Mr. Brown's complaint?
4. Where did Mr. Brown go while waiting for the repair?

Task 2. Fill in the blanks with the correct prepositions of time and place (in, on, at)

1. Mr. Brown checked into the hotel __ Friday afternoon.
2. The air conditioning was fixed __ an hour.
3. He visited the gym __ the hotel.
4. The receptionist was __ the front desk when Mr. Brown called.

Task 3. Choose the correct modal verb (must, should, could, might) to complete the sentences

1. Mr. Brown __ complain if he finds any issues in his room.
2. The hotel staff __ be more attentive to guests' needs.
3. You __ use the swimming pool from 7 a.m. to 10 p.m.
4. The air conditioning __ not be working because of a power outage.

Task 4. Match the words with their definitions

1. __ Front desk

2. __ Gym
3. __ Complaint
4. __ Apologize

a) A place in a hotel where guests can check in, check out, and get assistance.

b) A room or building with equipment for physical exercise.

c) An expression of dissatisfaction or annoyance about something.

d) To express regret for something done wrong.

Task 5. Writing

Write a short paragraph about a time you stayed at a hotel. Describe the services and facilities you used and whether you were satisfied with them.

Task 6. Writing

Imagine you are the manager of a hotel. Write a short response to a guest who complained about noisy neighbors. Use modal verbs to suggest solutions.

Variant 2

Task 1. Read the text and answer the questions

Mr. Thompson arrived at the hotel late in the evening. He was disappointed to find that his room wasn't ready. The receptionist apologized and offered him a complimentary drink at the bar while he waited. After 30 minutes, Mr. Thompson finally checked into his room. However, he noticed that the air conditioning wasn't working. He called the front desk, and they assured him that a technician would be sent up immediately.

Questions:

1. Why was Mr. Thompson disappointed when he arrived at the hotel?
2. What did the receptionist offer him while he waited?
3. How long did Mr. Thompson wait before he could check into his room?
4. What problem did Mr. Thompson find in his room?

Task 2. Fill in the blanks with the correct prepositions of time or place

1. Mr. Thompson arrived __ the hotel __ the evening.
2. He waited __ the bar __ 30 minutes.
3. The air conditioning wasn't working __ his room.

4. The technician was sent __ to fix the issue.

Task 3. Choose the correct modal verb to complete the sentences

1. The receptionist said they __ fix the air conditioning immediately.
(can / must / would)
2. Mr. Thompson __ have been frustrated with the delay. (should / might / must)
3. The hotel __ offer better service to its guests. (can / could / should)
4. If there's a problem, you __ always contact the front desk. (should / could / would)

Task 4. Match the words with their definitions.

1. __ Receptionist
2. __ Complimentary
3. __ Technician
4. __ Apologize
 - a) A person who repairs and maintains equipment.
 - b) Free of charge.
 - c) A person who greets and assists guests at a hotel.
 - d) To express regret for something that has happened.

Task 5. Writing

Write a short paragraph about a time when you had an issue at a hotel. Describe what the problem was, how the staff responded, and how the situation was resolved.

Task 6. Writing

Imagine you are the manager of a hotel. Write an email to a guest who has complained about a service issue. Apologize for the inconvenience and explain what steps will be taken to resolve the problem.

Variant 3

Task 1. Read the text and answer the questions

Ms. Garcia stayed at a hotel during her business trip. She requested a wake-up call at 6 a.m. because she had an important meeting. Unfortunately, the call never came, and she overslept. When she called the front desk to complain, the receptionist apologized and offered to arrange transportation to her meeting. Although Ms. Garcia was upset, she appreciated the hotel's effort to make things right.

Questions:

1. Why did Ms. Garcia request a wake-up call?
2. What problem did Ms. Garcia encounter during her stay?

3. How did the hotel respond to her complaint?
4. How did Ms. Garcia feel about the hotel's response?

Task 2. Fill in the blanks with the correct prepositions of time or place

1. Ms. Garcia stayed ___ the hotel ___ her business trip.
2. She requested a wake-up call ___ 6 a.m.
3. The wake-up call didn't come ___ time.
4. The receptionist offered to arrange transportation ___ her meeting.

Task 3. Choose the correct modal verb to complete the sentences

1. The receptionist ___ have ensured that the wake-up call was made. (could / should / must)
2. Ms. Garcia ___ have missed her meeting. (might / should / must)
3. The hotel ___ offer compensation for the inconvenience. (could / would / should)
4. Guests ___ rely on the hotel staff for important requests. (can / should / might)

Task 4. Match the words with their definitions

1. ___ Wake-up call
 2. ___ Transportation
 3. ___ Apologize
 4. ___ Meeting
- a) A telephone call made to wake up a guest at a specific time.
 - b) To express regret for something that has gone wrong.
 - c) A gathering where people discuss business matters.
 - d) A service that moves people from one place to another.

Task 5. Writing

Write a short paragraph about a time when you needed help from hotel staff during your stay. Explain what you asked for and how the staff responded.

Task 6. Writing

Imagine you are a guest who had a problem at a hotel. Write a letter to the hotel manager explaining what happened and asking for a refund or compensation.

Variant 4

Task 1. Read the text and answer the questions

During their holiday, the Johnson family stayed at a seaside hotel. They had booked a room with a sea view, but upon arrival, they were given

a room overlooking the parking lot. Mr. Johnson immediately contacted the front desk. The receptionist apologized and explained that the hotel was fully booked. As compensation, the family was offered a discount on their stay and complimentary breakfast for the duration of their holiday.

Questions:

1. What kind of room had the Johnson family booked?
2. What room were they given upon arrival?
3. How did Mr. Johnson react to the situation?
4. What compensation did the family receive?

Task 2. Fill in the blanks with the correct prepositions of time or place

1. The Johnson family stayed _____ a seaside hotel _____ their holiday.
2. They booked a room _____ a sea view.
3. They were given a room _____ the parking lot.
4. The family received complimentary breakfast _____ the duration of their stay.

Task 3. Choose the correct modal verb to complete the sentences

1. The hotel ___ have provided the room they booked. (could / should / must)
2. Mr. Johnson ___ have been disappointed with the room change. (should / must / might)
3. The hotel _____ offer a discount when it makes a mistake. (would / could / should)
4. Guests _____ check their booking details carefully. (can / should / might)

Task 4. Match the words with their definitions.

1. ___ Sea view
 2. ___ Parking lot
 3. ___ Compensation
 4. ___ Receptionist
- a) A place where cars can be parked.
 - b) Money or services given to make up for something wrong.
 - c) A person who greets and helps guests at a hotel.
 - d) A view of the sea from a building.

Task 5. Writing

Write a short paragraph about a situation where your expectations at a hotel were not met. Explain what happened and how the issue was resolved.

Task 6. Writing. Imagine you are a hotel receptionist. Write a reply to a guest who has complained about not getting the room they booked.

1.6 FOOD AND BEVERAGE

Variant 1

Task 1. Read the text and answer the questions

Emma visited a new Italian restaurant in her neighborhood. She ordered a plate of pasta and a glass of wine. The pasta was delicious, but she found the portion to be too small. When the waiter asked if she wanted dessert, Emma decided to order a slice of tiramisu. She enjoyed her meal and promised to come back soon.

Questions:

1. What type of restaurant did Emma visit?
2. What did Emma think about the portion size of the pasta?
3. What dessert did Emma order?
4. Did Emma enjoy her meal?

Task 2. Choose the correct form (countable or uncountable) to complete the sentences

1. Emma ordered a plate of __ (pasta / pastas).
2. She drank a glass of __ (wine / wines).
3. The restaurant offered a variety of __ (desserts / dessert).
4. Emma enjoyed a slice of __ (tiramisu / tiramisus).

Task 3. Complete the sentences with the correct form of the verb in the Future Simple

1. Emma __ (return) to the restaurant next week.
2. The chef __ (prepare) a special dish for her.
3. She __ (invite) her friends to join her.
4. They __ (have) a great time together.

Task 4. Match the words with their definitions.

1. __ Dessert
 2. __ Portion
 3. __ Waiter
 4. __ Beverage
- a) A serving of food.

- b) A drink, especially one other than water.
- c) A sweet course eaten at the end of a meal.
- d) A person who serves food and drink in a restaurant.

Task 5. Writing

Write a short paragraph about your favorite restaurant. Describe the type of food they serve and why you like it.

Task 6. Writing

Imagine you are a waiter. Write a dialogue where you help a customer choose a dish from the menu, using Future Simple to describe what the customer will enjoy.

Variant 2

Task 1. Read the text and answer the questions

Tom and Sarah went to a French bistro for dinner. They started with a bowl of onion soup, followed by coq au vin. Tom loved the rich flavors, but Sarah found the dish too heavy. For dessert, they shared a crème brûlée. Tom said he would definitely recommend the restaurant to his friends.

Questions:

- 1. What type of restaurant did Tom and Sarah visit?
- 2. How did Tom feel about the coq au vin?
- 3. What dessert did they share?
- 4. What did Tom say about the restaurant?

Task 2. Choose the correct form (countable or uncountable) to complete the sentences

- 1. Tom and Sarah started with a bowl of __ (onion soup / onion soups).
- 2. They shared a __ (crème brûlée / crème brûlées).
- 3. The bistro offered several types of __ (wine / wines).
- 4. Tom enjoyed the __ (flavors / flavor) of the dish.

Task 3. Complete the sentences with the correct form of the verb in the Future Simple

- 1. Tom __ (recommend) the bistro to his friends.
- 2. Sarah __ (try) a lighter dish next time.
- 3. They __ (order) different desserts to share.
- 4. The waiter __ (suggest) a good wine pairing.

Task 4. Match the words with their definitions

- 1. __ Bistro
- 2. __ Recommend

3. ___ Flavors
4. ___ Dessert
- a) A small, casual restaurant.
- b) To suggest something as good or suitable.
- c) The distinctive taste of food or drink.
- d) A sweet course eaten at the end of a meal.

Task 5. Writing

Write a short paragraph about a memorable dining experience you had at a restaurant. Describe the food and the atmosphere.

Task 6. Writing

Imagine you are planning to open a restaurant. Write a brief description of the type of food you will serve and how you will make your restaurant unique.

Variant 3

Task 1. Read the text and answer the questions

Jessica and her family decided to have lunch at a popular sushi restaurant. They ordered a variety of sushi rolls and sashimi. Jessica was impressed by the freshness of the fish. Her children loved the miso soup and tempura. After the meal, the chef offered them green tea ice cream, which they all enjoyed.

Questions:

1. What type of restaurant did Jessica and her family visit?
2. What did Jessica think about the fish?
3. What did her children enjoy?
4. What dessert did the chef offer?

Task 2. Choose the correct form (countable or uncountable) to complete the sentences

1. Jessica ordered several ___ (sushi rolls / sushi roll).
2. The children loved the ___ (miso soup / miso soups).
3. They also tried the ___ (tempura / tempuras).
4. The chef offered them ___ (green tea ice cream / green tea ice creams).

Task 3. Complete the sentences with the correct form of the verb in the Future Simple

1. Jessica ___ (bring) her family back to the sushi restaurant.
2. The chef ___ (prepare) a special sushi roll for them.
3. They ___ (try) new dishes next time.

4. The restaurant __ (become) their favorite spot.

Task 4. Use of English (Vocabulary). Match the words with their definitions.

1. __ Sashimi

2. __ Tempura

3. __ Chef

4. __ Ice cream

a) A Japanese dish of raw fish slices.

b) A cold, sweet dessert made from frozen cream or milk.

c) A Japanese dish of battered and deep-fried seafood or vegetables.

d) A professional cook who prepares food in a restaurant.

Task 5. Writing

Write a short paragraph about a time when you tried a new type of cuisine. Describe what you ate and how you felt about it.

Task 6. Writing

Imagine you are a chef at a restaurant. Write a description of the special dish you will prepare for a customer, using the Future Simple to describe what they will experience.

Variant 4

Task 1. Read the text and answer the questions

Mark and his colleagues decided to celebrate a successful project at a steakhouse. Mark ordered a ribeye steak, while his colleagues tried different cuts of meat. The steaks were cooked to perfection, and everyone complimented the chef. For dessert, they had chocolate fondant, which was rich and satisfying.

Questions:

1. Where did Mark and his colleagues go to celebrate?

2. What did Mark order?

3. How did they find the steaks?

4. What dessert did they have?

Task 2. Choose the correct form (countable or uncountable) to complete the sentences

1. Mark ordered a __ (ribeye steak / ribeye steaks).

2. His colleagues tried different __ (cuts of meat / cut of meat).

3. They had __ (chocolate fondant / chocolate fondants) for dessert.

4. The chef received many __ (compliments / compliment).

Task 3. Complete the sentences with the correct form of the verb in the Future Simple

1. Mark __ (invite) his colleagues to the steakhouse again.
2. The chef __ (prepare) another special dish for them.
3. They __ (celebrate) their next success there.
4. The restaurant __ (be) their go-to place for special occasions.

Task 4. Match the words with their definitions.

1. __ Steakhouse
 2. __ Ribeye
 3. __ Dessert
 4. __ Colleagues
- a) A restaurant that specializes in serving steak.
 - b) A cut of beef from the rib section.
 - c) A sweet course eaten at the end of a meal.
 - d) People you work with.

Task 5. Writing

Write a short paragraph about your favorite type of cuisine. Explain why you like it and what dishes you usually order.

Task 6. Writing

Imagine you are planning a dinner party. Write a description of the menu you will serve, using Future Simple to describe what your guests will enjoy.

1.7 NATURE TOURISM

Variant 1

Task 1. Read the text about nature tourism and answer the questions.

Nature tourism is growing rapidly around the world. Tourists are increasingly interested in visiting natural areas, such as national parks, forests, and mountains. This form of tourism is seen as a way to promote conservation and provide income for local communities. However, it is essential to manage nature tourism carefully to avoid damaging the environment.

Questions:

1. What is nature tourism?
2. Why is nature tourism growing?
3. How can nature tourism benefit local communities?

4. What is important to consider when managing nature tourism

Task 2. Complete the sentences with the correct words related to nature tourism.

(*scenery, conservation, species, hiking*)

1. The _____ in this national park are breathtaking.
2. We need to _____ the wildlife in this area.
3. Many tourists visit this forest to see the unique _____.
4. _____ trails are popular with hikers.

Task 3. Rewrite the sentences using *be going to*.

1. They plan to present their nature tourism project next week.
2. The tour guide plans to show us the wildlife in the morning.
3. We have arranged to visit the national park tomorrow.

Task 4. Complete the sentences using the Present Progressive.

1. They _____ (give) a presentation on nature tourism tomorrow.
2. We _____ (leave) for the nature reserve in the morning.
3. I _____ (meet) the tour guide at 10 AM.

Task 5. Fill in the blanks with the correct form of *be bound to*

1. The weather _____ (be) good for hiking this weekend.
2. The presentation _____ (be) successful with such interesting content.
3. The tourists _____ (enjoy) the trip to the nature park.

Task 6. Writing

Write a short paragraph (100-120 words) about how you would present a nature tourism destination to an audience. Mention the key features of the destination and how you plan to engage your audience.

Variant 2

Task 1. Read the text and answer the questions.

Making a presentation about a nature tourism site requires careful planning. It's important to highlight the natural beauty of the area and the activities available. You should also consider the environmental impact of tourism and discuss how visitors can help protect the environment. Presentations are often used to attract visitors and educate them about conservation efforts.

Questions:

1. What is the main focus of a presentation on a nature tourism site?

2. Why is it important to consider the environmental impact in your presentation?

3. How can a presentation help with conservation efforts?

4. What should you highlight in a nature tourism presentation?

Task 2. Choose the correct word to complete each sentence

(*ecosystem, conservation, sure, planning*)

1. The _____ in this region is diverse, with many species of plants and animals.

2. Tourists are _____ to visit the waterfall during their trip.

3. _____ is a key aspect of nature tourism, ensuring that future generations can enjoy these areas.

1. The _____ of the forest is vital for maintaining the ecosystem.

Task 3. Rewrite the sentences using *be going to*

1. The ranger plans to explain the importance of conservation.

2. We have arranged to visit the forest reserve next weekend.

3. They plan to make a presentation on nature tourism next month.

Task 4. Complete the sentences using the Present Progressive

1. We _____ (organize) a nature walk for the tourists next Friday.

2. They _____ (prepare) the presentation on wildlife preservation.

3. I _____ (meet) with the park authorities tomorrow.

Task 5. Fill in the blanks with the correct form of *be bound to*

1. The tourists _____ (be) excited about the new hiking trail.

2. The presentation _____ (attract) a lot of attention from nature lovers.

3. The park _____ (experience) an increase in visitors this year.

Task 6. Writing

Write a short essay (120-150 words) about the future of nature tourism. Discuss how presentations can be used to promote sustainable tourism and the challenges that might arise.

Variant 3

Task 1. Read the text and answer the questions

Nature tourism presentations should focus on both the beauty of the destination and the importance of protecting it. Tourists are often drawn to

natural areas because of their tranquility and scenic views. However, increased tourism can lead to environmental degradation if not managed properly. It is the responsibility of tour operators and guides to educate tourists about sustainable practices.

Questions:

1. What are the main attractions of nature tourism?
2. Why is it important to manage nature tourism properly?
3. What role do tour operators and guides play in nature tourism?
4. How can tourists be educated about sustainable practices?

Task 2. Fill in the blanks with the correct words

(*minimize, endangered, beauty, sustainable*)

1. The _____ of the forest attracts many tourists each year.
2. We should _____ our impact on the environment while traveling.
3. _____ species are protected in this national park.
4. _____ tourism focuses on preserving the environment while allowing people to enjoy it.

Task 3. Rewrite the sentences using *be going to*

1. They have arranged to visit the nature reserve on Saturday.
2. The guide plans to explain the importance of the local ecosystem.
3. We are planning to present our findings on sustainable tourism next week.

Task 4. Complete the sentences using the Present Progressive

1. They _____ (make) a presentation on eco-tourism next Monday.
2. We _____ (visit) the bird sanctuary this weekend.
3. I _____ (attend) a meeting on conservation strategies tomorrow.

Task 5. Complete the sentences with the correct form of *be bound to*

1. The new nature trail _____ (attract) more tourists to the area.
2. The presentation _____ (highlight) the importance of sustainable tourism.
3. The park _____ (see) an increase in visitors during the summer.

Task 6. Writing

Imagine you are giving a presentation on a nature tourism destination. Write a paragraph (100-120 words) describing the destination and explaining how you will encourage visitors to respect the environment.

Variant 4

Task 1. Read the text and answer the questions

"Presenting a nature tourism destination requires not only highlighting its attractions but also addressing the challenges of preserving it. Effective presentations can inspire tourists to take action in protecting these areas. Whether it's through promoting eco-friendly activities or educating visitors about the local wildlife, presentations play a crucial role in nature conservation."

Questions:

1. What should be included in a nature tourism presentation?
2. How can presentations inspire tourists to protect natural areas?
3. What role do eco-friendly activities play in nature tourism?
4. Why is it important to educate visitors about local wildlife?

Task 2. Choose the correct words to complete the sentences

(*beauty, minimize, sustainable, wildlife*)

1. The _____ of the landscape is what draws many tourists to this region.
2. We need to _____ the impact of tourism on the environment.
3. _____ practices are essential for the sustainability of nature tourism.
4. Tour guides often educate tourists about the _____ of the area.

Task 3. Rewrite the sentences using *be going to*

1. They plan to launch a new nature tourism campaign next month.
2. We have arranged to visit the eco-park this Saturday.
3. The tour guide plans to show us the local flora and fauna.

Task 4. Complete the sentences using the Present Progressive

1. We _____ (hold) a workshop on sustainable tourism next week.
2. They _____ (lead) a group tour of the forest reserve tomorrow.
3. I _____ (present) a talk on the benefits of nature tourism this afternoon.

Task 5. Complete the sentences with the correct form of *be bound to*

1. The new eco-friendly initiative _____ (gain) popularity among tourists.
2. The presentation _____ (encourage) more people to visit nature reserves.
3. The park _____ (experience) an increase in conservation efforts.

Task 6. Writing

Write a short article (120-150 words) on how nature tourism can be promoted through presentations. Discuss the key elements that should be included and the impact these presentations can have on conservation efforts.

1.8 AIR TRAVEL

Task 1. Read the text about air travel and answer the questions.

Air travel is one of the fastest ways to reach distant destinations. Airports offer a range of facilities to make the journey more comfortable, including lounges, restaurants, and shops. However, dealing with difficult passengers can be challenging for airport staff. It is important to follow procedures to ensure the safety and comfort of all travelers.

Questions:

1. What are some facilities that airports offer?
2. Why is air travel considered one of the fastest ways to travel?
3. What challenges do airport staff face when dealing with difficult passengers?
4. Why is it important to follow procedures when dealing with difficult passengers?

Task 2. Complete the sentences with the correct words related to air travel

(facilities, security, check-in, gate)

1. The airport _____ has improved, offering more shops and restaurants.
2. You must go through _____ before boarding your flight.
3. _____ is required for all passengers before entering the departure area.

4. Passengers should check the _____ for their flight information.

Task 3. Rewrite the sentences using the correct modal verb (must, have to, should)

1. It is necessary to arrive at the airport two hours before the flight.
2. Passengers are required to show their passports at the check-in counter.
3. It is advisable to pack your liquids in a clear plastic bag.

Task 4. Complete the sentences using the correct modal verb (must, might, can't)

1. The flight is delayed; it _____ be due to bad weather.
2. The passenger is running towards the gate; he _____ be late for his flight.
3. That suitcase is very light; it _____ contain many items.

Task 5. Choose the correct modal verb to complete the sentences

1. Passengers _____ go through security before boarding the plane. (must/can't)
2. The airport staff _____ deal with difficult passengers calmly. (should/might)
3. The announcement says the flight is delayed; it _____ be a technical issue. (can't/must)

Task 6. Writing

Write a short paragraph (100-120 words) about how you would deal with a difficult passenger at the airport. Mention the steps you would take and the importance of staying calm.

Variant 2

Task 1. Read the text and answer the questions

Airport facilities are designed to provide comfort and convenience to travelers. From baggage handling to customer service desks, every detail is planned to ensure a smooth journey. However, not all passengers are easy to handle. Airport staff must be trained to manage difficult situations, such as passengers who refuse to follow rules or become upset over delays.

Questions:

1. What is the purpose of airport facilities?
2. How do airport staff ensure a smooth journey for travelers?
3. What types of difficult situations might airport staff encounter?
4. Why is training important for airport staff?

Task 2. Fill in the blanks with the correct words

(*security, difficult, information, staff*)

1. The _____ desk provides information about flights and airport services.
2. You must follow all _____ procedures before boarding your flight.
3. _____ passengers can cause delays and stress for both staff and other travelers.
4. The airport _____ is responsible for maintaining safety and order.

Task 3. Rewrite the sentences using the correct modal verb (must, have to, should)

1. It is necessary for all passengers to fasten their seatbelts during takeoff.
2. Passengers are required to show their boarding passes at the gate.
3. It is advisable to arrive at the airport early to avoid long lines.

Task 4. Complete the sentences using the correct modal verb (must, might, can't)

1. The passenger looks very tired; he _____ have had a long journey.
2. The departure board is showing a delay; the flight _____ be on time.
3. The gate is closing soon; the last passengers _____ be arriving.

Task 5. Choose the correct modal verb to complete the sentences

1. Passengers _____ wear masks during the flight.
(must/might)
2. The airport staff _____ be prepared for any emergency situation. (should/can't)
3. The luggage is too heavy; it _____ contain fragile items.
(can't/must)

Task 6. Writing

Write a short essay (120-150 words) about the importance of airport facilities in ensuring a smooth travel experience. Discuss how these facilities help both passengers and staff.

Variant 3

Task 1. Read the text and answer the questions

Airports are complex environments where everything must work smoothly to ensure flights are on time and passengers are satisfied. Facilities like check-in counters, lounges, and baggage claim areas play a

crucial role. However, difficult passengers can disrupt this process. It is essential for airport staff to handle such situations with patience and professionalism.

Questions:

1. Why is it important for airports to work smoothly?
2. What role do airport facilities play in the travel process?
3. How can difficult passengers disrupt airport operations?
4. What qualities are important for airport staff when dealing with difficult passengers?

Task 2. Fill in the blanks with the correct words

(*lounge, baggage claim, report, staff*)

1. The _____ area is where passengers collect their luggage after a flight.
2. Airport _____ must follow strict procedures to maintain safety.
3. Passengers should _____ any suspicious behavior to security personnel.
4. The _____ provides a place for passengers to relax before their flight.

Task 3. Rewrite the sentences using the correct modal verb (must, have to, should)

1. It is necessary to carry your identification at all times in the airport.
2. Passengers are required to remove their shoes at security checkpoints.
3. It is advisable to double-check your flight details before leaving for the airport.

Task 4. Complete the sentences using the correct modal verb (must, might, can't)

1. The flight has been delayed for hours; there _____ be a technical problem.
2. The passenger looks frustrated; he _____ be dealing with a delay.
3. The luggage is too light; it _____ contain anything valuable.

Task 5. Grammar (Modal Verbs Mixed)

Choose the correct modal verb to complete the sentences.

1. Passengers _____ arrive at the airport early to go through security. (must/might)
2. The airport staff _____ assist passengers with disabilities. (should/can't)

3. The announcement says the flight is boarding; it _____ be leaving soon. (can't/must)

Task 6. Writing

Imagine you are an airport staff member dealing with a difficult passenger. Write a paragraph (100-120 words) explaining how you would handle the situation, using modal verbs of obligation and deduction.

Variant 4

Task 1. Read the text and answer the questions

Dealing with difficult passengers is a common challenge at airports. Whether it's a missed flight or lost luggage, these situations can lead to frustration. Airport facilities like information desks and customer service centers are there to help. Staff must remain calm and use problem-solving skills to resolve issues quickly.

Questions:

1. What are some common challenges faced by airport staff?
2. How do airport facilities help in dealing with these challenges?
3. Why is it important for airport staff to remain calm?
4. What skills are necessary for resolving passenger issues?

Task 2. Complete the sentences with the correct words related to air travel

(*must, boarding, difficult, airline*)

1. The _____ area is where you wait for your flight after security checks.
2. Passengers _____ check the flight information screens regularly.
3. The _____ staff can assist you with any issues related to your luggage.
4. _____ passengers should be treated with patience and understanding.

Task 3. Rewrite the sentences using the correct modal verb (must, have to, should)

1. It is necessary to comply with all airport security regulations.
2. Passengers are required to remain seated during takeoff and landing.
3. It is advisable to carry a water bottle on long flights.

Task 4. Complete the sentences using the correct modal verb (must, might, can't)

1. The flight has been delayed; there _____ be a problem with the plane.

2. The passenger is upset; he _____ have missed his connecting flight.

3. The luggage is very heavy; it _____ contain many items.

Task 5. Choose the correct modal verb to complete the sentences

1. Passengers _____ follow all instructions given by airport staff. (must /might)

2. The airport staff _____ deal with difficult situations efficiently. (should /can't)

3. The boarding gate is closing; you _____ hurry. (must /might)

Task 6. Writing

Write an email (100-120 words) to a friend describing an experience you had with a difficult passenger at the airport. Explain what the issue was, how you resolved it, and how the airport facilities and staff helped. Use modal verbs of obligation and deduction in your response.

1.9 HOTEL OPERATIONS

Variant 1

Task 1. Read the text and answer the questions

Hotels play a crucial role in the travel industry, providing accommodations for travelers. The booking process is the first step, often done online or through a travel agent. Once guests arrive, they check in at the front desk, where their details are confirmed. During the stay, guests may request services, which the hotel staff provides. Finally, at check-out, guests settle their bills and leave feedback.

Questions:

1. How do most guests book their hotel stay?
2. What happens during the check-in process?
3. What might guests request during their stay?
4. What is the final step of a guest's hotel experience?

Task 2. Complete the sentences with the correct vocabulary related to hotel operations

(*request, receptionist, complimentary, details*)

1. The _____ is responsible for managing guest reservations.
2. Guests need to provide their _____ when checking in.

3. You can _____ additional services, such as breakfast or a late check-out.

4. The hotel offers _____ Wi-Fi for all guests.

Task 3. Rewrite the sentences using the Present Perfect Simple

1. The guests (to book) _____ their room online.

2. The hotel staff (to confirm) _____ the reservation.

3. The manager (to check) _____ the availability of rooms.

Task 4. Complete the sentences using the Present Perfect Progressive

1. The receptionist (to work) _____ at the front desk for five years.

2. Guests (to wait) _____ in the lobby for their room keys.

3. The cleaning staff (to clean) _____ the rooms since early morning.

Task 5. Choose the correct form (Present Perfect Simple or Present Perfect Progressive) to complete the sentences

1. The hotel (to receive) _____ positive reviews this month.
(simple/progressive)

2. Guests (to complain) _____ about the noise since they arrived.
(simple/progressive)

3. The hotel (to offer) _____ a discount to returning guests.
(simple/progressive)

Task 6. Writing

Write a short email (100-120 words) to a hotel manager to confirm a booking. Mention how long you have been waiting for a confirmation and ask about additional services.

Variant 2

Task 1. Read the text and answer the questions.

Booking a hotel room can be done in several ways, including online platforms, phone calls, or walk-ins. At check-in, guests are welcomed and provided with key cards and information about their stay. Some guests might have specific requests that need to be accommodated. The check-out process involves reviewing the bill, returning the keys, and sharing feedback about the stay.

Questions:

1. What are the different ways to book a hotel room?

2. What information is given to guests at check-in?

3. What might happen if a guest has specific requests?

1. 4. happens during the check-out process?

Task 2. Fill in the blanks with the correct vocabulary

(complimentary, present, check-in, concierge)

1. Guests should _____ their booking confirmation upon arrival.

2. The hotel offers a _____ breakfast for all guests.

3. At _____, guests receive their room key and Wi-Fi password.

4. The _____ staff assists with guest luggage.

Task 3. Rewrite the sentences using the Present Perfect Simple

1. The hotel (to update) _____ its booking system.

2. Guests (to receive) _____ excellent service during their stay.

3. The manager (to handle) _____ several complaints this week.

Task 4. Complete the sentences using the Present Perfect Progressive

1. Guests (to stay) _____ at this hotel for years.

2. The hotel staff (to prepare) _____ for a large conference this weekend.

3. The receptionists (to deal) _____ with an increased number of bookings.

Task 5. Choose the correct form (Present Perfect Simple or Present Perfect Progressive) to complete the sentences

1. The hotel (to install) _____ new air conditioning units.
(simple/progressive)

2. Guests (to ask) _____ about the availability of spa services.
(simple/progressive)

3. The staff (to manage) _____ the check-in process smoothly.
(simple/progressive)

Task 6. Writing

Write a short paragraph (100-120 words) describing your recent hotel stay. Include how long you stayed, what services you used, and your overall experience.

Variant 3

Task 1. Read the text and answer the questions

Hotel operations involve several key steps to ensure guest satisfaction. Booking is often the first point of contact, followed by the check-in process, where guests are welcomed and their reservations confirmed. Throughout the stay, the hotel staff is available to assist with any needs. Finally, the check-out process concludes the stay, often leaving a lasting impression on guests.

Questions:

1. What is the first step in hotel operations?
2. What happens during the check-in process?
3. How does the hotel staff assist guests during their stay?
4. Why is the check-out process important?

Task 2. Complete the sentences with the correct vocabulary

(inform, amenities, receptionist, cashier)

1. The _____ handles the financial transactions during check-out.
2. Guests should _____ any special requests when booking.
3. The hotel provides _____ amenities such as toiletries and towels.
4. The _____ at the front desk can assist with booking tours.

Task 3. Rewrite the sentences using the Present Perfect Simple

1. The guests (to enjoy) _____ their stay at the hotel.
2. The hotel (to upgrade) _____ its facilities recently.
3. The front desk (to assist) _____ several international guests today.

Task 4. Complete the sentences using the Present Perfect Progressive

1. The guests (to wait) _____ for their room to be ready since noon.
2. The hotel (to host) _____ events in the conference room all week.
3. The concierge (to help) _____ guests with local travel arrangements.

Task 5. Choose the correct form (Present Perfect Simple or Present Perfect Progressive) to complete the sentences

1. The guests (to stay) _____ at the hotel for three nights.
(simple/progressive)
2. The hotel staff (to respond) _____ to all customer inquiries quickly. (simple/progressive)
3. The manager (to oversee) _____ the renovation project.
(simple/progressive)

Task 6. Writing

Write a short email (100-120 words) to a friend, describing your experience with booking a hotel room online. Mention how long you have been searching for the right hotel and any issues you encountered.

Variant 4

Task 1. Read the text and answer the questions

Efficient hotel operations are key to providing a great guest experience. The booking process can set the tone for the entire stay, while the check-in and check-out processes ensure that everything runs smoothly. During their stay, guests can request additional services, and the hotel staff is responsible for meeting these needs promptly.

Questions:

1. Why is the booking process important in hotel operations?
2. What are the main steps involved in the check-in process?
3. How does the hotel staff ensure guest satisfaction during their stay?
4. What should be done during the check-out process?

Task 2. Fill in the blanks with the correct vocabulary

(complimentary, receptionist, request, settle)

1. The _____ confirms the guest's booking at check-in.
2. Guests can _____ extra services like breakfast or a spa treatment.
3. The hotel provides _____ Wi-Fi throughout the building.
4. At check-out, guests must _____ any outstanding charges.

Task 3. Rewrite the sentences using the Present Perfect Simple

1. The hotel (to receive) _____ a large number of bookings this week.
2. Guests (to leave) _____ positive reviews about the service.
3. The front desk staff (to deal) _____ with many requests today.

Task 4. Complete the sentences using the Present Perfect Progressive

1. The guests (to stay) _____ in the hotel for three nights.
2. The staff (to prepare) _____ for a busy holiday weekend.
3. The hotel (to renovate) _____ its lobby for the past two weeks.

Task 5. Choose the correct form (Present Perfect Simple or Present Perfect Progressive) to complete the sentences

1. The hotel (to improve) _____ its online booking system.
(simple/progressive)
2. Guests (to inquire) _____ about late check-out options.
(simple/progressive)
3. The receptionist (to greet) _____ guests since the morning.
(simple/progressive)

Task 6. Writing

Write a short report (100-120 words) about the importance of the check-out process in hotel operations. Include how long it takes, what needs to be done, and its impact on the guest's experience.

1.10 MARKETING

Variant 1

Task 1. Read the text and answer the questions

In the world of marketing and promotions, businesses must carefully plan their campaigns to reach the right audience. Successful negotiations often involve understanding the needs of both parties and finding a mutually beneficial solution. When dealing with difficult customers, companies must remain professional and seek to resolve any issues quickly.

Questions:

1. What is essential for successful marketing campaigns?
2. What is the key to successful negotiations?
3. How should companies deal with difficult customers?
4. Why is it important to resolve issues quickly?

Task 2. Complete the sentences with the correct vocabulary related to marketing and negotiations

(launch, agree, highly, address)

1. The marketing team will _____ a new product next month.

2. If you offer a discount, the client might _____ to the deal.
3. The promotion was _____ successful, attracting many new customers.
4. It is important to _____ the customer's concerns during negotiations.

Task 3. Complete the sentences using the First Conditional

1. If the promotion (to be) _____ successful, the company will increase its profits.
2. We (to offer) _____ a discount if the client agrees to a long-term contract.
3. The negotiation (to fail) _____ if we don't find common ground.

Task 4. Complete the sentences using the Second Conditional

1. If I (to be) _____ the manager, I would handle difficult passengers differently.
2. The client (to accept) _____ the proposal if we offered a better price.
3. If we (to have) _____ more time, we could plan the promotion more effectively.

Task 5. Choose the correct form (First Conditional or Second Conditional) to complete the sentences

1. If we (to reduce) _____ the price, more customers will buy the product. (First/Second)
2. If I (to know) _____ about the promotion earlier, I would have participated. (First/Second)
3. The client (to sign) _____ the contract if we offered better terms. (First/Second)

Task 6. Writing

Write a short email (100-120 words) to a colleague, explaining how you would handle a difficult negotiation with a client. Use both the First and Second Conditional in your response.

Variant 2

Task 1. Read the text and answer the questions

Negotiations are a critical aspect of marketing, as they determine the terms of promotions and partnerships. A successful negotiation requires preparation, understanding of the market, and the ability to persuade the

other party. In situations where a customer is difficult, staying calm and addressing their concerns is essential to maintaining a good relationship.

Questions:

1. Why are negotiations important in marketing?
2. What are the key elements of a successful negotiation?
3. How should one handle a difficult customer?
4. What is the goal of addressing customer concerns?

Task 2. Fill in the blanks with the correct vocabulary

(*analyze, increased, run, effective*)

1. The company _____ its market share by launching a successful campaign.
2. We need to _____ the best strategy for promoting the new product.
3. If the negotiations _____ smoothly, both parties will benefit.
4. Dealing with difficult customers requires _____ communication skills.

Task 3. Complete the sentences using the First Conditional

1. If we (to offer) _____ a special deal, more customers will be interested.
2. The negotiation (to succeed) _____ if both sides are willing to compromise.
3. If the customer (to complain) _____, we will address their concerns immediately.

Task 4. Complete the sentences using the Second Conditional

1. If I (to be) _____ the marketing director, I would focus on social media promotions.
2. The client (to agree) _____ to the terms if we extended the deadline.
3. If the company (to have) _____ more resources, it could invest in a larger campaign.

Task 5. Choose the correct form (First Conditional or Second Conditional) to complete the sentences

1. If the customer (to feel) _____ valued, they will remain loyal to the brand. (First/Second)
2. If I (to know) _____ the client's preferences, I would have tailored the offer. (First/Second)
3. The company (to achieve) _____ better results if it invested more in research. (First/Second)

Task 6. Writing

Write a short paragraph (100-120 words) explaining how you would plan a promotional campaign for a new product. Include how you would handle negotiations with potential partners and difficult customers. Use both the First and Second Conditional.

Variant 3

Task 1. Read the text and answer the questions

Marketing strategies often involve promotions designed to attract new customers and retain existing ones. Negotiations play a vital role in securing deals with partners and vendors. When a passenger becomes difficult, it is important to manage the situation professionally and ensure that the issue is resolved to maintain customer satisfaction.

Questions:

1. What is the purpose of promotions in marketing?
2. Why are negotiations important in securing deals?
3. How should difficult passengers be managed?
4. Why is it important to resolve issues with customers?

Task 2. Complete the sentences with the correct vocabulary

(manage, went, analyze, launch)

1. The company will _____ a new promotion next week.
2. If the negotiations _____ well, we will sign the contract.
3. It is crucial to _____ the client's expectations during the meeting.
4. The marketing team _____ the results of the latest campaign.

Task 3. Complete the sentences using the First Conditional

1. If the promotion (to be) _____ successful, we will attract more customers.
2. We (to reach) _____ an agreement if the client agrees to the terms.
3. If the customer (to request) _____ assistance, we will provide it immediately.

Task 4. Complete the sentences using the Second Conditional

1. If I (to handle) _____ the negotiation, I would focus on building rapport.

2. The customer (to be) _____ satisfied if we offered a personalized service.

3. If the company (to invest) _____ in new technology, it could improve its marketing strategies.

Task 5. Choose the correct form (First Conditional or Second Conditional) to complete the sentences.

1. If we (to offer) _____ a discount, the customer will make a purchase. (First/Second)

2. If I (to understand) _____ the client's needs better, I would have proposed a different solution. (First/Second)

3. The company (to grow) _____ its market share if it expanded into new regions. (First/Second)

Task 6. Writing

Write a short report (100-120 words) on how to handle difficult negotiations with a client during a promotional campaign. Use both the First and Second Conditional in your response.

Variant 4

Task 1. Read the text and answer the questions.

Promotions are a key part of any marketing strategy, helping to raise awareness and boost sales. Negotiations are critical when it comes to finalizing deals and partnerships. Handling difficult passengers or customers requires patience, empathy, and a focus on finding a solution that satisfies everyone involved.

Questions:

1. What role do promotions play in marketing?

2. Why are negotiations crucial in finalizing deals?

3. How should difficult passengers be treated?

4. What is the goal of resolving issues with customers?

Task 2. Fill in the blanks with the correct vocabulary.

(boost, review, launched, used)

1. The company _____ a successful promotion during the holiday season.

2. We need to _____ the terms of the contract before signing.

3. Effective marketing strategies can _____ customer loyalty.

4. The team _____ the client's feedback to improve future campaigns.

Task 3. Complete the sentences using the First Conditional.

1. If the negotiation (to go) _____ well, we will secure the partnership.

2. The promotion (to attract) _____ more customers if we advertise it widely.

1. If the customer (to express) _____ dissatisfaction, we will offer a solution immediately.

Task 4. Complete the sentences using the Second Conditional.

2. If I (to manage) _____ the marketing team, I would focus on digital campaigns.

3. The client (to approve) _____ the proposal if we offered more incentives.

4. If the company (to allocate) _____ more budget to marketing, it could increase its market share.

Task 5. Choose the correct form (First Conditional or Second Conditional) to complete the sentences.

1. If we (to respond) _____ quickly, the customer will be satisfied. (First/Second)

2. If I (to know) _____ about the client's needs earlier, I would have prepared a better offer. (First/Second)

3. The company (to expand) _____ its reach if it invested in international markets. (First/Second)

Task 6. Writing

Write a short email (100-120 words) to a colleague explaining how you would plan a marketing strategy for an upcoming product launch. Include how you would handle negotiations with potential partners and manage any difficult customers that may arise. Use both the First and Second Conditional in your response.

CHAPTER 2

READING AUTHENTIC TEXTS

The text is taken from: <https://www.rjtravelagency.com/most-visited-countries-in-the-world/>

Top 10 Most Visited Countries in the World

From awe-inspiring cultural **marvels** to breathtaking natural wonders, the most visited countries in the World have embraced the hearts of intrepid travelers from every nook and cranny. Our journey traverses through diverse landscapes and rich heritage, offering an enchanting tapestry of experiences and cherished memories. After creating a page about the least traveled countries in the World, we could not just stay put without writing about the most visited tourist destinations.

Whether you seek iconic landmarks, gastronomic delights, or an immersion in diverse cultures, this curated collection will ignite your wanderlust, sparking an insatiable desire to explore. Brace yourself for an enthralling journey through the top 10 most visited countries, where the world's tourism rankings meet treasures that await to be unraveled.

Spain

Spain, officially established as a nation in 1492 following the Reconquista, is a country known for its rich history, diverse culture, and beautiful landscapes. The best time to visit Spain is during the spring (April to June) and fall (September and October) when the weather is pleasantly warm. Top attractions include the Alhambra in Granada, the Sagrada Familia in Barcelona, and the Prado Museum in Madrid. Spain's unique blend of history, art, and lifestyle makes it a favorite among tourists.

France

France, known as the "Hexagon" and founded in 843 AD, is renowned for its culture, gastronomy, and history. The best time to visit is during spring (April to June) or fall (September to November) when the weather is mild and tourist crowds are smaller. Iconic attractions include the Eiffel Tower, the Louvre Museum, and the Palace of Versailles. The promise of experiencing world-class art, cuisine, and a certain "joie de vivre" attract millions to France each year.

United States

The United States, founded in 1776, is a vast and diverse nation offering a variety of experiences for travelers. The best time to visit depends on the region due to its size, but generally, spring (April to June) and fall (September to November) offer the most pleasant weather. Must-see landmarks include the Grand Canyon, the Statue of Liberty, and Yellowstone National Park. Its expansive landscapes, cultural diversity, and influential cities make the United States a popular destination.

Turkey

Turkey, established as a nation in 1923, is a unique blend of Eastern and Western cultures. The best time to visit is during spring (April to May) and fall (September to mid-November) when temperatures are moderate. The country's top attractions include the historic city of Istanbul, the unique landscapes of Cappadocia, and the ancient ruins of Ephesus. The country's rich history, diverse landscapes, and incredible cuisine are among the reasons why tourists are drawn to Turkey.

Italy

Italy, unified as a nation in 1861, is a country steeply rooted in history, culture, and culinary traditions. The best time to visit is during spring (April to June) and fall (September and October) when the weather is comfortable and the crowds are fewer. Italy's must-see attractions include the Colosseum in Rome, the canals of Venice, and the Duomo in Florence. Italy's blend of antiquity, art, and "la dolce vita" (the sweet life) make it a top destination for many.

Mexico

Mexico, which gained independence in 1821, is a country known for its vibrant culture, delicious food, and diverse landscapes. The best time to visit is during the dry season between December and April. Highlights include the ancient Mayan city of Chichen Itza, the beaches of Cancun, and the bustling capital city, Mexico City. The country's rich heritage, beautiful beaches, and colorful festivities attract tourists to Mexico.

United Kingdom

The United Kingdom, formed in 1707, offers a blend of historic landmarks, royal palaces, and diverse culture. The best time to visit is during the spring (April to June) when the weather is mild and the countryside is in bloom. Top attractions include the Tower of London, Edinburgh Castle, and Stonehenge. The combination of history, culture, and beautiful landscapes make the United Kingdom a fascinating destination for travelers.

Germany

Germany, unified in 1871, is a country known for its rich history, technological achievements, and hearty cuisine. The best time to visit is during late spring (May to June) and early autumn (September to October). Top sights include the Brandenburg Gate in Berlin, the fairy-tale Neuschwanstein Castle, and the historic town of Heidelberg. Germany's blend of old-world charm and modern innovation draws millions of tourists each year.

Greece

Greece, recognized as a country since 1821, is the cradle of Western civilization and offers a rich blend of history, culture, and stunning landscapes. The best time to visit is spring (April to early-June) and fall (September and October). Key attractions include the Acropolis in Athens, the beautiful islands of Santorini and Crete. The country's ancient ruins, beautiful islands, and vibrant culture make Greece a top choice for many travelers.

Austria

Austria, established in 1955, is a country famous for its beautiful architecture, musical **heritage**, and mountainous terrain. The best time to visit is in the summer (June to August) and during the winter (December to March) for skiing. Top attractions include the historic city of Vienna, the beautiful town of Salzburg, and the stunning Hallstatt village. Austria's combination of natural beauty and cultural experiences make it a popular destination for tourists [7].

Ex. 1. Multiple Choice Questions

What is the best time to visit Spain according to the text?

- a) Winter
- b) Summer
- c) Spring and Fall
- d) All year round

Which country is known for the Eiffel Tower, the Louvre Museum, and the Palace of Versailles

- a) Spain
- b) France
- c) Italy
- d) United Kingdom

The Grand Canyon is a must-see landmark in which country?

- a) Canada

- b) Mexico
- c) United States
- d) Turkey

True/False Statements

The best time to visit Greece is during the summer and winter.

(True/False)

Italy was unified as a nation in 1861. (True/False)

The United Kingdom was formed in 1707. (True/False)

Ex. 2. Match the words with their definitions

Intrepid

- a) Having or displaying a friendly and pleasant manner
- b) Fearless; adventurous
- c) Extremely beautiful and, typically, delicate
- d) Of, relating to, or characteristic of the countryside

Gastronomic

- a) Relating to cooking or the enjoyment of good food
- b) Marked by a sharp or biting quality
- c) Able to produce crops
- d) Lasting or intended to last or remain unchanged indefinitely

Diverse

- a) Extremely hungry
- b) Relating to the art or practice of conducting international negotiations
- c) Showing a great deal of variety; very different
- d) Capable of being seen or noticed

Heritage

- a) A strong desire to travel and explore the world
- b) Property that is or may be inherited
- c) The customs and traditions passed down through generations
- d) A journey undertaken for a specific purpose

Marvel

- a) A type of gemstone
- b) A small decorative item worn on the body
- c) The central point or essence
- d) A wonderful or astonishing person or thing

Iconic

- a) Relating to or resembling an icon
- b) Of, relating to, or characteristic of a city or town

- c) Pertaining to the sense of taste
- d) Representing something significant and admired

Expansive

- a) Related to expenses and costs
- b) Covering a wide area in terms of space or scope
- c) Excessively elaborate or detailed
- d) Likely to change frequently or unexpectedly

Enthralling

- a) Extremely interesting and engaging
- b) Very old or old-fashioned
- c) Difficult to understand
- d) Quickly fading or disappearing

Hearty

- a) Nourishing and filling
- b) Extremely unpleasant or repulsive
- c) Requiring a lot of effort or strength
- d) Warm and friendly

Scenic

- a) Pertaining to the organization of a theater production
- b) Providing or relating to impressive or beautiful views of nature
- c) Relating to logical reasoning and argumentation
- d) Characterized by movement or activity

Ex. 3 Complete the sentences with the correct words from the text

The _____ Tower, the Louvre Museum, and the Palace of Versailles are iconic attractions in France.

The best time to visit the United States generally depends on the _____ due to its size.

Spain is a country known for its rich _____, diverse culture, and beautiful landscapes.

The historic city of Istanbul and the unique landscapes of Cappadocia are top attractions in _____.

Italy's blend of antiquity, art, and "la dolce vita" make it a top destination for _____.

Ex. 4. Answer the questions briefly

What are the top attractions mentioned for Germany?

Answer:

Why is Mexico a popular destination according to the text?

Answer

Which country offers a unique blend of Eastern and Western cultures and what are its top attractions?

Answer:

Name three iconic landmarks in the United Kingdom mentioned in the text.

Answer:

Ex. 5. Complete the sentences with the correct form of the verb in brackets. Use either the Present Simple or the Present Progressive tense. Pay attention to the active and passive voice

The Eiffel Tower in France _____(visit) by millions of tourists every year.

Right now, many people _____(take) pictures of the Colosseum in Rome.

Tourists usually _____(enjoy) the beaches of Cancun during the winter season.

The historical sites in Greece _____(preserve) carefully by the government.

At this moment, tour guides _____(explain) the history of the Alhambra in Granada to a group of visitors.

Germany _____(offer) a blend of old-world charm and modern innovation that attracts tourists.

Currently, restoration work _____ (carry out) on the Acropolis in Athens.

The Tower of London _____ (stand) as a symbol of British history and culture.

Right now, tourists _____ (explore) the ancient ruins of Ephesus in Turkey.

The diverse landscapes of the United States _____ (attract) travelers from around the world.

Ex. 6. Rewrite the following sentences from active to passive voice or from passive to active voice as indicated.

(Active to Passive) Tourists visit the Sagrada Familia in Barcelona every day.

(Passive to Active) The beautiful landscapes of Santorini are admired by many travelers.

(Active to Passive) They are restoring the historic town of Heidelberg in Germany.

(Passive to Active) The guided tours of the Louvre Museum are conducted by professional guides.

(Active to Passive) Millions of people explore the unique landscapes of Cappadocia every year.

(Passive to Active) The Prado Museum in Madrid is visited by art enthusiasts from all over the world.

(Active to Passive) Tourists are enjoying the culinary delights of Italy this season.

(Passive to Active) The stunning Hallstatt village is photographed by tourists constantly.

(Active to Passive) Local authorities maintain the ancient ruins of Chichen Itza in Mexico.

(Passive to Active) The Grand Canyon is being explored by adventurers right now.

Top 10 Destinations Popular in the 1990s

In the 1990s, these destinations were enjoyed by millions of people from all around the world. While some were discovering new cultures, others were creating memories that lasted a lifetime.

Hawaii

In the 1990s, Hawaii was visited by millions of tourists every year. Many people were attracted by its beautiful beaches and warm weather.

While they were sunbathing on the beaches, others were exploring the islands' volcanoes.

Paris

Paris was considered the most romantic city in the world. Visitors flocked to see the Eiffel Tower and strolled along the Champs-Élysées. While they were enjoying the city's cafes, artists were painting in Montmartre.

London

London was a must-see for tourists in the 1990s. The Tower of London and Buckingham Palace were visited by many. While tourists were admiring the Changing of the Guard, others were shopping in Harrods.

New York City

In the 1990s, New York City was bustling with activity. Tourists visited Times Square and watched Broadway shows. While some were taking ferry rides to the Statue of Liberty, others were exploring Central Park.

Rome

Rome was admired for its ancient history. Tourists marveled at the Colosseum and the Vatican. While visitors were throwing coins into the Trevi Fountain, others were enjoying Italian cuisine in local restaurants.

Tokyo

Tokyo was a popular destination in the 1990s. The city offered a mix of traditional and modern attractions. While some tourists were visiting temples, others were shopping in the bustling districts of Shibuya and Shinjuku.

Sydney

Sydney became famous for its Opera House and Harbour Bridge. Tourists sailed on boats in the harbor while others were enjoying the beaches. The city's vibrant nightlife was loved by many.

Cairo

Cairo was visited for its rich history and the Pyramids of Giza. Tourists explored the Egyptian Museum and took camel rides. While they were experiencing the bustling markets, locals were selling traditional crafts.

Las Vegas

Las Vegas was known for its casinos and entertainment. Many people visited the Strip to see the lights and shows. While some were gambling, others were watching famous performances.

Rio de Janeiro

Rio de Janeiro was famous for its Carnival festival. Tourists flocked to see the parades and enjoyed the lively atmosphere. While they were dancing in the streets, others were relaxing on Copacabana Beach.

Ex 7. Choose the right variant

1. Which city was considered the most romantic in the 1990s?
 - a) London
 - b) Paris
 - c) Rome
 - d) Sydney
2. What did tourists often do while in New York City?
 - a) Visit temples
 - b) Shop in Harrods
 - c) Watch Broadway shows
 - d) See the Pyramids of Giza
3. Which landmark is associated with Sydney?
 - a) Eiffel Tower
 - b) Statue of Liberty
 - c) Colosseum
 - d) Opera House
4. Why did tourists visit Cairo in the 1990s?
 - a) For its beaches
 - b) For its casinos
 - c) For its rich history and Pyramids of Giza
 - d) For its vibrant nightlife
5. What activity was popular among visitors in Rio de Janeiro?
 - a) Gambling
 - b) Dancing in the streets during Carnival
 - c) Shopping in Shibuya
 - d) Watching the Changing of the Guard
6. What was a common activity for tourists in Paris?
 - a) Sailing on boats
 - b) Visiting the Colosseum
 - c) Strolling along the Champs-Élysées
 - d) Shopping in Harrods
7. What made Tokyo popular in the 1990s?
 - a) Its beaches
 - b) Its temples and shopping districts

- c) Its ancient history
 - d) Its Opera House and Harbour Bridge
8. Which city's vibrant nightlife was loved by many?
- a) Las Vegas
 - b) London
 - c) Cairo
 - d) Sydney
9. Where did tourists throw coins for good luck?
- a) Times Square
 - b) The Trevi Fountain in Rome
 - c) Copacabana Beach
 - d) The Eiffel Tower
10. Which destination was known for its Carnival festival?
- a) Las Vegas
 - b) Cairo
 - c) Rio de Janeiro
 - d) Tokyo

Ex. 8. In the text «Top 10 Destinations Popular in the 1990s» find example of Past Simple and Past Continuous, Active and Passive Voice

Ex. 9. Rewrite the sentences using the passive voice

Many people visited the beaches of Hawaii in the 1990s.

Visitors flocked to see the Eiffel Tower.

Tourists marveled at the Colosseum in Rome.

The city offered a vibrant nightlife.

Tourists experienced the bustling markets in Cairo.

Ex. 10. Choose the correct option to complete the sentences

In the 1990s, Hawaii ____ by millions of tourists every year.

- a) was visited
- b) visited
- c) is visited
- d) visits

Paris ____ the most romantic city in the world.

- a) considers
- b) was considered
- c) is considered
- d) considered

The Tower of London and Buckingham Palace ____ by many.

- a) visited

- b) are visiting
- c) were visited
- d) is visited

Tokyo ____ a mix of traditional and modern attractions.

- a) offered
- b) offers
- c) offer
- d) was offered

Tourists ____ the Egyptian Museum in Cairo.

- a) explore
- b) exploring
- c) explored
- d) were explored

Ex. 11. Match the beginning of the sentence with the correct ending

1. While they were sunbathing on the beaches,
 2. While some tourists were visiting temples,
 3. While they were dancing in the streets,
 4. While tourists were admiring the Changing of the Guard,
 5. While some were gambling,
- a) others were enjoying the beaches.
 - b) others were exploring the islands' volcanoes.
 - c) others were shopping in Harrods.
 - d) others were watching famous performances.

e) others were shopping in the bustling districts of Shibuya and Shinjuku.

Ex. 12. Find and correct the errors in the sentences

1. In the 1990s, New York City was bustle with activity.
2. Tourists flocks to see the Eiffel Tower.
3. Tourists marveled at the Colosseum and the Vaticans.
4. Tokyo was a popular destination in the 1990s.
5. Many people were visiting the Strip in Las Vegas to seeing the

lights and shows.

Future Most Visited Places in the World

As we look ahead to the future, certain destinations are poised to become even more popular and frequently visited than ever before. Here are some predictions for the most visited places in the world in the coming decades.

Tokyo, Japan

Tokyo is expected to become even more vibrant and dynamic as it continues to blend traditional culture with cutting-edge technology. The city is likely to attract an even larger number of tourists with its futuristic architecture and bustling districts, making it one of the busiest cities to visit.

Dubai, UAE

Dubai is on track to become the most luxurious destination globally. With its taller skyscrapers, grander shopping malls, and more extravagant attractions, Dubai will likely surpass other cities in opulence and visitor numbers. The city's ambition to create the largest and most impressive man-made islands will draw even more tourists.

Barcelona, Spain

Barcelona is predicted to be one of the most artistic and culturally rich cities. As the city continues to develop its art and cultural scene, it will become a more attractive destination for art lovers and history enthusiasts. The unique blend of historic and modern attractions will make it one of the most intriguing places to visit.

Singapore

Singapore is set to become the cleanest and most efficient city in the world. Its better infrastructure, green spaces, and sustainable practices will make it an increasingly popular destination. Visitors will find Singapore to be one of the most comfortable and innovative places to explore.

Reykjavik, Iceland

Reykjavik will likely emerge as one of the most stunning and naturally beautiful destinations. With more frequent sightings of the Northern Lights and its more breathtaking landscapes, Iceland's capital will attract nature lovers and adventure seekers, making it one of the most awe-inspiring places on Earth.

New York City, USA

New York City will continue to be one of the most iconic and fast-paced cities. It will become even more influential in the realms of finance, fashion, and the arts. The city's constant evolution and energy will make it one of the most captivating places to visit, ensuring it remains a top destination.

Cape Town, South Africa

Cape Town is expected to become the most diverse and exciting destination in Africa. With its more varied landscapes, from beaches to

mountains, and its vibrant culture, Cape Town will draw more tourists looking for adventure and natural beauty. It will become one of the most sought-after destinations for travelers worldwide.

Shanghai, China

Shanghai is on the path to becoming the most futuristic and technologically advanced city. Its rapid development and more innovative projects will attract tourists interested in experiencing the future of urban living. Shanghai's skyline will be one of the most impressive in the world.

Machu Picchu, Peru

Machu Picchu will remain one of the most mysterious and historically significant sites. As efforts to preserve and protect it continue, it will become even more well-preserved and accessible, making it one of the most important archaeological destinations to visit.

Sydney, Australia

Sydney is expected to become the most vibrant and culturally dynamic city in the Southern Hemisphere. With its better cultural events, festivals, and attractions, Sydney will draw more international visitors. The city's natural beauty combined with urban sophistication will make it one of the most desirable places to visit in the future.

These destinations are set to redefine travel experiences with their unique offerings, making them the most favored and frequented spots for future travelers. World is your oyster! Where would you like to go?

Ex. 13. Are the following statements true or false?

Tokyo is expected to blend traditional culture with futuristic architecture. (True/False)

Dubai will likely become less popular due to its tall skyscrapers. (True/False)

Barcelona is predicted to be one of the least artistic cities. (True/False)

Singapore is expected to become the cleanest and most efficient city in the world. (True/False)

Reykjavik's landscapes are not expected to attract adventure seekers. (True/False)

Cape Town is expected to become the most diverse destination in Africa. (True/False).

Ex. 14. Answer the questions

1. What factors might contribute to Tokyo becoming even more vibrant and dynamic in the future?

2. How do you think Dubai's ambitious projects, such as creating the largest man-made islands, will impact its popularity as a tourist destination?

3. In what ways could Barcelona's blend of historic and modern attractions make it more attractive to tourists?

4. Why might Singapore's focus on clean and sustainable practices make it one of the most comfortable and innovative places to visit?

5. What natural features and attractions in Reykjavik are likely to draw more nature lovers and adventure seekers in the future?

6. How do you think New York City's influence in finance, fashion, and the arts will continue to make it a top destination?

7. What aspects of Cape Town's diverse landscapes and vibrant culture make it a sought-after destination for travelers?

8. How might Shanghai's rapid development and innovative projects shape its future as a technologically advanced city?

9. What preservation efforts are being made to protect Machu Picchu, and how do these efforts enhance its appeal to tourists?

10. In what ways do Sydney's cultural events and natural beauty contribute to its status as a desirable destination?

Ex. 15. Match each city with its predicted future characteristic

1. Tokyo	a) Most luxurious destination
2. Dubai	b) Cleanest and most efficient city
3. Barcelona	c) Most vibrant and dynamic
4. Singapore	d) Most artistic and culturally rich
5. Reykjavik	e) Most stunning and naturally beautiful
6. New York	f) Most iconic and fast-paced
City	

Ex. 16. Find adjectives and adverbs in the text «Future Most Visited Places in the World», are they positive superlative or comparative forms?

The text is taken from: <https://www.vu.edu.au/about-vu/news-events/study-space/8-skills-that-will-help-you-succeed-in-hospitality-tourism-events>

Skills that help you succeed in hospitality tourism events

Events are up and running, we're eating out, and travel is back on the cards.

The problem? With a huge increase in demand and workforce shortages, many businesses in hospitality, tourism and events are struggling to find skilled people for the roles they need to provide great experiences for their customers and guests. It's a challenge affecting businesses across Australia, including the west of Melbourne.

So, what skills are employers looking for, specifically? Here are some of the top skills that are needed in the hospitality industry – from cafes and start-ups, to global hotel brands, major events, and everything in between.

Many of these skills are transferable across other industries. And, who knows, you might already have some, or be on your way to developing them!

Culinary skills

Like getting in the kitchen, trying out recipes, or whipping up meals from scratch?

You could turn your interest into an in-demand career. Cooks and chefs are needed in cafes and restaurants across the country, as well as hotels, catering companies and other hospitality venues.

The demand is set to continue: chefs were named by the Australian Government as one of the 10 jobs that will be most urgently needed in the next five years.

Food & beverage service skills

Do you enjoy talking to people, working in a busy environment and creating fun experiences for others?

Every day is different in food and beverage service. You'll get to meet new people, problem-solve, develop your understanding of food and wine, and you can travel and take your skills anywhere.

Entrepreneurial skills

If you like taking ideas and turning them into action, you might already have an entrepreneurial mindset. You don't need to start big to grow in scale (Airbnb started with three friends renting out air mattresses ([external link](#))) – entrepreneurship is about identifying a need in the market that hasn't been met, and just getting started.

In tourism in particular, there are huge opportunities for people who identify what people might be looking for – such as a walking tour with insider perspectives, or creating a local food app, like Footscray Foodie.

People management & human resources skills

Most CEOs will tell you that the most important asset their business has is their people. This is especially true in hospitality, tourism and events, where personal interactions can be the difference between a return stay and a 1-star review on TripAdvisor.

So, if you can recruit and motivate people to deliver excellent service, you'll be well prepared to drive business growth in a wide range of roles in the industry.

Event planning & management skills

Are you someone who gets excited about hosting parties, or planning the details of a trip away with friends?

If you're detail-oriented, organized, enjoy being part of a team, and can work well under pressure, you can build your talents into a career in event planning and management.

Marketing & content development skills

Holidays, restaurant meals, festivals and hotel stays aren't essential items (though some people may disagree!). That means businesses need skilled marketers and content developers to advertise their brand and services where their customers are, and create content that's exciting, aspirational and inspires them to purchase, go out for dinner instead of staying in, or book a trip away.

From outdoor ads, to Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) strategies to reach audiences on google search, through to curating content with influencers on Instagram and TikTok, marketers and content developers have a crucial role to play in creating brand awareness and driving purchasing decisions.

Finance & accounting qualifications

Businesses can't run without recording and reporting their transactions and keeping up to date with their tax obligations. This often means small businesses work with an external accountant, while larger businesses need an accountant or team of accountants working for them full-time.

Similarly, when businesses are planning growth, or managing complex assets and liabilities, they need finance professionals.

Working as a finance professional or accountant in hospitality, tourism and events means you get the best of both worlds: working in your profession and in a uniquely fun and dynamic industry.

Digital development & IT, including cybersecurity skills

As the changes brought about by the COVID-19 pandemic showed, every business needs to have a digital presence to survive in times of rapid change.

From small businesses that now require e-commerce functionality on their websites to process online orders, through to global businesses that manage enterprise-wide digital systems, professionals with digital and technical skills are in demand.

And, with cybercrime growing exponentially during the pandemic, cyber experts are needed in a wide range of businesses [10].

Ex. 1. Read the statements below and decide if they are true or false based on the text.

1. Many businesses in hospitality, tourism, and events are struggling to find skilled people for their roles due to increased demand and workforce shortages.

True / False

2. Chefs are not considered to be in high demand according to the Australian Government.

True / False

3. Food & beverage service skills are only useful in restaurant settings.

True / False

4. Entrepreneurial skills can help you identify needs in the market and create new business opportunities.

True / False

5. In the hospitality industry, personal interactions are not very important for business success.

True / False

6. Event planning and management skills are valuable for those who enjoy detailed and organized work.

True / False

7. Marketing and content development skills are only important for businesses selling essential items.

True / False

8. Finance and accounting qualifications are necessary for managing both small and large businesses in hospitality, tourism, and events.

True / False

9. Digital development and IT skills are not needed in the hospitality industry.

True / False

10. Cybersecurity skills became more crucial during the COVID-19 pandemic.

True / False

Ex. 2. Complete the sentences with the correct word from the text. Use the words in parentheses to help you.

1. Due to workforce shortages, many businesses in hospitality, tourism, and events are struggling to find _____ people for the roles they need. (skill)

2. Chefs were named by the Australian Government as one of the 10 jobs that will be most urgently _____ in the next five years. (need)

3. If you enjoy working in a busy environment and creating fun experiences for others, _____ service might be a great fit for you. (food & beverage)

4. In tourism, there are huge opportunities for people who identify what people might be _____ for, such as a walking tour with insider perspectives. (look)

5. Event planning and management skills are great for someone who is _____-oriented, organized, and enjoys being part of a team. (detail)

Ex. 3. Match the skills with their correct descriptions

1. Culinary skills	a. Skills needed to record and report transactions and manage assets.
2. Food & beverage service skills	b. Skills involved in preparing food and creating meals.
3. Entrepreneurial skills	c. Skills in managing digital systems and protecting against cyber threats.
4. People management & human resources skills	d. Skills for organizing and hosting events.
5. Event planning & management skills	e. Skills in providing excellent customer service in dining settings.
6. Marketing & content development skills	f. Skills for developing new business ideas and bringing them to

	life.
7. Finance & accounting qualifications	g. Skills in managing and motivating employees.
8. Digital development & IT skills	h. Skills for advertising and creating engaging content.

Ex. 4. Rewrite the sentences in the passive voice

1. The hospitality industry needs skilled cooks and chefs.

Skilled cooks and chefs _____ by the hospitality industry.

2. The Australian Government named chefs as one of the most urgently needed jobs.

Chefs _____ as one of the most urgently needed jobs by the Australian Government.

3. Tourism businesses offer huge opportunities for people with entrepreneurial skills.

Huge opportunities _____ by tourism businesses for people with entrepreneurial skills.

4. Small businesses work with external accountants to manage their finances.

External accountants _____ by small businesses to manage their finances.

5. The pandemic showed that every business needs a digital presence to survive.

It _____ by the pandemic that every business needs a digital presence to survive.

Ex. 5. Rewrite the sentences in the active voice

1. Skilled marketers and content developers are needed by businesses to create brand awareness.

Businesses _____ skilled marketers and content developers to create brand awareness.

2. The history of food and wine is developed by food and beverage service professionals.

Food and beverage service professionals _____ the history of food and wine.

3. Entrepreneurial skills are demonstrated by individuals who start new businesses.

Individuals who start new businesses _____ entrepreneurial skills.

4. The financial transactions of the company are recorded by accountants.

Accountants _____ the financial transactions of the company.

5. Cybersecurity threats are managed by IT professionals.

IT professionals _____ cybersecurity threats.

Ex. 6. Use the base words to form the correct adjectives as used in the text

1. Skill (noun) → _____ (adjective)

The hospitality industry needs _____ workers to provide great experiences for their customers and guests.

2. Demand (noun) → _____ (adjective)

There is an _____ need for chefs in cafes and restaurants across the country.

3. Entrepreneur (noun) → _____ (adjective)

People with an _____ mindset can turn their ideas into action.

4. Finance (noun) → _____ (adjective)

_____ professionals are needed to manage the financial transactions of businesses.

5. Transfer (verb) → _____ (adjective)

Many of these skills are _____ across other industries.

6. Diversity (noun) → _____ (adjective)

The hospitality industry offers a _____ range of career opportunities.

7. Interest (noun) → _____ (adjective)

If you have an _____ in culinary arts, you could turn it into a career.

8. Organize (verb) → _____ (adjective)

Event planners need to be _____ and detail-oriented

9. Create (verb) → _____ (adjective)

_____ content developers play a crucial role in marketing.

10. Aspiration (noun) → _____ (adjective)

Marketers need to create content that is _____ and inspires customers to purchase.

Ex. 7. Answer the questions

1. How has the increase in demand and workforce shortages affected businesses in the hospitality, tourism, and events sectors in Australia?

2. What are some of the top skills that employers in the hospitality industry are looking for?
3. Why are culinary skills considered to be in high demand in the hospitality industry?
4. In what ways can food and beverage service skills be beneficial for someone looking to build a career in the hospitality industry?
5. What is an entrepreneurial mindset, and how can it be applied in the tourism sector?
6. How important are people management and human resources skills in the hospitality and tourism industries?
7. What qualities make someone suitable for a career in event planning and management?
8. Why do businesses in hospitality and tourism need skilled marketers and content developers?
9. What role do finance and accounting professionals play in the hospitality and tourism industries?
10. How has the COVID-19 pandemic highlighted the importance of digital development and IT skills, including cybersecurity, in the hospitality and tourism industries?

The text is taken from: <https://www.tourismtoday.com/tourism-careers/about-industry>

Sectors of tourism

There are eight sectors of Tourism: Accommodation, Food & Beverage, Adventure Tourism & Recreation, Transportation, Attractions & Retail, Travel Trade, Events & Conferences, Tourism Services.

1. Accommodation is the most vital component of the tourism product and the tourist destination. There are approximately 65 hotels in Nassau, with 8,688 rooms. In The Bahamas there are 270 hotels with 14,797 rooms.

2. Food & Beverage: This is the fastest growing sector in tourism.

3. Adventure Tourism and Recreation: These include golf and tennis, outdoor adventure and recreation; marine facilities and bonefishing lodges.

4. Transportation: This is a major component of tourism and is divided in to three categories: air, ground and water. Airlines are used by many tourists and are national, regional or international. Bahamasair is a

national airline; Liat is regional and American Airlines is international. Ground transportation includes taxis, car rentals and tour buses. Water transportation is primarily by cruise lines and ferries. The Bahamas is the leading cruise destination.

5. Attractions are either natural (Preacher caves, blue holes; cultural (Junkanoo), heritage (historical buildings-Pompey Museum, forts, old churches, 66 Steps) leisure (casinos) or man-made (Atlantis Theme park).

6. Travel Trade: An important sector using wholesalers, tour operators and travel agents who package the travel experiences. The packages consist of different elements of the travel such as air and ground transportation, accommodation, meals, entertainment as well as other activities.

7. Events and Conferences: This sector is a major reason for travel and is classified in the three groups, special events, meeting and convention and trade shows.

8. Tourism Services: The Ministry of Tourism works with strategic partners to organize the tourism industry. It deals with marketing services, research and information management, resource development. Services are provided by proprietors, government agencies, quasi-government agencies and non-governmental agencies (NGOs) [9].

Ex. 1. Read the statements and decide if they are true or false

1. There are more hotels in Nassau than in The Bahamas as a whole.
2. Adventure Tourism includes activities like tennis and marine facilities.
3. Bahamasair is an international airline.
4. The Bahamas is not a leading cruise destination.
5. Travel Trade involves packaging travel experiences.

Ex.2. Choose the correct answer

Which sector is responsible for packaging travel experiences?

- a) Accommodation
- b) Travel Trade
- c) Attractions & Retail

Which of the following is an example of a natural attraction?

- a) Atlantis Theme Park
- b) Preacher Caves
- c) Pompey Museum

What does ground transportation include? a) Airlines and ferries

- b) Taxis and tour buses

c) Cruise lines and water taxis

Which sector is growing the fastest in tourism? a) Adventure Tourism & Recreation

b) Food & Beverage

c) Tourism Services

Who works with strategic partners to organize the tourism industry?

a) Ministry of Finance

b) Ministry of Tourism

c) Ministry of Transport

Ex. 3. Match the tourism sector with its definition

1. ___ Accommodation

2. ___ Food & Beverage

3. ___ Adventure Tourism & Recreation

4. ___ Transportation

5. ___ Attractions & Retail

6. ___ Travel Trade

7. ___ Events & Conferences

8. ___ Tourism Services

a) The fastest-growing sector in tourism.

b) Involves hotels and lodging facilities.

c) Major component divided into air, ground, and water.

d) Includes activities like golf, tennis, and marine facilities.

e) Deals with organizing the tourism industry through marketing and research.

f) Features natural, cultural, heritage, and leisure sites.

g) Uses wholesalers, tour operators, and travel agents.

h) Involves organizing special events, meetings, and trade shows.

Ex. 4. Complete the sentences using the correct form of the words in brackets

1. There _____ (be) approximately 65 hotels in Nassau.

2. Food & Beverage _____ (grow) rapidly in the tourism sector.

3. The Bahamas _____ (have) 270 hotels with 14,797 rooms.

4. _____ (tourist) often use airlines for transportation.

5. Atlantis Theme Park is a _____ (man-made) attraction.

Ex. 5. Rewrite the sentences, keeping the meaning the same

1. There are 270 hotels in The Bahamas.

The Bahamas _____ 270 hotels.

2. The Ministry of Tourism organizes the tourism industry. The tourism industry _____ by the Ministry of Tourism.

3. Ground transportation includes taxis and tour buses. Taxis and tour buses _____ part of ground transportation.

4. Food & Beverage is the fastest-growing sector in tourism. No other sector in tourism _____ as fast as Food & Beverage.

5. Attractions can be natural, cultural, heritage, leisure, or man-made. Attractions _____ classified as natural, cultural, heritage, leisure, or man-made.

Ex. 6. Use the correct form of the word in brackets to complete the sentences

1. The _____ (accommodate) sector is crucial for the tourism industry.

2. _____ (recreate) activities like bonefishing lodges attract tourists.

3. _____ (transport) is a vital part of any tourist's journey.

4. The Ministry of Tourism focuses on _____ (develop) and marketing.

5. Heritage sites such as Pompey Museum offer _____ (educate) experiences.

Ex. 7. Answer the following questions based on the text

1. What are the three categories of transportation in tourism?

2. How many rooms are there in Nassau hotels?

3. What type of attraction is the Atlantis Theme Park?

4. Who provides services in the tourism industry?

5. Name two activities included in Adventure Tourism & Recreation.

The text is taken from: <https://www.aito.com/blog/the-difference-between-tour-operators-and-travel-agents>

The Difference Between Tour Operators & Travel Agents

Quite a common question for anyone not working in the travel industry is about the difference between a tour operator and a travel agent. Both terms are, in effect, industry jargon and we expect the consumer to work out what the difference is. So let's clear that up.

What Is a Tour Operator?

A tour operator is a person or company that thinks up ideas for holidays, researches the ideas, designs the holiday itinerary and content,

contracts the services needed for the holiday, accommodation, transport, guides, tour leaders or resort reps and then markets the resultant package. They sell the package either directly to the consumer or use the services of a travel agent to do so. A tour operator sells the product that they themselves create. They do not sell anybody else's packages; they sell only their own creations.

A tour operator is what in law is referred to as a "principal", meaning they take responsibility for the package that they create and cover that liability with (usually) an ATOL licence and / or some form of bonding to ensure that the consumer gets their money back if the tour operator fails, or is flown home if they are abroad when a tour operator fails.

It's worth mentioning that, with regard to bonding for financial protection, the law asks that certain items or services must be bonded; AITO demands that all its tour operators bond all package holidays they sell to the consumer.

Who does a Travel Agent Differ?

On the other hand, a travel agent offers the consumer a range of holiday packages that have been put together by a tour operator. They do not, in theory, put together any of their own packages; they sell lots of different holidays put together by lots of different tour operators. They do not usually design or create the holidays they sell, and they do not act as a Principal. The tour operator whose product they sell takes the responsibility for the holiday; the travel agent does not. Therefore, the agent usually does not have an ATOL licence or any bonding in place, but relies on the tour operator to cover this.

Nowadays it is fair to say, the difference between tour operator and travel agent is blurred. Some travel agents do create some packages, and therefore do act as a Principal and have the required licences, but they will also sell other product put together by tour operators.

A good analogy goes like this: if you want to buy a dining room table and chairs, you have two choices. You can go directly to the factory where one particular company makes the table and chairs and buy from the creator of the product. But you will only, at that factory, see furniture made by that one manufacturer. If you go to a high street store and browse their furniture department, you can choose from a range of furniture made by several different furniture makers, but none of the furniture has been made by the high street retail store.

In travel, the manufacturer, the factory, is the tour operator. The high street retail store is the travel agent. It's up to you whether you prefer to (a) talk to the creator or the product, or (b) have a wide range of product from different manufacturers to choose from.

Why Book With a Tour Operator or Travel Agent?

Another common question is why a potential traveller should book their holiday arrangements with a tour operator rather than doing it themselves. The answer to this question covers tour operators and travel agents - both are offering commercially assembled holidays.

It is possible to spend hours researching a possible destination, pondering over the best itinerary, checking for the best hotels and so on. Or you can book with a tour operator who has done all that research and chosen wisely based on their experience and knowledge. If you design your own itinerary it can be fun, but if something goes wrong then you are on your own.

A tour operator has a legal responsibility to look after you if things go awry. Strikes, natural disasters, personal illness and several other disasters can befall the traveller, better to have someone to take care of things at such critical times. If your overseas hotel ceases trading when you are there, or on your way there, you are on your own; whereas a tour operator will make alternative arrangements.

When the Tsunami struck in Thailand some years ago, all the clients who had booked with a tour operator were helped by their tour operator; they were moved to alternative accommodation or flown home. Travellers who had booked their own arrangements were left to fend for themselves. «It's always the individual travellers who we can't locate and help", said someone at the Foreign Office Travel Unit, "since they don't tell us where they are going».

If you want to assemble that dining room table and chairs yourself it's perfectly possible to buy some wood or other, practice a bit with a saw and then start creating your furniture masterpiece (have some bandages and some glue handy just in case). Or you can go to a furniture factory or retail shop and buy a carefully crafted piece of furniture. Most people do the latter when it comes to furniture – why be any less careful when it comes to making travel arrangements? Make it yourself or buy from a professional – it's your choice [4].

Ex. 1. Match the terms with their correct definitions

1. ___ Tour Operator

2. ___ Travel Agent

3. ___ Principal

4. ___ ATOL

5. ___ Bonding

a) A professional who sells holiday packages created by others.

b) A person or company that creates, sells, and is responsible for holiday packages.

c) A legal term for the party responsible for the package.

d) A license ensuring financial protection for travelers.

e) Financial protection required by law for certain services.

Ex. 2. Complete the sentences using the correct form of the words in brackets

1. A tour operator _____ (create) holiday packages by designing itineraries and contracting services.

2. Travel agents _____ (offer) consumers a range of holiday packages.

3. The _____ (differ) between a tour operator and a travel agent is often unclear.

4. Tour operators _____ (provide) legal protection if something goes wrong.

5. The Tsunami in Thailand _____ (affect) many travelers, but those with a tour operator were helped.

Ex. 3. Use the correct form of the word in brackets to complete the sentences.

1. A tour operator is _____ (responsibility) for the package they create.

2. _____ (assemble) your own travel arrangements can be risky.

3. A travel agent may offer _____ (vary) holiday packages.

4. A tour operator's knowledge and _____ (experience) help them choose the best options for travelers.

5. Some travel agents now create their own packages, _____ (blur) the line between tour operator and travel agent.

Ex. 4. Read the statements and decide if they are true or false

1. A travel agent is responsible for the holiday package they sell.

2. Tour operators only sell the packages they create.

3. ATOL licenses are necessary for travel agents.

4. Tour operators and travel agents have the same roles in the travel industry.

5. Travelers who booked with a tour operator during the Thailand Tsunami were left to fend for themselves.

Ex. 5. Choose the correct answer

1. Who is responsible for creating a holiday package?

- a) Travel agent
- b) Tour operator
- c) Consumer

2. What does a tour operator typically NOT do?

- a) Design holiday itineraries
- b) Sell packages created by others
- c) Provide legal protection

3. Which of the following is a legal requirement for tour operators?

- a) Selling a variety of holiday packages
- b) Having an ATOL license
- c) Offering discounts

4. What happens if a tour operator fails while a consumer is abroad?

- a) The consumer is left to handle the situation.
- b) The consumer is flown home.
- c) The consumer is provided with a refund immediately.

5. What analogy is used in the text to describe the difference between a tour operator and a travel agent?

- a) Buying a dining room table and chairs
- b) Renting a car
- c) Booking a hotel

Ex. 6. Fill in the blanks with the correct preposition from the box below. Some prepositions may be used more than once

Prepositions: in, on, at, with, for, by, between, of, to, from

1. A tour operator is responsible ___ creating and selling holiday packages.

2. A travel agent offers a range ___ holiday packages to consumers.

3. The difference ___ a tour operator and a travel agent can sometimes be unclear.

4. Tour operators take responsibility ___ the packages they create.

5. Travel agents do not usually act ___ a Principal ___ the holiday packages they sell.

6. Some travel agents also create their own packages, which blurs the line ___ tour operators and travel agents.

7. Booking ___ a tour operator can provide legal protection ___ unexpected events during your trip.

8. If a traveler books a holiday directly ___ a tour operator, they buy the package ___ the creator of the product.

9. Travel agents rely ___ tour operators to cover financial protection ___ their customers.

10. A good analogy ___ the text compares a tour operator ___ a furniture manufacturer.

Ex. 7. Rewrite the sentences, keeping the meaning the same

1. Tour operators create and sell their own holiday packages. Holiday packages _____ by tour operators.

2. Travel agents do not create the packages they sell. The packages _____ created by travel agents.

3. A tour operator is responsible for the holidays they sell. The holidays sold by a tour operator _____ their responsibility.

4. If you create your own travel itinerary, you are on your own if something goes wrong. When creating your own travel itinerary, _____ if something goes wrong.

5. The Foreign Office Travel Unit cannot locate individual travelers. Individual travelers _____ located by the Foreign Office Travel Unit.

Ex. 8. Answer the following questions based on the text

1. What is the main difference between a tour operator and a travel agent?

2. Why might a traveler choose to book with a tour operator rather than arranging their own travel?

3. What legal responsibility does a tour operator have if something goes wrong during the trip?

4. How does the text describe the role of bonding for tour operators?

5. What happens to travelers who booked with a tour operator during a disaster like the Thailand Tsunami?

The text is taken from: <https://businessghana.com/site/news/General/299231/The-Role-of-the-Accommodation-Service-in-the-Tourism-Industry>

The Role of the Accommodation Service in the Tourism Industry

Accommodation is a crucial aspect of human life, as we all need a place to live. Similarly, in the tourism industry, the accommodation sector plays a critical role in providing tourists with comfortable and safe places to rest, sleep, and stay during their travels. Accommodations vary from budget options to luxurious resorts, catering to a diverse audience with different needs and preferences.

Accommodation can be classified into two types: catered and non-catered. In catered accommodation, tourists are provided with food, which may or may not be included in the hotel price. Some accommodations offer "room-only" options but still allow for the purchase of food at an additional cost. Non-catered accommodation, also known as self-catered accommodation, does not offer food. However, it does provide cooking facilities such as a small kitchen and cooking equipment for guests to prepare their meals.

There are various types of accommodation available for tourists, such as hotels, campsites, hostels, bed and breakfasts, and cruises. Each option is explained in more detail below.

When traveling, many people opt for hotels because they provide a safe and comfortable stay. Hotel classification is typically based on a Star Rating system which evaluates the amenities and features available at a hotel. This rating system ranges from 1 to 5 stars, with 1 being the most basic and 5 being the most luxurious. In addition to providing beds and essential facilities, hotels also offer a range of services, including recreational and entertainment activities, as well as venues for business meetings, conferences, and other gatherings. The hotel industry is closely linked to the tourism industry, and hotels play a significant role in shaping the tourist experience.

Guest houses are private houses that offer accommodation to paying guests. They are a more affordable option than hotels and generally offer a more personalized and relaxed atmosphere. Most guest houses are hosted by the residents, who are usually the owners of the house. This can make the atmosphere feel more like a home than a business, with flexible rules and regulations. Guest houses are ideal for travellers who are looking for a comfortable and homely atmosphere where they can stay in a home-like environment.

Hostels are commercial lodging places that offer a lower-priced accommodation option. They provide a shared accommodation experience, where multiple guests rent beds in a space with shared facilities like

bathrooms and kitchens. Hostels are ideal for guests with smaller budgets or those who want a sociable experience.

Bed and Breakfast, often abbreviated as B&B, is a type of accommodation that offers a limited number of rooms to guests. They typically provide overnight stays and breakfast in the morning. These establishments are usually family homes with a few guest rooms, and the owners or hosts of the B&Bs live on the premises as well.

Unlike hotels that cater to individuals interested in longer stays, a B&B primarily hosts guests for short periods, typically overnight. Most guests will have a private bedroom and bathroom, although some bathroom facilities may be shared. Due to the limited number of guests, B&Bs offer a more personalized experience, allowing the host to establish a stronger connection with their guests and provide hospitality services on a personal level.

Campsites are designated outdoor areas where guests can stay overnight, often in tents or similar types of shelters. While some tourists may choose to camp in public areas, commercial campsites are more popular as they offer additional facilities and utilities such as bathrooms and toilets. Some commercial campsites also offer a more comfortable experience with facilities such as restaurants, pools, and community areas. Access to commercial campsites is typically charged.

Farm stay refers to any type of accommodation that's provided on a farm. It can also describe a work exchange agreement where guests work for a set number of hours on a farm in exchange for accommodation. Those who are interested in agri-tourism, where tourists visit farms to learn about farming activities, may choose to stay in a farmhouse. Most farm stays are interactive, where hosts share their expertise with guests, who may also participate in farm work as part of their travel experience. Some farms may not allow children, but others are family-friendly and offer children opportunities to participate in farm experiences.

Accommodation services are a crucial part of the tourism industry, as it plays a significant role in a guest's experience. The quality of the lodging can greatly impact overall satisfaction and even influence a guest's perception of the entire trip. A good accommodation can make visitors feel comfortable and welcome, while bad accommodation can spoil an otherwise great vacation. Guests who are satisfied with their stay are more likely to choose the same accommodation in future visits and may also recommend it to others.

The accommodation industry plays a vital role in promoting economic growth by supporting local businesses and creating job opportunities. The sector has a diverse workforce, including front desk services, management, and maintenance. Both hotel employees and owners can earn a living while contributing to national development through taxes [5].

Ex. 1. Match the following words from the text with their correct definitions.

1. Accommodation
2. Catered
3. Guest house
4. Campsite
5. Luxurious
6. Hostel
7. Farm stay

- a) A private house offering accommodation to paying guests.
- b) A place where tourists can stay, typically offering food services.
- c) A place where people can set up tents or similar shelters.
- d) A facility offering inexpensive lodging, often with shared facilities.
- e) Providing a high level of comfort and quality.
- f) A place to live or stay, especially for travelers.
- g) Accommodation provided on a farm, sometimes in exchange for work.

Ex. 2. Fill in the blanks with the correct vocabulary word from the list

agri-tourism, accommodation, personalized, amenities, hostels, self-catered, star rating

1. Many travelers prefer _____ because they offer affordable lodging and a social atmosphere.
2. A five-star hotel offers a wide range of _____, including pools and gyms.
3. The hotel has a three-_____ system, which reflects its level of comfort and service.
4. Some tourists are interested in _____, where they can stay on a farm and learn about agricultural activities.
5. A _____ stay offers cooking facilities for guests who prefer to prepare their meals.

6. The _____ industry is a key part of tourism, providing places for people to stay.

7. Bed and breakfasts often provide a more _____ experience for their guests.

Ex. 3. Decide if the following statements are true or false based on the text.

1. Farm stays are only available to guests who are willing to work on the farm.

2. Non-catered accommodation includes meals in the price of the stay.

3. Hostels typically offer a private room with an en-suite bathroom.

4. Hotels with more stars in the rating system are generally more luxurious.

5. Campsites always provide high-end facilities like pools and restaurants.

Ex. 4. Rewrite the following sentences using the word in brackets. Keep the meaning of the sentence as close as possible to the original.

1. Hotels often offer additional services such as recreational activities. (provide)

2. A farm stay allows guests to learn about farming activities. (opportunity)

3. Hostels are ideal for travelers with limited budgets. (suitable)

4. Bed and breakfasts give guests a chance to experience a more homely environment. (allow)

Ex. 5. Choose the correct answer for each question based on the text.

1. Which of the following accommodations is best suited for someone who wants a social experience?

a) Hotel

b) Guest house

c) Hostel

d) Bed and breakfast

2. What does a five-star rating typically indicate about a hotel?

a) It is a budget option.

b) It is luxurious and offers many services.

c) It is suitable for long-term stays.

d) It offers a self-catered experience.

3. Which type of accommodation usually includes breakfast in the price?

- a) Hostel
- b) Campsite
- c) Bed and breakfast
- d) Farm stay

Ex. 6. Use the following words in sentences related to tourism

Catered, non-catered, luxurious, amenities, budget, personalized, workforce

Ex. 7. Answer the following questions based on the text.

- 1. What are the two main types of accommodation mentioned in the text?
- 2. Why might someone choose to stay in a guest house instead of a hotel?
- 3. What are the advantages of a bed and breakfast for travelers?
- 4. How does the accommodation industry contribute to economic growth?

Ex. 8. Transform each statement into a question. Pay attention to the correct word order, auxiliary verbs, and tense.

1. Accommodation is considered to be a crucial aspect of the tourism industry.

Question _____

2. Hotels have been offering a range of services, including recreational activities.

Question _____

There will be various types of accommodation available for tourists.

Question _____

3. The Star Rating system classifies hotels based on amenities and features.

Question _____

4. Guest houses were much more affordable than hotels.

Question _____

5. Bed and breakfasts typically provide breakfast in the morning.

Question _____

6. Campsites offer facilities such as bathrooms and toilets.

Question _____

7. Farm stays allow guests to participate in farm work as part of their travel experience.

Question _____

8. The accommodation industry was supporting local businesses and creating job opportunities for more than 20 years.

Question _____

The text is taken from: <https://travelalliancepartnership.com/top-tourism-campaigns-of-2023/>

Top Tourism Campaigns of 2023

Once again, we've taken a look back at the tourism marketing campaigns of the past year. We found upbeat and exciting ideas that simultaneously express simplicity and relaxation. The top tourism campaigns of 2023 return focus to the basics of a destination – their people, places, and beauty. Here are five of our favorite campaigns from 2023, and why we love them.

Seattle, Washington: Microadventure After Microadventure

Often when we see tourism marketing, its goal is to attract visitors to the area for something specific, whether it be an event, attraction, or something else. Explore Seattle Southside took an interesting approach with its “Microadventure After Microadventure” campaign. This campaign demonstrates a looser approach to travel, allowing the trip to develop in the moment. The microadventure idea allows them to highlight some of their best attractions, giving the viewer a blueprint of ideas to follow.

Why We Love It:

This campaign serves as a good reminder that it's equally important to draw visitors to an area for the sake of just experiencing and enjoying it. Not every trip needs to be planned for a big reason, as the microadventures can take you far. Microadventures is a great name to go along with the trends toward slow tourism, hidden gems and traveling like a local.

Travel South Dakota: So Much South Dakota, So Little Time

Following a similar trend, South Dakota's “So Much South Dakota, So Little Time” campaign shows off all the area has to offer, and its ability to offer lots of adventure and human connection over digital connections. Since travelers crave that change of pace versus former bucket list items that involve long lines or busy crowds. Its tone is simple yet mysterious, targeting family travelers to “grab the kids and go” because there is so much to explore.

Why We Love It:

The simple yet meaningful message under this campaign is a refreshing take on wide-open-space travel. It appeals to emotions around wanderlust, exploration and learning, while showing potential visitors the type of trip they want to take is possible in this destination.

Canada: Take Your Maple Leave

With the stress of everyday life (especially in the last few years), Destination Canada invites foreign travelers to the country to visit for a breath of fresh air and real sunlight for a “Maple Leave.” The campaign uses its classic resources, unique experiences and the beauty of Canada’s outdoors to explain why visitors should come.

Why We Love It:

In Destination Canada’s words, this campaign is truly a “breath of fresh air,” and is meant to attract travelers who are looking for just that. The fun tone, tongue-in-cheek humor and trendy cultural references (like SAD lamps versus actual sunlight) make for a compelling campaign. And of course, we do love a play on words.

Philippines: LOVE, The Philippines

“LOVE, The Philippines” allows the destination to speak for itself. The nearly 2-minute-long video has no spoken words, and no written words until after the halfway point. The stunning visuals showcasing bright colors and unique experiences are more than enough to encourage viewers to travel there. This campaign is a prime example that less is more.

Why We Love It:

The connection between people, scenery, culture, and experiences tells travelers all they need to know about the destination. With the upbeat background music and subtle messages on screen, this campaign is a perfect blend of simple and exciting.

NYC: #WhatsGoodNYC

The final campaign that grabbed our attention and didn’t let go in 2023 was based around New York City Tourism’s rebrand from NYC & Company to New York City Tourism + Conventions. Along with a new visual identity and brand strategy, NYC launched #WHATSGOODNYC on their social channels. This is meant to focus on the opinions of the people in the city, and to show those looking to travel to the area authentic and realistic ideas of what they should do, and what’s “good” in NYC.

Why We Love It:

Launching a rebrand is no easy feat, and we admire the campaign NYC launched along with this big change. The focus of the new brand is so

clearly centered around the people, both within the city and wanting to visit it. Rebranding is something a lot of companies go through to improve themselves, and this is a beautifully executed example!

Bonus: we also love the idea that “pizza is the fruit of NYC”! [8].

Ex. 1. Match the following words from the text with their correct definitions

1. Microadventure
 2. Wanderlust
 3. Rebrand
 4. Upbeat
 5. Subtle
 6. Bucket list
 7. Tongue-in-cheek
- a) A small, spontaneous trip focused on nearby experiences.
 - b) A playful or ironic expression.
 - c) A desire to travel and explore the world.
 - d) To change the image or identity of a brand.
 - e) Something that a person wishes to do or achieve before they die.
 - f) Cheerful and optimistic in tone.
 - g) Delicate or understated, not obvious.

Ex. 2. Fill in the blanks with the correct vocabulary word from the list

hidden gems, stunning, compelling, mysterious, subtle, authentic, attraction

1. The Philippines campaign uses _____ visuals to showcase the destination’s beauty.
2. South Dakota’s campaign appeals to those who want to explore _____ in wide-open spaces.
3. NYC’s rebrand emphasizes _____ experiences based on the opinions of local people.
4. Canada’s “Maple Leave” campaign is _____ for travelers seeking relaxation.
5. The message of South Dakota’s campaign is simple yet _____.
6. The lack of spoken words in the Philippines campaign gives it a _____ tone.
7. Seattle’s campaign highlights local _____ that tourists can explore.

Ex. 3. Decide if the following statements are true or false based on the text

1. The “Microadventure After Microadventure” campaign in Seattle encourages well-planned, long trips.
2. South Dakota’s campaign promotes digital connections over real-life experiences.
3. The Philippines’ campaign features a lot of spoken dialogue to convey its message.
4. Canada’s campaign uses humor and cultural references to attract visitors.
5. NYC’s rebrand focuses on the opinions of tourists rather than locals.

Ex. 4. Rewrite the following sentences using the word in parentheses. Keep the meaning of the sentence as close as possible to the original.

1. The NYC rebrand focuses on authentic experiences for visitors. (centered)
2. The Philippines campaign uses visuals to showcase the destination’s beauty. (emphasizes)
3. Canada’s campaign is meant to attract travelers looking for relaxation. (designed)
4. South Dakota’s campaign targets family travelers. (aims)

Ex. 5. Choose the correct answer for each question based on the text

1. What is the main idea of the “Microadventure After Microadventure” campaign in Seattle?
 - a) Promoting long, planned trips
 - b) Encouraging spontaneous, local explorations
 - c) Highlighting luxury travel experiences
 - d) Focusing on digital connections
2. What makes Canada’s “Maple Leave” campaign appealing to travelers?
 - a) Its focus on city life
 - b) Its humorous and light-hearted tone
 - c) Its emphasis on crowded tourist spots
 - d) Its serious and formal presentation
3. What unique feature does the “LOVE, The Philippines” campaign have?

- a) It uses only written words.
- b) It has no visuals, only audio.
- c) It has no spoken words until halfway through.
- d) It focuses on digital tourism.

Ex. 6. Use the following words in sentences related to tourism

microadventure, rebrand, wanderlust, compelling, subtle, upbeat, hidden gems

Ex.7. Answer the following questions based on the text

1. What is the primary focus of Seattle’s “Microadventure After Microadventure” campaign?
2. How does the South Dakota campaign differ from traditional tourism campaigns?
3. Why is the “LOVE, The Philippines” campaign considered effective despite minimal dialogue?
4. What was the main objective of NYC’s rebrand and the #WhatsGoodNYC campaign?

Ex. 8. Complete the sentences below by filling in the blanks with the correct form of the adjective provided. Use the comparative or superlative form as appropriate, based on the context of the text "Top Tourism Campaigns of 2023."

1. The Seattle campaign is _____ (creative) than most traditional tourism campaigns because it focuses on microadventures.
2. Canada’s “Maple Leave” campaign is considered one of the _____ (refreshing) campaigns of 2023 due to its playful tone and humor.
3. The “LOVE, The Philippines” campaign uses _____ (few) words than the other campaigns, relying mainly on visuals.
4. South Dakota’s wide-open spaces are _____ (appealing) to travelers who prefer nature over crowded tourist spots.
5. NYC’s #WhatsGoodNYC campaign is _____ (effective) at engaging locals compared to previous campaigns.
6. The visuals in the Philippines campaign are some of the _____ (stunning) in tourism marketing this year.
7. Among the campaigns, the one that seems _____ (simple) yet _____ (impactful) is South Dakota’s, as it effectively conveys a sense of adventure and connection.

The text is taken from: <https://toppandigital.com/translation-blog/language-travel-marketing/>

How to Get the Language Right in Your Travel Marketing

Finding out how to inspire your customers is a big part of travel marketing. People travel to places that pique their emotions and they try activities that excite their interest. That's why making an emotional connection is so important in travel marketing.

Research shows that emotions strongly influence a person's response to receiving a message. And emotional engagement with advertising is also known to impact how well a person remembers advertising they have seen. It's also why social media is such an important part of the travel marketing mix. People tend to be more relaxed on social media and it's a social and visual medium. These characteristics chime particularly well with the need to emotionally engage an audience.

Facebook and Instagram are consistently more popular with travel marketers than other social platforms including Snap and Twitter. Images and video all play well on Facebook and Instagram whilst for Chinese audiences, you probably want to consider platforms such as QQ, Qzone, WeChat and Weibo.

These are the types of areas in your travel marketing where you may be able to engage customers on an emotional level.

Adapting to local audiences

For travel marketers working globally, the challenge is how to reach customers in many different languages. Expert localisation is a core part of this; making sure your message is well-adapted into every local market. Travel can mean different things to different audiences, so the first step is understanding what travel means to people in different markets. It's hard to make your brand relevant in each market it operates in, particularly when those markets have very different cultures.

The rate of change of some markets is extraordinary, with some emerging markets undergoing extraordinary economic and social change. Despite the fast pace of consumer change in some emerging markets, it's still important to stay fresh and relevant. Although consumers in some emerging markets may be relatively inexperienced travellers, many are also highly sophisticated consumers with a very clear sense of what they want from a trip.

Your brand still needs to look fresh and relevant and your messaging needs to stand out from the crowd. There are far too many clichéd travel ads with destinations being proposed using the same tired old language. Consumers have a broad range of travel providers to choose from, which is why it's so important for brands to stand out from the pack. Showing that your brand is different and showing that your brand understands the customer can only help to distinguish it against other brands that are using weaker messaging strategies. As a general rule, if your messaging could fit any other provider, then it's not really unique to you.

Brands frequently make the mistake of trying to appeal to everyone, using messaging such as saying a destination has 'something for everyone' or vague statements such as 'so much to offer' – or the non-English equivalent cliché. With the travel market now highly competitive in most parts of the world, it's the niche marketers that are performing better than the generalists. Your brand may do much better if it focuses on segments such as pet-friendly or sustainable travel, screen tourism, or maybe the wine tour market.

Audiences that have niche interests are likely to be informed and passionate about these topics of interest. This makes it possible to engage them using informed language about their area of interest. If your brand can show that it shares that same passion as your target audience, you're more likely to get them on-side and show that you understand their needs. Your messaging needs to be well-informed around their topics of interest and demonstrate your true mastery of the space.

The demographic segments that find these niche travel ideas particularly appealing may vary from market to market. In China, where the post-pandemic travel market seems to be recovering nicely, some travel niches are particularly strong. These include shopping and specific cultural experiences they can't have at home.

Whilst rest and relaxation may be popular niches in the West, it seems to be the case that many Chinese travellers prefer a packed schedule of experiences rather than just putting time in on a sun lounger. But just because a niche isn't yet well established in any particular market, that doesn't mean that it's not there. For a Chinese audience, you may have less success with messages focused on peace and quiet and more on ones talking about having unique experiences, for example.

Luxury travel

The luxury market is probably one of the most significant travel niches. Although it's a clearly defined part of the travel market and one with a unique voice, it's striking how similar the messaging is from brands operating in this space. Part of the problem is that even non-luxury travel brands try to encroach on the luxury space and co-opt the language of luxury. Even the word 'luxury' has been devalued through overuse. Luxury brands need to find a way to market themselves as really standing out against a background of mass-market brands that would like to pretend that they too are luxury brands. Affluent travellers seeking personalised and authentic travel experiences need highly crafted messaging that really engages with them and promises the emotional rewards they want from travel. It's important to have a defined voice, a clear sense of who you are, and tell the story of what you offer in your travel marketing.

Luxury travellers are more likely to be seasoned travellers, we know that they make more trips per year than the average traveller, and they are seeking out experiences that are unique. Communicating with an authentic and unique voice is a big part of appealing to these travellers. It's important to appeal to their sense of individuality, and you should also consider offering reassurance about their social status.

You may need to keep revising your sense of who your target demographic is. Whilst older age groups have tended to be wealthier, and hence have historically constituted a major part of the luxury audience, there's a new emerging group of wealthy younger consumers. Whilst their disposable income may be similar to older luxury travellers, their travel needs may be very different. They may be more motivated by Instagram, by wellness and sustainability, and they may be more likely to travel alone.

There's evidence that the luxury traveller is particularly strongly influenced by their peers compared to more mass-market consumers. You can try to encourage word of mouth referrals by supporting the shareability of your content, particularly on platforms such as Instagram which are significant for luxury travel. You may also try working with luxury travel influencers to try to agree on messaging that works within your niche. Luxury players have also done well at collaborating with one another in recent years – there's a strong trend for luxury fashion partnering with luxury hotels, and there are even some more unexpected partnerships such as Gucci and Disney, or Dolce & Gabbana with Smeg. If you're venturing into such a partnership the messaging may well be the key to the success of the collaboration.

Higher visibility

Brands that find a niche in which to operate are likely to enjoy higher visibility compared to those that try to tackle the mass market. That's particularly true in a digital sense. If you're trying to compete against other operators for the keywords 'beach holidays', then you are likely to face tough competition, higher costs per click on paid ads and getting visibility through organic search could prove more challenging.

If you're trying to promote yourself within a travel niche you can usually expect less competition and hopefully lower costs per click. Your organic SEO should be able to make you more visible than if you were trying to compete against other providers of beach holidays.

If you're crafting your SEO strategy in a travel niche, it's important to really understand organic search and make sure you're making your brand as visible as possible. Stay on top of trends within your niche and make sure you adjust your keyword strategy to keep on top of changes.

Don't underestimate the importance of metadata in helping your brand stand out from the crowd on search results pages. Marketing to a broad group of consumers is notoriously expensive. Whilst you may be more effective with your spend when you're targeting a niche, you still have to spend money to acquire customers within niches. This means identifying the keywords that are effective in each market, investing in international SEO and optimising your site for all the different language versions for the audiences you are trying to reach. Niche groups tend to self-organise, meaning there are identifiable groups online such as in social media platforms or in particular areas of eCommerce. It's possible to target these groups using advertising or outreach.

Your brand can also benefit from listening to your target audiences and getting a better idea of what they might want from a brand like yours. If you're operating internationally, you can probably expect your customers to organise themselves differently according to their language and cultural background. North American audiences might be in a Reddit forum, whilst Baidu Tieba (Baidu forums) might be a meeting place for Chinese audiences.

Social media platforms are also supportive in helping you target customers according to their preferred language, or a host of other characteristics such as their demographic or interests. Try to use your platforms to define and reach the right audience for your particular niche, as this can be a highly cost-effective way to market travel. Different

platforms offer different tools for segmenting audiences. Remember that the most effective way to win on social media is to listen and participate but avoid overt selling unless it's in the form of an ad.

It's a tough time to be in travel marketing. Whilst opportunities are emerging as the world recovers from years of pandemic turmoil, there are many competitors for the newly resumed travel trade. The winners of this new landscape travel marketing are likely to be those that meet the emotional needs of customers that are starting to travel again. The travel market still shows a lot of promise but travellers have changed and brands need to show that they are able to meet those emotional needs going forward [1].

Ex.1. Match the following words from the text with their correct definitions.

1. Pique (verb)
2. Cliché (noun)
3. Niche (noun)
4. Sophisticated (adjective)
5. Affluent (adjective)
6. SEO (abbreviation)
7. Reassurance (noun)

a. A segment of the market for a product or service that is distinct from others.

b. To provoke interest or curiosity.

c. The process of optimizing a website to rank higher in search engine results.

d. A phrase or idea that has been overused and lacks originality.

e. Wealthy, having a lot of money.

f. The act of giving confidence or comfort to someone.

g. Highly developed, complex, or refined.

Ex.2. Fill in the blanks with the correct comparative or superlative form of the adjectives in the brackets.

1. The luxury travel market is _____ (significant) than the budget travel market.

2. Social media platforms are _____ (effective) at engaging audiences emotionally than traditional media.

3. Among all the social media platforms, Instagram is considered the _____ (popular) for travel marketing.

4. It is _____ (important) to adapt your message to local markets than to use a one-size-fits-all approach.

5. Niche marketers often perform _____ (well) than generalists in today's competitive travel market.

Ex. 3. Rewrite the following sentences from active to passive voice.

1. Marketers adapt their messages to local audiences.

2. The campaign engages customers on an emotional level.

3. Brands can benefit from listening to their target audiences.

4. Social media platforms support marketers in targeting customers according to their preferences.

5. The company has launched a new marketing strategy.

Ex. 4. Choose the correct modal verb (should, must, might, could) to complete the sentences.

1. Travel marketers _____ focus on making an emotional connection with their audience.

2. Brands _____ underestimate the importance of adapting their messages for different markets.

3. You _____ use specific and informed language when targeting niche audiences.

4. Social media _____ be a highly cost-effective way to reach your audience.

5. Companies _____ consider working with influencers to increase their visibility in the luxury market.

Ex. 5. Complete the sentences with the correct collocation (word combination) from the list.

(emotional connection, market niche, social media, local audiences, competitive advantage)

1. Travel marketers aim to create an _____ with their potential customers.

2. Adapting your message to _____ is essential for effective global marketing.

3. Finding a _____ can help your brand stand out in a crowded marketplace.

4. _____ platforms are crucial for modern travel marketing strategies.

5. Brands that understand their audience's needs have a _____ in the travel industry.

Ex. 6. Rewrite the sentences using the correct reporting verb (*suggest, claim, argue, explain, emphasize*) from the text.

1. The author says that making an emotional connection is crucial in travel marketing.
2. The text states that marketers must adapt to local audiences.
3. The article mentions that niche marketers often outperform generalists.
4. The author believes that brands need to show they understand their customers.
5. The text highlights the importance of using informed language for niche audiences.

Ex. 7. Fill in the blanks with the correct prepositions (*of, to, for, with, in*) based on the context of the text.

1. Emotions strongly influence a person's response _____ receiving a message.
2. It's important to stay relevant _____ every market your brand operates in.
3. Social media is a crucial part _____ the travel marketing mix.
4. Travel marketers need to connect _____ their audience on an emotional level.
5. Brands can benefit _____ listening to their target audiences.

Ex. 8. Read the statements below and decide if they are True (T) or False (F).

1. ___ Emotions do not significantly influence how well a person remembers advertising.
2. ___ Social media platforms like Facebook and Instagram are less popular with travel marketers than Snap and Twitter.
3. ___ It is important for travel marketers to adapt their messages to local audiences.
4. ___ Niche marketers often perform better than generalists in a highly competitive travel market.
5. ___ The luxury travel market is not influenced by trends like wellness and sustainability.

Ex. 9. Choose the correct answer for each question.

1. According to the text, why is emotional connection important in travel marketing?

- a) It makes customers more likely to purchase products.
- b) It helps customers remember the advertising they see.
- c) It is necessary for creating social media content.
- d) It prevents customers from choosing other brands.

2. What challenge do travel marketers face when working globally?

- a) Understanding the preferences of affluent travelers.
- b) Reaching customers in many different languages.
- c) Competing with luxury brands in every market.
- d) Creating unique experiences for all customers.

3. What is a common mistake brands make in their travel marketing messaging?

- a) Focusing on a niche market.
- b) Using vague and general statements.
- c) Targeting affluent travelers too much.
- d) Adapting their message to every local market.

4. Which of the following is true about luxury travelers?

- a) They travel less frequently than the average traveler.
- b) They are more influenced by social media than other travelers.
- c) They prefer mass-market travel experiences.
- d) They are not interested in authentic travel experiences.

5. Why is targeting a niche market beneficial for travel brands?

- a) It allows brands to compete effectively in a crowded market.
- b) It reduces the need for social media marketing.
- c) It decreases the costs of international SEO.
- d) It makes their messaging more general and relatable.

Ex.10. Answer the following questions in 1-2 sentences.

1. Why is it important for travel brands to avoid using clichéd language in their marketing?

2. How can travel brands benefit from listening to their target audiences?

3. What role do social media platforms play in travel marketing according to the text?

4. What are some characteristics that luxury travelers look for in their travel experiences?

5. Why should travel brands keep revising their understanding of their target demographic?

Ex. 11. Match each concept with its corresponding description.

1. Emotional connection	a) A small, specific segment of the market.
2. Niche market	b) Using language that resonates with an audience's feelings
3. Luxury travel	c) Adjusting your message to fit the local culture and language.
4. Localization	d) Travel experiences that are unique, personalized, and high-end.
5. Social media	e) A platform that helps engage audiences in a relaxed and visual way.

Ex. 12. Answer the following questions in 3-4 sentences.

1. How does social media help travel marketers connect emotionally with their audience?
2. In what ways can brands differentiate themselves in a competitive travel market?
3. Why might a travel brand choose to focus on a niche market rather than a broad audience?

The text is taken from:
<https://tourismnotes.com/tourismtransportation/>

Transport in tourism

Transportation is vital to tourism. Studies have shown that tourists spend almost 30 to 40 percent of their total holiday expenditure on transportation and the remaining on food, accommodation, and other activities. This aspect once again highlights the importance of transportation.

A tourist can travel by a variety of means. The tourism professional, as well as tourist, should be aware of the various modes of transport available to reach the destination and at the destination.

The various mode of transport can be broadly divided into the following three categories: Air transport, Land transport, Water transport, Air Transport.

Due to the growth of air transport in recent years, long-distance travel has become much simpler and affordable. Distance is now measured

in hours and not in kilometers. The world has indeed shrunk and becomes a small village.

The development of air transport mostly occurred after World War I and II. Commercial airlines were created for travelers. Because of increasing air traffic, the commercial sector grows rapidly. Before the World War II, Swissair already was carrying around 14-16 passenger between Zurich to London.

The first commercial service was introduced by KLM, the Dutch Airlines, in 1920 between Amsterdam and London. Commercial air travel grew mostly after World War II. More facilities were introduced and there was more comfort in travel.

Jet flights were inaugurated by Great Britain in the year 1952. In the year 1958 Pan American introduced the Boeing 707 services between Paris and New York. Due to the introduction of jet flights, the year 1959 onward saw a tremendous increase in air traffic. The concept of chartered flights was also introduced during this year. Jumbo jets have revolutionized travel. A large number of people travel by air because of the speed, comfort, and economy in terms of time saved.

The modern era, thus, is the era of mass air travel. After road transport, air travel is the most popular mode of travel, particularly for international travel. For the business travelers, air transport is more convenient as it saves their precious time and offers a luxurious and hassle-free travel. Many airlines nowadays offer special facilities to the business tourist such as Internet on board.

There two types of airlines. These are following as: scheduled and chartered. Scheduled airlines operate as regular schedules. Chartered airlines or the non-scheduled airlines operate only when there is a demand, mainly during the tourist seasons. The chartered flights work out cheaper than the scheduled carriers as they are operated only when there is a high load factor. Chartered flights provide cheaper packages to the destination such as Portugal and Spain.

Airlines are classified into two broad categories namely small carrier and large carrier. The small carrier also known as commuter airlines have less than 30 seats. The larger carriers, also known as major airlines fly direct routes between the major cities and seat and seat 100 to 800 passengers. The recent boom in the aviation technology has certainly bought some new development to airlines industry. There has been a major change in the size of the aircraft.

Every year there are a growing number of new airlines being introduced. Because of the growing number of new private airlines, there is stiff competition among them. This has resulted in a considerable reduction in air fares and has boosted the growth of air traffic. To woo and attract customers, many airlines offer cheaper promotional fares such as excursion fares, group fares, and apex fares. Millions of tons of cargo and mail are also handled by the air transport industry.

Road Transport

Humans travel place to place in search of food in the primitive era. They tamed animals such as the dog, ox, horse, camel, reindeer, elephants, etc. for carrying the load and traveling. After the discovery of the wheel, humans developed the cart, the chariot, and the carriage. Until the seventeenth century, horses were used for traveling. Later on better roads were constructed and some of these roads developed into trade routes, which linked many countries. One of them is the Silk Route which was used for transporting silk from China to Persia and the Blue Gem road from Iran to Afghanistan and India.

Today, the most popular and widely used mode of road travel is the automobile or the car. Road transport is dominated by the automobile, which provides views of the landscape and the freedom to travel. Tourist often travels with their entire family for holidays.

To promote tourism, the vehicle required are coaches and tourist cars. Tourist coaches or buses are preferred for large tourist groups traveling together on a specified tour itinerary. Many tourists prefer to travel in comfort and privacy and hire cars. Cars of various makes and standards are available on a rental basis.

Tourist also uses their own motorcar when holidaying. Cars and coaches carried long distance by train facility is also available in some countries.

The car rental segment of the tourism industry is in a very advanced stage in foreign countries. The client can book a car, himself or through agents, and make it wait at the desired place at the destination. The client can then drive the car himself /herself on reaching the destination.

Rail Transport

The railway is the most economical, convenient, and popular mode of travel especially for long distance travel all over the world. The railroad was invented in the seventeenth century in Germany with wooden tracks. The first steel rail was developed in the USA during the early 1800s. The

railways revolutionized transportation and mass movement of people seen in the nineteenth and twentieth centuries.

The broad gauge lines account for more than 55 percent of the total network and carry 85 percent of total traffic. The steam engines have been replaced by diesel and electric engines which have helped in increasing the speed. Railways have promoted tourism by introducing a special tourist train.

In Europe, the railway systems of six European countries have been clubbed to make rail travel easier for the people of Europe. A rail passenger can buy a ticket in any one country of Europe and travel through six countries. For the foreign tourists, Eurail Passes offer unlimited discounts travel in express trains for periods ranging from a week to three months. In the USA, AMTRAK operates trains.

Water Transport

Humans have been traveling through water since time immemorial and carried good and people from one place to another. The boats progressed from the simple raft with some modifications and improvement and were first used around 6000 BC.

Travel by ship was the only means for traveling overseas until the middle of the twentieth century. The Cunard Steamship Company was formed in 1838 with regular steamship services operating on the North Atlantic. During the World War I, in 1914 the operations of the steamship company had to be suspended. After the World War I, the steamship luxury liners were back to business till World War II.

After the World War II, the large luxury liners again started their operations all over the world and carried passengers and holidaymakers. Some of the liners were very large accommodating up to 1000 passengers and had facilities like swimming pools, cinema halls, shops, casino, etc.

The cruise lines are the new attraction among the tourist. The cruises are booked several months in advance for trips into the tropical and sub-tropical waters of the Hawaii, Caribbean, Mediterranean, etc. Water transport today plays two main roles in travel and tourism namely ferrying and cruising. Modern vessels such as the wave-piercing, the hydrofoil and the hovercraft are the over the water transport and used for short distance routes. Water transportation is also used in riverboat travel. The Mississippi River has been a popular tourist river since the first settlers came to the USA. Today, tourists enjoy two or three-day luxury trips along the river. In

Europe, the Rhine, winding through the grapes growing areas of Germany, offers similar leisure tourist trips [6].

Ex. 1. Match the following words from the text with their correct definitions.

1.	expenditure	a) The planned route or journey
2.	shrink	b) To become smaller in size
3.	chartered	c) Something that provides great comfort or pleasure
4.	economical	d) A general amount of money spent
5.	luxury	e) Cost-effective, providing good value
6.	revolutionized	f) Changed completely and fundamentally
7.	itinerary	g) Reserved or hired for a specific purpose

Ex. 2. Complete the sentences with the correct form of the word in parentheses.

- The _____ (grow) of air transport in recent years has made long-distance travel simpler.
- Many airlines offer _____ (promotion) fares to attract customers.
- Air travel has become more _____ (afford) due to the competition among airlines.
- Roads were _____ (construct) to connect different countries.
- The _____ (discover) of the wheel was a significant advancement in transportation history.

Ex. 3. Determine whether the following statements are true or false based on the text.

- Tourists spend more on transportation than on accommodation and food.
- The first commercial service was introduced by Pan American between Paris and New York.
- Chartered flights are usually more expensive than scheduled flights.

4. Railways are the least popular mode of travel for long distances.

5. Water transport has played a significant role in tourism since ancient times.

Ex. 4. Rewrite the following sentences without changing the meaning.

1. Air travel is more convenient for business travelers because it saves time. Business travelers prefer air travel _____.

2. Scheduled airlines operate regular schedules. Regular schedules _____.

3. The recent boom in aviation technology has led to new developments in the airline industry. New developments in the airline industry _____.

4. Many tourists prefer to hire cars for comfort and privacy. Cars are preferred by many tourists _____.

Ex. 5. Choose the correct word to complete each sentence.

1. The _____ of air travel has led to a significant increase in international tourism.

- a) growth
- b) discovery
- c) expenditure

2. The railway is considered the most _____ mode of transport for long distances.

- a) luxurious
- b) economical
- c) chartered

3. After World War II, there was a _____ in the number of commercial airlines.

- a) reduction
- b) revolution
- c) boom

4. Modern vessels such as hovercrafts are used for _____ distance routes.

- a) long
- b) short
- c) medium

Ex. 6. Use the correct form of the word in the brackets to complete each sentence.

1. The _____ (introduce) of jet flights changed air travel significantly.
2. There has been a rapid _____ (grow) in the number of airlines.
3. The _____ (discover) of the wheel was a turning point in transportation history.
4. The _____ (comfort) provided by modern trains attracts many tourists.
5. _____ (Luxury) liners were popular before the rise of air travel.

Ex. 7. Find synonyms and antonyms for the following words based on the context of the text.

1. Affordable
2. Convenient
3. Modern
4. Increase

Ex. 8. Fill in the blanks with the correct numbers based on the text.

1. Tourists spend almost ____ to ____ percent of their total holiday expenditure on transportation.
2. Swissair was carrying around ____ to ____ passengers between Zurich and London before World War II.
3. The first commercial service was introduced by KLM in ____ between Amsterdam and London.
4. Jet flights were inaugurated by Great Britain in the year ____.
5. In the year ____, Pan American introduced the Boeing 707 services between Paris and New York.
6. The larger carriers, also known as major airlines, seat between ____ and ____ passengers.
7. The railroad was invented in the ____ century in Germany with wooden tracks.

Ex. 9. Decide whether the following statements are true or false based on the text. If false, correct the statement.

1. Tourists spend 20 to 30 percent of their total holiday expenditure on transportation. True / False. (If False, the correct percentage is: _____)

2. Before World War II, Swissair was carrying around 18-20 passengers between Zurich and London. True / False. (If False, the correct number is: _____)

3. Commercial air travel grew mostly after World War I. True / False. (If False, the correct event after which it grew is: _____)

4. The Boeing 707 services between Paris and New York were introduced in the year 1958. True / False. (If False, the correct year is: _____)

5. The modern era is characterized by small air carriers with fewer than 50 seats. True / False. (If False, the correct number of seats for small carriers is: _____)

6. The first steel rail was developed in the USA during the late 1800s. True / False. (If False, the correct time period is: _____).

The text is taken from: <https://www.tribes.co.uk/travel-with-respect/how-you-can-make-a-difference/>

How you can make a difference

“Travel brings power and love back into your life.” So said the 13th-century Persian poet and Sufi mystic, Rumi.

As travellers we all have power; the power to make a difference by the choices we make when planning a holiday, and the actions we take when we’re travelling. Tribes travellers love the beauty and diversity of the world, and use their power thoughtfully where they can.

Before you go

Your holiday decisions -- where you go, how often you travel, the hotels or lodges you stay in, even the season you travel in – can make a huge difference to individual destinations as well as the wider global environment.

Choosing your destination

Most holidays are so much more enjoyable and authentic when the place you’re visiting has only a few other travellers. We all love that feeling of discovering that little piece of paradise that no-one else has found or seeing an incredible experience without hordes of other onlookers.

‘Overtourism’ is no fun for us as travellers and also stresses the people who live there as well as the resources and infrastructure of the destination.

Get away from the crowds by:

considering lesser-known destinations where you'll get a really authentic travel experience.

travelling in less busy months which will have fewer people and better prices.

Holidays helping wildlife & habitats

The world would be a much poorer place without the diverse animals and plants we live with. We've already lost so much but the rate of loss of habitat and wildlife is now just frightening.

Tourism – the positive and sustainable kind – is one of the ways in which we can bring funds to protect and conserve the world's biodiversity. Visit gorillas and chimps in Africa to give them a chance of survival. Visit forests to enjoy their beauty and revel in the wildlife they protect and to stop them being logged for profit. Your holiday really can give value to nature and thereby help conserve it.

Kind places to stay

Feel good about choosing accommodation that really benefits the wildlife, people or habitats of the place you're visiting. We work with a lot of people who go the extra mile to ensure that, as well as you having the very best time when you stay with them, they support their staff, local communities, environments or wildlife.

Talk to us about some of the property 'good guys' such as Tara & David Guthrie who run lodges in Tanzania which help fund human-wildlife conflict projects, or Lapa Rios ecolodge in Costa Rica which helps support its local community with jobs and food purchases as well as education, or Nomad Tanzania who run the remote Greystoke Mahale which helps fund chimp protection.

Considerate travel

We are travelers. We love to travel. However, we also know we need to find ways to travel in more environmentally friendly ways. Until our planes are fueled more sustainably, we can all consider each flight we take a little more carefully. The COVID pandemic showed us that face-to-face business meetings are not always necessary and staycations for short weekends away are now viewed as a worthwhile alternative to getting on a plane.

If we use our flights more meaningfully and thoughtfully – perhaps travelling a little less but maybe for a little longer – we can still travel to enjoy the world but have less negative impact [2].

Ex. 1. Match the following words from the text with their correct definitions.

Overtourism	a) A place where an animal or plant lives.
Authentic	b) Protect something from harm or destruction.
Biodiversity	c) A holiday spent in one's own country rather than abroad.
Sustainable	d) A type of accommodation designed to have minimal impact on the environment.
Infrastructure	e) The variety of plant and animal life in a particular habitat.
Habitat	f) Excessive tourism that negatively impacts a destination.
Conserve	g) Genuine, real, or true to its origins.
Staycation	h) The basic physical and organizational structures needed for the operation of a society.
Ecolodge	i) Capable of being maintained over the long term without harming the environment.

Ex. 2. Fill in the blanks with the correct prepositions.

Travel brings power and love ____ your life.

Tribes travellers love the beauty and diversity ____ the world.

Your holiday decisions can make a difference ____ individual destinations.

Tourism is one ____ the ways in which we can bring funds to protect biodiversity.

Talk ____ us about some of the property 'good guys.'

Ex. 3. Rewrite the sentences using the word in brackets to keep the meaning the same.

a) We love the beauty and diversity of the world. (admire)

We _____ the beauty and diversity of the world.

b) Tourism can bring funds to protect biodiversity. (generate)

Tourism _____ funds to protect biodiversity.

c) Face-to-face business meetings are not always necessary. (need)

You _____ face-to-face business meetings all the time.

d) We can travel to enjoy the world but have less impact. (while)
We can travel to enjoy the world _____ less impact.

Ex. 4. Fill in the blanks with the correct articles (a, an, the, or no article).

_____ world would be a much poorer place without _____ diverse animals and plants we live with.

Visit _____ forests to enjoy their beauty.

_____ kind of tourism that we need is _____ sustainable one.

Tara & David Guthrie run _____ lodges in Tanzania.

Ex. 5. Read the statements and decide if they are true or false based on the text. If false, correct the sentence.

Tourism cannot help in conserving wildlife.

Overtourism is beneficial for local communities.

Ecolodges focus only on providing luxurious accommodation.

COVID pandemic highlighted that face-to-face meetings are always necessary.

Ex. 6. Use the word in parentheses to form a word that fits in the sentence.

Tourism can make a _____ (signify) difference to the environment.

Choosing the right accommodation can _____ (benefit) the local community.

Sustainable tourism helps in _____ (conserve) wildlife.

_____ (Consider) travel is crucial for minimizing environmental impact.

Ex. 7. Choose the correct option to complete the sentence.

Travelling in less busy months will have _____ people and better prices.

a) few

b) fewer

c) less

The world would be _____ poorer place without biodiversity.

a) a

b) the

c) no

Tourism is one of the ways _____ we can help conserve nature.

a) which

b) who

c) in which

Consider each flight ____ carefully before booking.

- a) more
- b) much
- c) many

Ex. 8. Match the words to form common collocations found in the text.

- __ Sustainability
- __ Biodiversity
- __ Wildlife
- __ Travel
- __ Sustainable
- a) conservation
- b) decisions
- c) funds
- d) travel
- e) impact

Ex. 9. Writing

Write a short paragraph (5-7 sentences) about how you can make a difference when planning your next holiday. Use at least three of the following words: sustainable, authentic, impact, biodiversity, considerate.

The text is taken from: <https://flywithcourage.com/5-major-airport-problems-passengers-face/>

5 Major Airport Problems Passengers Face Every Year: A Helpful Guide

Passengers who travel by air often face a variety of problems at airports. These issues can range from minor inconveniences to major disruptions that can ruin a trip. In this article, we will discuss the top five airport problems that passengers face every year.

One of the most common problems that passengers encounter at airports is flight delays. Delays can occur for many reasons, including weather conditions, mechanical issues, and air traffic congestion. In 2023, passengers may experience more delays due to increased air traffic and a shortage of available airport personnel.

Another major problem that passengers face at airports is lost or delayed luggage. This can be a frustrating experience for travelers, especially if they are on a tight schedule or have important items in their luggage. In 2023, passengers may face more luggage issues due to

increased security measures and the use of new baggage screening technology.

Safety Concerns in Airports

Safety is the top priority of any airport, and passengers should feel confident that they are in good hands when they travel. However, safety concerns can arise due to a variety of factors, including weather, mechanical issues, and human error. Passengers should always be aware of safety procedures and follow them closely.

One of the biggest safety concerns at airports is terrorism. Law enforcement agencies work tirelessly to prevent terrorist attacks and keep passengers safe. There are strict security measures in place, including metal detectors, body scanners, and baggage screenings. Passengers should be prepared to comply with these measures and be patient during the screening process.

Another safety concern is the crew's ability to handle emergency situations. Flight crew members undergo extensive training to prepare them for emergencies, but unexpected situations can still arise. Passengers should pay close attention to the safety briefing before takeoff and be prepared to follow instructions from the crew in the event of an emergency.

Training is also a crucial aspect of safety at airports. All airport personnel, including baggage handlers and maintenance workers, undergo training to ensure they are aware of safety procedures and can identify potential hazards. This training helps to prevent accidents and ensure the safety of passengers and employees.

In summary, safety concerns are a major issue at airports, but passengers can take comfort in knowing that there are many measures in place to keep them safe. Passengers should always be aware of safety procedures and follow them closely to ensure a safe and enjoyable travel experience.

Delays and Efficiency

One of the most common problems passengers face at airports is delays. Delays can be caused by a variety of factors, such as weather conditions, air traffic congestion, mechanical problems, or security issues. Delays can be frustrating for passengers, who may miss connecting flights, important events, or business meetings.

Efficiency is another important factor that affects passengers' experience at airports. Efficiency refers to the ability of the airport system to handle the volume of passengers and baggage in a timely and organized

manner. Efficient airports are able to minimize wait times, streamline processes, and provide clear and accurate information to passengers.

Delays and efficiency are closely related, as delays can often result from inefficiencies in the airport system. For example, if there are not enough staff to handle security screenings, passengers may experience long wait times and miss their flights. Similarly, if the baggage handling system is not functioning properly, it can cause delays and inconvenience for passengers.

Airlines also play a role in delays and efficiency at airports. Airlines are responsible for scheduling flights, managing their own staff, and ensuring that their planes are in good condition. If an airline experiences mechanical problems or staffing shortages, it can cause delays for passengers. On the other hand, airlines that are well-managed and efficient can help minimize delays and improve the overall airport experience for passengers.

In summary, delays and efficiency are major airport problems that passengers face every year. These issues can be caused by a variety of factors, including weather conditions, air traffic congestion, mechanical problems, security issues, and airline management. To improve the airport experience for passengers, airports and airlines need to work together to minimize delays and improve efficiency in the airport system.

Luggage Issues in Airports

One of the most common issues that passengers face at airports is luggage-related problems. These issues can range from lost or delayed luggage to damaged or stolen luggage.

Lost luggage is a major inconvenience for passengers, as it can cause delays and disrupt travel plans. According to recent statistics, approximately 25 million bags are mishandled each year, with around 1% of these bags being permanently lost.

In addition to lost luggage, passengers also face the risk of having their luggage damaged or stolen. This can occur during the handling and transportation of the luggage, or due to theft by other passengers or airport staff.

To mitigate these issues, passengers are advised to take certain precautions when travelling with luggage. This includes labeling all luggage with name tags and contact information, using luggage locks to prevent theft, and packing valuables in carry-on bags.

Overall, luggage issues are a common problem faced by passengers at airports. However, by taking certain precautions and being prepared for potential mishaps, passengers can minimize the impact of these issues on their travel plans.

Staffing and Training

One of the major problems that passengers face every year at airports is the issue of staffing and training. The staff at airports play an important role in ensuring that passengers have a smooth and hassle-free experience. However, understaffing and inadequate training can lead to a number of issues.

Understaffing can result in long wait times at check-in counters, security checkpoints, and boarding gates. This can be frustrating for passengers who may be in a hurry to catch their flights. In addition, understaffing can also lead to a lack of assistance for passengers with disabilities or those who require special assistance.

Inadequate training can also cause problems for passengers. For example, flight crew members who are not properly trained may not be able to handle emergency situations properly. This can put passengers at risk and create a stressful environment for everyone involved.

To address these issues, airports need to ensure that they have enough staff members who are properly trained. This includes not only flight crew members, but also ground staff and security personnel. By investing in staffing and training, airports can improve the overall passenger experience and ensure that everyone has a safe and stress-free journey.

Compensation and Customer Satisfaction

One of the major issues that passengers face at airports is flight delays and cancellations. These issues can cause a lot of inconvenience and frustration for passengers. However, many airlines offer compensation to passengers who experience these issues. Compensation can come in the form of cash, vouchers, or points that can be used towards future flights.

Passengers who are satisfied with the compensation they receive are more likely to have a positive view of the airline they are flying with. This can lead to increased customer loyalty and repeat business for the airline. On the other hand, passengers who are dissatisfied with the compensation they receive are more likely to have a negative view of the airline and may choose to fly with a different airline in the future.

The airline industry is aware of the importance of customer satisfaction and compensation. Many airlines have implemented policies and procedures to ensure that passengers are fairly compensated for flight delays and cancellations. These policies and procedures are designed to provide passengers with a positive customer experience while also protecting the airline's bottom line.

In conclusion, compensation and customer satisfaction are important factors in the airline industry. Passengers who are satisfied with the compensation they receive are more likely to have a positive view of the airline they are flying with. Airlines that prioritize customer satisfaction and compensation are more likely to have repeat business from satisfied customers [3].

Ex. 1. Match the following words from the text with their correct definitions

1. Disruption
 2. Inconvenience
 3. Mechanical
 4. Screening
 5. Efficiency
- a) The quality of being efficient and not wasting time or resources.
 - b) Causing trouble or difficulty.
 - c) A breakdown or malfunction in machinery.
 - d) A disturbance or interruption.
 - e) The process of checking or examining for security or quality.

Ex. 2. Find synonyms in the text for the following words

1. Problem
2. Frustrating
3. Important
4. Risk
5. Issues

Ex. 3. Complete the sentences using the correct form of the words from the list

(delays, safety, efficiency, compensation, luggage).

1. Many passengers experience _____ due to bad weather conditions.
2. Airport _____ measures are designed to protect passengers from potential threats.

3. The _____ of the baggage handling system can greatly affect travel plans.

4. Lost _____ is a common issue that can cause stress for travelers.

5. Airlines often provide _____ to passengers affected by flight cancellations.

7. The _____ measures in place at airports have become more stringent in recent years.

8. Long _____ at check-in counters are a common complaint among passengers.

9. Passengers expect a high level of _____ from airport staff, especially during peak travel times.

10. When _____ is lost or delayed, it can cause significant disruption to a traveler's itinerary.

11. The airline offered _____ to passengers affected by the overbooking issue.

Ex. 4. Rewrite the following sentences in the passive voice

1. Law enforcement agencies prevent terrorist attacks.

2. Airlines manage their own staff.

3. Airports provide compensation to passengers.

4. Security personnel inspect the luggage at the checkpoint.

5. The airline offers special assistance to passengers with disabilities.

6. Maintenance crews check the aircraft before every flight.

7. The airport staff provided updates about the flight delay.

8. Authorities imposed new safety regulations at the airport.

Ex. 5. Change the following sentences into reported speech

1. «Passengers should always be aware of safety procedures,» the article stated.

2. «Training is crucial for airport personnel, » said the safety expert.

3. «We will discuss the top five airport problems,» the author wrote.

4. «We have implemented new security measures,» said the airport spokesperson.

5. «Passengers must arrive two hours before their flight,» the agent advised.

6. «Flight delays can be caused by a variety of factors,» the travel guide explained.

7. «We are committed to improving efficiency at our airport,» said the airport manager.

8. «Your luggage will be delivered to your hotel,» the airline representative assured.

Ex. 6. Complete the sentences using the correct conditional form (zero, first, or second conditional)

1. If there _____ (be) not enough staff, passengers _____ (experience) long wait times.

2. If an airline _____ (cancel) a flight, they _____ (offer) compensation to passengers.

3. Passengers _____ (miss) their flights if they _____ (not arrive) on time.

4. If passengers _____ (forget) to label their luggage, it _____ (be) more likely to get lost.

5. If airlines _____ (invest) in better training, staff _____ (handle) emergencies more effectively.

6. Passengers _____ (feel) more secure if they _____ (see) visible security personnel.

7. If the weather _____ (be) bad, the flight _____ (be) delayed.

8. If passengers _____ (know) about the delay earlier, they _____ (make) different travel plans.

Ex. 7. Combine the following sentences using relative clauses

1. Passengers face delays. Delays are caused by various factors.

2. The luggage was lost. It contained important documents.

3. The airport staff are well-trained. They ensure safety procedures are followed.

4. The passengers were frustrated. Their flight had been delayed for hours.

5. The baggage handlers are efficient. They ensure luggage is loaded quickly.

6. The airline offers compensation. The compensation is for passengers who experience delays.

7. The terminal is crowded. It serves both international and domestic flights.

8. The safety procedures were followed. The procedures were outlined by the flight crew.

Ex. 8. Fill in the blanks with the appropriate modal verbs (must, should, can, might, could)

1. Passengers _____ follow the safety procedures closely.

2. The flight _____ be delayed due to weather conditions.
3. Airlines _____ provide compensation for canceled flights.
4. Airport staff _____ undergo training to ensure they are prepared for emergencies.
5. Passengers _____ be aware of their rights regarding compensation for delays.
6. The airline _____ have informed passengers about the delay sooner.
7. If you arrive early, you _____ avoid the long lines at security.
8. Travelers _____ experience fewer delays if they fly during off-peak hours.
9. Baggage handlers _____ handle luggage with care to avoid damage.

Ex. 9. Choose the correct prepositions to complete the sentences

1. Passengers are advised to be patient _____ the screening process.
2. There are many measures in place _____ airports to ensure passenger safety.
3. Compensation is provided _____ passengers affected by delays or cancellations.
4. Safety concerns arise _____ various factors, including weather and mechanical issues.
5. Passengers should check _____ the airline's policies before packing their bags.
6. The airport is responsible _____ ensuring that all safety regulations are met.
7. The airline apologized _____ the delay and offered compensation.
8. Security measures have been tightened _____ response to recent events.
9. Passengers were frustrated _____ the lack of information provided during the delay.

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