

ENGLISH
FOR TOURISM
INDUSTRY

PART 1

BY OLEKSANDR KHOMENKO &
ANDRIY SOTNYKOV

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ
УНІВЕРСИТЕТ

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АНГЛІЙСЬКА МОВА ДЛЯ ТУРИСТИЧНОЇ ІНДУСТРІЇ
Частина 1

Підручник
для здобувачів першого (бакалаврського) рівня вищої
освіти, спеціальність 242 “Туризм і Рекреація”

Електронне навчальне видання

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Підручник (електронне навчальне видання) для здобувачів першого (бакалаврського) рівня вищої освіти, спеціальність 242 “Туризм і Рекреація” (англійською мовою). – Київ: Видавничий центр КНЛУ, 2024, 274 с.

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ВСТУП

Підручник-практикум “English for Tourism Industry” розпочинає серію електронних навчальних видань для здобувачів першого (бакалаврського) рівня вищої освіти, спеціальність 242 “Туризм і Рекреація”. **“English for Tourism Industry” Part 1** призначений для студентів 2 курсу факультету Туризму, бізнесу і психології Київського національного лінгвістичного університету, які навчаються за освітньо-професійною програмою “Туристичне обслуговування”. Підручник характеризується систематичним фундаментальним викладом навчального матеріалу відповідно до навчальної програми нормативної дисципліни “Англійська мова за професійним спрямуванням”.

Підручник спрямований на засвоєння матеріалу через практичні завдання та містить теоретичні знання як зі спеціальності, так і з мови, оскільки передбачає використання цього матеріалу у процесі формування іншомовної професійної комунікативної компетентності майбутніх фахівців як складової професійної компетентності. Системоутворюючим фактором виступає міждисциплінарний підхід, який є вищою формою інтегративних тенденцій у сучасній педагогічній науці. Інакше кажучи, сутність формування іншомовної професійної компетентності полягає в інтеграції іноземної мови як дисципліни зі спеціальними дисциплінами, у викладанні різних освітніх компонент як єдиного цілого, що, своєю чергою, сприяє розвитку професійної іншомовної особистості.

Підручник поєднує в собі опору на досвід та методичні традиції кафедри педагогіки та методики навчання іноземних мов Київського національного лінгвістичного


університету, зокрема, на творчий доробок професора Н.К. Скляренко, з новими аспектами теорії та практики професійно орієнтованої іншомовної підготовки та вимогами до створення сучасних нормативних електронних підручників, зміст яких відповідає завданням освіти, навчальним програмам дисципліни. У підручнику автори реалізують комплексний підхід до цілей іншомовної підготовки, що означає рівноцінність навчального, пізнавального, розвиваючого та виховного аспектів мети.

Вихідні положення. В основу підручника покладено положення про опановування професії через мову, а мовою – через професію. Це передбачає: 1) спілкування англійською мовою у різноманітних професійних комунікативних ситуаціях; 2) вмотивованість мовленнєвих дій студентів, яка може бути комунікативною або комунікативно-рольовою; 3) організацію колективної взаємодії, що означає спілкування не лише з викладачем, а й один з одним в одночасній роботі парами та малими групами по 3-5 осіб; 4) концентровану подачу нового навчального матеріалу, призначеного для активного засвоєння; 5) паралельне опановування всіма видами мовленнєвої діяльності - аудіюванням, говорінням (у діалогічній та монологічній формах), читанням та письмом.

Структура підручника. Навчальний матеріал підручника організований за тематичними циклами (Unit), об'єднаними певною тематикою, мовним і мовленнєвим матеріалом. Підручник містить 5 тематичних циклів, які охоплюють широке коло тем фахового спілкування сфери туризму та готельно-ресторанного бізнесу, певні моменти ділової англійської мови (написання резюме для працевлаштування, проведення презентацій, розробку маркетингового плану розвитку тощо). Структура циклів уніфікована. На початку тематичного циклу визначаються

його цілі з усіх видів мовленнєвої діяльності (**Skills Work**), робота над лексичним матеріалом (**Words Study**), робота з граматичним матеріалом (**Language Study**), проєктна діяльність як вид самостійної роботи студентів (**Project Work**). Далі слідує безпосередня реалізація завдань через комплекс відповідних вправ, що забезпечує ефективне засвоєння студентами навчального матеріалу, вироблення навичок та вмінь іншомовного професійного комунікативного спілкування.

У підручнику представлений граматичний довідник (**Grammar Exploration**), розділ “Основи комунікації” (**Communication Essentials**), де подані мовленнєві зразки, детальні інструкції щодо виконання комунікативних завдань англійською мовою, що входять до професійної компетентності фахівців з Туризму і Рекреації. У кінці кожного тематичного циклу подається матеріал для рубіжного контролю (**Unit Revision**) та активний словник розділу (**Unit Active Vocabulary**).

Слід зауважити, що підручник містить активні посилання на внутрішні розділи та зовнішні джерела інформації, зокрема, для прослуховування автентичних аудіотекстів слід натиснути на іконку  (підрозділи **Listening** та **Reading**), а для перегляду відео з ресурсу YouTube - на скриншот відео (підрозділ **Project Work**)

Підручник розрахований орієнтовно на 154 години практичної роботи та 146 годин самостійної роботи студентів. Кількість годин, відведених на кожний цикл, визначається відповідно до ступеня підготовленості студентів і засвоєння ними матеріалу, що вивчається.

Зміст текстового матеріалу, комплекс вправ, інші матеріали підручника дозволяють моделювати соціально-

професійне середовище, що створює умови для розвитку професійного мислення студентів, іншомовної професійної комунікативної компетентності та відкриває можливість інтеграції навчальної та практичної діяльності студентів.

Матеріал підручника розподіляється між авторами у такий спосіб:

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Unit 5: Active Vocabulary

Grammar Exploration

Communication Essentials

UNIT 1

INTRODUCTION TO TOURISM

Skills Work

- **Listening:** Understanding Tourism Trends
- **Speaking:** Discussing Travel Preferences
- **Reading:** Exploring Historical Landmarks
- **Writing:** Paragraph Writing. Writing a Travel Blog Entry

Words Study

- Key Vocabulary: Travel-related vocabulary

Language Study

- Past Simple, Past Continuous, Past Perfect, Past Perfect Continuous vs Present Perfect and Present Perfect Continuous for discussing travel experiences

Project Work

- Creating a Travel Blog

Lead-in

1 Group Discussion. *Work in small groups. Share your opinions, experiences, and predictions about current and future trends in tourism.*

Discussion Questions:

- What do you understand by the term "tourism trends"? Can you give examples?
- How do you think tourism trends impact the choices people make when planning their holidays?
- In your opinion, what are some of the most significant tourism trends in recent years?
- Do you believe that tourism trends vary depending on different factors such as age, nationality, or socioeconomic status? Why or why not?
- What do you think the future of tourism looks like? Are there any emerging trends you foresee?

Listening


2 *Match the words with their definitions.*

1. destination preferences	a. businesses involved in providing services to travelers, such as hotels, restaurants, and tour operators.
2. tourism trends	b. the characteristics of tourists such as age, gender, income level, and nationality.

3. travel patterns	c. the general direction in which tourism is developing or changing over time.
4. sustainable tourism	d. popular locations that attract a large number of visitors due to their unique attractions.
5. seasonal variation	e. the usual way in which people travel, including their routes and schedules.
6. tourist hotspots	f. an approach to travel that aims to have a positive impact on local communities and the environment.
7. travel expenditure	g. the amount of money spent by tourists on transportation, accommodation, food, and activities during their trip.
8. tourist demographics	h. changes in tourism activity based on different times of the year.
9. hospitality industry	i. new and growing areas where tourism is becoming increasingly popular.
10. emerging markets	j. the specific places that tourists like to visit more than others.

3 Read the list of 5 tourism trends provided below. Rank these trends from most appealing to least appealing, considering your own preferences. After 5 minutes, share your rankings with a partner and explain your reasoning.

solo travel, adventure tourism, luxury travel, eco-tourism, cultural tourism

4 Listen to the interview with Dr. Sarah Johnson, an expert in tourism studies, discussing trends in the tourism industry. As you listen, pay attention to the key points and ideas Dr. Johnson discusses. Take notes on the main trends she mentions and any supporting details provided. Be prepared to answer questions about the interview content. 

5 a. Review your notes from the interview. Discuss with a partner the main trends in tourism mentioned by Dr. Johnson and the reasons behind them.

b. Answer the following questions based on your understanding of the interview:

- What are some examples of tourism trends mentioned by Dr. Johnson?
- How do these trends impact the tourism industry?
- What factors contribute to these trends?
- In what ways can businesses in the tourism industry adapt to these trends?

Share your answers with the class and compare them with your classmates' responses.

6 a. Read the quote by Anthony Bourdain (a renowned chef, author, and television personality known for his culinary expertise and adventurous exploration of global cuisine and culture): **"Travel changes you. As you move**

through this life and this world you change things slightly, you leave marks behind, however small. And in return, life – and travel – leaves marks on you."

b. Reflect on this quote and consider how travel can impact individuals. Share your thoughts with the class.

Words Study

7 Complete each sentence with the appropriate vocabulary word from the list provided. Once you have completed all the sentences, review your answers to ensure they make sense. Be prepared to discuss your answers with your classmates.

accommodation, adventure, cultural immersion, landmarks, seasonality, tourist attractions, travel insurance, destination, solo travel, packing list, to explore new places, group travel, itinerary, local cuisine, go sightseeing

I love _____(1) when I travel to different countries.

When I visit a new city, I always _____(2) to learn about its history.

My dream _____(3) is to visit Japan and experience its unique culture.

Finding affordable _____(4) is crucial when planning a trip.

Creating a detailed _____(5) helps me stay organized during my travels.

Sometimes I prefer _____(6) because it allows me to explore freely.

_____ (7) can be fun as you get to share experiences with others.

I enjoy seeking _____(8) activities like hiking and zip-lining on my trips.

_____ (9) is the best way to learn about local customs and traditions.

Trying _____(10) is one of the highlights of traveling to new places.

_____ (11) like museums and monuments are worth visiting.

_____ (12) such as the Eiffel Tower make great photo spots for tourists.

Checking for _____(13) is important to pack suitable clothes for a trip.

I always make sure to purchase _____(14) before going on a trip.

I never forget to make a _____(15) to ensure I have everything I need.

8 Understanding idioms: a. *Read the dialogue between Julia and Rick about his upcoming solo trip to Europe. Pay attention to the idioms and phrases used in the conversation:*

catch some rays, hit the road, be on the same page, get it straight from the horse's mouth, put in a nutshell

b. *Identify the meanings of these idioms and phrases based on their context in the dialogue. Write down the meanings of each idiom and phrase in your own words. Be prepared to discuss the meanings of these idioms and phrases with your classmates.*

Alex: Hey John, have you thought about where we should go for our trip?

John: Well, I've been wanting to explore new places for a while now. There's so much out there that I haven't seen yet. How about you?

Alex: Me too! We could use some relaxation and catch some rays at the beach.

John: Sounds good to me. But what will be our destination?

Alex: Well, we haven't decided on a specific location yet. But we do know the type of accommodation we're looking for.

John: Yes, definitely something cozy but not too expensive.

Alex: Exactly. And we'll plan out our itinerary so we can make the most of our time there.

John: Great idea. We can go sightseeing and try out the famous local cuisine while we're there.

Alex: Oh, we can't forget to visit all the popular tourist attractions and landmarks too.

John: Right. And don't worry, I'll take care of getting travel insurance for us. Safety first!

Alex: You always think ahead. Speaking of which, do you have your packing list ready?

John: Not yet, but I'll make sure to pack light. We won't need too much since we'll only be gone for a week.

Alex: As long as we have sunscreen, swimsuits, and our passports, we're set.

John: Agreed. It'll be great to finally have a break from work and just relax.

Alex: Definitely. And it'll be fun traveling together as companions. We should start planning soon though, jet lag is no joke!

John: Absolutely. Let me break the ice with my boss today about taking some time off. Have you heard anything else about the trip from anyone else?

Alex: Nope, haven't put in a nutshell all the details yet. But maybe later we can get it straight from the horse's mouth.

John: Sounds like a plan! Let's be on the same page and make this trip one to never forget.

9 Using Idioms in micro dialogues. **a.** Learn the provided idioms and their meanings. **b.** Create micro dialogues with a partner and use each idiom in them. **c.** Perform the micro dialogues, making sure to include the context in which each idiom is used. Be creative and try to incorporate the idioms naturally into your conversation.

Idioms and Meanings:

- **Catch some rays:** To spend time in the sun, typically to relax or get a tan.
- **Hit the road:** To begin a journey or leave a place.
- **Be on the same page:** To have the same understanding or agreement about something.
- **Get it straight from the horse's mouth:** To obtain information directly from the most reliable or authoritative source.
- **Put in a nutshell:** To summarize something in a concise or brief manner.

Example Micro Dialogue:

A: "I'm feeling stressed. I need to relax."

B: "Why don't we head to the beach and catch some rays?"

A: "That sounds perfect. Let's go!"

Your Turn: Create micro dialogues:

1. Use the idiom "hit the road" in a conversation about leaving for a road trip.
2. Use the idiom "be on the same page" in a conversation about planning a group project.

3. Use the idiom "get it straight from the horse's mouth" in a conversation about finding out information about a new job opportunity.
4. Use the idiom "put in a nutshell" in a conversation about summarizing a long book or movie.
5. Use the idiom "catch some rays" in a conversation about wanting to spend time outdoors on a sunny day.

Language Study

10 Read the information in the **Grammar Exploration** section, Unit 1, about using different tenses to describe travel experiences. Then, complete the sentences with the correct form of the given tense.

1. Last year, I _____ (visit) Italy and _____ (explore) Rome's historical landmarks.
2. While we _____ (walk) along the beach, we _____ (spot) dolphins swimming in the distance.
3. By the time we _____ (arrive) at the hotel, we _____ (already/check) the weather forecast.
4. I _____ (explore) the ancient ruins for hours before the tour guide arrived.
5. I _____ (travel) to many countries and _____ (see) incredible sights.
6. I _____ (hike) in the mountains for the past few days and _____ (enjoy) every moment.
7. During my trip to Thailand, I _____ (stay) in various types of accommodation, from cozy guesthouses to luxurious resorts.
8. While traveling through Europe, I _____ (immerse) myself in the local culture by attending festivals and participating in traditional activities.
9. We _____ (visit) famous landmarks like the Eiffel Tower and the Colosseum during our tour of Europe.

10. When planning your trip, consider the _____ (seasonality) of your destination to avoid crowds and inclement weather.
11. Our _____ (destination) for this summer _____ (be) Greece, where we _____ (plan) to explore ancient ruins and relax on pristine beaches.
12. I've always enjoyed the freedom of _____ (solo travel), allowing me to discover new places at my own pace.
13. Before departing, don't forget to make a _____ (packing list) to ensure you _____ (have) everything you need for your journey.
14. During our trip to Japan, we _____ (explore) new places like Kyoto and Hiroshima, _____ (immerse) ourselves in the rich history and culture.
15. Our _____ (itinerary) includes visits to iconic landmarks, culinary experiences, and outdoor adventures.
16. One of the highlights of our trip has been _____ (sample) the _____ (local cuisine), from sushi in Tokyo to street food in Osaka.
17. We _____ (make) sure to _____ (go sightseeing) in every city we _____ (visit), capturing memories at famous attractions and hidden gems alike.
18. While in Bali, we _____ (take) the opportunity to _____ (catch some rays) on the beautiful beaches and _____ (swim) in crystal-clear waters.
19. After months of planning, it _____ (be) finally time to _____ (hit the road) and _____ (embark) on our cross-country adventure.
20. Before booking our accommodations, we _____ (make) sure everyone _____ (be) _____ (on the same page) regarding budget and preferences.

11 Read the email. Identify and underline all the verbs in it. Indicate the tense of each underlined verb and explain its usage. Then, compare your answers with a partner and discuss any differences or uncertainties.

Hey Alex,

Hope you're doing awesome! Heard you and your sis are off to Europe soon. Super cool! I've been all over the continent solo, so here are **a few nuggets** that might **come in handy** for your adventure.

First off, do your homework before you go. It's nice to be spontaneous, but having some sort of plan helps. You know, **sprinkle** in a couple of **off-the-beaten-path** finds, too.

You must've heard last year I visited Europe. But before I had flown to Thailand. During my trip to Thailand, I stayed in various types of accommodation, from cozy guesthouses to luxurious resorts. While traveling through Europe, I was immersing myself in the local culture by attending festivals and participating in traditional activities.

We visited famous landmarks like the Eiffel Tower and the Colosseum during our tour of Europe. When planning your trip, consider the seasonality of your destination to avoid crowds and inclement weather.

Our destination for this summer has been Greece, where we have planned to explore ancient ruins and relax on pristine beaches. I've always enjoyed the freedom of solo travel, allowing me to discover new places at my own pace.

Before departing, don't forget to make a packing list to ensure you have everything you need for your journey. During our trip to Japan, we were exploring new places like Kyoto and Hiroshima, immersing ourselves in the rich history and culture. Our itinerary included visits to iconic landmarks, culinary experiences, and outdoor adventures. One of the highlights of our trip was sampling the local cuisine, from sushi in Tokyo to street food in Osaka.

We made sure to go sightseeing in every city we visited, capturing memories at famous attractions and hidden gems alike. While in Bali, we were taking the opportunity to catch some rays on the beautiful beaches and swim in crystal-clear waters.

After months of planning, it was finally time to hit the road and embark on our cross-country adventure. Before booking our accommodations, we had made sure everyone was on the same page regarding budget and preferences.

Before we left, we had got some insider tips straight from the horse's mouth about the best places to visit. To put it in a nutshell, our trip has been an amazing journey filled with unforgettable experiences.

Hope this helps! If there's anything else you need, hit me up. Have a blast on your trip!

Catch you later,
Sara



A few nuggets: This phrase is often used metaphorically to refer to small pieces of valuable information or advice. In the context of the letter, "a

few nuggets" means that the writer is offering some useful tips or insights based on their own experiences.

Come in handy: This expression means to be useful or helpful in a particular situation. So, when the writer says, "a few nuggets that might come in handy for your adventure," they are suggesting that the tips or advice they are providing could be useful during Alex's trip to Europe.

Sprinkle in: To "sprinkle in" something means to add a small amount of it to a larger mixture or collection. In this context, "sprinkle in a couple of off-the-beaten-path finds" suggests adding a few unconventional or lesser-known destinations or experiences to Alex's travel plans. It implies that while it's important to visit the popular tourist attractions, including a few hidden gems can enhance the overall travel experience.

Off the beaten path: It is an idiom that refers to a place or activity that is not well-known or popular among tourists or the general public. It describes something that is away from the usual tourist destinations or common routes. When someone says they are going "off the beaten path," they mean they are exploring areas or experiences that are less frequented by tourists and may offer a more authentic or unique experience.

Writing



Refer to the section [Communication Essentials](#) to learn how to effectively write a paragraph

12 *a. Re-read the letter and pay attention to the highlighted phrases and idioms. Write a short paragraph about your own travel experiences, using at least three of the highlighted tenses (Past Simple, Past Continuous, Past Perfect, Past Perfect Continuous, Present Perfect, or Present Perfect Continuous) and incorporating one or more of the highlighted phrases or idioms.*

b. Share your paragraph with a partner or small group and discuss how you used the tenses and phrases to describe your experiences.

c. Listen to your partner's or group members' paragraphs and identify the tenses and phrases they used.

d. Reflect on how different tenses and phrases can convey different meanings and nuances in describing travel experiences.

Speaking

13 *Work with your partner to create a dialogue discussing your travel experiences.*

a. Incorporate the past simple, past continuous, past perfect, past perfect continuous, present perfect, and present perfect continuous tenses into your dialogue.

b. Use active vocabulary (words, phrases, idioms) related to travel from Unit 1 in your conversation.

c. Aim to make your dialogue natural and engaging, reflecting a genuine conversation between two travelers.

d. Once you have created your dialogue, practice reading it aloud together to ensure fluency and comprehension.

e. Be prepared to present your dialogue to the class, focusing on pronunciation, intonation, and expression.

Reading

14 *Match the words with their definitions.*

1. peak travel seasons	a. a person who loves food and enjoys trying new and different types of cuisine.
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2. must-see sights	b. a collection of valuable or interesting things that are discovered or found in one place.
3. mouthwatering	c. popular or famous attractions that are considered essential to visit when traveling to a particular place.
4. vibrant street life	d. delicious and enjoyable to eat, usually used to describe food that tastes really good.
5. treasure trove	e. describing food that looks or smells so good that it makes you want to eat it immediately.
6. ancient landmarks	f. historical sites or structures that have been around for a long time and are important to a culture's history.
7. budget-friendly	g. affordable or inexpensive, especially when referring to products or services that don't cost a lot of money.
8. indulging in	h. allowing yourself to enjoy something special or luxurious, often related to food or experiences.
9. foodie	i. the lively atmosphere of streets with lots of activity, people, and energy.

10. delectable

j. the times of year when many people travel to a specific destination because it is the best time to visit.

15 Read and Listen Activity:



a. Read the review while simultaneously listening to the recording.

b. As you read and listen, pay attention to any words that are unfamiliar or that you may have mispronounced. Copy out these words and note any corrections in pronunciation that you learn from the recording.

c. After completing the activity, review the list of words and practice pronouncing them correctly.

1 If you're a fan of solo travel, exploring new places, and cultural immersion, then Rome should definitely be on your bucket list. As the capital city of Italy, Rome is one of the most popular tourist hotspots in Europe, and for good reason. With its rich history, stunning architecture, and world-renowned local cuisine, there's something for everyone in the Eternal City.

2 When planning a trip to Rome, there are a few things you'll want to keep in mind. First and foremost, make sure to book your accommodation well in advance. As one of the most visited cities in the world, hotels can fill up quickly, especially during peak travel seasons. If you're looking for a more budget-friendly option, consider staying in a hostel or renting an apartment through a site like Airbnb.

3	<p>Once you've sorted out your accommodation, it's time to start planning your Roman adventure. With so many famous landmarks and tourist attractions, it can be difficult to decide what to see and do, especially if you're only in the city for a short amount of time. To make the most of your visit, I recommend creating an itinerary that includes all the must-see sights, such as the Colosseum, the Roman Forum, and the Vatican Museums. If you have extra time, be sure to check out some of the lesser-known gems, like the Baths of Caracalla and the Capuchin Crypts.</p>
4	<p>Of course, no trip to Rome would be complete without indulging in the local cuisine. From mouthwatering pasta dishes to delectable gelato, the city is a food lover's paradise. Be sure to try classic Roman dishes like carbonara, amatriciana, and cacio e pepe, and don't forget to wash it all down with a glass of wine or two. For the best foodie experience, consider taking a food tour or cooking class to learn more about the city's culinary traditions.</p>
5	<p>While there's certainly no shortage of things to see and do in Rome, it's also worth taking a day trip to one of the nearby destinations. Just a short train ride away is the charming town of Tivoli, home to two stunning UNESCO World Heritage Sites: Villa d'Este and Hadrian's Villa. Another popular day trip option is the ancient city of Pompeii, which was buried under ash during the eruption of Mount Vesuvius in 79 AD. Exploring new places like these can offer a fascinating glimpse into Roman life.</p>

6	<p>Whether you're a history buff, an art enthusiast, or simply someone who loves to catch some rays and hit the road, Rome is sure to capture your heart. From its ancient landmarks to its vibrant street life, the city is a treasure trove of adventure and discovery. So what are you waiting for? Grab your passport, pack your bags, and get ready for the Roman adventure of a lifetime. See you in the Eternal City!</p>
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16 *Read the text carefully and identify the main idea of each paragraph (1-6) by selecting the correct heading (a-c).*

1	<p>a. "Discovering Rome's Lesser-Known Attractions" b. "Rome: A Must-Visit Destination for Solo Travelers" c. "Exploring Italy's Hidden Gems"</p>
2	<p>a. "Tips for Planning Your Trip to Rome" b. "Exploring Rome's Hidden Treasures" c. "Finding Budget-Friendly Accommodation in Rome"</p>
3	<p>a. "Creating an Itinerary for Your Roman Adventure" b. "Exploring Rome's Lesser-Known Landmarks" c. "Visiting Rome's Top Tourist Destinations"</p>
4	<p>a. "Indulging in Rome's Culinary Delights" b. "Exploring Rome's Ancient Landmarks" c. "Visiting Rome's Local Attractions"</p>
5	<p>a. "Exploring Nearby Destinations from Rome" b. "Discovering Rome's Hidden Gems" c. "Exploring Rome's Top Tourist Destinations"</p>

- | | |
|---|--|
| 6 | a. "Embracing the Spirit of Rome"
b. "Planning Your Roman Adventure"
c. "Exploring Rome's Cultural Heritage" |
|---|--|

Speaking

17 *a. Work in small groups of 3-4 students each. Discuss the following questions:*

- Have you ever experienced solo travel before? How did you find the experience?
- What do you enjoy most about exploring new places and immersing yourself in different cultures?
- How important is it to book your accommodation well in advance when traveling to tourist hotspots?
- What are some must-see landmarks and tourist attractions on your bucket list?
- Do you prefer following a planned itinerary or going off the beaten path when traveling?
- Have you ever tried local cuisine while traveling? If so, what was your favorite dish?
- How do you ensure you're on the same page with your travel companions when planning an adventure?)
- What kind of destinations do you usually look forward to visiting when planning a trip?
- Have you ever had to rely on travel insurance during one of your adventures?
- When traveling, do you prefer catching some rays on the beach or hitting the road for exploration?

Example:

A: How did you find the experience?

B: In my opinion, solo travel allows for more flexibility, but it can also be a bit lonely at times...

A:...

b. Use the provided phrases to give an opinion, express agreement, disagreement, and preferences, and transition between topics:

Expressing Agreement:

- I completely agree with you.
- That's a valid point.
- I couldn't have said it better myself.
- I see what you mean.

Seeking Clarification:

- Could you clarify that a bit?
- I'm not sure I understand. Could you explain it again?
- Can you elaborate on that?

Giving Opinions:

- In my opinion...
- From my perspective...
- Personally, I think...
- As far as I'm concerned...

Expressing Preferences:

- I'd rather...
- Personally, I prefer...
- I'm more inclined to...
- If I had to choose, I'd go with...

Agreeing and Adding:

- I agree, and furthermore...
- That's true, and in addition...
- I agree with what you said, and I'd also like to mention...
- You're right, and another point to consider is...

Disagreeing Politely:

- I see your point, but I respectfully disagree.
- I understand where you're coming from, but I have a different perspective.
- That's an interesting viewpoint, but I'm afraid I have to disagree.
- I'm not sure I agree with that assessment.

Transitioning to a New Topic:

- Moving on to another point...
- Let's shift gears and talk about...
- That's a good segue into discussing...
- Now, let's consider...

c. *Take turns speaking and ensure everyone has an opportunity to participate.*

Writing

18 Writing a paragraph:

a. *Write a social media post recommending a hidden gem you discovered while traveling, using at least 5 target vocabulary words. Your post should be written in the form of a paragraph.*

b. *Create an email to a friend describing your recent cultural immersion experience in a foreign country, incorporating at least 5 target vocabulary words.*

c. *Write a review of a local restaurant you visited on your travels, highlighting the mouthwatering dishes and vibrant atmosphere, using at least 5 target vocabulary words.*

sustainable, tourist hotspots, cultural immersion, landmarks, tourist attractions, travel insurance, to explore new places, itinerary, catch some rays, hit the road, be on the same page, off the beaten path, peak travel seasons, budget-friendly, must-see sights, indulge, mouthwatering, delectable, foodie, treasure trove, vibrant

19 Brainstorming

a. *Reflect on Your Travel Experience: Think about a memorable travel experience you've had recently or in the past.*

b. Brainstorm Ideas: Consider the key highlights, emotions, and observations from your journey. Make notes on the most interesting aspects you want to include in your blog entry.

c. Choose a Focus: Decide on the main focus of your blog entry. Are you sharing a specific adventure, cultural immersion, or culinary experience? Choose a topic that resonates with you and your readers.

d. Plan Your Structure: Outline the structure of your blog entry, including the introduction, main body paragraphs, and conclusion. Decide how you will organize your thoughts and experiences for maximum impact.



Key Elements of a Travel Blog Entry:

1. **Captivating Title:** Choose a catchy title that grabs the reader's attention and hints at the content of your blog entry.
2. **Introduction:** Start with an engaging introduction that sets the scene for your travel experience and entices readers to continue reading.
3. **Personal Narrative:** Share your personal experiences, observations, and emotions from your journey. Use descriptive language to paint a vivid picture for your readers.
4. **Use of Multimedia:** Incorporate photos, videos, and other multimedia elements to enhance your blog entry and provide visual context for your experiences.
5. **Highlights and Recommendations:** Highlight the most memorable moments of your trip and provide recommendations for places to visit, things to do, and where to eat.
6. **Reflection and Conclusion:** Reflect on the overall experience and share any insights or lessons learned. Conclude with a memorable closing statement that leaves a lasting impression on your readers.

20 Writing Your Travel Blog Entry

Instructions:

Title

- Begin by crafting a captivating title for your travel blog entry that reflects the essence of your experience and captures readers' interest.

Introduction

- Write an engaging introduction that hooks readers and introduces the destination or theme of your travel blog entry.

Personal Narrative

- Share your personal experiences, anecdotes, and emotions from your journey. Use descriptive language to bring your adventures to life and immerse readers in your travel experience.

Multimedia

- Incorporate photos, videos, or other multimedia elements to complement your written content and provide visual context for your experiences.

Highlights and Recommendations

- Highlight the most memorable moments of your trip and provide recommendations for fellow travelers. Share insider tips, hidden gems, and must-visit attractions.

Reflection and Conclusion

- Reflect on the overall significance of your travel experience and share any insights or lessons learned. Conclude with a memorable closing statement that leaves a lasting impression on your readers.

Review and Revise

- Review your travel blog entry for clarity, coherence, and creativity. Make revisions as needed to enhance the flow and impact of your writing.

Publish and Share

- Once you're satisfied with your travel blog entry, publish it on your preferred blogging platform and share it with your audience. Encourage feedback and engage with your readers to create a vibrant travel community.

Project Work

21 Watching a video

Watch a video on *How to Start a Travel Blog*. Choose the correct answer to the following questions.



1. What is the main purpose of the tutorial video?

a. To teach viewers how to build a professional travel blog using WordPress.

b. To demonstrate the features of the Vilva WordPress theme.

c. To share the blogger's experience in generating six-figure income from his blog.

d.To highlight the benefits of using SiteGround web hosting.

2. According to the video, which feature of SiteGround web hosting is particularly beneficial for new bloggers?

- a.The 30-day money-back guarantee.
- b.The managed WordPress hosting solution.
- c.The availability of a free SSL certificate.
- d.The 24/7 technical support.

3. What does the video specifically mention about the Vilva WordPress theme?

- a.It is a premium theme that can be used for any industry or niche.
- b.It is a free theme that can be used to create a travel blog.
- c.It is a responsive theme that can be viewed on any device.
- d.It is a theme that includes built-in monetization features.

4. What strategy does the video recommend for growing an email list?

- a.Offering lead magnets and opt-in forms.
- b.Utilizing affiliate marketing.
- c.Selling digital products directly from the blog.
- d.Promoting the blog's newsletter.

5. Which of the following is not mentioned as a key feature of the SiteGround web hosting service?

- a.Automatically updates WordPress and plugins.
- b.Provides a content delivery network (CDN).
- c.Offers a free domain registration.

d. Includes a built-in security plugin.

6. What is the purpose of the SiteGround security plugin mentioned in the video?

a. To protect the blog from brute force attacks and hacking attempts.

b. To optimize the blog's performance and speed.

c. To automatically generate backups of the blog's content.

d. To monitor the blog for any malicious code or activities.

7. What is the primary benefit of using the SiteGround affiliate link provided in the video description?

a. It allows the viewer to access a discounted hosting plan.

b. It helps the blogger maintain and grow their YouTube channel.

c. It provides the viewer with a free ebook on starting a blog.

d. It ensures the viewer's personal information is kept private.

22 Creating a Travel Blog

Objective:

Your task is to create a captivating travel blog that showcases your adventures and experiences in a chosen destination. You can present your project as a Power Point (Keynote/ Canva etc) presentation or as a draft of a blog post using WordPress.

Instructions:

Destination Selection

- Choose a destination that you have visited or would like to visit. Consider factors such as cultural significance, landmarks, local cuisine, and unique experiences.

Content Creation

- Develop engaging content for your travel blog. This may include:

Writing Style

- Write your blog post in a clear, descriptive, and engaging style. Use descriptive language to vividly convey your experiences and emotions.

Target Audience

- Consider your target audience when creating your travel blog. Tailor your content to appeal to travelers with similar interests and preferences.

Incorporating Feedback

- After completing your draft, seek feedback from peers or instructors to refine and improve your travel blog.
- Presentation Format
- Choose either a Power Point (Keynote/ Canva etc) presentation or a draft of a blog post using WordPress to present your travel blog project.

Submission

- Submit your completed project, including your presentation or draft blog post, by the specified deadline.

UNIT 1: REVISION

Listening

1 Listen to the text and determine whether the following statements are True, False, or Not given according to the information provided.



1. The author suggests that booking flights is not necessary for a trip to India.
2. Staying at a heritage hotel guarantees a luxurious experience.
3. India has a uniform climate throughout the year.
4. The author prefers traveling to India during the summer months.
5. The author suggests skipping the iconic landmarks when planning your trip to India.
6. The author has visited all the ancient landmarks in India.
7. The author discourages group travel for exploring historical sites in India.
8. The author recommends skipping travel insurance to save money.
9. The author implies that traveling to India's historical landmarks will be a disappointing experience.
10. The author suggests that packing lightly is the key to a successful trip to India.

Scoring: maximum 10 points

2 Listen to the text again. Choose the correct answers:

1. Based on the passage, what is the primary reason the author suggests that India is a "must-visit destination for travel enthusiasts"?

- A. India offers a diverse range of budget-friendly accommodation options.
- B. India is home to a variety of UNESCO World Heritage Sites.
- C. India's climate and seasonality make it an ideal year-round travel destination.
- D. India's historical landmarks provide excellent photo opportunities for travelers.

2. Which of the following is not mentioned as one of the steps the passage recommends taking before embarking on a trip to India?

- A. Securing a visa
- B. Arranging for accommodations
- C. Booking flights
- D. Purchasing travel insurance

3. What does the passage suggest is the primary benefit of staying at a heritage hotel in India?

- A. It provides a more authentic cultural experience.
- B. It offers a more budget-friendly accommodation option.
- C. It ensures better access to the country's historical sites.
- D. It allows for a more hassle-free and organized travel logistics.

4. According to the passage, which of the following is not listed as a "must-see" historical landmark in India?

- A. The Amber Fort in Jaipur
- B. The Qutub Minar in Delhi
- C. The Ajanta and Ellora caves
- D. The Taj Mahal in Mumbai

5. Which of the following is the passage's main recommendation for exploring India's historical landmarks?

- A. Traveling solo to have a more immersive experience
- B. Joining a group travel to maximize exploration

- C. Focusing on the country's hidden gems over iconic sites
- D. Prioritizing the most popular tourist attractions

6. What does the passage suggest about the best time to visit most parts of India?

- A. The summer months (March to June)
- B. The monsoon season (July to September)
- C. The winter months (November to February)
- D. The spring season (April to May)

7. Which of the following is the passage's overall recommendation for travelers visiting India's historical sites?

- A. Prioritize cultural immersion over logistical planning.
- B. Avoid group travel and explore the country independently.
- C. Focus on the rich cultural history and local cuisine.
- D. Ensure thorough preparation and a sense of adventure.

Scoring: maximum 7 points

Reading

3 *Read the text and determine whether the following statements are True, False, or Not given according to the information provided.*

Understanding Tourism Trends

Tourism is a dynamic and ever-changing industry. To stay ahead, it's important to keep up with the latest trends in travel patterns and tourist behavior. Here are some key trends that are shaping the tourism industry today.

Sustainable tourism has become a major trend in recent years. Travelers are increasingly seeking out

eco-friendly destinations and activities. They want to minimize their impact on the environment and support local communities. In response, many destinations are adopting sustainable practices, such as promoting public transportation and reducing waste.

Traditionally, tourism has been highly seasonal variation, with peaks during school holidays and summer months. However, there is now a trend towards off-peak travel, as travelers seek to avoid crowds and high prices. This has led to a more even distribution of tourists throughout the year. It has also resulted in the development of new tourist hotspots in traditionally quiet seasons.

The tourist demographics are changing rapidly. The rise of the middle class in emerging markets has led to a surge in outbound travel from countries such as China and India. At the same time, the aging population in many developed countries means that more older people are traveling. These changes have significant implications for the tourism industry, affecting everything from marketing strategies to the design of hotel rooms.

The sharing economy, which allows individuals to share resources online, has had a major impact on the tourism industry. Services such as Airbnb and Uber have disrupted traditional business models, providing travelers with affordable accommodation and transportation options. This has led to increased competition for hotels and taxi companies, as well as concerns over issues such as safety and regulation.

Advances in technology have transformed the way we travel. From online booking platforms to mobile

apps, travelers now have more control and flexibility over their trips. Technology has also made it easier for tourists to access information and reviews, empowering them to make more informed decisions. In response, the hospitality industry is increasingly focusing on providing personalized experiences and tailored recommendations.

There has been a shift in how tourists spend their travel expenditure. While spending on accommodation and food remains significant, travelers are increasingly allocating more of their budget to experiences and activities. They want to immerse themselves in the local culture and create lasting memories. This trend has led to the rise of niche tourism markets, such as adventure travel and culinary tourism.

The rise of new tourism markets is reshaping the global tourism landscape. Countries in Asia, Latin America, and Africa are experiencing rapid growth in international arrivals. These emerging markets offer unique cultural experiences and natural attractions. They also present opportunities for investment and development. However, challenges such as infrastructure limitations and political instability need to be addressed.

1. Sustainable tourism has not gained popularity in recent years.
2. Tourism has always been evenly distributed throughout the year.
3. The rise of the middle class in emerging markets has not impacted outbound travel.
4. The sharing economy has not affected the tourism industry.

5. Advances in technology have not impacted the way we travel.
6. Tourists have always spent their travel expenditure in the same way.
7. The rise of new tourism markets has not impacted the global tourism landscape.
8. Countries in Asia, Latin America, and Africa are not experiencing rapid growth in international arrivals.
9. Understanding tourism trends is not important for businesses and destinations.
10. Businesses do not need to adapt to changing consumer preferences to attract visitors.

Scoring: maximum 10 points

4 *Choose the correct answers:*

1. According to the passage, what is the key driver behind the rise of sustainable tourism?
 - A. Increased environmental awareness among travelers
 - B. Stricter government regulations on tourism activities
 - C. Economic incentives for destinations to adopt sustainable practices
 - D. Pressure from environmental advocacy groups
2. The passage states that there is a trend towards off-peak travel. Which of the following is cited as a consequence of this trend?
 - A. The development of new tourist hotspots in traditionally quiet seasons
 - B. Increased seasonal variation in travel patterns
 - C. Higher prices for travel during peak seasons
 - D. Reduced availability of public transportation options

3. How has the sharing economy impacted the traditional hospitality industry, as discussed in the passage?
- A. It has led to increased competition for hotels and taxi companies.
 - B. It has resulted in the standardization of accommodation and transportation options.
 - C. It has led to a decline in the use of online booking platforms.
 - D. It has caused a significant increase in safety and regulatory concerns.
4. Which of the following best describes the changing tourist demographics discussed in the passage?
- A. The aging population in developed countries has led to a decline in outbound travel.
 - B. There has been no significant change in the tourist demographic in recent years.
 - C. The rise of the middle class in emerging markets has led to more domestic tourism.
 - D. The tourist demographic has become more diverse, with increases in both younger and older travelers.
5. Which of the following is cited as a key challenge facing emerging tourism markets?
- A. Lack of natural attractions and cultural experiences
 - B. Oversaturation of the tourism market
 - C. Infrastructure limitations and political instability
 - D. Declining interest from international travelers
6. How has the trend towards experiential travel affected the tourism industry, according to the passage?
- A. It has led to a decline in the popularity of niche tourism markets.
 - B. It has resulted in a decrease in the allocation of travel budgets to experiences and activities.

C. It has caused a shift towards more traditional sightseeing and package tours.

D. It has led to the rise of new tourism markets, such as adventure travel and culinary tourism.

7. Which of the following is identified as a key way that technology has transformed the travel industry?

A. It has reduced the level of personalization in the hospitality industry.

B. It has made it more difficult for tourists to access information and reviews.

C. It has led to a decrease in the use of mobile apps for travel planning.

D. It has empowered travelers to make more informed decisions about their trips.

Scoring: maximum 7 points

Use of Language

5 *Choose the correct answers:*

1. When I ____ (arrive) at the airport, my flight had already left.

a) arrive

b) arrived

c) had arrived

2. They ____ (explore) the city when the rain started.

a) explored

b) were exploring

c) had explored

3. She ____ (travel) to three different countries before she moved to Spain.

a) traveled

b) was traveling

- c) had traveled
4. While I ____ (wait) for the bus, I saw my old friend.
a) waited
b) was waiting
c) had waited
5. They ____ (visit) the museum when they found a rare artifact.
a) visited
b) were visiting
c) had visited
6. By the time the tour ended, I ____ (take) hundreds of photos.
a) took
b) was taking
c) had taken
7. She ____ (plan) her trip for months before she finally booked the tickets.
a) planned
b) was planning
c) had been planning
8. He ____ (not, see) the Eiffel Tower before he went to Paris.
a) didn't see
b) wasn't seeing
c) hadn't seen
9. We ____ (hike) for hours when we realized we were lost.
a) hiked
b) were hiking
c) had hiked
10. By the time we got to the beach, the sun ____ (set).
a) set
b) was setting
c) had set
11. I ____ (travel) to Japan three times so far.
a) travel
b) have traveled
c) had traveled

12. They ____ (wait) for the tour guide for over an hour.
a) wait
b) have waited
c) have been waiting
13. She ____ (visit) all the major museums in London.
a) visits
b) has visited
c) had visited
14. He ____ (explore) the Amazon rainforest since last week.
a) explores
b) has explored
c) has been exploring
15. We ____ (never, see) such a beautiful sunset before.
a) never see
b) have never seen
c) had never seen
16. I ____ (plan) this trip for months.
a) plan
b) have planned
c) have been planning
17. She ____ (not, finish) packing her bags yet.
a) doesn't finish
b) hasn't finished
c) hadn't finished
18. They ____ (learn) Spanish for their upcoming trip to Mexico.
a) learn
b) have learned
c) have been learning
19. He ____ (already, book) the hotel for our stay.
a) already books
b) has already booked
c) had already booked
20. We ____ (not, decide) where to go for our next holiday yet.
a) don't decide
b) haven't decided
c) hadn't decided

21. I ____ (read) travel blogs to get tips for my journey.
a) read
b) have read
c) have been reading
22. She ____ (save) money for her dream vacation for years.
a) saves
b) has saved
c) has been saving
23. They ____ (not, fly) in a plane before, so they were very excited.
a) don't fly
b) haven't flown
c) hadn't flown
24. He ____ (be) to Italy twice this year.
a) is
b) has been
c) had been
25. We ____ (try) to learn basic phrases in the local language.
a) try
b) have tried
c) have been trying
26. She ____ (always, dream) of visiting the pyramids in Egypt.
a) always dreams
b) has always dreamed
c) had always dreamed

Scoring: maximum 26 points

6 *Read the text and fill in the blanks:*

indulge in, landmarks, a few nuggets, off the beaten path, catch some rays, tourist hotspots, put in a nutshell, treasure trove, delectable, mouthwatering, hang out, get it straight from the horse's mouth, must-visit, hidden gems., hit the road

When it comes to choosing a destination, most people are on the same page. They want somewhere sunny where they can ____ (1). The beach is their favorite place to _____ (2), but they also like going for walks in the countryside.

But when it comes to what they want to do on vacation, men and women have different ideas. Men want adventure. They love extreme sports like snowboarding and skydiving. Women, on the other hand, prefer to relax. They like lying in the sun, reading books, and listening to music.

We asked people where they would most like to go on vacation, and here are the top five responses:

1. Australia - People want to _____ (3) and drive across this amazing country.

2. Italy - They want to _____ (4) delicious Italian food and see the _____ (5) sights of Rome.

3. Greece - They want to go island-hopping and explore ancient _____ (6).

4. Thailand - They want to _____ (7) and try authentic Thai food.

5. Canada - They want to _____ (8) and see stunning landscapes and wild animals.

We also asked some travel experts for ____ (9) of advice. They suggested trying something new and going _____ (10). Instead of staying in a hotel, why not rent an apartment or a house? And instead of eating at ____ (11), why not ask the locals for their recommendations? You might discover some amazing ____ (12)

So, if you're looking for a great vacation destination, why not consider one of these places? Whether you're into adventure or relaxation, there's something for everyone. Australia is perfect for thrill-seekers, while Italy is ideal for food lovers. Greece is a great choice if you're interested in history, and Thailand is a _____(13) for anyone who loves spicy food. And Canada is a _____(14) of beautiful landscapes and _____(15) cuisine.

Scoring: maximum 15 points

Writing

7 *Write a paragraph on your Most Memorable Travel Experience, using the following supporting ideas:*

Supporting Ideas:

1. Introduction: Briefly mention where and when the trip took place.
2. Destination Details: Describe the location and why it was special.
3. Key Experience: Highlight a specific event or activity that made the trip memorable.
4. Personal Impact: Explain how this experience affected you personally.

Scoring: maximum 5 points

8 *Write a paragraph describing how a travel experience changed your perspective on life. Include specific details about the trip and explain the impact it had on your views or beliefs.*

Scoring: maximum 10 points

Speaking

9 *Discuss Your Travel Preferences*

Instructions:

1. **Pair Up:** Find a partner for this speaking task.
2. **Discuss:** Take turns asking and answering the questions about your travel preferences:
3. **Engage:** Ask follow-up questions to keep the conversation going.
4. **Time Limit:** Speak for about 10 minutes in total, ensuring both partners have equal speaking time.
5. **Summarize:** After the discussion, briefly summarize your partner's travel preferences.

Scoring: maximum 10 points

Final Scoring: maximum 100 points.

UNIT 1: ACTIVE VOCABULARY

a few nuggets (advice)	itinerary
accommodation	landmark
adventure	local cuisine
adventure tourism	luxury travel
ancient landmarks	mouthwatering
be on the same page	must-see sights
budget-friendly	off the beaten path
catch some rays	packing list
cultural immersion	peak travel seasons
cultural tourism	put in a nutshell
delectable	seasonal variation
destination	seasonality
destination preferences	solo travel
eco-tourism	sustainable tourism
emerging markets	tourism trends
explore new places	tourist attractions
foodie	tourist demographics
get it straight from the horse's mouth	tourist hotspots
go sightseeing	travel expenditure
group travel	travel insurance

hit the road	travel patterns
hospitality industry	treasure trove
indulge in	vibrant

UNIT 2

MOTIVATIONS FOR TRAVEL

Skills Work

- **Listening:** Understanding Motivation Factors for Travel
- **Speaking:** Discussing Motivations for Travel. Presenting a Sample Itinerary
- **Reading:** Travel Itinerary
- **Writing:** Reflective writing, Travel Itinerary Planning

Words Study

- Key Vocabulary: Internal and External Factors of Travel Motivation, Phrasal verbs and Idioms for Discussions, Modes of Transportation, Travel Accommodations, and Air Travel Essentials

Language Study

- Present Tenses for Future Arrangements, Future Tenses for Travel Plans and Predictions

Project Work

- Plan a Travel Itinerary for Different Types of Travelers Based on Their Motivation Factors

Lead-in

1 Group Discussion. *Work in small groups and engage in discussions about the following questions:*

Discussion Questions:

- How do your personal interests and desires influence your choice of travel destinations?
- Can you recall a specific instance where your family dynamics or cultural background played a significant role in determining your travel plans?
- Have you ever experienced a situation where economic factors or market conditions affected your travel decisions? How did you adapt to these changes?
- In your opinion, which type of motivation—**intrinsic** or **extrinsic**—has a greater impact on your overall travel experiences? Why?
- Do you think advancements in technology and social media have influenced how people perceive and respond to travel motivations? If so, how?



Intrinsic motivation refers to engaging in an activity or behavior because it is inherently rewarding and satisfying, without the need for external rewards or incentives. It involves pursuing an activity for the enjoyment, satisfaction, or personal fulfillment it brings.

Example: A person who paints finds it creatively fulfilling and enjoyable, regardless of receiving recognition or monetary compensation.

Extrinsic motivation, on the other hand, involves engaging in an activity or behavior for the sake of external rewards or incentives, such as money, praise, or social approval. The

motivation to perform the activity arises from the desire to obtain a specific outcome or reward.

Example: Some students study hard to earn good grades and praise from parents or teachers, rather than because they inherently enjoy learning.

Listening

2 Match the words with their definitions.

1. cultural dynamics	a. the interactions and changes within a society's customs and traditions
2. currency fluctuations	b. important; having meaning or influence
3. extrinsic	c. things that motivate or encourage someone to do something
4. obligation	d. belonging naturally; essential
5. market variables	e. changes in the value of money compared to other currencies
6. significant	f. the beliefs, values, and practices of a particular group of people
7. cultural backgrounds	g. a duty or commitment to do something
8. intrinsic	h. coming from outside; not inherent

9. incentives

i. factors that can affect the buying and selling of goods and services

3 You will listen to the podcasts on travel motivations featuring psychologist Dr. Victoria Williams. **a.** Familiarize yourselves with some potentially unfamiliar words and phrases you might encounter. **b.** Work in pairs or small groups to deduce the meanings of the following words and phrases from the context. Use clues from your prior knowledge and discuss with your peers if needed. Refer to a dictionary for clarification.

Words and Phrases to Deduce:

Be perceived as

Refer to

Drive sb to do

Satisfy needs


Come into play

Be inclined

To impact

Shed light on

Likewise

4 Listen to the first podcast. Work individually or in pairs to fill in the blanks in the interview with the appropriate words or phrases from the list provided.  After completing the dialogue, compare your answers with a partner and discuss any differences or uncertainties. Be prepared to share your reasoning for each choice.

fulfilling, shape, refers to, extroverted, social interactions, come into play, personal values, inclined,

drive, satisfies these psychological needs, introverted, significant

Interviewer: Hello, and welcome to our podcast on travel motivations! Today, we're diving into the fascinating world of internal factors that drive people to travel. Joining us is Dr. Victoria Williams, a psychologist specializing in travel motivations. Dr. Williams, thank you for being here.

Dr. Williams: Thank you for having me.

Interviewer: Let's start with intrinsic motivation. Could you explain what intrinsic motivation is and how it influences people's travel decisions?

Dr. Williams: Certainly. Intrinsic motivation _____(1) the internal desires and needs that _____(2) individuals to seek out new experiences and adventures. This could include a desire for self-expression, the need for relaxation, or the thrill of competition. For many people, travel _____(3) by offering opportunities for leisure activities, exploration, and self-assurance.

Interviewer: Fascinating! How do attitudes, perceptions, values, and personality _____(4) when it comes to travel motivation?

Dr. Williams: Attitudes, perceptions, values, and personality all _____(5) how individuals perceive and engage with travel experiences. Someone with a positive attitude towards adventure and exploration, for example, may be more _____(6) to seek out new destinations. Similarly, _____(7) and beliefs can influence what types of travel experiences are considered desirable or _____(8).

Interviewer: And what role does personality play in travel motivation?

Dr. Williams: Personality plays a _____(9) role in determining the types of travel experiences that individuals are drawn to. An _____(10) person, for

instance, may be more inclined to seek out _____(11) and group activities, while an _____(12) individual may prefer solo adventures or quiet retreats.

Interviewer: Thank you, Dr. Williams, for sharing your insights into internal factors of travel motivation. It's been a pleasure speaking with you.

Dr. Williams: My pleasure. Thank you for having me.

5 *Listen to the post cast again. Work in pairs. Discuss your responses with your partner and compare your answers:*

1. What is the main focus of the podcast episode discussed in the passage?

- a. The internal factors that motivate people to travel
- b. The external factors that motivate people to travel
- c. The psychological needs of travelers
- d. The personality traits of travelers

2. According to Dr. Williams, what is intrinsic motivation?

- a. The internal desires and needs that drive individuals to seek out new experiences
- b. The external rewards and incentives that motivate individuals to travel
- c. The social interactions and group activities that people seek during travel
- d. The ability to relax and unwind during a travel experience

3. How do attitudes, perceptions, values, and personality influence travel decisions, according to the passage?

- a. They shape how individuals perceive and engage with travel experiences
- b. They have no impact on travel decisions

- c. They only influence the types of leisure activities people seek during travel
- d. They determine the length and duration of travel experiences

4. What does the interviewee suggest about the relationship between personality and travel motivation?

- a. Extroverted individuals are more likely to seek out solo adventures
- b. Introverted individuals are more likely to prefer group activities during travel
- c. Personality determines the specific destinations people choose to visit
- d. Personality influences the types of travel experiences that individuals are drawn to

5. Which of the following is NOT mentioned in the interview as an example of intrinsic motivation for travel?

- a. Self-expression
- b. Relaxation
- c. Exploration
- d. Competition

6 *Listen to the second podcast again and determine whether the following statements are True, False, or Not given according to the information provided.*



- 1. External factors drive individuals to engage in certain behaviors.
- 2. In the future, tourism factors will only include financial incentives.
- 3. Tourists are never motivated by societal norms to visit destinations.

4. Cultural backgrounds have no impact on travel preferences.

5. Family structure and age influence travel choices based on income levels and preferences.

6. The market has no impact on travel decisions.

7. In the future, economic conditions will not impact travel patterns.

8. Market changes affect the affordability, accessibility, and desirability of destinations.

9. Dr. Williams did not provide any insights on travel motivations.

10. The interview was conducted in person.

Words Study

7 Explore phrasal verbs and idioms that enhance discussions by adding depth and clarity. Then, use them to fill in the blanks in the following text.

- **To bring up:** To introduce a topic or start a conversation. *Example:* "Let me bring up an important point."
- **To weigh in:** To contribute one's opinion or viewpoint on a topic. *Example:* "I'd like everyone to weigh in on this issue."
- **To hash out:** To discuss and resolve a problem or disagreement. *Example:* "Let's hash out the details of our plan."
- **To iron out:** To resolve or smooth out difficulties or disagreements. *Example:* "We need to iron out the details before we proceed."
- **To get to the bottom of:** To investigate thoroughly and uncover the truth about something. *Example:* "We need to get to the bottom of this issue."
- **To go over:** To review or examine something in detail. *Example:* "Let's go over the main points of the proposal."

- **To play devil's advocate:** To argue against an idea or viewpoint for the sake of debate or to explore its weaknesses. *Example:* "I'll play devil's advocate here and raise some objections."
- **To put forth:** To propose or suggest something for consideration. *Example:* "I'd like to put forth a new strategy."
- **To talk through:** To discuss something in detail or work through a problem by talking about it. *Example:* "Let's talk through the various options before making a decision."
- **To wrap up:** To conclude or finish a discussion or meeting. *Example:* "Let's wrap up our discussion and make a decision."

Samantha: Okay, so let's start by _____(1) everyone's thoughts on motivation for travel. We need _____(2) Carl, how about you go first?

Carl: Well, I think a lot of people are motivated to travel by the desire to experience new cultures and see different parts of the world. But also, some people may have more practical motivations, like needing a break from work or wanting to visit family abroad.

Samantha: Interesting point. Stephanie, do you agree with that?

Stephanie: Yeah, definitely. I'd say another common motivation is the need for adventure and trying new things. Plus, there's always the motivation of escaping your routine and everyday responsibilities.

Samantha: Good points. Now, let's _____(3) for a minute. What might be a negative motivation for travel?

Mark: Maybe as an escape from something unfavorable in someone's life, like a bad breakup or trouble at home. Or maybe just to impress others on social media.

Samantha: Those are valid concerns. Let's discuss ways to counteract those motivations. Any ideas, Lisa?

Lisa: One way could be _____(4) more authentic and meaningful experiences through responsible tourism. That way, people would be incentivized to truly engage with their surroundings and not just for superficial reasons.

Samantha: I completely agree. And it's also important to _____(5) any potential negative factors with travelers before they plan their trip. We don't want people feeling guilty afterwards. So, why don't we _____(6) this discussion by _____(7) other ways to encourage positive motivations for travel. Ken, what do you think?

Ken: I think emphasizing the educational benefits of traveling could _____(8) as a motivating factor. People can learn so much about different places, history, and even themselves when they travel. And lastly, we should really _____(9) ways to showcase the benefits of sustainable and ethical travel.

Samantha: Great suggestions, everyone. Let's keep these points in mind as we continue _____(10) our plans for promoting responsible tourism. Thanks for such a productive discussion!

Speaking

8

Discussing Motivations for Travel

Instruction:

1. Form small groups of 3-5 students.
2. Review the provided questions about travel motivations.
3. Choose a role of a Moderator and a Presenter.
4. The Moderator facilitates the discussion, ensuring everyone has a chance to speak and keeping the conversation focused.

5. Discuss each question with your group members, sharing your perspectives and insights.

6. Consider the information provided in the podcast and any personal experiences you may have related to travel motivations.

7. Listen actively to your group members, ask clarifying questions, and engage in respectful dialogue.

8. Use evidence from the podcast, as well as your own knowledge and experiences, to support your arguments.

9. At the end of the discussion, the Presenter summarizes the group's findings and conclusions for presentation to the class.

Questions for discussion:

1. How do cultural backgrounds influence travel decisions?

2. Can you explain the concept of intrinsic motivation and how it relates to travel?

3. What role do incentives play in driving people to travel?

4. How are currency fluctuations perceived by tourists when making travel plans?

5. Do market variables impact the affordability of travel destinations?

6. In what ways can external factors satisfy travelers' needs for new experiences?

7. Are individuals more inclined to travel based on their family structure?

8. How does age come into play when considering different types of travel experiences?

9. Can you shed light on the significance of extrinsic motivation in tourism?

10. When referring to travel motivations, what is meant by being perceived as desirable?



To effectively participate in the discussion make use of: **a. phrases to give an opinion, express agreement,**

disagreement, and preferences, and transition between topics; **b.** the following opening phrases:

Moderator:

1. Let's start by addressing the first question: ..
2. Could you please elaborate on your point about ...?
3. Thank you for sharing your perspective. Does anyone else have something to add to this discussion?
4. Let's ensure everyone has an opportunity to contribute. [Name], what are your thoughts on this topic?
5. I'm noticing some interesting differences in opinions. Let's explore those further."
6. "As we move to the next question, let's keep our responses concise to allow time for all topics."
7. "If there are no further comments on this question, let's proceed to the next one."
8. "I appreciate everyone's input so far. Let's summarize our key points before moving on."
9. "Before we conclude, does anyone have any final thoughts they'd like to share?"

Presenter:

1. To summarize our discussion on ..., it's clear that...
2. In conclusion, plays a significant role in travel by...
3. From our conversation, it's evident that ..I....
4. Regarding, we discussed how...
5. Our discussion highlighted the impact of ... on...
6. In examining external factors, we found that they can satisfy travelers' needs by...
7. Considering, we observed that...
8. In wrapping up our discussion on ..., we found that...
9. Finally, when discussing ... we concluded that...

Reading

9 Read and Listen Activity:



- a. *Read the review while simultaneously listening to the recording.*
- b. *As you read and listen, pay attention to any words that are unfamiliar or that you may have mispronounced. Copy out these words and note any corrections in pronunciation that you learn from the recording.*
- c. *After completing the activity, review the list of words and practice pronouncing them correctly.*

Crafting the Perfect Itinerary: Considerations and Planning Tips for Travel Agents

When planning an itinerary for their customers, travel agents consider a number of factors to ensure that the trip is enjoyable and suits the traveler's preferences. Whether it's a short weekend getaway or a month-long adventure, here are some of the things they take into account.

Destination and Sightseeing:

The first step is to determine where the traveler wants to go and what they want to see and do there. The agent will gather information about the must-see attractions, famous tourist spots, and iconic landmarks in the area.

Travel Arrangements:

Based on the traveler's preferred dates, the agent will book the flights, trains, buses, or any other means of transportation required to reach the Destination. They will also arrange for airport transfers if necessary.

Accommodation Booking:

Taking into consideration the traveler's travel budget, preferences, and the location of the main attractions, the agent will suggest suitable accommodation options such as hotels, hostels, bed and breakfasts, or vacation rentals.

Transportation Options:

In addition to getting to the Destination, the agent will recommend different modes of transport for getting around the city or country. This could include public transportation, car rentals, organized tours, or even walking routes.

Route Planning:

If the traveler wants to cover multiple cities or regions, the agent will plan the most efficient route, taking into account travel times, distances, and available connections. They may also suggest interesting stops along the way.

Flexible Schedule:

To allow for unexpected delays or changes in plans, the agent will build some flexibility into the Itinerary. This could mean leaving some free time for relaxation or adding extra days in certain locations.

Travel Insurance:

The agent will advise the traveler on the importance of having travel insurance to cover any medical emergencies, trip cancellations, lost luggage, or other unforeseen circumstances.

Local Cuisine and Cultural Experiences:

To enhance the traveler's experience, the agent may recommend trying local cuisine, visiting traditional markets, attending cultural events, or exploring off-the-beaten-path neighborhoods and hidden gems.

Day Trips:

If there are interesting places to visit near the main Destination, the agent may suggest day trips or side excursions to make the most of the trip.

Travel Budget and Packing List:

Finally, the agent will help the traveler estimate their travel budget and create a packing list with essential items to bring based on the Destination and the activities planned.

By carefully considering these aspects, travel agents aim to create itineraries that suit their customers' needs and preferences, ensuring a memorable and stress-free travel experience.

10 *Read the text carefully and answer the following questions based on the information provided. Select the best answer for each question. If you are unsure, make an educated guess.*

1. What is the first step travel agents take when planning an itinerary?

- a. Determine the traveler's preferred destination and sightseeing activities.
- b. Book the flights, trains, and transportation.
- c. Suggest suitable accommodation options.
- d. Plan the most efficient route for the trip.

2. Which of the following is NOT mentioned as a factor travel agents consider when planning an itinerary?

- a. Travel budget
- b. Traveler's preferred mode of transportation
- c. Traveler's favorite local dishes
- d. Traveler's preferred travel dates

3. What is the purpose of building flexibility into the itinerary?

- a. To allow for unexpected delays or changes in plans.
- b. To ensure the traveler has free time for relaxation.
- c. To add extra days in certain locations.
- d. All of the above.

4. Why do travel agents recommend travel insurance to their customers?

- a. To cover medical emergencies.
- b. To cover trip cancellations.
- c. To cover lost luggage.
- d. All of the above.

5. What type of transportation options do travel agents typically suggest for getting around the destination?

- a. Public transportation only.
- b. Car rentals only.
- c. Organized tours only.
- d. A combination of public transportation, car rentals, and organized tours.

6. Which of the following is NOT mentioned as an aspect travel agents consider when planning an itinerary?

- a. Local cuisine and cultural experiences.
- b. Traveler's preferred sightseeing activities.
- c. Traveler's preferred method of packing.
- d. Day trips to nearby places.

7. What is the primary goal of travel agents when creating an itinerary?

- a. To maximize the number of attractions visited.
- b. To save the traveler as much money as possible.
- c. To ensure a memorable and stress-free travel experience.
- d. To minimize the time spent on transportation.

Speaking

11 **a.** *Work in pairs. Discuss the following questions. b. Take turns speaking and ensure everyone has an opportunity to participate.*

1. What factors do travel agents consider when planning an itinerary for customers?

2. How do travel agents determine the destination and sightseeing activities for a trip?

3. What types of transportation arrangements do travel agents make for travelers?

4. How do travel agents suggest accommodation options for travelers?

5. Why is it important for travel agents to build flexibility into the itinerary?

6. What role does travel insurance play in the itinerary planning process?

7. In what ways do travel agents enhance the traveler's experience with local cuisine and cultural experiences?

Language Study

12 *Read the information in the **Grammar Exploration** section, Unit 2, about the use of Present and Future Tenses to effectively communicate your future travel plans and predictions in English. Then, complete the sentences with the correct form of the given tense.*

1. Next summer, I ____ (travel) to Japan to explore its rich cultural heritage.

2. By this time next year, I ____ (graduate) from university and plan to take a trip around Europe.

3. We ____ (visit) Paris next month and are really excited to see the Eiffel Tower.

4. By the time you arrive, I ____ (book) our accommodation for the weekend getaway.

5. My family and I ____ (go) on a road trip to the Grand Canyon next summer.

6. She ____ (fly) to London tomorrow morning to attend a business conference.

7. By the end of the week, we ____ (decide) on our travel itinerary for the trip.

8. We ____ (stay) at a beach resort for the duration of our vacation next month.

9. He ____ (take) a guided tour of the ancient ruins in Greece during his trip.

10. They ____ (explore) the Amazon rainforest next year as part of a research expedition.

11. We ____ (visit) Italy for two weeks and plan to see all the famous landmarks.

12. By the time you return, I ____ (finish) planning our trip to South America.

13. The travel agent ____ (confirm) our flight details later today.

14. I ____ (meet) with the tour guide tomorrow to discuss our sightseeing options.

15. We ____ (enjoy) a relaxing cruise along the Mediterranean coast next summer.

13 Future Plans Discussion:

a. Form pairs or small groups. **b.** Each group member takes turns sharing their future travel plans or predictions using various future tenses (simple future, future continuous, future perfect, future perfect continuous). **c.** After each person shares, the other group members ask questions to gather more information or make predictions based on the shared plans. **d.** Rotate until each member has had a chance to share their plans and predictions.

14 Travel Itinerary Creation:

a. Form pairs or small groups. **b.** Choose a destination to create a hypothetical travel itinerary. **c.** Using future tenses (simple future, future continuous, future perfect, future perfect continuous), discuss and plan various aspects of the trip, such as transportation, accommodation, sightseeing, and activities. **d.** Present your itinerary to the class, explaining your choices and using the future tenses accurately.

14 Predicting Travel Scenarios:

a. Form pairs or small groups. **b.** Prepare a set of travel-related scenarios, such as flight delays, lost luggage, or unexpected weather conditions. **c.** Take turns presenting the scenarios to your partner/group. **d.** Using future tenses, predict how you would respond or what actions you would take in each scenario. **e.** Discuss and compare your predictions with your partner/group, considering different possible outcomes and responses. **f.** Reflect on the importance of being prepared for unexpected situations while traveling.

Speaking

Presenting a Sample Itinerary

15 Work in three groups. Each group will select one of the three travel scenarios below. Your task is to create a sample itinerary for the given scenario, including destination, travel arrangements, accommodation options, transportation modes, and activities. Be creative and consider different preferences and budgets. You have 10 minutes to work on your itinerary. After that, each group will share their itinerary with the class.

Travel Scenarios:

Family Vacation:

You and your family are planning a week-long vacation to a tropical destination. You have two children, ages 8 and 12. You want to find a destination with plenty of family-friendly activities and attractions.

Solo Backpacking Trip:

You have always dreamed of backpacking through Europe on your own. You're an adventurous traveler who loves exploring new cultures and meeting people from around the world. You have a flexible budget and want to make the most of your trip.

Luxury Honeymoon:

You recently got married and are planning your dream honeymoon. You and your partner want to relax and indulge in luxury experiences. You're looking for a destination with beautiful beaches, luxurious resorts, and romantic activities.

16 Role-playing activity

One student will act as a travel agent, and the other will play the role of a traveler. The travel agent's task is to suggest destinations, activities, and accommodations to the traveler based on their preferences and interests. The traveler's role is to ask questions, provide feedback, and express their preferences regarding the proposed itinerary.

Procedure:

- Decide who will be the travel agent and who will be the traveler in your pair.
- The travel agent should suggest destinations, activities, and accommodations to the traveler, considering their preferences and interests. They can use information from travel brochures, websites, or personal knowledge.

- The traveler should ask questions to clarify details, express preferences, and provide feedback on the proposed itinerary. They can also suggest changes or alternatives if needed.
- Engage in a conversation for about 10 minutes, with the travel agent presenting the itinerary and the traveler responding with questions and feedback.
- After 10 minutes, switch roles so that each student has a chance to experience both perspectives.
- Repeat the role-play with the new roles reversed, following the same process of suggesting, questioning, and providing feedback.
- Be sure to actively listen to each other and communicate effectively to create a well-thought-out itinerary.

Writing

17 Reflective Writing

You have just returned from a memorable trip to a new destination. Write a reflective paragraph discussing the motivations that inspired you to embark on this journey. Consider both internal and external factors that influenced your decision to travel, such as personal interests, cultural influences, and practical considerations. Reflect on how these motivations shaped your travel experience and contributed to your overall enjoyment of the trip.

18 Travel Itinerary Planning

You have been assigned the task of planning a travel itinerary for a group of friends who are looking to explore a new destination together. Write a paragraph outlining the key elements of the itinerary, including the chosen destination, proposed activities and attractions, accommodation options, transportation arrangements, and any additional details that will enhance the travel experience. Be creative and consider

the preferences and interests of the travelers to create a well-rounded itinerary that caters to their needs.

Project Work

19 Watching a video

Watch a video on How to Create a Great Itinerary. Choose the correct answer to the following questions.



1. What is the main topic of the video?
 - a. Tips for planning the perfect trip itinerary
 - b. Personal anecdotes about travel mishaps
 - c. Strategies for packing efficiently
 - d. The importance of travel insurance

2. According to the passage, why is it important to identify the goal of your trip?

- a. To determine the most popular tourist attractions
- b. To choose a destination that matches your preferences
- c. To find the best deals on accommodations
- d. To learn about travel restrictions and requirements

3. What does the author recommend doing after making a list of attractions for your trip?

- a. Booking accommodations
- b. Researching travel restrictions
- c. Grouping attractions by area
- d. Hiring a guide for activities

4. How does the author suggest assessing the popularity and crowd levels of tourist attractions?

- a. By searching hashtags and geotags on social media
- b. By consulting travel guides and magazines
- c. By asking locals for recommendations
- d. By visiting the attractions in person

5. What advice does the author give regarding pacing your itinerary?

- a. Schedule multiple activities for each day
- b. Allow time for spontaneous experiences
- c. Avoid taking breaks or downtime
- d. Stick to a strict schedule to maximize sightseeing

6. How does the author recommend exploring attractions in a new destination?

- a. By randomly selecting activities to do each day
- b. By hiring a tour guide for the entire trip

- c. By researching attractions and grouping them by area
- d. By visiting touristy locations only

7. According to the passage, why is it important to research travel restrictions and requirements?

- a. To find the best deals on accommodations
- b. To avoid crowded tourist attractions
- c. To ensure a smooth and hassle-free trip
- d. To book flights with short layovers

8. What does the author mention as a potential challenge when choosing accommodation?

- a. Finding a hotel with a high rating
- b. Booking a hotel further away from attractions
- c. Spending too much time at the hotel
- d. Selecting a location that is not easily accessible

9. What is the author's opinion on hiring a guide for activities?

- a. It is unnecessary and a waste of money
- b. It can make the trip more enjoyable and efficient
- c. It is only suitable for experienced travelers
- d. It is recommended for budget-conscious travelers

10. What caution does the author give regarding flight layovers?

- a. Book layovers that are too tight to save time
- b. Check bags for a smoother travel experience
- c. Avoid booking flights with long layovers
- d. Choose flights with short layovers to prevent delays

20 Plan a Travel Itinerary for Different Types of Travelers Based on Their Motivation Factors

Objective:

The objective of this project is to understand how different factors motivate travelers to plan their trips and create tailored travel itineraries based on these motivations.

Instructions:

1. Work in groups of 3-4 students.
2. *Topic Assignment:* Each group will be assigned a specific motivation factor for travelers. These factors could include adventure-seeking, relaxation, cultural exploration, culinary experiences, nature appreciation, historical interest, etc.
3. *Research:* Conduct research to understand how the assigned motivation factor influences travel preferences, destination choices, activities, and accommodations.
4. *Itinerary Planning:* Based on the research findings, plan a detailed travel itinerary for a hypothetical traveler or group of travelers who are motivated by the assigned factor. Consider factors such as destination selection, mode of transportation, accommodation options, activities, attractions, dining experiences, and any other relevant details.
5. *Presentation Preparation:* Prepare a [presentation](#) outlining the planned travel itinerary. Include visual aids such as maps, images of destinations, and descriptions of activities.



Refer to the section [Communication Essentials](#) for guidance on effectively delivering a conventional presentation.

6. *Presentation:* Each group will present their planned travel itinerary to the class, explaining the motivation factor, the chosen destination, and the rationale behind the itinerary decisions.

7. *Peer Feedback:* After each presentation, peer feedback and questions from classmates are expected.

8. *Reflection:* At the end of the project, each student should write a brief reflection on what they learned about travel motivations and itinerary planning.

Deliverables:



“Deliverable” refers to the tangible outcome or results that students are expected to produce and submit upon completing the task or assignment

1. Detailed travel itinerary for the assigned motivation factor.

2. Presentation slides with visuals and explanations.

3. Peer feedback received during the presentation.

4. Individual reflection on the project experience.

UNIT 2: REVISION

Listening

1 Listen to the text and determine whether the following statements are True, False, or Not given according to the information provided.



1. The author will embark on a full-day tour of Tokyo's top attractions before breakfast.
2. Mount Fuji is the tallest mountain in the world.
3. The author will take a bus to Kyoto instead of a bullet train.
4. Kyoto has more temples than Tokyo.
5. Nara is the current capital of Japan.
6. The author will have lunch before checking out of the hotel.
7. The author will only visit the Meiji Shrine and skip the other attractions.
8. The author will return to Tokyo in the morning.
9. The author will forget all memories of Japan after leaving.
10. The author will receive the final itinerary upon booking confirmation.

Scoring: maximum 10 points

2 Listen to the text again. Choose the correct answers:

1. What is the main reason for the day trip from Tokyo to Mount Fuji described in the itinerary?
 - A. To visit the historic Meiji Shrine
 - B. To enjoy breathtaking views of the surrounding landscape

- C. To explore the vibrant neighborhoods of Asakusa and Harajuku
- D. To take a scenic boat cruise on Lake Ashi

2. Which aspect of the Kyoto experience is described as a "traditional" activity?

- A. Visiting the Kinkaku-ji Temple
- B. Exploring the Arashiyama Bamboo Grove
- C. Attending a traditional tea ceremony
- D. Wandering through Nara Park

3. Based on the itinerary, what is the primary focus of the Nara excursion?

- A. Interacting with friendly wild deer
- B. Visiting historic temples and shrines
- C. Experiencing traditional Japanese cuisine
- D. Exploring the scenic natural landscapes

4. Which city is mentioned as the "cultural capital" of Japan in the passage?

- A. Tokyo
- B. Kyoto
- C. Nara
- D. Hakone

5. How many different types of transportation are explicitly mentioned in the itinerary?

- A. 2
- B. 3
- C. 4
- D. 5

6. What is the primary purpose of the visit to the Imperial Palace gardens in Tokyo?

- A. To explore the vibrant neighborhoods
- B. To visit historic shrines and temples

- C. To experience traditional Japanese culture
- D. To enjoy the beauty of the gardens

7. What is the final destination mentioned in the itinerary after visiting the various locations?

- A. Narita International Airport
- B. Kansai International Airport
- C. A hotel in central Tokyo
- D. A hotel in Kyoto

Scoring: maximum 7 points

Reading

3 *Read the text and determine whether the following statements are True, False, or Not given according to the information provided.*

Motivation Factors for Travel

What motivates people to travel? Studies have identified two main types of motivation: intrinsic motivation and extrinsic motivation. Intrinsic motivation is the desire to engage in an activity for its own sake, because it is interesting or enjoyable. Extrinsic motivation is the desire to engage in an activity in order to receive a reward or avoid a negative outcome.

Intrinsic Motivation

Many people are intrinsically motivated to travel because they find it exciting and fun. They enjoy exploring new places, trying new foods, and learning about different cultural backgrounds. Others are motivated by a sense of adventure or a desire for personal growth. They want to challenge themselves,

step outside their comfort zone, and see how they react in unfamiliar situations. Some people are motivated by a specific interest or hobby. For example, they might travel to a particular destination to go hiking, scuba diving, or bird watching.

Extrinsic Motivation

Other people are extrinsically motivated to travel because they want to achieve a goal or fulfill a need. This could include traveling for work, to attend a conference or training program, or to visit family and friends. People may also be motivated by external factors such as special events, holidays, or promotions. For example, they might travel to another city or country to celebrate a birthday, anniversary, or graduation. Similarly, they might take advantage of discounted airfares or package deals during a holiday sale or off-peak season. Economic and cultural dynamics, such as currency fluctuations, political stability, and changes in trade policies, can also influence travel motivations. Likewise, social norms, family traditions, and peer pressure can shape people's travel decisions. They may feel obligation to visit relatives, attend weddings or funerals, or participate in community events.

Market Variables

Companies and organizations use these motivation factors to develop marketing strategies and target specific customer segments. For example, travel agencies and tour operators offer a wide range of products and services to meet different customer needs. They design adventure tours for thrill-seekers, cultural tours for history buffs, and wellness retreats for health-conscious travelers. They also create themed packages for special occasions such as honeymoons,

anniversaries, and birthdays. In addition, they provide customized itineraries for family vacations, group trips, and business travel.

Significant Impact

Understanding motivation factors is important because they can have a significant impact on the travel experience. For example, if people are intrinsically motivated to travel, they are likely to be more engaged, curious, and open-minded. This can lead to greater satisfaction, personal growth, and cultural understanding. On the other hand, if people are extrinsically motivated to travel, they may be more focused on achieving their goals or meeting their needs. This can lead to higher expectations, stress, and disappointment if things don't go as planned. It is also important to recognize that people's motivations can change over time and in different situations. For instance, someone who used to be intrinsically motivated to travel may become extrinsically motivated due to work demands or family responsibilities. Similarly, someone who used to be extrinsically motivated to travel may become intrinsically motivated after a transformative travel experience or a change in personal circumstances.

1. Intrinsic motivation is solely based on receiving rewards or avoiding negative outcomes.
2. The majority of people travel for extrinsic reasons rather than intrinsic ones.
3. People are extrinsically motivated to travel solely for personal enjoyment.
4. All companies in the travel industry use motivation factors in the same way.

5. Motivation factors have no impact on the travel experience.
6. Intrinsically motivated travelers are always more engaged than extrinsically motivated travelers.
7. Extrinsically motivated travelers are always focused on personal enjoyment rather than goals or needs.
8. People's motivations for travel never change.
9. Understanding motivation factors has no impact on how travel companies cater to customer needs.
10. All individuals have the same level of meaningful travel experiences.

Scoring: maximum 10 points

4 *Choose the correct answers:*

1. According to the passage, which factor is identified as a key driver for intrinsic motivation to travel?
 - A. Achieving a specific goal or fulfilling a need
 - B. Attending a conference or training program
 - C. Exploring new places and learning about different cultures
 - D. Taking advantage of discounted travel deals

2. The passage suggests that extrinsically motivated travelers may be more likely to experience what?
 - A. Greater personal growth and cultural understanding
 - B. Higher expectations and potential disappointment
 - C. Stronger commitment to their travel plans
 - D. More meaningful and rewarding travel experiences

3. Which of the following marketing strategies do companies and organizations use to target different customer segments, as mentioned in the passage?
 - A. Offering customized itineraries for group trips and business travel
 - B. Designing adventure tours exclusively for thrill-seekers

- C. Providing wellness retreats for health-conscious travelers only
- D. All of the above

4. The passage indicates that people's travel motivations can change over time due to which of the following factors?

- A. Changes in personal circumstances and priorities
- B. Fluctuations in currency exchange rates and political stability
- C. Pressure from social norms and family traditions
- D. A and C

5. According to the passage, which of the following is an example of an extrinsic motivation for travel?

- A. Attending a wedding or funeral
- B. Pursuing a specific hobby or interest
- C. Challenging oneself and stepping out of one's comfort zone
- D. Exploring new cuisines and cultural experiences

6. The passage suggests that understanding motivation factors is important because they can have a significant impact on:

- A. The development of marketing strategies and targeted customer segments
- B. The level of engagement, curiosity, and open-mindedness during travel
- C. The ability to recognize changes in people's travel motivations over time
- D. The travel experience and individual behavior

7. Which of the following is NOT mentioned in the passage as a factor that can influence travel motivations?

- A. Special events and holidays
- B. Peer pressure and social norms
- C. Advancements in transportation technology

D. Economic and cultural dynamics

Scoring: maximum 7 points

Use of Language

5 *Choose the correct answers:*

1. I ____ (leave) for Paris next Monday.
 - a) leave
 - b) will leave
 - c) am leaving
2. They ____ (have) a meeting with the travel agent tomorrow.
 - a) will have
 - b) are having
 - c) have
3. We ____ (visit) the museum this weekend.
 - a) visit
 - b) are visiting
 - c) will visit
4. She ____ (travel) to Italy next summer.
 - a) will travel
 - b) travels
 - c) is traveling
5. What time ____ (the train, leave) tomorrow?
 - a) does the train leave
 - b) will the train leave
 - c) is the train leaving
6. I ____ (see) the new exhibit at the gallery next Friday.
 - a) see
 - b) am seeing
 - c) will see
7. They ____ (go) on a cruise next month.
 - a) go
 - b) will go

- c) are going
8. We ____ (not, stay) in a hotel; we are renting an apartment.
a) will not stay
b) are not staying
c) do not stay
9. By this time next year, I ____ (visit) all seven continents.
a) will visit
b) will have visited
c) am visiting
10. The tour guide ____ (show) us around the city tomorrow morning.
a) shows
b) will show
c) is showing
11. She ____ (complete) her travel blog by the end of this week.
a) completes
b) is completing
c) will have completed
12. I think it ____ (rain) during our trip to London.
a) rains
b) will rain
c) is raining
13. They ____ (plan) a surprise trip for their anniversary next month.
a) plan
b) will plan
c) are planning

Scoring: maximum 13 points

6 *Read the text and fill in the blanks:*

**talk through, put forth, play devil's advocate,
hash out, social interactions, iron out, weigh in,**

refer to, gotten to the bottom, wrap up, bring up, go over, come into play

When we talk about what motivates us to travel, we often ____ (1) our desire to discover new places and experience different cultures. But there are other factors that ____ (2) when deciding where to go on vacation. In this episode of our podcast, we _____ (3) three more motivations for travel: the need for relaxation, the desire for adventure, and the importance of social interactions. Then we _____ (4) on which of these motivations is most important to us and why.

In the first segment of the show, we _____ (5) the issue of relaxation. "For me," says one of the hosts, "the whole point of a vacation is to relax and recharge my batteries." The other host, however, disagrees. "I can't just sit on a beach all day," she says. "I need to be doing something active." They eventually _____ (6) their differences and agree to disagree.

The second segment of the show focuses on the desire for adventure. One of the hosts argues that adventure is a key motivation for many travelers. "People want to push themselves beyond their comfort zones," he explains. The other host isn't so sure. "I think some people are just naturally more adventurous than others," she says. By the end of the segment, they've _____ (7) of the issue and discovered that they're both inclined to seek out adventure when they travel, but in different ways.

Finally, in the last segment, the hosts _____ (8) the importance of social interactions when choosing a travel destination. "When I'm planning a trip," says one of the hosts, "I always think about who I'm going to

meet when I get there." The other host agrees, adding that meeting new people is one of the things she enjoys most about traveling. They also _____(9) and discuss situations in which social interactions might not be as important. They ultimately decide that while _____(10) are an important factor for many travelers, they don't have to be the main motivation.

The hosts then _____(11) a question for their listeners: What motivates you to travel? They invite their audience to _____(12) their answers. Finally, they _____(13) the show by sharing some of the most interesting responses they received. The conversation sheds light on how different people are motivated by different things when it comes to travel, and how these motivations can impact their overall experience.

Scoring: maximum 13 points

Writing

7 *Write a short paragraph describing your travel plans and predictions for your next vacation. Use a mix of present tenses for future arrangements and future tenses for travel plans and predictions. Include the following:*

- Details about your destination.
- Specific activities you have planned.
- Predictions about what you think will happen during the trip (weather, experiences, etc.).

Scoring: maximum 10 points

8 *You are planning a future trip to a destination you have never visited before. Write a reflective paragraph discussing the motivations behind choosing this destination.*

Consider both internal and external factors that are influencing your decision to travel, such as personal interests, cultural attractions, recommendations from friends or family, and practical considerations like budget and time. Reflect on how these motivations are shaping your expectations and plans for the trip, and how you think they will contribute to your overall travel experience and enjoyment.

Scoring: maximum 10 points

Speaking

9 Discussing Motivations for Travel

Instructions:

1. Pair Up: Find a partner for this speaking task.
2. Discuss: Take turns explaining your motivations for a recent trip you took or a future trip you are planning.
3. Cover the Following Points:
 - What destination did you choose and why?
 - What personal interests or hobbies influenced your decision?
 - Were there any cultural or external factors (e.g., recommendations, travel deals) that motivated you?
 - How did these motivations shape your travel plans and expectations?
4. Engage: Ask follow-up questions to better understand each other's motivations.
5. Time Limit: Speak for about 5 minutes each.

Scoring: maximum 10 points

10 Presenting a Sample Itinerary

Instructions:

1. Prepare: Create a sample itinerary for a 3-day trip to a destination of your choice.
2. Present your itinerary. Include:
 - Day-by-day schedule of activities.
 - Key attractions or sites to visit.
 - Any special events or experiences planned.
 - Practical details (e.g., transportation, accommodation).
3. Explain: Provide reasons for your choices and how they align with your interests and motivations.
4. Engage: Answer any questions from your peers about your itinerary.
5. Time Limit: Each presentation should last about 5-7 minutes.

Scoring: maximum 10 points

Final Scoring: maximum 100 points.

UNIT 2: ACTIVE VOCABULARY

be inclined	iron out
be perceived as	likewise
bring up	market variables
come into play	obligation
cultural backgrounds	personal values
cultural dynamics	play devil's advocate
currency fluctuations	put forth
drive	refer to
drive sb to do	satisfy needs
extrinsic motivation	satisfy psychological needs
extroverted	shed light on
fulfilling	significant
get to the bottom of	social interactions
go over	talk through
hash out	to impact
incentives	to shape
inclined	weigh in
intrinsic motivation	wrap up
introverted	

UNIT 3

CAREERS IN THE TOURISM INDUSTRY

Skills Work

- Listening: Interviews with Hospitality Professionals
- Speaking: Group Presentation on key roles in the hospitality industry. Group discussion: Exploring Hospitality Management
- Reading: Hotel Management Scenarios
- Writing: Designing a Resume for Hospitality Jobs

Words Study

- Hospitality industry careers, hotel management terminology, and job application language

Language Study

- Passive Voice. Modal verbs for describing career options

Project Work

- Creating a Hotel Marketing Plan

Lead-in

1 Group Discussion. *Work in small groups and engage in discussions about the following questions:*

Discussion Questions:

- What qualities and skills do you think are essential for success in the hospitality industry?
- In your opinion, what are the top five key professions within the hospitality industry, and why do you believe they are crucial to the industry's success?

Listening

Interviews with Hospitality Professionals

2 *Complete each sentence by choosing the appropriate word from the list provided below. Some words may be used more than once.*

rave, to stay updated on, constraints, to handle, ensure, ongoing, to reinforce, to oversee, a high-profile event, courteously, aspiring, meticulous, promptly, tenure, to embrace challenges, to foster, to maintain

1. The manager is responsible _____(1) the daily operations of the hotel.
2. The staff must _____(2) that all guest rooms are cleaned thoroughly.
3. It is essential _____(3) a high level of cleanliness in the hotel.
4. Budget _____(4) may limit the resources available for upgrades.

5. The front desk staff need _____(5) room availability.
6. _____(6) training is necessary to keep up with industry standards.
7. All employees should be equipped with the necessary tools to perform their jobs effectively.
8. The hotel aims _____(7) a positive and welcoming atmosphere for guests.
9. She has had a successful _____(8) as the general manager for five years.
10. Hosting _____(9) at the hotel requires careful planning.
11. The new restaurant received _____(10) reviews from the guests.
12. The housekeeping staff must be _____(11) in their cleaning routines.
13. Regular training sessions are held _____(12) safety protocols.
14. The concierge desk is responsible _____(13) guest inquiries and requests.
15. Any issues with the room should be addressed _____(14).
16. Guests expect to be treated _____(15) by the hotel staff.
17. The hotel offers internship opportunities for _____(16) hospitality professionals.
18. The hotel staff is encouraged _____(17) and find solutions proactively.

3 *Listen to the first interview with with a Hotel General Manager and determine whether the following statements are True, False, or Not given according to the information provided.*



1. The General Manager only focuses on financial management and quality standards.

2. The General Manager faces challenges in managing the hotel's marketing strategies.

3. Staff training and development are not important in the hospitality industry.

4. Investing in training programs ensures that team members exceed guest expectations.

5. The author will host more high-profile events in the future.

6. Communication and problem-solving skills are crucial in handling guest complaints.

7. Aspiring professionals should not be passionate about hospitality.

8. Seeking opportunities for learning and growth is the only way to succeed in the hospitality industry.

9. Facing challenges, being adaptable, and focusing on guest experience are key in the hospitality industry.

10. Prioritizing the guest experience is not important in the hospitality industry.

4 *Listen to the interview once more. Work in pairs. Discuss your responses to the following questions with your partner and compare your answers. Utilize the vocabulary from [exercise 2](#) :*

1. What are the primary responsibilities of Mr. John Smith as the General Manager of the Grand Plaza Hotel?

2. According to Mr. Smith, what is one of the biggest challenges he faces in his role?

3. How does Mr. Smith ensure that his staff delivers exceptional service to guests?

4. Can you share a memorable experience or success story during Mr. Smith's tenure as General Manager?

5. How does Mr. Smith handle guest complaints or challenging situations at the hotel?

6. What advice would Mr. Smith give to aspiring hospitality professionals?

7. Why does Mr. Smith emphasize the importance of being passionate about hospitality for aspiring professionals?

5 *Work individually or in pairs to fill in the blanks in the text with the appropriate words or phrases from the list provided.*

ignite, renowned, fast-paced, showcases, along with, testament, diverse, apprenticeships

Working as a chef at a _____(1) fine dining restaurant is no easy feat. The days are long and the work is demanding, but for those who have a passion for food, it's a dream come true. Chefs at these establishments are responsible for creating dishes that _____(2) the senses and push the boundaries of flavor. Many have spent years pursuing knowledge through _____(3) cooking techniques and ingredients, often _____(4) formal culinary training and _____(5). Being a chef at a fine dining restaurant requires creativity, attention to detail, and the ability to thrive in a _____(6) environment. It's a job that _____(7) the best of what food has to offer and is a _____(8) to the artistry of cooking.

6 *Listen to the second interview with with a Head Chef at a Fine Dining Restaurant. Work in pairs. Discuss your responses with your partner and compare your answers:*



1. What is the role of the Head Chef according to the text?
 - a. To manage the kitchen staff
 - b. To create innovative dishes
 - c. To ensure food quality and safety
 - d. All of the above

2. What inspired the Chef to pursue a career in culinary arts?

- a. Growing up in the kitchen with his family
- b. Turning his passion for cooking into a profession
- c. Sharing his love for cooking with others
- d. Both A and C

3. What does the Chef consider to be important in menu development?

- a. Creativity and experimentation
- b. Attention to seasonal ingredients and culinary trends
- c. Balancing innovation and classic favorites
- d. All of the above

4. What key qualities or skills does the Chef say aspiring chefs should possess?

- a. Passion for food and strong culinary skills
- b. Creativity, attention to detail, and ability to work under pressure
- c. Communication and teamwork
- d. All of the above

5. What was the memorable culinary experience the Chef shared?

- a. Participating in a prestigious culinary competition
- b. Winning an award at the competition
- c. Both A and B
- d. None of the above

6. What advice does the Chef give to aspiring chefs?

- a. Never stop learning and experimenting
- b. Embrace opportunities to expand culinary knowledge
- c. Be open to feedback and take risks
- d.. All of the above


7. According to the text, which of the following is not a responsibility of the Head Chef?

- a. Supervising the kitchen staff
- b. Managing the restaurant's finances
- c. Maintaining food quality and safety
- d. Menu planning

7 Match the words with their definitions.

1. to implement	a. to learn by doing things yourself rather than just studying theory.
2. evolving market	b. the profit gained from an investment compared to the initial cost.
3. to leverage	c. to assess or judge the quality, value, or importance of something.
4. to gain hands-on experience	d. to cause something to happen as an effect.
5. to evaluate	e. to make use of something effectively.

6. to contribute to	f. a changing and developing marketplace with new trends and opportunities.
7. conversion rates	g. the percentage of people who take a desired action, like making a purchase or signing up for a service.
8. amenities	h. to give support or help towards achieving a goal.
9. to refine	i. extra features or services that make something more comfortable or convenient.
10. to result in	j. to put a plan or idea into action.
11. to utilize	k. the average amount of money earned from each hotel room that is available for guests.
12. return on investment (ROI)	l. to improve by making small changes.
13. revenue per available room (RevPAR)	m. to use something to your advantage.

8 a. Read the part of the third interview with a  Director of Sales and Marketing at a Luxury Resort. b. Fill in the gaps in the interview with the appropriate words or phrases below. c. Then listen to the whole interview and check your answers.

implemented, pursuing a career, utilize, key performance indicators, leveraging, succeed, evolving, hands-on experience, aspiring, feedback, revenue, refine, amenities, resulted in, contributed to

Interviewer: Can you share a successful marketing campaign or initiative that _____(1) the resort's success?

Emily Thompson: One successful marketing campaign we _____(2) was a targeted digital advertising campaign that highlighted our resort's unique _____(3) and personalized services. By _____(4) social media platforms and online travel agencies, we were able to reach a broader audience and drive bookings during peak seasons. The campaign _____(5) a significant increase in occupancy rates and _____(6), demonstrating the effectiveness of strategic digital marketing efforts.

Interviewer: How do you measure the success of your sales and marketing efforts?

Emily Thompson: Measuring the success of sales and marketing efforts involves tracking _____(7) such as occupancy rates, revenue per available room (RevPAR), conversion rates, and return on investment (ROI). We also _____(8) guest _____(9) and satisfaction surveys to evaluate the effectiveness of our marketing campaigns and identify areas for improvement. By analyzing data and performance metrics, we can _____(10) our strategies and optimize our marketing efforts to drive continuous growth and success.

Interviewer: And finally my traditional question: What advice would you give to _____(11) professionals interested in _____(12) in sales and marketing within the hospitality industry?

Emily Thompson: My advice would be to develop a strong foundation in sales and marketing principles and to gain _____(13) through internships or entry-level positions in the hospitality industry. Stay updated on

industry trends, technological advancements, and consumer behavior to remain competitive in the _____(14) market. Build relationships with industry professionals, seek mentorship opportunities, and continuously strive for personal and professional growth. With dedication, creativity, and perseverance, you can _____(15) in a rewarding career in hospitality sales and marketing.

9 *Work in pairs. Discuss your responses to the following questions with your partner and compare your answers. Utilize the vocabulary from **exercises 7 and 8**.*

1. What is Ms. Emily Thompson's role at Oceanfront Resort?
2. How does Ms. Thompson maximize revenue and occupancy for the resort?
3. What strategies does Ms. Thompson employ to attract new guests and retain existing ones?
4. How does Ms. Thompson stay informed about industry trends and competitors in the hospitality market?
5. Can you share a successful marketing campaign or initiative that contributed to the resort's success, as mentioned by Ms. Thompson?
6. How does Ms. Thompson measure the success of her sales and marketing efforts?
7. What advice would Ms. Thompson give to aspiring professionals interested in pursuing a career in sales and marketing within the hospitality industry?

Speaking

10 Group Presentation

You will work collaboratively with your classmates to deliver presentations on key roles in the hospitality industry. Follow the steps below to prepare and present your findings:

:

Group Formation: The class will be divided into three groups: Group A, Group B, and Group C.

Assignment

- Each group will be assigned one of the following hospitality industry professionals:

Group A: Hotel General Manager

Group B: Hotel Chef

Group C: Hotel Sales and Marketing Manager

Research

- Your group will conduct research to gather information on the roles and responsibilities of your assigned professional. Utilize the provided interview and additional resources available on the Internet to gather comprehensive insights.

Presentation Content

- Create a structured presentation that covers the following aspects:
 - Introduction to the profession and its significance in the hospitality industry
 - Overview of key responsibilities and duties associated with the role
 - Discussion on the essential skills and qualifications required for the profession
 - Identification of challenges and opportunities commonly encountered in the role
 - Illustrative examples or case studies showcasing the profession in action

Refer to the section **Communication Essentials** for guidance on effectively delivering a conventional



presentation.

Preparation

- Ensure that everyone contributes to the research and content creation process.

Presentation Delivery

- Each group will deliver their presentation to the class.

Question and Answer Session

- Following each presentation, there will be a brief period for questions and discussion from the audience. Engage actively with your peers to share insights and clarify any queries.

Participation

- Actively participate in both presenting and listening to the presentations.

Words study

11 *Explore phrasal verbs and idioms that enhance discussions by adding depth and clarity. Then, use them to fill in the blanks in the following dialogue.*

- **Check in/out (a hotel):** This phrasal verb refers to the process of arriving at or departing from a hotel and completing the necessary administrative procedures.
 - *Example:* "We need to check out of the hotel by 11 a.m."
- **Cater to (the needs of):** To cater to someone's needs means to provide for or fulfill their specific requirements or desires.
 - *Example:* "The hotel staff caters to the needs of every guest, ensuring a comfortable stay."

- **Turn down (a room):** This phrasal verb means to decline or reject a request for accommodation in a particular room.
 - *Example:* "I'm sorry, but we had to turn down your request for a suite as all rooms were fully booked."
- **Book up:** To book up means to reserve or fill all available spaces or appointments.
 - *Example:* "We need to book up the conference room for the entire morning for our meeting."
- **Eat out:** This idiom refers to dining outside of one's home, typically at a restaurant or café.
 - *Example:* "Let's eat out tonight and try that new Italian restaurant downtown."
- **End up:** Means to eventually reach a particular place, state, or condition, often unexpectedly or as a result of circumstances. It implies the final outcome or result of a series of actions or events.
 - *Example:* After getting lost in the city, we ended up at a charming café we had never visited before.
- **Stay over:** This phrasal verb means to remain or spend the night at a particular place, usually temporarily.
 - *Example:* "I'll stay over at my friend's house tonight since it's too late to go home."
- **Fill up:** To fill up means to occupy or use all available spaces or capacity.
 - *Example:* "The hotel quickly filled up during the holiday season, leaving no rooms available."
- **Dress up:** This phrasal verb means to wear clothing that is formal, elegant, or suitable for a special occasion.

- *Example:* "Remember to dress up for the gala dinner tonight; it's a black-tie event."
- **Hang out:** This phrasal verb means to spend time in a relaxed or informal manner with others.
 - *Example:* "Let's hang out at the hotel bar after the conference for some drinks and conversation."
- **Settle in:** To settle in means to become familiar with and comfortable in a new environment or place.

Example: "It usually takes a few days to settle in when you're staying at a new hotel."

Receptionist: Welcome to the Hollywood Hotel. How may I help you today, Mr. Johnson?

Mr. Johnson: Hi there! I'd like to _____(1) for a two-night stay please.

Receptionist: Of course, sir. Do you have a reservation?

Mr. Johnson: Yes, it should be under my name.

Receptionist: Ah yes, here it is. I see that our records show you're allergic to feather pillows. Is that still correct?

Mr. Johnson: That's correct.

Receptionist: Noted. We'll make sure to _____(2) your needs during your stay with us. Here are your room keys. Your room number is 505 on the fifth floor. Enjoy your stay!

Mr. Johnson: Thank you. Oh, and could you send up some extra shampoo and conditioner?

Receptionist: Absolutely, sir. And will you need any bellboy assistance with your luggage?

Mr. Johnson: No, thank you.

Receptionist: Well then, enjoy your stay!

Mr. Johnson: Thanks. Oh, one more thing. Could you _____(3) the room around 7pm tonight?

Receptionist: Consider it done, sir. Just give us a call when you leave the room and we'll take care of it.

(After settling into his room, Mr. Johnson meets his friend, John, who has also booked at the hotel)

John: Hey John! Fancy seeing you here.

Mr. Johnson: Hey! Didn't know you were staying here as well.

John: Yeah, _____(4) booking last minute and this place was the only one available.

Mr. Johnson: Really? It's usually all _____(5) for award season.

John: Right? Anyway, let me buy you dinner. There's a great restaurant nearby if you don't want to _____(6) at the hotel again.

Mr. Johnson: Sounds great. Let's go.

(The next morning)

John: You have any plans today?

Mr. Johnson: Not really, just going to _____(7) by the pool and maybe do some sightseeing. How about you?

John: Same here. We can _____(8) at each other's rooms if we get too tired.

Mr. Johnson: Definitely. Oh, but I think our rooms are completely _____(9) tonight. Maybe we should reserve a spot in case one of us needs it.

John: Good idea. [They both head down to the reception desk to book another night]

Receptionist: Welcome back! How was your day so far?

Mr. Johnson: Amazing. But unfortunately, we spent most of the time outside and now we're all sunburned!

Receptionist: Oh no, that's not good. Well, don't worry. We've got plenty of aloe vera available for guests. Is there anything else I can help you with?

John: Actually, could we also _____(10) like Captain America and Iron Man tomorrow? It's my son's birthday and he's a huge fan.

Receptionist: Absolutely, sir. Just let me know what sizes you need and we'll make sure it's all set for you in the morning. Enjoy your stay.

(Later that evening)

John: Thanks for being such a good sport and hanging out with me the whole day.

Mr. Johnson: Of course! And thank you for making this work trip feel more like a vacation!

John: Anything to keep you happy. Have a good night, man.

Mr. Johnson: You too. Great accommodations, friendly staff, and amazing service. Time to _____(11) bed and enjoy this hotel even more.

John: Sweet dreams, my friend.

- 12** *a. Read the sentences provided above carefully.*
b. Paraphrase each sentence using the appropriate phrasal verb from the list provided earlier.
c. Try to maintain the original meaning of the sentence while using the phrasal verb in the appropriate context.
d. Work individually or in pairs to complete this task.
e. Compare your paraphrased sentences with those of your peers to see how different phrasal verbs can be used to convey similar meanings.

1. We must register at the hotel reception upon arrival.
2. The hotel staff attends to the requirements of every guest.
3. Unfortunately, we had to reject your request for a room upgrade.
4. We need to reserve all the seats for our team meeting.
5. Let's dine outside tonight and try that new Italian restaurant downtown.

6. I'll spend the night at my friend's house tonight since it's too late to go home.
7. The hotel quickly reached full capacity during the holiday season.
8. Remember to wear formal attire for the gala dinner tonight; it's a black-tie event.
9. Let's socialize at the hotel bar after the conference for some drinks and conversation.
10. It usually takes a few days to become accustomed to a new environment when staying at a new hotel.

Language Study

13 Read the information in the Grammar Exploration section, Unit 3, about the use of *Passive Voice* and *Modal verbs* for describing career options. Then, complete the following exercises:

a. Transform the following active sentences into passive sentences:

1. The hotel manager oversees all daily operations.
2. The chef prepares a special menu for the guests.
3. The travel agency booked the flights and accommodation.
4. The event planner organized the wedding reception.
5. The front desk staff handles guest check-ins and check-outs.

b. Fill in the blanks with the correct passive form of the verbs in parentheses:

1. All the rooms _____ (clean) daily by the housekeeping staff.
2. The marketing campaign _____ (launch) next month.
3. A new hotel _____ (build) in the city center.

4. The guests _____ (serve) complimentary breakfast every morning.
5. The safety procedures _____ (explain) to all new employees.

c. Complete the sentences with the correct modal verb:

1. Aspiring chefs _____ (should/must) attend culinary school to enhance their skills.
2. Hotel managers _____ (could/must) ensure that guest satisfaction is a top priority.
3. Front desk staff _____ (may/can) provide information about local attractions to guests.
4. Event planners _____ (might/would) face tight deadlines when organizing large events.
5. Hospitality professionals _____ (can/should) benefit from ongoing training and development.

d. Choose the correct modal verb to complete each sentence:

1. To apply for a job in hotel management, you _____ have a degree in hospitality.
 - a. can
 - b. should
 - c. might
 - d. must
2. Experienced chefs _____ explore opportunities in fine dining establishments.
 - a. must
 - b. should
 - c. could
 - d. may
3. You _____ want to consider a career in event planning if you are organized and enjoy coordinating events.

- a. might
- b. must
- c. can
- d. would

4. Tour guides _____ provide detailed information about the historical sites they visit with tourists.

- a. may
- b. should
- c. could
- d. might

5. Hospitality professionals _____ continuously improve their skills to stay competitive in the industry.

- a. would
- b. can
- c. must
- d. might

e. Read a dialogue between two individuals discussing career opportunities in the hospitality industry. Your task is to fill in the blanks using the appropriate modal verbs provided.

wouldn't, would, Would, mustn't, should, could (3), might

Sam: Hey Lucy, I heard you're applying for an internship in the hospitality industry.

Lucy: Yeah, I really want to gain some experience before I start my career in the food and beverage industry.

Sam: That's great. You _____(1) also consider looking into internships abroad. It _____(2) give you a chance to explore different cultures while gaining work experience.

Lucy: I've thought about that, but it _____(3) be too expensive for me.

Sam: Actually, there are several scholarship opportunities available for internships related to culinary arts. You _____(4) apply for those.

Lucy: Really? That's amazing! I didn't know that was an option.

Sam: Additionally, you _____(5) limit yourself to just one type of internship. There are various roles in the hospitality industry, like event planning, hotel management, and customer service, that you can explore through internships.

Lucy: Hmm...that does sound interesting. I _____(6) have considered event planning, but I guess I _____(7) explore all my options.

Sam: Exactly. And don't forget to network with professionals in the industry as well. They can offer valuable insights and even potential job opportunities.

Lucy: You're right. Thanks for the advice, Sam.

Sam: No problem. If you need any help with your resume or cover letter, let me know. I _____(8) review them for you.

Lucy: _____(9) you really do that for me?

Sam: Of course! We're friends who support each other's goals and dreams.

Speaking

14 **a.** Work in pairs. Create your own dialogues that involves discussing career options or experiences in the hospitality industry. **b.** Use passive voice, modal verbs, and the vocabulary you have learned in Unit 3. **c.** Consider scenarios such as applying for a job, sharing experiences from an internship, or giving advice about career development in the hospitality field. **d.** Perform them in front of the class.

Reading

15 *Skim through the text and decide which of the following titles best fits the content:*

1. **The Ritz-Carlton: A Company Focused Solely on Profit**
2. **The Ritz-Carlton's Commitment to Legendary Customer Service**
3. **How The Ritz-Carlton Trains Employees for Customer Satisfaction**

The Ritz-Carlton Hotel Company, L.L.C. is known for its legendary service and commitment to its guests. The company has a motto: "We are Ladies and Gentlemen serving Ladies and Gentlemen". Its training program is designed to foster this culture of customer service among its employees. One of the most important parts of the training program is the 'Day One' orientation. During the orientation, new employees learn about the history of the company and its high standards of customer service. They also receive a tour of the property, where they learn about the various departments and how they operate. New hires are given a copy of the Ritz-Carlton Credo, which outlines the company's mission and values.

Another key part of the training program is the 'Mystery Shopper' exercise. A few times a year, an employee from The Ritz-Carlton corporate office visits each hotel as a guest. The employee evaluates the hotel based on a set of criteria, including cleanliness, courtesy of staff, and quality of service. If the hotel receives a high rating, the staff members who were working during the visit are rewarded. This exercise helps to reinforce the importance of providing excellent service at all times.

The Ritz-Carlton also uses technology to improve its customer service. It tracks its performance using a system called the Balanced Scorecard. The scorecard measures the hotel's success in four areas: financial performance, customer satisfaction, employee engagement, and community involvement. The company also uses a revenue management system to maximize its revenue per available room (RevPAR). The system analyzes data on room rates, occupancy levels, and other factors to determine the best pricing strategy for each day.

In addition to these initiatives, The Ritz-Carlton is constantly looking for ways to improve its customer service. For example, it recently introduced a new training program called 'Service Values'. The program teaches employees how to create memorable experiences for guests. It also emphasizes the importance of teamwork and collaboration among employees.

The Ritz-Carlton's commitment to customer service has paid off. The company consistently achieves high levels of customer satisfaction, which has resulted in strong brand loyalty. Its hotels are often fully booked, even during periods of economic downturn. The Ritz-Carlton is also known for hosting high-profile events, such as the Academy Awards and the Super Bowl. These events help to showcase the company's commitment to excellence and attract new customers.

The Ritz-Carlton Hotel Company is a leader in the hospitality industry when it comes to customer service. Its training program and initiatives are meticulously designed to ensure that its employees provide the best

possible experience for its guests. The company's focus on customer satisfaction has resulted in strong brand loyalty and financial success, with a return on investment that caters to the needs of its guests and leverages its amenities to result in a stay over that exceeds their expectations.

16 *a. Read the text while simultaneously listening to the recording.*



b. As you read and listen, pay attention to any words that are unfamiliar or that you may have mispronounced. Copy out these words and note any corrections in pronunciation that you learn from the recording.

c. After completing the activity, review the list of words and practice pronouncing them correctly. d. Select the best answer for each question. If you are unsure, make an educated guess.

1. What is the Ritz-Carlton's motto?

- a. We are Ladies and Gentlemen serving Ladies and Gentlemen
- b. Providing the best possible experience for our guests
- c. Exceeding guest expectations through teamwork and collaboration
- d. Commitment to excellence in customer service

2. What is the purpose of the 'Day One' orientation for new Ritz-Carlton employees?

- a. To train employees on hotel operations
- b. To teach employees about the company's history and values
- c. To provide a tour of the hotel property
- d. All of the above

3. How does the Ritz-Carlton use the 'Mystery Shopper' exercise to maintain high customer service standards?

- a. It rewards staff who provide excellent service during the visit
- b. It evaluates the hotel on cleanliness, staff courtesy, and service quality
- c. It helps reinforce the importance of providing excellent service at all times
- d. Both B and C

4. What is the purpose of the Ritz-Carlton's Balanced Scorecard system?

- a. To measure the hotel's financial performance
- b. To track customer satisfaction
- c. To assess employee engagement and community involvement
- d. All of the above

5. How does the Ritz-Carlton use technology to improve its customer service?

- a. It tracks performance using the Balanced Scorecard system
- b. It uses a revenue management system to optimize room pricing
- c. It has introduced a new 'Service Values' training program
- d. Both A and B

6. What are some of the benefits the Ritz-Carlton has experienced due to its focus on customer service?

- a. Strong brand loyalty and high occupancy rates
- b. Hosting high-profile events like the Academy Awards
- c. A return on investment that exceeds guest expectations
- d. All of the above

7. What is the overall conclusion about the Ritz-Carlton's approach to customer service?

- a. It is a leader in the hospitality industry in terms of customer service
- b. Its training program and initiatives are meticulously designed to ensure the best possible guest experience
- c. Its focus on customer satisfaction has resulted in strong financial success
- d. All of the above

Speaking

17 **a.** *Work in pairs. Discuss the following questions.* **b.** *Take turns speaking and ensure everyone has an opportunity to participate.*

18 **Group Discussion:** **Exploring Hospitality Management**

Instructions:

- Form groups of 3-4 students.
- Each group should one of the questions provided.
- Discuss the assigned question within your group, making use of: .phrases to give an opinion, express agreement, disagreement, and preferences, and transition between topics
- Take turns speaking and ensure everyone in the group has the opportunity to contribute.
- Aim to explore different perspectives and come to a consensus on your responses.
- Prepare to share your group's discussion with the class afterward.

Questions for discussion:

1. How important is it for hotel managers to cater to the needs of their guests?
2. Have you ever stayed over at a hotel during a high-profile event?
3. What amenities do you look forward to when settling into a hotel room?
4. In what ways can hotel management foster a positive guest experience?
5. Do you think leveraging technology in hotels has improved customer satisfaction?
6. How do conversion rates impact a hotel's revenue per available room?
7. Can you share an example of how meticulous attention to detail contributed to a successful hotel stay?
8. Why is it essential for hotel managers to reinforce staff training and tenure?
9. Have you ever gained hands-on experience in the hospitality industry?
10. How does implementing new strategies in hotel management result in increased return on investment?

Writing



Refer to the section [**Communication Essentials**](#) for guidance on effectively writing a resume.

19 Designing a Resume for Hospitality Jobs

Personalizing Your Resume:

- Create a draft of your resume tailored for a specific hospitality job you're interested in.

- Customize your summary/objective statement, work experiences, and skills to align with the job requirements.

20 *Peer Review:*

- Exchange resumes with a classmate and provide constructive feedback on each other's drafts.
- Focus on clarity, relevance, and formatting to enhance the overall presentation of the resume.

Project Work

20 **Watching a video**

Watch a video on Hotel Marketing Plan. Choose the correct answer to the following questions.



1. According to the video, which of the following is an important step in creating a hotel marketing plan?

- a. Setting SMART goals

- b. Conducting a financial analysis
- c. Evaluating the hotel's brand image
- d. Developing a social media strategy

2. The video suggests that a hotel's vision and mission statements should be:

- a. Changed annually to reflect new objectives
- b. Tailored to the specific hotel's unique offerings
- c. Consistent year-to-year to provide direction and purpose
- d. Focused on maximizing revenue and profitability

3. Which of the following is identified in the video as a key element of the market analysis process?

- a. Analyzing the hotel's target guest profiles
- b. Evaluating the hotel's overall brand reputation
- c. Examining the political and economic climate
- d. Determining the hotel's unique selling points

4. The video suggests that a hotel's pricing strategy should be based on:

- a. The hotel's current occupancy rates
- b. The hotel's target guest profiles
- c. The hotel's competitive position in the market
- d. The hotel's overall marketing budget

5. According to the video, which of the following is a key step in setting marketing objectives for a hotel?

- a. Identifying new revenue streams
- b. Analyzing historical booking data
- c. Evaluating the hotel's social media performance
- d. Determining the hotel's overall business goals

6. The video emphasizes the importance of using a "basic booking funnel" to guide a hotel's marketing strategies. This refers to:

- a. Attracting potential guests, converting them to bookings, and retaining them as loyal customers
- b. Analyzing the hotel's website traffic, social media engagement, and email marketing performance
- c. Segmenting the hotel's target market into different guest profiles and booking categories
- d. Allocating the hotel's marketing budget across various advertising and promotional channels

7. The video suggests that a hotel's marketing plan should include a budget proposal. This budget should cover:

- a. The hotel's overall operating expenses
- b. The hotel's revenue targets for the year
- c. The hotel's marketing objectives and strategies
- d. The hotel's projected occupancy and average daily rate

21 **Creat a Hotel Marketing Plan**

Objective:

Your task is to create a comprehensive marketing plan for a fictional hotel. This project will help you understand the process of developing a marketing strategy, analyzing the market, setting objectives, and proposing a budget. You will present your marketing plan as a written document and a presentation in PowerPoint/ Keynote/ Canva etc.

Instructions:

1. Use the following template of a Hotel Marketing Plan:

Executive Summary:

- Write a broad overview of your marketing plan.
- Include the main objective for the year.
- Mention any significant context, such as a new renovation or product launch.

Vision and Mission Statements:

- Develop clear and consistent vision and mission statements for your hotel.
- Ensure the vision statement is aspirational and the mission statement reflects the hotel's current purpose.

Market Analysis:

- Conduct an analysis using the 5 C's framework:
 1. **Company:** Describe internal factors affecting your hotel (e.g., renovations, new services).
 2. **Competitors:** Analyze your competitors and their strategies.
 3. **Customers:** Identify your target customers and their behavior.
 4. **Collaborators:** List key external partners and their roles.
 5. **Climate:** Assess external factors such as economic conditions, regulations, and trends.

Pricing Strategy:

- Choose a pricing strategy (economy, penetration, skimming, or premium) and justify your choice.
- Compare your pricing with competitors.

SWOT Analysis:

- Conduct a SWOT analysis to identify your hotel's strengths, weaknesses, opportunities, and threats.
- Use this analysis to highlight your competitive advantages and areas for improvement.

Historical Data:

- If applicable, include historical data such as Rooms Available vs. Sold, market share, average rate, RevPAR, and occupancy rate.

- If this is a new hotel, use estimated data based on market research.

Target Guest Profile:

- Create detailed profiles for your target guests.
- Include demographics, motivations, booking behaviors, and preferences.

Market Segmentation:

- Segment your market into categories like Public rates, Discount rates, Negotiated rates, Wholesale rates, and Groups.
- Explain the importance of each segment to your hotel's strategy.

Marketing Objectives:

- Define specific marketing objectives that align with your hotel's overall goals.
- Ensure these objectives are clear and actionable.

Marketing Channels:

- Select appropriate marketing channels (content marketing, SEO, social media, PPC advertising, PR, email marketing).
- Explain how each channel will be used to achieve your objectives.

SMART Goals:

- Set SMART goals for your marketing plan.
- These goals should be Specific, Measurable, Achievable, Realistic, and Time-Bound.

Budget Proposal:

- Create a detailed budget proposal to support your marketing activities.
- Include costs for resources, equipment, software, advertising campaigns, and training.
- Justify the budget with potential ROI and other benefits.

2. Presentation:

- Prepare a PowerPoint presentation summarizing your marketing plan.

- Highlight key points from each section.
- Ensure your presentation is clear, concise, and visually appealing.

3. Deliverables:

- **Written Document:** Submit a detailed marketing plan in PDF format.
- **Presentation:** Submit a PowerPoint/ Keynote/ Canva file with 10-15 slides summarizing your plan.

4. Evaluation Criteria:

- **Clarity and Organization:** How well-structured and clear your marketing plan and presentation are.
- **Analysis and Insight:** The depth and accuracy of your market analysis and SWOT analysis.
- **Creativity and Feasibility:** The originality and practicality of your marketing strategies and objectives.
- **Presentation Quality:** The visual appeal and effectiveness of your PowerPoint/ Keynote/ Canva etc. presentation.

UNIT 3: REVISION

Listening



1 Listen to the text and determine whether the following statements are True, False, or Not given according to the information provided.

1. Hotel managers should prioritize staying updated on fashion trends.
2. Hotel managers should not prioritize time management.
3. Hotel managers should not demonstrate the qualities they expect from their staff.
4. Hotel managers should prioritize developing their own skills rather than their team's.
5. Hotel managers should not prioritize guest satisfaction.
6. Hotel managers should prioritize thinking tactically rather than strategically.
7. Hotel managers should not pay attention to small details.
8. Hotel managers should focus on their personal achievements rather than contributing to the industry.
9. Hotel managers are not responsible for ensuring guest satisfaction.
10. Hotel managers should not prioritize guest satisfaction.

Scoring: maximum 10 points

2 Listen to the text again. Choose the correct answers:

1. What is the primary objective a hotel manager should strive to achieve, according to the passage?
A. Ensuring a profitable financial performance
B. Providing an exceptional guest experience

- C. Maintaining a spotless hotel appearance
- D. Developing advanced managerial skills

2. Which of the following capabilities is NOT emphasized as crucial for hotel managers in the passage?

- A. Effective time management
- B. Strategic decision-making
- C. Extensive industry knowledge
- D. Charismatic leadership

3. The passage suggests that hotel managers should encourage their team members to:

- A. Strictly adhere to established protocols
- B. Avoid taking on additional responsibilities
- C. Develop their professional skills and expertise
- D. Maintain a singular focus on guest satisfaction

4. Which of the following best describes the recommended management style for hotel managers, as outlined in the passage?

- A. Authoritarian and uncompromising
- B. Collaborative and empowering
- C. Impersonal and task-oriented
- D. Micromanaging and hands-on

5. According to the passage, how should hotel managers approach guest feedback and complaints?

- A. Promptly address them with a courteous and professional manner
- B. Disregard them and focus on more pressing operational concerns
- C. Pass them on to front-line staff for resolution
- D. Escalate them to higher levels of management

6. The passage emphasizes the importance of hotel managers being:

- A. Technologically savvy and digitally proficient
- B. Highly experienced in the hospitality industry
- C. Attentive to even the smallest operational details
- D. Adept at public speaking and networking

7. Which of the following is NOT identified as a key strategy for hotel managers to drive growth and improve performance?

- A. Leveraging data and market trends
- B. Streamlining operations through technology
- C. Focusing solely on increasing guest room rates
- D. Continuously enhancing the guest experience

Scoring: maximum 7 points

Reading

3 *Read the text and determine whether the following statements are True, False, or Not given according to the information provided.*

The Hospitality Professionals

At the heart of every successful hotel, restaurant and resort are the skilled professionals who work tirelessly to foster an atmosphere of warmth and hospitality that keeps guests coming back time and time again. These individuals are the hospitality professionals, whose passion for service and attention to detail ignite an exceptional guest experience.

For those considering a career in the hospitality industry, this article will explore some of the key roles and responsibilities of these professionals, as well as the skills and qualities that are essential to succeed in this fast-paced and dynamic field.

Hoteliers: The hotelier is the person responsible for the overall management and operation of a hotel or a chain of hotels. This role requires strong leadership and organizational skills, as well as the ability to think on one's feet and make quick decisions. Hoteliers must also have a deep understanding of the industry and be able to anticipate and respond to changing trends and customer needs.

Chefs: Chefs are the creative force behind the food and beverage offerings at hotels, restaurants and resorts. They are responsible for designing menus, sourcing ingredients and overseeing the preparation and presentation of meals. A great chef has a passion for food and an inventive spirit, constantly seeking to ignite the taste buds of their customers with new and exciting flavors. Some chefs become renowned for their signature dishes, which they showcase in their own restaurants, along with their unique culinary style.

Front Desk Staff: The front desk staff are often the first point of contact for guests upon arrival at a hotel. They are responsible for checking guests in and out, answering questions and providing information about the hotel and its amenities. Front desk staff must be friendly and approachable, with excellent communication and customer service skills. They must also be able to handle difficult situations, such as dealing with unhappy guests or resolving conflicts.

Housekeeping: The housekeeping department is responsible for ensuring that guest rooms and common areas are clean, comfortable and inviting. Housekeepers clean and make up the rooms, change the linens and towels, and restock amenities such as

toiletries and coffee supplies. They also inspect the rooms for any damage or maintenance issues and report them to the appropriate department. Housekeeping is a physically demanding job that requires attention to detail and the ability to work quickly and efficiently.

Concierge: The concierge is the go-to person for guests who need assistance or information during their stay. They can help with everything from making restaurant reservations and booking tours to providing directions and recommendations for local attractions. A good concierge has extensive knowledge of the area and its offerings, along with excellent problem-solving and customer service skills.

While these are just a few of the many roles within the hospitality industry, they are a testament to the diverse range of opportunities available to those looking to pursue a career in this field. Whether you're interested in working in a hotel, a restaurant, a resort or even on a cruise ship, there are countless ways to leverage your skills and contribute to the memorable experiences of guests from around the world.

1. Hoteliers do not need to understand the industry well to be successful.
2. Chefs are required to have a degree in culinary arts to be successful.
3. Front desk staff do not need to have good communication skills.
4. Housekeeping staff are required to have a degree in hospitality management.

5. A good concierge does not need to have knowledge of the area.
6. Working in a hotel is the only option for those interested in a career in hospitality.
7. Hoteliers are not responsible for the overall management of a hotel.
8. Chefs are required to have a degree in business management.
9. Front desk staff are not the first point of contact for guests upon arrival at a hotel.
10. Housekeeping staff are required to have a degree in hospitality management.

Scoring: maximum 10 points

4 *Choose the correct answers:*

1. What specific qualities do hoteliers need to possess according to the passage?
 - A. Strong leadership and organizational skills
 - B. Excellent communication and customer service skills
 - C. Passion for food and an inventive culinary spirit
 - D. Attention to detail and physical stamina

2. Which of the following factors does the passage suggest is key to a chef's success in the hospitality industry?
 - A. The ability to anticipate and respond to changing trends
 - B. Extensive knowledge of the local area and its offerings
 - C. The capacity to handle difficult situations and resolve conflicts
 - D. A deep understanding of the hotel industry and its operations

3. How does the passage describe the primary responsibility of the front desk staff?
- A. To ensure guest rooms and common areas are clean and well-maintained
 - B. To make restaurant reservations and book tours for guests
 - C. To serve as the first point of contact for guests upon arrival
 - D. To provide recommendations for local attractions and activities
4. According to the passage, which of the following is a key duty of the housekeeping department?
- A. Designing menus and overseeing food preparation
 - B. Reporting maintenance issues to the appropriate department
 - C. Assisting guests with various requests and information
 - D. Managing the overall operations and strategy of the hotel
5. What specific skill does the passage highlight as essential for the concierge role?
- A. Strong leadership and decision-making abilities
 - B. Excellent communication and customer service skills
 - C. Extensive knowledge of the local area and its offerings
 - D. Attention to detail and the ability to work quickly
6. Which of the following is mentioned as a key characteristic of hospitality professionals?
- A. Passion for service and attention to detail
 - B. Ability to anticipate and respond to changing trends
 - C. Extensive knowledge of the hotel industry and its operations
 - D. Capacity to handle difficult situations and resolve conflicts
7. What is the primary goal of hospitality professionals according to the passage?
- A. To provide exceptional guest experiences that keep them returning

- B. To ensure the overall profitability and success of the hotel or resort
- C. To foster an atmosphere of warmth and hospitality within the industry
- D. To constantly innovate and create new and exciting culinary offerings

Scoring: maximum 7 points

Use of Language

5 *Choose the correct answers:*

1. The itinerary for the tour ____ (prepare) by the travel agency.
 - a) prepares
 - b) is prepared
 - c) has prepared
2. The new museum ____ (open) next month.
 - a) will open
 - b) is opened
 - c) will be opened
3. Customer feedback ____ (analyze) regularly to improve services.
 - a) analyzes
 - b) is analyzed
 - c) will analyze
4. The guests ____ (meet) at the airport by a tour guide.
 - a) will be met
 - b) meet
 - c) are meeting
5. Travel documents ____ (must/check) before departure.
 - a) must checked
 - b) must be checked
 - c) must be check

6. A detailed report on the tourism market ____ (recently/ publish).
- a) recently publishes
 - b) is recently published
 - c) has recently been published
7. New safety measures ____ (implement) in all hotels.
- a) will implement
 - b) are implemented
 - c) is implementing
8. The brochure ____ (design) by our marketing team.
- a) designs
 - b) is designed
 - c) was designed
9. Complimentary breakfast ____ (offer) to all guests.
- a) is offered
 - b) offers
 - c) offered
10. Training programs for staff ____ (organize) annually.
- a) is organized
 - b) are organized
 - c) organize
11. Special discounts ____ (provide) for early bookings.
- a) provides
 - b) are provided
 - c) provide
12. The new tour packages ____ (advertise) extensively on social media.
- a) are advertised
 - b) advertised
 - c) advertise
13. Feedback from the visitors ____ (consider) crucial for our improvements.
- a) considers
 - b) is considered
 - c) considered

14. A successful travel blogger ____ (have) a good understanding of SEO to attract more readers.
- a) must
 - b) might
 - c) can
15. Tour guides ____ (provide) accurate historical information to ensure an educational experience.
- a) would
 - b) can
 - c) must
16. Flight attendants ____ (deal) with a range of emergencies, so they receive extensive training.
- a) must deal
 - b) might deal
 - c) would deal
17. Hotel managers ____ (attend) multiple meetings throughout the day to oversee operations.
- a) must be attending
 - b) may be attending
 - c) could attend
18. A travel agent ____ (have) knowledge of various cultures to provide personalized recommendations.
- a) can have
 - b) must have
 - c) might have
19. The tourism board ____ (organize) more promotional events next year to attract tourists.
- a) could organize
 - b) must organize
 - c) would organize
20. New tour packages ____ (be) available by the start of the holiday season.
- a) might be
 - b) must be
 - c) would be

21. Cruise directors ____ (plan) activities that cater to a wide range of interests.
- a) must plan
 - b) can plan
 - c) could plan
22. You ____ (complete) this training course to be eligible for the travel consultant position.
- a) might complete
 - b) must complete
 - c) would complete
23. Aspiring chefs ____ (work) in renowned restaurants to gain experience.
- a) might work
 - b) must work
 - c) can work
24. Experienced tour guides ____ (speak) several languages to accommodate international tourists.
- a) must speak
 - b) might speak
 - c) can speak
25. The marketing team ____ (be) developing a new strategy to increase bookings.
- a) must be
 - b) might be
 - c) can be
26. Looks like the company ____ (have/launch) its new app for easier bookings.
- a) might have launched
 - b) must have launched
 - c) could have launched

Scoring: maximum 26 points

6 *Read the text and fill in the blanks:*

embrace challenges, apprenticeship, aspiring, constraints, book up, settle in, showcase, implement, gain hands-on experience, results in, high-profile events, meticulous, oversee, to leverage, eat out

The hospitality industry offers a plethora of career opportunities for those who are passionate about providing exceptional service. From managing _____(1) to ensuring guests check in and out of hotels smoothly, this fast-paced sector requires individuals who can handle multiple responsibilities efficiently.

One of the key aspects of a career in hospitality is the need to stay updated on industry trends and _____(2) best practices to maintain high standards. _____(3) professionals must embrace challenges and _____(4) through internships or _____(5) programs. These experiences allow them to refine their skills and _____(6) their abilities in real-world scenarios.

Hotel managers, for example, must _____(7) daily operations, cater to the needs of diverse guests, and ensure that all departments work seamlessly together. This involves managing _____(8) such as budgets, staffing, and logistics, all while striving to maximize conversion rates and achieve a high ROI.

Event planners in the hospitality industry often find themselves organizing and executing high-profile events. Their _____(9) attention to detail and ability to promptly address any issues that arise are essential to the success of these events. The ability to courteously interact with clients and vendors reinforces their reputation and leads to ongoing business relationships.

For those working in restaurants, being able to turn down a room or _____(10) reservations efficiently is crucial. Chefs and kitchen staff need to stay over time to prepare for the next day's service, while waitstaff must

ensure guests have an exceptional dining experience when they _____(11).

The tenure of a hospitality professional often sees them _____(12) various roles, from front desk clerks to general managers. Each position is a testament to their ability to _____(13), foster a welcoming environment, and maintain high standards. Renowned for their dedication, these professionals ignite passion and excellence in every task they undertake.

Careers in the hospitality industry are dynamic and diverse, offering numerous opportunities _____(14) one's skills and experiences. Whether it's through meticulous planning of events or ensuring a smooth guest stay, professionals in this field fill up their schedules with meaningful work that ultimately _____(15) a high return on investment.

Scoring: maximum 15 points

Writing

7 Write a paragraph with examples on a Hotel Manager responsibilities.

Scoring: maximum 10 points

Speaking

8 Create a comprehensive marketing plan for a fictional boutique hotel. Deliver its presentation.

Scoring: maximum 15 points

Final Scoring: maximum 100 points.

UNIT 3: ACTIVE VOCABULARY

a high-profile event	implement
along with	maintain
amenities	meticulous
apprenticeship	ongoing
aspiring	oversee
book up:	promptly
cater to (the needs of)	rave
check in/out (a hotel)	refine
constraints	renowned
contribute to	result in
conversion rates	return on investment (ROI)
courteously	revenue per available room (RevPAR)
diverse	settle in
dress up	stay over
eat out	stay updated on
embrace challenges	tenure
end up	testament
ensure	to foster
evaluate	to handle
evolving market	to leverage

fast-paced	to reinforce
fill up	to showcase
gain hands-on experience	turn down (a room)
hang out	utilize
ignite	

UNIT 4

TOURIST DESTINATIONS

Skills Work

- **Listening:** Destination Awareness
- **Speaking:** Role Play - Sustainable Tourism Conference; Guided Tour Presentation of a Famous Ukrainian Destination
- **Reading:** Destination Brochures
- **Writing:** Writing a travel brochure

Words Study

- Tourist attractions, landmarks, and sustainable tourism practices

Language Study

- Reported speech to convey information or statements made by others

Project Work

- Sustainable Tourism Development Proposal

Lead-in

1 Group Discussion. **a.** Work in small groups. **b.** List three destinations you have visited or would like to visit, and explain what attracted you to those places. **c.** Share your experiences and perspectives on the factors that make a destination appealing to tourists.

Listening

2 Complete each sentence by choosing the appropriate word from the list provided below.

inherent, entice, encompasses, recreational pursuits, encapsulates, play a pivotal role, substantial, amusement

1. The local museum _____(1) the history and culture of the region.

2. There is a _____(2) amount of wildlife in the national park.

3. Local restaurants _____(3) in attracting tourists to the area.

4. The national park _____(4) a variety of landscapes from mountains to forests.

5. The beautiful beaches _____(5) visitors from all over the world.

6. Hiking and exploring nature are _____(6) activities in this tourist destination.

7. The theme park provides _____(7) for families visiting the area.

8. Visitors can enjoy various _____(8) such as fishing and kayaking.

3 Listen to the information on Tourist Destination and determine whether the following statements



are True, False, or Not given according to the information provided.

1. Destination is a key component of the tourism industry.
2. Destination Management will become obsolete in the future.
3. Tourist destinations are limited to rural areas only.
4. Tourist destinations do not have any unique characteristics.
5. Attractions, amenities, accessibility, and price all play a role in the appeal of a destination.
6. Accessibility is not important for tourists visiting destinations.
7. Accommodation is the most expensive part of a tourist's budget.
8. Tourists do not visit attractions for their natural or cultural value.
9. Tourists do not engage in recreational activities while visiting destinations.
10. In the future, amenities will no longer be necessary for tourists visiting destinations.

4 *Listen to the information again. Choose the correct answer to the following questions.*

1. What is the primary focus of Destination Management in tourism studies?
 - a. Developing tourist attractions and marketing destinations
 - b. Analyzing the economic impact of tourism on local communities
 - c. Coordinating transportation and accommodation options for tourists

d. Developing and administering destinations to ensure visitor satisfaction while preserving local culture and environment

2. What is a key factor that can contribute to the appeal of a tourist destination?

- a. Affordability
- b. Accessibility
- c. Attractions
- d. Amenities

3. According to the text, which type of tourist destination requires travelers to explore the surrounding region?

- a. Centered Destination
- b. Base Destination
- c. Multi-Centre Destination
- d. Touring Destination

4. What is the primary purpose of a Transit Destination?

- a. To serve as a base for exploring the surrounding region
- b. To provide a brief stopover for travelers en route to their final destination
- c. To offer a variety of cultural and culinary experiences in a single location
- d. To be visited as part of a linear itinerary

5. Which of the following is NOT considered an "Amenity" in the context of tourist destinations?

- a. Visitor information centers
- b. Telecommunications
- c. Boating
- d. Waste disposal facilities

6. What is the main characteristic of a Touring Destination?

- a. Tourists spend most of their time in the destination with occasional excursions to nearby attractions
- b. Tourists use the destination as a base to explore the surrounding region
- c. The destination comprises two or more destinations of equal importance
- d. The destination is visited as part of a linear itinerary

7. According to the passage, what is the primary purpose of developing a tourist destination?

- a. To attract more visitors
- b. To generate substantial revenue from tourism
- c. To preserve the local culture and environment
- d. To ensure visitors have highly satisfying experiences

Speaking

5 *a. Work in small groups with your classmates. Discuss what characteristics you believe contribute to the success of a tourist destination. Consider factors such as Accessibility, Accommodation, Attraction, Activities, and Amenities (the "Five A's"). How do these elements impact the overall appeal of a destination? b. Share your insights and ideas with your group members.*

6 *a. Review the list of different types of tourist destinations provided below: Centered, Base, Multi-Centre, Touring, and Transit. In your groups, identify examples of each type of destination. b. Discuss the advantages and disadvantages of these various destination types. Consider how each type*

caters to different traveler preferences and needs. c. Share your thoughts and opinions with your group members.

- **Maldives:** Known for its luxury resorts on private islands, offering a complete package of relaxation, water sports, and scenic beauty.
- **Kyiv, Ukraine:** As a historical and cultural center, Kyiv offers a comprehensive experience with its rich history, architecture, and vibrant city life.
- **Las Vegas, USA:** Often used as a base for exploring nearby attractions such as the Grand Canyon and Hoover Dam.
- **Lviv, Ukraine:** Serves as a perfect base for exploring the western part of Ukraine, including the Carpathian Mountains and historical towns like Ivano-Frankivsk and Chernivtsi.
- **Italy:** Tourists often visit multiple cities like Rome, Florence, and Venice in one trip to experience the varied cultures, histories, and cuisines.
- **Ukraine:** Travelers might combine visits to Kyiv, Odesa, and Lviv, each offering distinct historical, cultural, and gastronomical experiences.
- **Route 66, USA:** Iconic road trip destination stretching from Chicago to Los Angeles, famous for its scenic and cultural stops along the way.
- **Dnipro River Cruise, Ukraine:** A popular touring route where tourists can enjoy the natural beauty and historical sites along the Dnipro River from Kyiv to the Black Sea.
- **Singapore:** A major global hub for air travel, often used by travelers as a stopover to refresh and experience the city before continuing their journey.
- **Boryspil International Airport, Ukraine:** The largest airport in Ukraine, serving as a common transit point for travelers heading to Eastern Europe or connecting flights within the country.

Words study

7 Complete each sentence by choosing the appropriate collocation from the list provided below.

environmental stewardship, conservation efforts, must-see destination, architectural marvel, natural wonders, popular landmarks, historic monuments, ecotourism initiatives, cultural heritage, environmental impact, sustainable development, iconic site

1. Many tourists visit the _____(1) in Rome every year.
2. The Sagrada Familia in Barcelona is considered an _____(2).
3. The Grand Canyon is one of the world's most famous _____(3).
4. Machu Picchu is a _____(4) site that attracts many visitors.
5. Paris is a _____(5) for anyone traveling to Europe.
6. The Eiffel Tower is one of Paris's _____(6).
7. Costa Rica is known for its _____(7) and sustainable practices.
8. As a responsible traveler, I always try to minimize my _____(8).
9. _____(9) is essential for the future of tourism.
10. Organizations around the world are making _____(10) to protect endangered species.
11. _____(11) is crucial to preserving natural landmarks.
12. The Statue of Liberty is an _____(12) in New York City.

8 a. Explore phrasal verbs.

- **Check out** : To go to a place to see it, often for entertainment or interest.
- **Set off** : To begin a journey.
- **Take in** : To visit or attend something, like a place or event, and fully experience it.
- **Explore** : To travel through a place in order to learn about it or find something.
- **Wander around** : To walk around an area without a specific destination in mind, just enjoying the surroundings.

b. *Work in pairs to simulate planning a tourist day in a city neither of you have visited before. Create a Dialogue:*

- *Decide the time you will set off for the day.*
- *Choose a location to check out first, such as a museum or café.*
- *Select a scenic spot to take in a great view.*
- *Discuss another major attraction you want to explore, like a park or cultural festival.*
- *Conclude your day with plans to wander around an interesting part of the city, like a market or old town.*

c. *Present Your Dialogue: Take turns sharing your plan with the class. Use the phrasal verbs in your discussion, reacting to your partner's ideas.*

d. *Receive Feedback: After presenting, listen to feedback on your use of the phrasal verbs and the natural flow of your conversation. Engage with classmates for additional insights.*

Example:

A: "What time shall we set off tomorrow?"

B: "Let's start at 8 AM to make the most of the day."

A: "I want to check out the art exhibit at the National Gallery."

B: "Great idea! After that, we can take in the view from the Sky Tower."

A: "In the afternoon, let's explore the botanical gardens."

B: "Before returning, we should wander around the downtown area."

9 *Explore the following idioms. Then, use them to fill in the blanks in the following dialogue.*

- **A feast for the eyes:** Something that is very beautiful to look at.
- **A sight to behold:** Something that is very impressive or extraordinary to see.
- **In full bloom:** When something, often a plant or flower, is fully open or mature and looking its most beautiful; can also refer to things at their peak state.
- **Cutting corners:** Doing something in the easiest, cheapest, or fastest way, often sacrificing quality or rules.
- **Once in a blue moon:** An event that happens very rarely.
- **Take the scenic route:** Choosing a longer traveling path that is more picturesque and enjoyable than the fastest or most direct route.
- **Breathtaking view:** A view that is extremely beautiful or astonishing, often so impressive it takes your breath away.
- **Out of the woods:** No longer in danger or difficulty.
- **Make a splash:** To cause a sensation; to become suddenly very successful or well known.
- **Go with the flow:** To adapt to circumstances as they occur, and to conform with the majority.

Cindy: Wow, this view is amazing!

Michael: Right? The Grand Canyon really is _____(1). It's one of the rare sights that you have to see in person.

Cindy: Definitely. It's truly _____(2). I'm so glad we went through the effort of _____(3) instead of _____(4) by just flying into Vegas.

Michael: Me too. And it's great to be able to enjoy nature without causing harm. Sustainable tourism practices are so important.

Cindy: Agreed. Oh, look at these wildflowers! They're _____(5). How lucky are we?

Michael: Very lucky. This only happens _____(6). Nature can be so unpredictable. But we have to learn to _____(7) and appreciate it when we can.

Cindy: Absolutely. Let's make sure to capture some photos but also take the time to soak up the _____(8).

Michael: Sure thing. In this case, it's not about rushing to check things off a list, but about really being present and enjoying our surroundings.

Cindy: _____(9), far from any big cities or distractions, it's easy to feel peace and quiet.

Michael: And after all that hiking, I think we deserve a break. Shall we find a spot by the river and _____(10)?

Cindy: Sounds perfect. We'll go with the flow and enjoy every moment.

10 a. *Work in pairs. Each pair will describe different scenarios using the provided idioms.*

b. *Choose a scenario provided below. Your task is to use the idioms to enhance your description of these scenarios.*

c. *Idiom Usage:*

- *Incorporate at least three different idioms into your descriptions.*
- *Make sure the idiom fits naturally into the context of your description.*

d. *Presentation: Share your descriptions with the class. Focus on using the idioms naturally and fluently as part of your narrative.*

e. *Feedback: After each presentation, receive feedback on the accuracy and effectiveness of your idiom usage. Engage*

in a brief discussion with classmates to explore alternative ways the idioms could be used.

Scenarios:

- **Nature Hike:** Describe a recent hike where you experienced nature at its best. Mention the scenery, any surprises or challenges along the way, and your overall feelings about the day.
- **City Tour:** Talk about your last visit to a vibrant city. Describe the sights, sounds, and the pace of life there.
- **Art Gallery Visit:** Reflect on your visit to an art gallery where the artwork was particularly striking.

Example Responses:

- "Walking through the botanical gardens, with every plant **in full bloom**, was truly **a feast for the eyes**."
- "The view from the mountain top was **a sight to behold**, absolutely breathtaking."
- "We decided to **take the scenic route** during our road trip, which offered some of the most spectacular views I've ever seen."
- "During our project, we avoided **cutting corners** because quality was our top priority. It was a rare approach, but worthwhile."
- "He tends to **go with the flow**, making him a great travel partner during unpredictable trips."

Language Study

11 Read the information in the **Grammar Exploration** section, Unit 4, about **Reported speech to convey**

information or statements made by other. *Then, complete the following exercises:*

a. *Transform the following sentences from direct speech into reported speech. Remember to adjust the tense, pronouns, and time/place references as necessary.*

1. "I will help you with your homework," she says.

2. "We are going to the beach tomorrow," they announce.

3. "You must complete this by next week," the teacher warns.

4. "I have visited France three times," he tells his friend.

5. "She can speak four languages," says her mother.

6. "We were waiting for you when you called," they explained.

7. "I will be moving to a new city next month," she mentions.

8. "Do you need any help?" he asked.

9. "I didn't understand the assignment," the student admitted.

10. "You should try the new Italian restaurant," she recommended.

b. *Work in pairs. Choose one of the dialogues below and read it carefully. Then, take turns retelling the conversation to your partner using reported speech, ensuring to adjust the tense, pronouns, and context appropriately.*

Dialogue 1: Exploring a New Eco-Tourism Spot

Agent 1: "Have you heard about the new eco-tourism resort opening in Bali next month?"

Agent 2: "Yes, I read that it's focused on sustainability and offers unique guided nature tours."

Agent 1: "They're also implementing a zero-waste policy and providing educational workshops for visitors."

Agent 2: "That's fantastic! We should consider adding it to our eco-friendly destinations list. I think our clients would love it."

Agent 1: "Absolutely, and I suggest we visit the resort first to experience everything firsthand."

Dialogue 2: *Introducing a Historic City Tour*

Agent 1: "I think we should include the new guided tour of Kyoto's historic sites in our Asia travel packages."

Agent 2: "That sounds interesting. What makes this tour special?"

Agent 1: "It features exclusive access to several ancient temples that aren't usually open to the public."

Agent 2: "Wow, our clients would definitely find that appealing. How long does the tour last?"

Agent 1: "It's a full-day tour, starting early in the morning to avoid the crowds."

c. Work in pairs. Translate the following sentences into English and then compare your translations with your partner.

1. Лінда поскаржилася його дружині про те, що вона занадто сувора до свого чоловіка.
2. Він запропонував поміняти роботу.
3. Вона поскаржилася, що я ніколи не прибираю в своїй кімнаті.
4. Я хочу, щоб ти запропонував їм негайно виїхати.
5. Вона поцікавилася, чи зізнався він у вчиненні злочину.
6. Він заперечував те, що переслідував заручників.
7. Звинувачуючи мене у брехні, ви визнаєте, що є слабкою людиною.
8. Я пропоную вам поїхати іншою дорогою.
9. Ви вибачились за запізнення?
10. Я забороняю тобі хвалитися про те, що ти краще за всіх.

11. Вона наполягла на тому, щоб я одягав маску, коли користуюся громадським транспортом.
12. Заперечуючи одержання хабара, ви непрямо визнаєте, що є учасником злочину.
13. Кого вона звинуватила в крадіжці грошей, які ми відклали (to save) на відпочинок?
14. Він запропонував розробити нову стратегію розвитку фірми.
15. Наполягаючи на тому, аби він подав документи, ви визнаєте, що є зацікавленою стороною.
16. Кого він звинуватив у зникненні звіту, який ми готували 2 місяці?
17. Він запропонував зібратися в кімнаті для зустрічей, де збирався поскаржитися нам на те, що його неправильно зрозуміли.
18. Я визнаю, що був нещирим, коли, пропонуючи вам підвищення, наполягав на тому, що ви є неперевершеним фахівцем.
19. Я запропонував їй прийняти запрошення на роботу у цій компанії, принаймні вона зможе вихвлятися, що працює у крутій фірмі.
20. Лікар поцікавився чи я не скаржуся на біль у животі.

Speaking

Role Play: Sustainable Tourism Conference

12 *You are attending a conference on sustainable tourism. During a networking break, you engage in a conversation with another delegate about the best practices for sustainable tourism and the impact of these practices on tourist attractions and landmarks.*

Instructions:

Preparation: Prepare a short speech or presentation points on how tourist attractions can integrate sustainable practices. Use key vocabulary from the [Words Study](#) section, including relevant phrasal verbs and idioms, and structure some of your points as reported speech.

Role Play:

- **Student A:** You are a tourism consultant specializing in sustainable practices. Share examples of successful sustainable tourism practices at well-known landmarks.
- **Student B:** You are a local government official exploring sustainable tourism options for your city. Discuss your current initiatives and seek advice on improvements.
-

Discussion Points:

- Mention a specific landmark that is a "feast for the eyes" and how it could "make a splash" by adopting more eco-friendly practices.
- Discuss a tourist destination that is "in full bloom" due to its sustainable approach.
- Use phrases like "setting off" on a sustainable journey and "checking out" innovative practices around the globe.
- Employ reported speech to share information learned from other experts during the conference, such as, "Dr. Smith mentioned that..."
-

Feedback Session: After the role-play, provide feedback to each other on the use of active vocabulary and how effectively reported speech was integrated into the conversation. Discuss what sounded natural and what could be improved.

Reading

13 *a. Read the Destination Brochure while simultaneously listening to the recording.*



b. As you read and listen, pay attention to any words that are unfamiliar or that you may have mispronounced. Copy out these words and note any corrections in pronunciation that you learn from the recording. c. After completing the activity, review the list of words and practice pronouncing them correctly.

Destination Brochure

If you're a history buff, an architecture enthusiast, or simply someone who loves to see the world's most historic monuments, architectural marvels, natural wonders, and cultural heritage sites, then you must visit these must-see destinations. These places have it all, from ancient structures to breathtaking natural landscapes.

The Great Wall of China

A UNESCO World Heritage Site, the Great Wall is one of the most famous landmarks in the world. Stretching over 13,000 miles, this ancient structure was built to protect China from invasions. Take in the breathtaking view as you explore different sections of the wall.

Machu Picchu, Peru

Hidden high in the Andes Mountains, Machu Picchu is an ancient Inca city that dates back to the 15th century. This "Lost City of the Incas" was abandoned and forgotten until its rediscovery in 1911. Wander around the ruins and marvel at the stunning mountain scenery.

The Colosseum, Italy

Located in the heart of Rome, the Colosseum is an iconic symbol of the Roman Empire. This ancient amphitheater was used for gladiator fights, animal hunts, and other public spectacles. Step back in time as you imagine the grandeur of the games that took place here.

The Taj Mahal, India

Considered one of the a feast for the eyes, the Taj Mahal is a white marble mausoleum located in Agra, India. Built in the 17th century by Emperor Shah Jahan as a tribute to his late wife, it is a sight to behold, especially at sunrise or sunset.

The Great Barrier Reef, Australia

Stretching over 1,400 miles along the coast of Queensland, the Great Barrier Reef is the largest coral reef system in the world. Home to thousands of species of marine life, it is a paradise for scuba divers and snorkelers. Dive into the crystal-clear waters and discover the wonders of the reef.

The Serengeti, Tanzania

Famous for its annual wildebeest migration, the Serengeti National Park is a wildlife haven in East Africa. Witness millions of animals as they travel across the plains in search of food and water. Go on a safari adventure and see lions, elephants, zebras, and more up close.

The Galapagos Islands, Ecuador

Known for its unique wildlife and pristine landscapes, the Galapagos Islands are a dream destination for nature lovers. This archipelago is where Charles Darwin developed his theory of evolution. Explore the islands

and encounter giant tortoises, marine iguanas, and playful sea lions.

These must-see destinations not only offer incredible sights but also provide opportunities for ecotourism initiatives, sustainable development, and Conservation efforts. By promoting responsible tourism, we can help preserve these treasures for future generations.

So, the next time you plan your vacation, why not choose one of these iconic destinations? Immerse yourself in history, Marvel at architectural wonders, and connect with nature like never before. These places are waiting to be discovered - Go with the flow and make unforgettable memories along the way.

14 *Read the brochure again and select the best answer for each question. If you are unsure, make an educated guess.*

1. What is the largest coral reef system in the world according to the text?

- a. The Serengeti
- b. The Galapagos Islands
- c. The Great Barrier Reef
- d. The Taj Mahal

2. Which ancient structure was built to protect China from invasions?

- a. The Colosseum
- b. The Great Wall of China
- c. Machu Picchu
- d. The Taj Mahal

3. Which destination is described as a "Lost City of the Incas"?

- a. The Great Wall of China
- b. Machu Picchu
- c. The Colosseum
- d. The Taj Mahal

4. Where is the Taj Mahal located?

- a. Peru
- b. Italy
- c. India
- d. Australia

5. Which destination is famous for its annual wildebeest migration?

- a. The Galapagos Islands
- b. The Serengeti
- c. The Great Barrier Reef
- d. Machu Picchu

6. Which destination is described as a UNESCO World Heritage Site?

- a. The Taj Mahal
- b. The Colosseum
- c. The Great Wall of China
- d. The Serengeti

7. Which destination is known for its unique wildlife and pristine landscapes?

- a. The Galapagos Islands
- b. The Great Barrier Reef
- c. The Taj Mahal
- d. Machu Picchu

Speaking

15 Guided Tour Presentation of a Famous Ukrainian Destination

Instructions:

Group Formation: Form groups of 3-4 students. Each group will select a famous Ukrainian destination to research and present. This could be a historic site, a natural landmark, or a notable city known for its tourist attractions.

Research and Preparation:

- Conduct research on your chosen destination. Focus on its history, key attractions, and any sustainable tourism practices associated with it.
- Prepare a guided tour script that includes:
 - A brief history of the destination.
 - Descriptions of major landmarks and tourist attractions.
 - Information on sustainable tourism practices at the location.
- Use active vocabulary from Unit 4, especially terms related to tourism and sustainability. Integrate reporting verbs followed by gerunds, and include reported speech to share anecdotes or statements from local experts, tourists, or historical figures.

Presentation Development:

- Develop a clear structure for your presentation, starting with an introduction, followed by detailed sections on different attractions, and conclude with a discussion on sustainability efforts.
- Include visual aids if possible, such as maps, images, or short videos to enhance the audience's understanding and engagement.

Delivery:

- Present your guided tour in front of the class. Each member should speak for an equal part of the presentation to ensure balanced participation.
- Make the presentation engaging as if you are real tour guides showing tourists around the destination.

Evaluation:

- After each presentation, other class members and the instructor will provide feedback focusing on the use of language, adherence to grammatical structures like reported speech and gerunds, and the overall delivery of the tour.
- Discuss how effectively each group incorporated the learned vocabulary and grammar into their presentation.

Writing



Refer to the section [Communication Essentials](#) for an Introduction to a Travel Brochure.

16 Writing an Introductory Paragraph

a. Write an introductory paragraph for your travel brochure. Use the [paragraph writing skills](#) mastered in previous units.

b. Ensure the paragraph introduces a specific destination, captures its essence, and makes a compelling case for why it is worth visiting. Include at least one key attraction or unique aspect of the destination that will draw tourists.

17 Detailing Tourist Attractions

a. Develop a section of your brochure dedicated to the main tourist attractions of your chosen destination.

b. Describe 2-3 major attractions, focusing on what makes each one special. Use vivid language to paint a picture for the reader. Incorporate descriptive adjectives and verbs, and include any historical or cultural significance to add depth to your descriptions.

18 Providing Practical Information

a. Write a segment in your brochure that offers practical information for potential visitors.

b. Include details such as the best times to visit, local transportation tips, accommodation options, and dining recommendations. Tailor your advice to fit the needs of various types of travelers, such as families, couples, or solo adventurers.

c. Ensure this section is informative, easy to read, and neatly organized, possibly with bullet points or headers to enhance readability.

Project Work

19 Watching a video

Watch a video on Sustainable Tourism. Then, choose the correct answers to the following questions.



1. According to the video, what is the main definition of sustainable tourism?

- a. Tourism that only has positive effects on the environment.
- b. Tourism that has more positive than negative effects on the environment.
- c. Tourism that has no negative effects on the environment.
- d. Tourism that promotes environmental conservation.

2. Which of the following is not mentioned as an example of a negative effect of tourism in the video?

- a. Large carbon footprints
- b. Strain on natural resources
- c. Disturbance of flora and fauna
- d. Increased awareness of environmental issues

3. The video states that the term "environment" in the definition of sustainable tourism refers to which of the following?

- a. Only the natural environment
- b. Only the cultural and social environment
- c. Only the economic environment
- d. The natural, cultural, social, and economic environments

4. Which of the following is not mentioned in the video as one of the "three Ps" or the "triple bottom line" in evaluating tourism's impact?

- a. People
- b. Planet
- c. Profit
- d. Progress

5. According to the video, what is the first use of the term "sustainability" in the context of human activity?

- a. The UN report "Our Common Future" from 1987
- b. The definition of sustainable development
- c. The concept of sustainable tourism
- d. The discussion of the triple bottom line

6. The video suggests that responsible tourists and tourism companies should behave and operate in a way that does not endanger the chances of which group?

- a. Future tourists and tourism companies
- b. Local communities
- c. Environmental organizations
- d. Government regulators

7. Which of the following is not mentioned in the video as an example of a positive effect of tourism?

- a. Economic benefits
- b. Better understanding of cultural differences
- c. Increased awareness of environmental issues
- d. Improved infrastructure and transportation

20 Sustainable Tourism Development Proposal

Objective: *Based on the concepts discussed in the video on sustainable tourism, develop a comprehensive sustainable tourism proposal for a selected destination.*

Project Description:

This project aims to apply the principles of sustainable tourism as explained by Dr. Grundflotten to a real-world tourist destination. You will analyze the current tourism

practices of a chosen location in Ukraine and propose strategic initiatives to enhance its sustainability across the environmental, social, and economic domains.

Instructions:

Selection of Destination:

- Choose a tourist destination that you are familiar with or interested in. This could be a local area, a well-known city, or a natural site.

Research Phase:

- Gather information about the current state of tourism at the destination. Focus on understanding the physical, social, and economic impacts of tourism as it currently stands.
- Identify key areas where sustainable practices are lacking or could be improved.

Analysis Using PSE Framework:

- Analyze the destination using the PSE (Physical, Social, Economic) analysis framework mentioned in the video:
 - **Physical Impacts:** Evaluate the impact on the natural and cultural environments.
 - **Social Impacts:** Assess how tourism affects the local community and social structure.
 - **Economic Impacts:** Consider the economic benefits tourism brings to the destination versus the costs incurred.

Development of the Proposal:

- Based on your analysis, develop a sustainable tourism proposal. This should include:
 - Specific actions to mitigate negative physical, social, and economic impacts.
 - Strategies to enhance the positive effects of tourism.

- Plans to ensure that tourism supports the long-term health and prosperity of the destination.
- Integrate concepts from the video, such as the triple bottom line of "People, Planet, and Profit."

Proposal Presentation:

- Create a detailed document or presentation outlining your proposal. This should include:
 - An introduction to the destination and its current tourism practices.
 - A detailed analysis using the PSE framework.
 - A comprehensive list of proposed sustainable initiatives and practices.
 - A conclusion summarizing the expected benefits of these initiatives.

Class Presentation:

- Present your sustainable tourism proposal to the class. Explain the rationale behind your recommendations and how they align with the principles of sustainable tourism outlined in the video.

Feedback and Evaluation:

- Receive feedback from peers and instructors on the feasibility and creativity of your proposal.
- Be evaluated based on clarity, depth of analysis, practicality of proposals, and alignment with sustainable tourism principles.

UNIT 4: REVISION

Listening



1 Listen to the text and determine whether the following statements are True, False, or Not given according to the information provided.

1. Sustainable tourism only focuses on economic impacts and neglects social and environmental considerations.
2. The author suggests that all natural areas should be completely closed off to visitors.
3. Cultural heritage preservation is not a priority in sustainable tourism.
4. The author suggests that social impacts should not be considered in sustainable tourism.
5. The author believes that sustainable tourism is not important.
6. The author suggests that only governments should be responsible for preserving must-see destinations.
7. The author believes that ecotourism initiatives have no impact on sustainable development.
8. The author suggests that only governments are responsible for achieving sustainability.
9. The author believes that sustainable tourism has no impact on poverty alleviation.
10. The author suggests that only businesses are responsible for achieving sustainability.

Scoring: maximum 10 points

2 Listen to the text again. Choose the correct answers:

1. Which of the following best describes the overarching goal of sustainable tourism based on the passage?
 - A. Maximizing tourism revenue for local governments
 - B. Reducing the negative environmental and social impacts of tourism
 - C. Attracting the largest number of tourists to a destination
 - D. Preserving the cultural heritage of host communities

2. According to the passage, what is the primary reason why many destinations rely on their pristine landscapes to attract tourists?
 - A. Tourists prefer visiting natural environments over developed areas.
 - B. Preserving natural landscapes is a requirement for sustainable tourism.
 - C. Landscapes are the most important factor in determining tourist satisfaction.
 - D. Natural environments are the unique selling point of these destinations.

3. The passage suggests that the involvement of local communities in sustainable tourism initiatives is important for which of the following reasons?
 - A. To ensure the fair distribution of tourism-related economic benefits.
 - B. To promote the construction of new cultural landmarks and attractions.
 - C. To reduce the exploitation of local labor in the tourism industry.
 - D. To foster a sense of pride and ownership among host communities.

4. Which of the following is NOT mentioned in the passage as a strategy for preserving cultural heritage in sustainable tourism?
 - A. Implementing community-based tourism programs

- B. Promoting the sale of traditional arts and crafts
- C. Establishing strict visitor quotas for historic sites
- D. Encouraging the privatization of cultural landmarks

5. The passage suggests that sustainable tourism can contribute to poverty alleviation by:

- A. Generating substantial economic benefits for host communities.
- B. Increasing the number of tourism-related jobs in local areas.
- C. Providing access to affordable accommodation for low-income travelers.
- D. Ensuring fair wages and working conditions in the tourism industry.

6. Which of the following is identified in the passage as a key aspect of sustainable tourism?

- A. Minimizing the use of fossil fuels in transportation to and from destinations
- B. Preserving the natural environments and ecosystems of tourist destinations
- C. Promoting the construction of large-scale, eco-friendly tourism infrastructure
- D. Encouraging the development of new cultural attractions and landmarks

7. According to the passage, which of the following is NOT mentioned as a way to reduce the negative social impacts associated with mass tourism?

- A. Ensuring the involvement and benefit of local communities
- B. Promoting the empowerment and inclusion of marginalized groups
- C. Establishing strict regulations on the number of visitors allowed
- D. Increasing the exploitation of local labor in the tourism industry

Scoring: maximum 7 points

Reading

3 *Read the text and determine whether the following statements are True, False, or Not given according to the information provided.*

When it comes to popular landmarks, the Taj Mahal is a household name. As one of the seven wonders of the world, this iconic site attracts millions of visitors each year. If you're planning to check out the Taj Mahal for yourself, here's how to make the most of your visit.

First things first - set off early! To beat the crowds, it's best to arrive as soon as the gates open at 6:00 am. Not only will you get to take in the Taj Mahal in all its glory, but you'll also be able to wander around and take some stunning photos without other tourists getting in the way. After admiring the main building, don't forget to explore the beautiful gardens and the nearby mosque.

While you're in Agra, the city where the Taj Mahal is located, there are a few other must-visit attractions. The Agra Fort, a UNESCO World Heritage Site, is just a short distance away. This massive red sandstone fort offers a fascinating glimpse into India's history. Other places worth checking out include the Tomb of Itimad-ud-Daulah, often referred to as the 'Baby Taj', and Mehtab Bagh, a garden that offers a different perspective of the Taj Mahal from across the Yamuna River.

If you're a fan of history and architecture, then the Colosseum in Rome should definitely be on your bucket list. This ancient amphitheater is one of Italy's most

famous landmarks and dates back to AD 80. To make the most of your visit, consider going on a guided tour. This way, you'll learn all about the Colosseum's fascinating past and won't miss any of the important details. Afterward, wander around the nearby Roman Forum and Palatine Hill to get a sense of what life was like in ancient Rome.

For a feast for the eyes, head to the Keukenhof Gardens in the Netherlands. This world-famous flower garden is only open for a few months each year, usually from mid-March to mid-May. During this time, millions of tulips, daffodils, and other flowers are in full bloom. With over 79 acres of vibrant colors, Keukenhof is truly a sight to behold. Be sure to bring your camera!

When it comes to ecotourism initiatives, there are a few things you can do to minimize your environmental impact while traveling. One important aspect is transportation. Whenever possible, opt for public transportation or explore on foot. Not only will this help reduce your carbon footprint, but it's also a great way to discover hidden gems off the beaten path. Additionally, try to support local businesses and communities by staying in locally-owned accommodations and eating at local restaurants.

Sustainable development should be a priority when it comes to managing tourist attractions and landmarks. This means finding a balance between promoting tourism and preserving the natural and cultural heritage of the site. It's important to implement measures to protect the environment, such as reducing waste and conserving energy. By adopting sustainable practices, we can ensure that future generations will be able to enjoy these iconic sites as well.

Statements:

1. The author provides detailed instructions on how to visit the Taj Mahal.
2. Arriving at the Taj Mahal at noon is the best way to avoid crowds.
3. The author provides a detailed history of the Agra Fort.
4. The Colosseum in Rome is not a popular tourist destination.
5. The author provides a list of all the flowers that bloom in Keukenhof Gardens.
6. The author suggests always using private transportation while traveling.
7. The author provides a detailed plan for sustainable development in tourist attractions.
8. Adopting sustainable practices will not have any impact on future generations' enjoyment of iconic sites.

Scoring: maximum 8 points

4 *Choose the correct answers:*

1. What is the primary reason the author suggests visiting the Taj Mahal early in the morning?
 - A. To avoid the large crowds
 - B. To see the sunrise over the monument
 - C. To take better photographs without other tourists
 - D. All of the above

2. According to the passage, which of the following is NOT mentioned as a must-visit attraction in Agra, India?
 - A. Agra Fort
 - B. Tomb of Itimad-ud-Daulah
 - C. Mehtab Bagh
 - D. Red Fort

3. What does the passage suggest about the management of tourist attractions and landmarks in terms of sustainable development?

- A. It should focus solely on promoting tourism.
- B. It should prioritize preserving natural and cultural heritage.
- C. It should implement measures to protect the environment.
- D. Both B and C

4. How does the passage recommend that travelers minimize their environmental impact while traveling?

- A. By staying in luxury accommodations
- B. By eating at international restaurant chains
- C. By using public transportation and exploring on foot
- D. By visiting popular tourist attractions

5. Based on the information provided, which of the following is NOT true about the Keukenhof Gardens in the Netherlands?

- A. It is only open for a few months each year.
- B. It features a wide variety of flowers in bloom.
- C. It covers a relatively small area of land.
- D. It attracts millions of visitors annually.

6. What is the main purpose of the guided tours recommended for visiting the Colosseum in Rome?

- A. To provide a comprehensive history of the ancient structure
- B. To ensure tourists do not miss any important details
- C. To allow visitors to explore the site at their own pace
- D. Both A and B

7. What is the primary focus of the passage when discussing sustainable tourism practices?

- A. Reducing waste and conserving energy
- B. Supporting local businesses and communities
- C. Promoting eco-friendly transportation methods

D. All of the above

Scoring: maximum 7 points

Use of Language

5 *Choose the correct answers:*

1. The Eiffel Tower is the most iconic landmark in Paris," she said.
 - a) She said that the Eiffel Tower is the most iconic landmark in Paris.
 - b) She said that the Eiffel Tower was the most iconic landmark in Paris.
 - c) She said that the Eiffel Tower had been the most iconic landmark in Paris.
2. "We visited the Grand Canyon last summer," he told us.
 - a) He told us that they visited the Grand Canyon last summer.
 - b) He told us that they had visited the Grand Canyon last summer.
 - c) He told us that they had visited the Grand Canyon the previous summer.
3. "I will be traveling to Kyoto next month," she announced.
 - a) She announced that she will be traveling to Kyoto next month.
 - b) She announced that she would be traveling to Kyoto next month.
 - c) She announced that she would be traveling to Kyoto the following month.
4. "They are planning a trip to the Maldives," he mentioned.
 - a) He mentioned that they are planning a trip to the Maldives.
 - b) He mentioned that they were planning a trip to the Maldives.

c) He mentioned that they had been planning a trip to the Maldives.

5. "The Colosseum in Rome attracts millions of tourists each year," she said.

a) She said that the Colosseum in Rome attracts millions of tourists each year.

b) She said that the Colosseum in Rome attracted millions of tourists each year.

c) She said that the Colosseum in Rome had attracted millions of tourists each year.

6. "I have never seen such beautiful beaches," he remarked.

a) He remarked that he has never seen such beautiful beaches.

b) He remarked that he had never seen such beautiful beaches.

c) He remarked that he would never see such beautiful beaches.

7. "You should visit the Louvre if you go to Paris," she advised.

a) She advised that I should visit the Louvre if I go to Paris.

b) She advised that I should visit the Louvre if I went to Paris.

c) She advised that I should visit the Louvre if I had gone to Paris.

8. "We were exploring the ancient ruins when it started to rain," they explained.

a) They explained that they were exploring the ancient ruins when it started to rain.

b) They explained that they had been exploring the ancient ruins when it started to rain.

c) They explained that they had been exploring the ancient ruins when it had started to rain.

9. "The best time to visit New Zealand is during their summer," he informed us.

a) He informed us that the best time to visit New Zealand is during their summer.

- b) He informed us that the best time to visit New Zealand was during their summer.
 - c) He informed us that the best time to visit New Zealand had been during their summer.
10. "I can recommend some great places to eat in Bangkok," she said.
- a) She said that she can recommend some great places to eat in Bangkok.
 - b) She said that she could recommend some great places to eat in Bangkok.
 - c) She said that she had been able to recommend some great places to eat in Bangkok.
11. "We have booked a guided tour of the Great Wall of China," they announced.
- a) They announced that they have booked a guided tour of the Great Wall of China.
 - b) They announced that they booked a guided tour of the Great Wall of China.
 - c) They announced that they had booked a guided tour of the Great Wall of China.
12. "Tourists must see the Taj Mahal at sunrise," she stated.
- a) She stated that tourists must see the Taj Mahal at sunrise.
 - b) She stated that tourists had to see the Taj Mahal at sunrise.
 - c) She stated that tourists would have to see the Taj Mahal at sunrise.
13. "We might extend our stay in Santorini," they mentioned.
- a) They mentioned that they might extend their stay in Santorini.
 - b) They mentioned that they might have extended their stay in Santorini.
 - c) They mentioned that they would extend their stay in Santorini.
14. "I had never experienced such hospitality before visiting Thailand," he said.

- a) He said that he had never experienced such hospitality before visiting Thailand.
 - b) He said that he never experienced such hospitality before visiting Thailand.
 - c) He said that he would never experience such hospitality before visiting Thailand.
15. "You must try the street food in Singapore," she recommended.
- a) She recommended that I must try the street food in Singapore.
 - b) She recommended that I should try the street food in Singapore.
 - c) She recommended that I had to try the street food in Singapore.
16. He admitted ____ (break) the vase.
- a) to break
 - b) to have broken
 - c) to breaking
17. They accused her ____ (cheat) in the exam.
- a) to cheat
 - b) of cheating
 - c) cheating
18. She apologized ____ (arrive) late to the meeting.
- a) that she arrived
 - b) for arriving
 - c) arriving
19. He boasted ____ (win) the first prize in the competition.
- a) of winning
 - b) about to win
 - c) to win
20. She complained ____ (work) too many hours.
- a) to work
 - b) of working
 - c) that she was working
21. He denied ____ (steal) the money from the office.
- a) to steal

- b) stealing
c) of stealing
22. They insisted on ____ (complete) the project on time.
a) completing
b) complete
c) to complete
23. She suggested ____ (go) for a walk after dinner.
a) to go
b) going
c) to going
24. He complained ____ (the noise outside disturb) him.
a) of the noise outside disturbing
b) of the noise outside to disturb
c) that the noise outside was disturbing
25. I suggest ____ (have) a break before continuing our work.
a) him to have
b) him having
c) he have
26. They insisted on ____ (not attend) the party.
a) him not attending
b) his to not attend
c) he wouldn't attend
27. She apologized ____ (interrupt) the meeting.
a) for interrupting
b) to interrupting
c) interrupt
28. He suggested ____ (take) a different route.
a) that she taking
b) that she take
c) her to take

Scoring: maximum 28 points

6 *Read the text and fill in the blanks:*

take in, in full bloom, sustainable, end up, out of the woods, take the scenic route, set off, check out, a feast for the eyes, once in a blue moon, breathtaking views, make a splash, cut corners, a sight to behold, wander around

Katie: Wow, I can't believe we finally made it to Machu Picchu.

Alex: It's amazing! Definitely worth the long hike up here.

Katie: Agreed. At least we didn't _____(1) and got prepared to this substantially. I can't wait to _____(2) all the ruins and _____(3) the stunning view.

Alex: Yeah, let's _____(4) on the hiking trail and _____(5) a bit first before the crowds arrive.

Katie: Good idea.

Alex: This place is truly _____(6). The way the ruins are nestled amidst the mountains, it's like something out of a movie.

Katie: Absolutely. And the stone structures are just remarkable. Such intricate details and precision.

Alex: It's definitely _____(7). And look at those colorful flowers _____(8) along the path.

Katie: So beautiful. It's such a shame that some tourist attractions don't prioritize sustainability.

Alex: Yeah, they _____(9) damaging these ancient sites.

Katie: But I'm glad we're experiencing this _____(10) opportunity while being mindful of our impact.

Alex: Absolutely. Let's make sure to _____(11) down instead of taking shortcuts or littering.

Katie: Yes, we should remember to always appreciate the _____(12) while also being responsible tourists.

Alex: We'll definitely be _____(13) if everyone followed _____(14) tourism practices.

Katie: Maybe we can spread awareness and encourage others to do the same!

Alex: Sounds great! Now, let's not waste any more time and _____(15) exploring Machu Picchu!

Scoring: maximum 15 points

Writing

7 Write a paragraph with enumeration on advantages of a destination of your choice.

Scoring: maximum 10 points

Speaking

8 Create a comprehensive presentation of a real destination in Ukraine. Deliver a presentation.

Scoring: maximum 15 points

Final Scoring: maximum 100 points.

UNIT 4: ACTIVE VOCABULARY

a feast for the eyes	iconic site
a sight to behold	in full bloom.
amusement	inherent
architectural marvel	make a splash
breathtaking view	must-see destination
check out (to go to a place to see it, often for entertainment or interest)	natural wonders
conservation efforts	once in a blue moon
cultural heritage	out of the woods
cutting corners	play a pivotal role
ecotourism initiatives	popular landmarks
encapsulate	recreational pursuits
encompass	set off
entice	substantial
environmental impact	sustainable development
environmental stewardship	take in
explore	take the scenic route
go with the flow	wander around
historic monuments	

UNIT 5

HOSPITALITY AND ACCOMMODATIONS

Skills Work

- **Listening:** Hotel Reservation Conversations
- **Speaking:** Role-plays for Hotel Check-in and Check-out. Presentation on Innovative Hotel Concepts. Role-Play: Hotel Review Presentation
- **Reading:** A Hotel Review
- **Writing:** Composing Hotel Reviews

Words Study

- Accommodation types, hotel services, and facilities

Language Study

- Conditionals, expressions of wishes, within the context of hotel service in the tourism industry.

Project Work

- Developing a Concept for an Eco-Friendly Boutique Hotel

Lead-in

1 Group Discussion. *a. Work in small groups. b. Discuss the following questions and share your opinions and personal experiences:*

- What was your most memorable hotel stay and why?
- What services or amenities do you consider essential in a good hotel?
- Have you ever had a poor hotel experience? What could have been done differently?

Listening

2 *Match the words with their definitions.*

1. reservation	a. comforts and conveniences provided in addition to the basic facilities of a hotel
2. bellhop	b. informal way of asking if someone feels like going swimming
3. amenities	c. to deliver something to a guest's room
4. pull up (something)	d. a hotel employee who helps guests with their luggage
5. check out	e. forget to take something when leaving a place

6. send up	f. having a desire or feeling like having something
7. fancy a dip	g. to complete procedures for leaving a hotel at the end of a stay
8. leave behind	h. popular or well-received by a particular group
9. in the mood for	i. a booking or arrangement made in advance
10. a hit with	j. to retrieve or bring up information on a computer screen

3 Listen to the Check-In Procedure dialogue and answer the following questions:



1. Who is checking into the hotel?
2. Under what name was the reservation made?
3. For how many nights is the reservation?
4. What room number was assigned to the guest?
5. What times is breakfast served at the hotel?
6. What additional facility does the hotel offer that the guest might enjoy?

Speaking

4 a. Work in pairs and role-play the check-in process. One of you will act as the receptionist and the other as the guest. Try to use as much of the original dialogue as possible and add your own details to extend the conversation.

b. Switch roles and repeat the exercise, possibly with different details (e.g., different reservation name, length of stay, or inquiries about hotel amenities).

c. Reflect on your performance: Were you able to use the key phrases from the dialogue effectively? What new vocabulary or phrases did you learn? How comfortable did you feel with the interaction?

Listening

5 a. Read the Requesting Extra Amenities dialogue and fill in the gaps with the given words.



b. Listen to the dialogue and check your answers.

Sure, checkout, work, send them up, tip, a hit with, in the mood for, instead of, serve, spot

Guest: Hi, I'm in room 104. I was wondering if I could get a couple more pillows?

Receptionist: Absolutely, I'll _____(1) right away. Anything else you need while you're at it?

Guest: Do you think I could get a later _____(2) tomorrow?

Receptionist: Let me check if that's possible... Yes, you can check out at 1 PM _____(3) noon. Will that _____(4)?

Guest: That's perfect, thanks. Oh, and one more thing—could you recommend a good _____(5) for dinner?

Receptionist: _____(6) thing! What are you _____(7)?

Guest: Maybe something local?

Receptionist: You should try The Coastal Bite down on Main Street. It's _____(8) the locals and tourists

alike. Plus, they _____(9) the best seafood chowder in town.

Guest: Sounds like just what I'm looking for. Thanks for the _____(10)!

Writing

6 *Imagine you are the guest in the dialogue. Write an email to a friend or a family member describing your experience at the hotel. Include details about:*

- The service you received when requesting extra amenities.
- The extended checkout time and how it benefited your plans.
- The restaurant recommendation provided by the receptionist and your plans to dine there.

Guidelines for Writing:

- Start with a greeting and a brief introduction.
- Describe each of the services mentioned and your reaction to them.
- Mention your expectations for the dinner based on the receptionist's recommendation.
- Conclude with your overall impression of the hotel's customer service.
- Sign off in a friendly manner.

Listening

7 *a. Read the Check-Out Procedure dialogue and fill in the gaps with the given words.*

b. Listen to the dialogue and check your answers.



leave, keep, prepaid, a cab, enjoy, charges, desk, left
anything behind, looks like, rush

Receptionist: Good morning! Checking out today?

Guest: Yes, room 204. I hope I haven't _____(1).

Receptionist: Let's check your details. Okay, _____(2) the mini-bar was untouched... and you've _____(3). Just need to check if there were any additional _____(4). It'll just take a moment.

Guest: Sure, no _____(5).

Receptionist: Everything looks good. Did you _____(6) your stay?

Guest: Yes, it was lovely, thanks. Could you call me _____(7) to the airport?

Receptionist: Absolutely, it'll just be a few minutes. Can I help with anything else?

Guest: That's all, thanks. Could I _____(8) my bags here while I wait for the cab?

Receptionist: Of course, I'll tag them and _____(9) them behind the _____(10) for you.

Guest: Perfect, thanks for all your help!

Speaking

8a. *Work in pairs. Each pair will take turns role-playing the hotel receptionist and the guest. You should enact the check-out process as heard in the dialogue, but also add a twist by introducing a complication. For example:*

- The guest has a billing dispute.
- The guest requests information about leaving luggage for a week.
- The guest needs immediate transportation to a different location, not the airport.

Role Play Guidelines:

- Use key vocabulary and expressions from the dialogue.
- Develop the scenario by introducing the chosen complication.
- Focus on resolving the issue while maintaining polite and professional communication.

***b.** After each role play, discuss in pairs how effectively you resolved the issue. Provide feedback on language use, problem-solving skills, and customer service approach.*

Words study

Vocabulary Mapping: Organizing Hotel and Accommodation Terminology

9 ***a.** Visualize and categorize key vocabulary by creating a visual map that connects terms related to accommodation types and hotel services.*

Instructions:

Materials Needed:

- Use a large sheet of paper or a digital mind-mapping tool.
- Employ markers or digital annotation tools if using a digital platform..
- Use **a.** the list of vocabulary terms provided below; **b.** the vocabulary you have already known; **c.** an Ukrainian-English Dictionary

Group Formation:

- Work in small groups of 3-4 students to encourage collaboration and idea sharing.

Mapping Process:

- **Step 1: Draw the Main Branches:**

- On your paper or digital workspace, draw two large branches labeled "**Accommodation Types**" and "**Hotel Services and Facilities.**"
- **Step 2: Subdivide Categories:**
 - Under "Accommodation Types," list specific types like boutique hotel, resort, B&B, etc.
 - Under "Hotel Services and Facilities," create sub-branches for different services such as **Guest Services**, **Room Features**, **Leisure Facilities**, **Dining Services**, and **Business Services**.
- **Step 3: Assign Vocabulary:**
 - Place each vocabulary term below under the appropriate sub-branch. *For example, "concierge service" under Guest Services, "spa facilities" under Leisure Facilities, etc.*
 - Brainstorm additional vocabulary that might belong to each category or sub-branch. Use a dictionary if you are unsure of the English terms.
- **Step 4: Link Related Terms:**
 - Draw lines or arrows to show relationships between terms, such as linking "luxury hotel" with "spa facilities" to indicate typical services offered at luxury hotels.

Hotel and Accommodation Terminology:

- **24-Hour Reception**
- **Airport Shuttle Service**
- **Bar/Lounge**
- **Bed and Breakfast (B&B)**
- **Boarding House**
- **Boutique Hotel**
- **Buffet Options**
- **Business Center**
- **Capsule Hotel**
- **Casino**

- Complimentary Breakfast
- Concierge Service
- Conference Hotel
- Currency Exchange
- Dietary Menu (on request)
- Eco-lodge
- Executive Lounge Access
- Express Check-in/Check-out
- Extended Stay Hotel
- Fitness Center
- Garden
- Golf Course
- Guesthouse
- High-speed Internet Access
- Hostel
- Indoor Heated Pool
- Inn
- Luggage Storage
- Luxury Hotel
- Meeting and Conference Facilities
- Motel
- Multilingual Staff
- Nightclub/DJ
- On-site Restaurant
- Outdoor Swimming Pool
- Photocopying/Printing Services
- Playground
- Poolside Bar
- Resort
- Room Service
- Room Service (24-hour)
- Serviced Apartment
- Snack Bar
- Spa Facilities
- Tennis Court
- Timeshare

- **Tour Desk**
- **Valet Parking**
- **Villa**

b. Discussion and Presentation: Present your map to the class, explaining the rationale behind their categorizations and connections. Prepare to respond to questions and provide clarifications on your mappings.

c. Reflection: Discuss the insights gained from this activity and how it helps in memorizing and applying the vocabulary in real-life contexts.

10 Explore the following phrasal verbs and idioms. Then, use them to fill in the blanks in the following dialogue.

Phrasal Verbs:

- **Book up** - reserve all available rooms/spots
- **Fill up** - when accommodations become fully booked
- **Look after** - take care of guests, used especially in service contexts
- **Put up** - provide a place to stay

Idioms:

- **Home away from home** - a place where one is as comfortable as at one's own home)
- **Roll out the red carpet** - treat someone with great hospitality or respect
- **Five-star treatment** - exceptional service in every aspect
- **Sleep tight** - a friendly way of wishing someone a good night's sleep

Planning a Stay at a Luxury Hotel

Jennifer: Hi, I'd like to book a room for my upcoming trip in July. I heard your hotel really _____(1) for its guests.

Hotel Receptionist: Hello, Jennifer! We'd love to have you stay with us and provide _____(2) you deserve. However, our rooms are starting to _____(3) quickly for July. How long do you plan to stay?

Jennifer: I was thinking of staying for a week. I really need this getaway to feel like _____(4).

Hotel Receptionist: I understand completely. Let's see... We do have a deluxe suite available for that week. It comes with complimentary spa services and an ocean view, ensuring you _____(5) after a relaxing day.

Jennifer: That sounds perfect. Can you _____(6) in that suite, then?

Hotel Receptionist: Absolutely, I'll book that for you right now. Just to let you know, our hotel _____(7) fast during the summer, so it's good you called when you did!

Jennifer: Great! I'm also interested in some local tours and dining experiences.

Hotel Receptionist: Of course, our concierge will _____(8) all your arrangements. They can organize tours, book dinners, and even find tickets for special events. You'll have nothing to worry about.

Jennifer: Thank you so much. It sounds like everything I'm looking for.

Hotel Receptionist: You're very welcome! We're looking forward to making your stay spectacular. We'll send a confirmation email shortly, and please feel free to reach out if you have any more questions.

Jennifer: Will do. Thanks again!

Speaking

Presentation on Innovative Hotel Concepts

11 *Deliver a presentation on innovative hotel concepts that cater to the modern traveler's needs.*

Theme of the Presentation: "Innovative Hotel Concepts for the Future: Blending Comfort with Technology"

Instructions:

Group Formation:

- Form small groups of 3-4 students. Each group will collaborate to develop a presentation on a unique and innovative hotel concept.

Research and Preparation:

- Each group will research existing innovative hotel concepts, focusing on how these establishments integrate advanced technology, unique accommodation types, and exceptional services to enhance guest experiences.
- Consider features such as automated check-ins, smart rooms, sustainability practices, themed accommodations, and personalized guest services.

Presentation Development:

- Using the Conventional Presentation Model, structure your presentation into the following parts:
 - *Introduction:* Briefly introduce your chosen hotel concept and explain why it represents a significant innovation in the hospitality industry.
 - *Main Body:* Discuss in detail the unique features of the hotel, including:
 - **Accommodation Types and Facilities:** Describe the innovative accommodations and facilities that set your hotel apart.
 - **Services Offered:** Highlight unique services that provide a "home away from home" experience or "five-star treatment."

- **Technological Integrations:** Explain how technology is used to "look after" guests' needs efficiently and effectively.
- **Conclusion:** Summarize the benefits of your hotel concept, focusing on how it meets the needs of future travelers and stands out in the competitive hospitality market.

Visual Aids:

- Utilize visual aids such as slideshows, diagrams, or videos to enhance your presentation and make your concept more tangible and engaging for the audience.

Practice:

- Rehearse your presentation within your group to ensure smooth delivery and timing. Make sure all group members participate equally.

Delivery:

- Present your innovative hotel concept to the class. Each presentation should last between 10-15 minutes.
- Be prepared to answer questions from the audience, demonstrating a deep understanding of your topic and the ability to engage with feedback.

Evaluation:

- Presentations will be evaluated based on the clarity and creativity of the concept, the effective use of topical vocabulary, adherence to the Conventional Presentation Model, and the overall delivery and teamwork.

Language Study

12 Read the information in the ***Grammar Exploration*** section, Unit 5, about **Conditionals**, expressions of wishes, within the context of hotel service in the tourism industry. Then, complete the following exercises:

a. Read each scenario and choose the option that correctly completes the sentence.

1. If you _____ your hotel room through our official website, you always get a complimentary breakfast.

- a. will book
- b. booked
- c. book
- d. would book

2. If the hotel _____ a conference room, we could have hosted the annual meeting there.

- a. has
- b. had
- c. would have
- d. had had

If you need an early check-in tomorrow, _____.

- a. we will accommodate you
- b. we accommodated you
- c. we would have accommodated you
- d. we accommodate you

3. I wish the hotel _____ more leisure facilities like a spa or sauna.

- a. offers
- b. offered
- c. has offered
- d. would offer

4. The guest would have extended his stay if the room _____ not been so expensive.

- a. is
- b. was
- c. were
- d. had not been

5. If the guests _____ about the noise, we would offer them a room change.

- a. complain
- b. complained
- c. will complain
- d. would complain

6. We _____ guests with a special welcome drink if they check in before 5 PM.

- a. greet
- b. will greet
- c. greeted
- d. would greet

7. If the hotel _____ more accessible facilities, it could attract a wider range of guests.

- a. has
- b. had
- c. will have
- d. would have

If you _____ staying for the weekend, we offer a discount on local attractions.

- a. are
- b. were
- c. have been
- d. will be

The hotel _____ provide a complimentary breakfast if you book a suite.

- a. will
- b. would
- c. can
- d. must

b. *Work in pairs. One student plays the role of the hotel guest and the other the receptionist. Use the given scenarios to practice making requests and responding using appropriate conditionals and expressions of wishes.*

Scenarios:

Early Check-In: The guest wishes to check in early and asks if this would be possible if they arrive by 10 AM.

Room Upgrade: The guest inquires about the possibility of a room upgrade if they are staying for more than a week.

Late Check-Out: The guest requests a late check-out and asks what conditions would apply for this to be feasible.

Example:

Guest: "I wish I could check in early tomorrow. Would it be possible if I arrive at 10 AM?"

Receptionist: "If you arrive early, we will do our best to accommodate you, depending on room availability."

c. *Form small groups and discuss the provided topics using different types of conditionals. Encourage the use of vocabulary related to hotel services and facilities.*

Topics for Discussion:

- Discuss what services your ideal hotel would offer if money were no object (Type 2 Conditional).
- Talk about changes you would make to a hotel's guest experience if you were the manager for a day (Mixed Conditional).
- Reflect on a past hotel stay and discuss what could have been improved if different services had been available (Type 3 Conditional).

Discussion Starter:

"If our hotel included a state-of-the-art gym, more business travelers would choose to stay with us."

Reading

13 **a.** Read *A Hotel Review* while simultaneously listening to the recording.



b. As you read and listen, pay attention to any words that are unfamiliar or that you may have mispronounced. Copy out these words and note any corrections in pronunciation that you learn from the recording. **c.** After completing the activity, review the list of words and practice pronouncing them correctly.

A Hotel Review

When you're in the mood for a little luxury, our five-star hotel is the perfect choice. With first-class service and top-notch amenities, we'll make sure you have an unforgettable stay.

Our friendly staff are available 24/7 to assist you with any requests, from arranging transportation to recommending local attractions. Our Concierge Service

will help you plan your itinerary and ensure that you get the most out of your visit.

For those who prefer to relax in their room, our Room Service is available around the clock. Whether you're craving a late-night snack or a full meal, our extensive menu has something for everyone. If you need anything else, just give us a call and we'll be happy to assist you.

Our 24-Hour Reception ensures that there's always someone available to help you, no matter what time you arrive. We also offer Valet Parking for your convenience, so you don't have to worry about finding a parking spot. If you're traveling light, our Luggage Storage allows you to explore the city without being weighed down by your bags.

If you're flying in, our Airport Shuttle Service will pick you up and drop you off at the airport. Just let us know your flight details and we'll take care of the rest. When it's time to leave, we'll make sure you get to the airport on time for your departure.

In addition to our excellent service, our rooms are equipped with all the In-room Amenities you need for a comfortable stay. From plush bedding to high-speed internet access, we've thought of everything to make you feel right at home. Our rooms also feature a flat-screen TV, a mini-fridge, and a coffee maker, so you can enjoy a hot cup of coffee or tea whenever you like.

After a long day of sightseeing or business meetings, you can look forward to our Turn-down Service, where our staff will prepare your room for a restful night's sleep. With cozy slippers, soft robes, and a sweet treat

on your pillow, you'll feel like you're staying in a luxury resort.

Each of our rooms also features an en-suite bathroom with a deep soaking tub and a separate shower. You can pamper yourself with our selection of bath products and unwind after a busy day. If you prefer to cook your own meals, some of our rooms also come with a kitchenette, complete with a stove, a microwave, and a refrigerator.

To start your day off right, we offer a Complimentary Breakfast buffet with a variety of options to choose from. Whether you prefer a hearty meal or a light snack, you'll find something to suit your taste. Fill up on fresh fruit, pastries, and hot dishes, and enjoy your meal in the comfort of our elegant dining area.

At our hotel, we'll roll out the red carpet and give you the five-star treatment you deserve. From the moment you arrive until the time you leave, we'll make sure that every detail is taken care of. Book up your stay with us today and experience the ultimate in luxury and comfort.

14 *Read the review again and determine whether the following statements are True, False, or Not given according to the information provided.*

1. The hotel is a three-star establishment, not a five-star one.
2. The hotel staff will be available 24/7 for the next year.
3. The Concierge Service is only available for booking transportation.
4. The Room Service is available for free.
5. The hotel reception is closed during the night.
6. Valet Parking is provided to make parking easier for guests.
7. The Airport Shuttle Service will be available for all guests.

8. The rooms do not have basic amenities for a comfortable stay.
9. The Turn-down Service is available for all guests.
10. The hotel charges extra for breakfast.

15 *Select the best answer for each question. If you are unsure, make an educated guess.*

1. What is the primary purpose of the hotel review?
 - a. To promote the hotel's affordable rates
 - b. To highlight the hotel's high-quality services and amenities
 - c. To inform readers about the hotel's location and nearby attractions
 - d. To provide a detailed description of the hotel's architectural design
2. According to the review, which of the following services is available to guests around the clock?
 - a. Complimentary breakfast buffet
 - b. Airport shuttle service
 - c. Room service
 - d. Valet parking
3. What feature of the hotel rooms is mentioned as contributing to a comfortable night's sleep?
 - a. In-room kitchenettes
 - b. High-speed internet access
 - c. Turn-down service with robes and slippers
 - d. Flat-screen televisions
4. Which of the following amenities is not explicitly mentioned in the review?
 - a. En-suite bathrooms with deep soaking tubs

- b. Mini-fridges in the rooms
- c. On-site fitness center
- d. Luggage storage

5. The review states that some rooms at the hotel come equipped with a kitchenette. What feature of the kitchenette is specifically mentioned?

- a. Stove
- b. Coffee maker
- c. Microwave
- d. Dishwasher

6. What does the hotel's Concierge Service help guests with?

- a. Arranging transportation and recommending local attractions
- b. Providing a complimentary breakfast buffet
- c. Handling guest luggage and offering valet parking
- d. Organizing airport shuttle service

7. Based on the overall tone and information presented, what can be inferred about the hotel?

- a. It is a budget-friendly option targeting price-conscious travelers.
- b. It caters primarily to business travelers and corporate clients.
- c. It offers a high-end, luxurious experience for guests.
- d. It is located in a convenient, central area of the city.

Speaking

Role-Play: Hotel Review Presentation

16 Practice *presentation skills* by summarizing and presenting a hotel review, incorporating relevant vocabulary and expressions.

Instructions:

Group Formation

- Work in pairs or small groups to prepare a presentation based on the given hotel review.

Assign Roles

- One student will take on the role of a hotel representative, while the others will act as potential guests.

Prepare the Presentation:

- The "hotel representative" will use the [Hotel Review](#) to create a short presentation highlighting the hotel's key features and services.
- Focus on elements such as luxury, service, amenities, and special features mentioned in the review.

Role-Play the Presentation:

- The hotel representative will present the information to the potential guests, aiming to persuade them to book a stay.
- The potential guests can ask questions about the hotel's services and amenities to engage in a realistic dialogue.

Feedback:

- After the presentation, the group will discuss what was effective and what could be improved in the presentation.
- Encourage feedback on language use, clarity, and engagement.

Example Presentation Start:

"Welcome to our five-star hotel, where luxury meets comfort. Our first-class service and top-notch amenities ensure an unforgettable stay. From 24-hour reception and room service to concierge assistance, we cater to all your needs..."

Writing



Refer to the section [Communication Essentials](#) for a Review Writing Guide

17 Review of a Recent Hotel Stay

Practice writing a detailed review of a hotel stay, incorporating the vocabulary and grammar from Unit 5, including conditionals and expressions of wishes.

Instructions:

Select a Hotel: Choose a hotel you have stayed at recently or imagine a detailed visit to a renowned hotel.

Write a Review:

Title: Create an engaging title for your review.

Introduction: Introduce the hotel, its location, and the purpose of your visit.

Description of Experience:

- **Arrival and Check-in:** Describe your first impressions and the check-in process.
- **Accommodation and Facilities:** Detail the room features, cleanliness, comfort, and amenities.
- **Services:** Discuss the services you used, such as room service, concierge, dining options, and any special requests you made.

Evaluation: Provide a critical assessment, highlighting both positive aspects and areas for improvement. Use at least one conditional sentence and one wish expression.

Conclusion: Summarize your overall impression and provide a recommendation.

Rating (Optional): Give a rating to quantify your experience.

18 Comparative Review of Two Hotels

Practice comparing two different hotel experiences, using vocabulary and grammar from Unit 5, including mixed conditionals and wishes.

Instructions:

Select Two Hotels: Choose two hotels you have stayed at or imagine detailed visits to two different hotels.

Write a Comparative Review:

Title: Create a title that reflects the comparative nature of the review.

Introduction: Introduce both hotels, their locations, and the purpose of your visits.

Description of Experiences:

- Hotel A: Describe the arrival, check-in, accommodation, facilities, and services.
- Hotel B: Describe the arrival, check-in, accommodation, facilities, and services.

Comparison and Evaluation: Compare the two experiences, highlighting the strengths and weaknesses of each hotel. Use at least one mixed conditional sentence and one wish expression for each hotel.

Conclusion: Summarize your overall impressions and provide a recommendation.

Project Work



19 **Watching a video**

Watch a video on Sustainable Hotel Practices. Choose the correct answer to the following questions.

1. What is the main topic of the video?

- a. Luxury hotel amenities
- b. Eco-friendly hotel practices
- c. Budget travel tips
- d. Historical hotel tours

2. Which industry is mentioned as embracing sustainable practices?

- a. Automotive industry
- b. Fashion industry
- c. Hospitality and tourism industry
- d. Construction industry

3. Which of the following is NOT mentioned as an eco-friendly initiative in hotels?

- a. Energy efficiency implementation
- b. Using plastic bottles for all beverages
- c. Water conservation programs
- d. Recycling waste

4. How can hotels save energy according to the video?

- a. Using solar panels on the roof
- b. Installing automatic lighting systems and sensors
- c. Providing free electric car charging stations
- d. Offering guests complimentary eco-friendly toiletries

5. What method is suggested for conserving water in hotels?

- a. Installing high-pressure showerheads
- b. Using more water in the gardens
- c. Implementing linen and towel reuse programs
- d. Offering unlimited access to swimming pools

6. Why is avoiding the use of plastic important, according to the video?

- a. It is too expensive to produce
- b. Plastic is a non-degradable material harmful to the environment
- c. It is not stylish or modern
- d. Guests prefer glass and metal containers

7. What is one of the benefits of going paperless in hotel operations?

- a. It makes the hotel more traditional

- b. It allows for easy maintenance of guest information on databases
 - c. It increases the amount of paperwork
 - d. It decreases the use of digital technologies
8. How can hotels ensure they are recognized for their eco-friendly practices?
- a. By increasing room rates
 - b. By investing in environmental standardizations and audits
 - c. By expanding their parking lots
 - d. By using more plastic products
9. What is the role of a green brigadier team in a hotel?
- a. To entertain guests
 - b. To oversee the implementation of sustainable programs
 - c. To manage the hotel's finances
 - d. To promote local tourist attractions
10. What alternative is suggested for plastic use in hotels?
- a. Increase the use of plastic packaging
 - b. Replace plastic with biodegradable materials
 - c. Ban the use of glass containers
 - d. Introduce more single-use plastics

20 Developing a Concept for an Eco-Friendly Boutique Hotel

Objective: *Combine knowledge of accommodation types, hotel services, and sustainable practices to create a comprehensive proposal for an eco-friendly boutique hotel, incorporating the eco-friendly initiatives mentioned in the video.*

Instructions:

Research Phase:

- Each group will research eco-friendly practices in the hospitality industry, focusing on sustainable accommodation types and services.
- Investigate how boutique hotels integrate luxury and sustainability to offer unique experiences to guests.
- Refer to the common eco-friendly initiatives mentioned in the video, such as energy efficiency, water conservation, waste management, and the use of biodegradable materials.

Project Development:

- *Hotel Concept:* Develop a concept for an eco-friendly boutique hotel. Consider factors like location, target audience, unique selling points, and overall theme.
- *Accommodation and Facilities:* Describe the types of rooms and suites available, emphasizing eco-friendly design and amenities, such as automatic lighting systems, low-flow fixtures, and biodegradable toiletries.
- *Services Offered:* Detail the sustainable services your hotel will provide, such as farm-to-table dining, green housekeeping practices, and wellness programs. Include initiatives like going paperless, using organic products, and having a green brigadier team.
- *Marketing Strategy:* Outline how you will market your hotel to attract eco-conscious travelers. Include online marketing, partnerships with eco-travel agencies, and unique promotional strategies.

Presentation:

- Prepare a presentation that includes visual aids like slideshows, diagrams, or videos to showcase your eco-friendly boutique hotel concept.

- Present your project to the class, highlighting the innovative aspects and sustainable practices of your hotel.

Feedback and Evaluation:

- After each presentation, there will be a feedback session where classmates and the instructor can ask questions and provide constructive criticism.
- Focus on how well the concept integrates the sustainable practices discussed in the video and the feasibility of implementing these practices.
- Evaluate based on clarity, creativity, use of relevant vocabulary, and overall effectiveness of the presentation. Consider the practicality and innovativeness of the proposed hotel concept.
- Use [evaluation criteria](#) to assess elements such as content depth, organization, visual aids, delivery, and engagement with the audience.

UNIT 5: REVISION

Listening

1 Listen to the text and determine whether the following statements are True, False, or Not given according to the information provided.



1. The author found the room to be cramped and uncomfortable, with no view.
2. The hotel provides complimentary breakfast for all guests.
3. The hotel only offers basic amenities like a lobby and a restaurant.
4. The hotel offers room service 24/7.
5. The hotel is located far from the city center and requires transportation to reach major attractions.
6. The author has stayed at the Grand Hotel multiple times before.
7. The author had to carry their own bags and park their own car.
8. The hotel offers a complimentary shuttle service to the airport.
9. The author will never stay at the Grand Hotel again.
10. The hotel offers a complimentary breakfast for all guests.

Scoring: maximum 10 points

2 Listen to the text again. Choose the correct answers:

1. What can be inferred about the author's primary reason for choosing to stay at the Grand Hotel?
 - A. The hotel's convenient location was a key factor.
 - B. The hotel's range of amenities was the main draw.
 - C. The hotel's positive online reviews influenced the decision.

D. The author had previously stayed at the Grand Hotel.

2. Based on the passage, which of the following best describes the hotel staff's level of attentiveness to the author's needs?

- A. The staff were indifferent and slow to address issues.
- B. The staff were friendly but lacked efficiency in their service.
- C. The staff were highly responsive and committed to providing excellent customer service.
- D. The staff were courteous but limited in their ability to resolve problems.

3. How does the passage suggest the author plans to approach their next visit to the Grand Hotel?

- A. The author will likely explore other hotel options in the area.
- B. The author will be sure to take advantage of the hotel's amenities.
- C. The author does not indicate any plans to return to the Grand Hotel.
- D. The author will request the same room they had during this stay.

4. Which detail from the passage indicates that the hotel caters to a wide range of guest preferences?

- A. The hotel has a separate dietary menu for guests.
- B. The hotel offers a variety of recreational facilities.
- C. The hotel provides complimentary welcome drinks.
- D. The hotel has a mini-bar stocked in the guest rooms.

5. What can be inferred about the author's experience with the hotel's restaurant service?

- A. The author was dissatisfied with the restaurant's food quality.
- B. The author felt the restaurant prices were unreasonably high.

- C. The author was pleased with the restaurant's prompt service.
- D. The author encountered delays in receiving their order.

6. How does the passage suggest the author's overall impression of the Grand Hotel compares to their initial expectations?

- A. The hotel exceeded the author's expectations in most areas.
- B. The hotel's performance was consistent with the author's anticipations.
- C. The hotel fell short of the author's expectations in several respects.
- D. The author's opinion of the hotel was mixed, with both positive and negative aspects.

7. Which characteristic of the Grand Hotel does the passage emphasize as a key selling point for both business and leisure travelers?

- A. The hotel's comprehensive range of on-site amenities.
- B. The hotel's commitment to environmental sustainability.
- C. The hotel's convenient downtown location.
- D. The hotel's reputation for exceptional customer service.

Scoring: maximum 7 points

Reading

3 *Read the text and determine whether the following statements are True, False, or Not given according to the information provided.*

Many hotels offer their guests five-star treatment, but at the Cheltenham Park Hotel in the UK, you can get a dog's life. The hotel has just rolled out the red carpet for

a special weekend package for dogs and their owners. It includes two nights' accommodation in one of the hotel's 152 rooms, breakfast each morning, and a three-course dinner on the first night for the humans, while the dogs enjoy a gourmet meal of their own. According to the manager, the idea came from a member of staff who was looking after her sister's dog for the weekend. 'It occurred to us that people might like to bring their pets with them when they go away,' he says. 'After all, dogs are part of the family too.' The hotel is hoping to attract animal-loving guests from all over the country, so if you're interested, you'd better book up quickly.

If you've ever been to Stratford-upon-Avon, you'll know that it's a very popular place to visit. In fact, every year, around four million tourists fill up this small English town, which is famous as the birthplace of William Shakespeare. As a result, it's not always easy to find somewhere to stay, especially in the summer months. However, a new hotel called Arden House has recently opened its doors, and it's got plenty of room for visitors. Although it's only a few minutes' walk from the town centre, the hotel is set in beautiful gardens, which means that it's peaceful and quiet. Inside, the decor is modern and stylish, with lots of natural light. There are 45 rooms altogether, including six suites, and prices start at £140 per night, which is quite reasonable for this area. If you're planning to visit Stratford-upon-Avon, Arden House could be the perfect place to put up your feet after a long day's sightseeing.

When you go on holiday, do you ever find yourself missing the comforts of home away from home? If so, then you should try staying at a homestay. Homestays are a type of accommodation where visitors stay with a local family in their own home. The idea is that the hosts

look after their guests and make them feel welcome, just as they would if they were visiting friends or relatives. In return, the guests pay for their stay, usually on a weekly basis. Homestays are popular all over the world, but they're especially common in countries where there's a strong tradition of hospitality, such as India and Brazil. They're also a good way for people who are learning a foreign language to practise their skills. Staying with a host family can be a very rewarding experience, but it's not for everyone. Some people prefer the anonymity of a hotel, and others don't like the lack of privacy. However, if you're looking for a real home away from home, a homestay could be just what you need.

'At the Acme Hotel, we roll out the red carpet for our guests,' says the manager, 'and we give them the five-star treatment.' But if you think this means that the hotel is expensive, think again. 'Our prices are very reasonable,' he explains. 'In fact, we're one of the cheapest hotels in the area.' So how does the Acme manage to offer such good value for money? According to the manager, it's all down to the staff. 'They really know how to look after our guests,' he says. 'They're friendly and helpful, and they always go the extra mile.' The hotel has 50 rooms altogether, including six suites, and there's a restaurant and bar which are open to both guests and non-guests. There's also a fitness centre, and a conference room for business meetings. 'We offer everything you'd expect from a four-star hotel,' says the manager, 'but at a fraction of the price.' If you're planning to visit the area, why not give the Acme a try? As they say in the hotel business, 'Sleep tight and don't let the bedbugs bite!'

1. The Cheltenham Park Hotel offers five-star treatment to all its guests.
2. The hotel offers a special weekend package for cats and their owners.
3. Stratford-upon-Avon is not a popular tourist destination.
4. The hotel is located in a noisy and crowded area.
5. Homestays are only popular in countries with no tradition of hospitality.
6. The Acme Hotel offers a special discount for guests who stay longer than a week.
7. The hotel is one of the most expensive in the area.
8. The hotel has a swimming pool and a spa.
9. The hotel does not have any facilities for business meetings.
10. The hotel offers additional services not typically found in four-star hotels.

Scoring: maximum 10 points

4 *Choose the correct answers:*

1. What is the primary purpose of the Cheltenham Park Hotel's special package for dogs and their owners?
 - A. To attract animal-loving guests from all over the country
 - B. To provide a luxurious experience for both dogs and their owners
 - C. To offer a unique weekend getaway for guests with pets
 - D. To cater to a staff member's personal experience with pet-sitting
2. Based on the information provided, which of the following best describes the location of the new Arden House hotel in Stratford-upon-Avon?
 - A. It is situated in the town center, making it easily accessible.

- B. It is located in a secluded area, away from the bustling town.
- C. It is set within beautiful gardens, providing a peaceful atmosphere.
- D. It is the only hotel in the area that offers reasonable prices.

3. What is the primary advantage of staying at a homestay, according to the passage?

- A. It provides a higher level of privacy compared to a hotel.
- B. It allows guests to practice a foreign language with the host family.
- C. It is a more affordable option for accommodation in certain countries.
- D. It offers a more authentic and rewarding cultural experience.

4. How does the Acme Hotel manage to offer competitive prices, as stated by the manager?

- A. By maintaining a small number of rooms and suites.
- B. By restricting access to the on-site restaurant and bar.
- C. By providing a limited range of amenities and services.
- D. By employing a staff that is dedicated to guest satisfaction.

5. Which of the following best describes the level of service provided by the Acme Hotel, according to the manager?

- A. They offer a five-star experience at four-star prices.
- B. They provide everything expected of a four-star hotel.
- C. They go above and beyond to ensure guest satisfaction.
- D. They prioritize affordability over luxury amenities.

6. What is the primary factor contributing to the popularity of Stratford-upon-Avon as a tourist destination, as mentioned in the passage?

- A. The ease of finding accommodation, especially in the summer.
- B. The town's reputation as the birthplace of William Shakespeare.
- C. The recent opening of the Arden House hotel in the area.
- D. The high volume of tourists, reaching around four million annually.

7. What does the passage suggest about the potential drawbacks of staying at a homestay?

- A. Homestays are not suitable for those seeking the anonymity of a hotel.
- B. Homestays are not as widely available as traditional hotel accommodations.
- C. Homestays may not provide the same level of privacy as other accommodation options.
- D. Homestays are not recommended for individuals learning a foreign language.

Scoring: maximum 7 points

Use of Language

5 *Choose the correct answers:*

1. If guests leave their valuables unattended, they ____ (lose) them.
 - a) lose
 - b) will lose
 - c) would lose
2. If you ____ (book) your room in advance, you often get a discount.
 - a) book
 - b) booked
 - c) have booked

3. If the hotel staff ____ (not/be) so helpful, we would have had a terrible stay.
- a) was not
 - b) were not
 - c) had not been
4. If I ____ (be) you, I would check the hotel's cancellation policy.
- a) am
 - b) were
 - c) had been
5. If we ____ (know) about the construction, we would have chosen a different hotel.
- a) know
 - b) knew
 - c) had known
6. The hotel manager always responds promptly if guests ____ (complain).
- a) complain
 - b) will complain
 - c) would complain
7. If the hotel ____ (offer) more amenities, it would attract more guests.
- a) offers
 - b) offered
 - c) had offered
8. If you ____ (need) any assistance, please call the front desk.
- a) need
 - b) will need
 - c) needed
9. If I ____ (forget) my reservation number, the receptionist always helps me out.
- a) forget
 - b) forgot
 - c) had forgotten

10. If the weather ____ (be) better, we could have enjoyed the outdoor pool.
- a) is
 - b) were
 - c) had been
11. If guests ____ (not/leave) a tip, the service staff might feel unappreciated.
- a) do not leave
 - b) did not leave
 - c) had not left
12. If the hotel ____ (be) fully booked, they usually suggest nearby accommodations.
- a) is
 - b) was
 - c) were
13. If you ____ (not/try) the hotel's spa, you are missing out on a great experience.
- a) do not try
 - b) did not try
 - c) had not tried
14. If I ____ (win) the lottery, I would spend a week in the hotel's presidential suite.
- a) win
 - b) won
 - c) had won
15. If guests ____ (arrive) after midnight, they need to inform the reception in advance.
- a) arrive
 - b) will arrive
 - c) arrived
16. If the hotel ____ (not/provide) free Wi-Fi, many guests would choose another place to stay.
- a) does not provide
 - b) did not provide
 - c) had not provided

17. If I ____ (have) more time, I would have explored the hotel's surroundings.
- a) have
 - b) had
 - c) had had
18. If the fire alarm ____ (go) off, guests should follow the evacuation plan.
- a) goes
 - b) went
 - c) had gone
19. If the breakfast buffet ____ (include) more options, it would be perfect.
- a) includes
 - b) included
 - c) had included
20. If you ____ (ever/visit) this hotel, you will understand why it is so popular.
- a) ever visit
 - b) ever visited
 - c) had ever visited
21. I wish the hotel ____ (have) a fitness center.
- a) has
 - b) had
 - c) would have
22. We wish the pool ____ (not/be) so crowded.
- a) is not
 - b) was not
 - c) would not be
23. She wishes she ____ (can) stay longer.
- a) can
 - b) could
 - c) would
24. They wish the hotel ____ (offer) more family-friendly activities.
- a) offers
 - b) offered

- c) would offer
25. I wish I ____ (book) the room with a sea view.
 a) book
 b) booked
 c) had booked
26. The guests wish the hotel staff ____ (be) more attentive.
 a) is
 b) were
 c) would be

Scoring: maximum 26 points

6 *Read the text and fill in the blanks:*

reduce, send up, a hit with, fancy a dip, produce, books up, bellhop, leave behind, home away from home, Traditional hotels, cut down, pull up, fill up, in the mood for, Sustainable hotels

When you arrive at the hotel, the _____(1) will _____(2) your car and _____(3) your bags. In the evening, if you _____(4) in the pool, there's no need to bring your towel, they'll provide one for you. And if you _____(5) your toothbrush or are _____(6) a midnight snack, they'll bring it to your room. It's all part of the service.

But what about the environment?
 _____(7) use a lot of energy and water, and _____(8) a lot of waste.
 _____(9) try to _____(10) their impact on the planet by finding ways to save energy and water and _____(11) on waste. For example, instead of using lots of chemicals to clean the rooms, they might use natural products like vinegar and

lemon juice. They might also grow their own fruit and vegetables to serve in the restaurant, and some even have their own chickens for fresh eggs.

Sustainable hotels are becoming more and more popular with travelers, especially younger people, who want to enjoy their holidays without feeling guilty about the damage they're doing to the environment. And it's not just young people who love them - many older travelers are also big fans. The Green House Hotel in Bournemouth, UK, for example, is _____(12) visitors of all ages, and often _____(13) months in advance. So if you're planning a trip and want to _____(14) on great food, get looked after like a VIP, and help save the planet, why not give a sustainable hotel a try? You might find it's your _____(15)!

Scoring: maximum 15 points

Writing

7 *Write a Review of a hotel of your choice.*

Scoring: maximum 10 points

Speaking

8 *Create a comprehensive presentation of a Sustainable Hotel Concept. Deliver a presentation.*

Scoring: maximum 15 points

Final Scoring: maximum 100 points.

UNIT 5: ACTIVE VOCABULARY

reservation	Indoor Heated Pool
bellhop	Inn
pull up (something)	Luggage Storage
send up	Luxury Hotel
fancy a dip	Meeting and Conference Facilities
leave behind	Motel
in the mood for	Multilingual Staff
a hit with	Nightclub/DJ
24-Hour Reception	On-site Restaurant
Airport Shuttle Service	Outdoor Swimming Pool
Bar/Lounge	Photocopying/Printing Services
Bed and Breakfast (B&B)	Playground
Boarding House	Poolside Bar
Boutique Hotel	Resort
Buffet Options	Room Service
Business Center	Room Service (24-hour)
Capsule Hotel	Serviced Apartment
Casino	Snack Bar
Complimentary Breakfast	Spa Facilities
Concierge Service	Tennis Court

Conference Hotel	Timeshare
Currency Exchange	Tour Desk
Dietary Menu (on request)	Valet Parking
Eco-lodge	Villa
Executive Lounge Access	book up
Express Check-in/Check-out	fill up
Extended Stay Hotel	look after
Fitness Center	put up
Garden	home away from home
Golf Course	roll out the red carpet
Guesthouse	five-star treatment
High-speed Internet Access	sleep tight
Hostel	

GRAMMAR EXPLORATION



Exploring Tenses for Travel Experiences

In Unit 1, we will explore various tenses in English grammar to describe travel experiences. By understanding how to use different tenses effectively, you will be able to express yourself more accurately and vividly when sharing your adventures.

Past Simple:

- Use the Past Simple tense to describe specific actions or events that occurred at a definite point in the past. *Example:* "Last summer, I visited Paris and explored its iconic landmarks."

Past Continuous:

- The Past Continuous tense describes ongoing actions or events that were happening at a particular moment in the past.
- *Example:* "While we were walking along the beach, we spotted dolphins swimming in the distance."

Past Perfect:

- Use the Past Perfect tense to indicate actions completed before another point in the past.
- *Example:* "By the time we arrived at the hotel, we had already checked the weather forecast."

Past Perfect Continuous:

- The Past Perfect Continuous tense emphasizes the duration of an ongoing action or event that started in the past and continued up to another point in the past.
- *Example:* "I had been exploring the ancient ruins for hours before the tour guide arrived."

Present Perfect:

- Use the Present Perfect tense to describe experiences that occurred at an unspecified time in the past or have relevance to the present moment.
- *Example:* "I have traveled to many countries and have seen incredible sights."

Present Perfect Continuous:

- The Present Perfect Continuous tense emphasizes the duration of an ongoing action or event that started in the past and continues up to the present moment.
- *Example:* "I have been hiking in the mountains for the past few days and am enjoying every moment."



Present Tenses for Future Arrangements, Future Tenses for Travel Plans and Predictions

In Unit 2 you will explore the use of Present and Future Tenses to effectively communicate your future travel plans and predictions in English.

Present Tenses for Future Arrangements:

- Present simple tense is often used to talk about future events that are scheduled, planned, or part of a timetable.
- *Example:* My flight to Paris leaves at 10:00 tomorrow morning.
- Present continuous tense can also be used for future arrangements when something is already planned or arranged.
- *Example:* I'm meeting with my travel agent this afternoon to discuss vacation options.

Future Tenses for Travel Plans and Predictions:

- Future simple tense (will) is commonly used to talk about future plans, decisions, or actions that are spontaneous or unplanned at the time of speaking.

- *Example:* I will book my hotel room once I arrive at my destination.
- Future continuous tense is used to talk about actions or events that will be ongoing or in progress at a specific future time.
- *Example:* By this time next week, we will be exploring the streets of Rome.
- Future perfect tense is used to talk about actions or events that will be completed before a specific point in the future.
- *Example:* By the time you arrive, I will have already checked into the hotel.
- Future perfect continuous tense is used to emphasize the duration of an action or event that will continue up to a certain point in the future.
- *Example:* By the end of the trip, we will have been traveling for two weeks.



Passive Voice. Modal verbs for describing career options:

In Unit 3 you will explore the use of Passive Voice and some modal verbs which can help convey the different career options available and the considerations associated with them.

Passive voice is a grammatical construction where the subject of the sentence is the recipient of the action rather than the doer. In passive voice sentences, the object of an active voice sentence becomes the subject, and the verb is expressed in a form of "to be" (such as "is," "are," "was," "were") followed by the past participle of the main verb. Passive voice is often used when the focus is on the action or the recipient rather than the doer.

Example:

Active Voice: The chef prepares delicious meals.

Passive Voice: Delicious meals are prepared by the chef.

Modal Verbs for Describing Career Options:

Modal verbs are auxiliary verbs that express necessity, possibility, permission, ability, or likelihood. They are often used to describe career options by indicating the level of necessity, ability, or possibility associated with them. Here are some modal verbs commonly used for describing career options:

- **Can:** Indicates ability or possibility.
• *Example:* You can work as a chef if you have culinary skills.
- **Could:** Indicates past ability or a polite suggestion.
• *Example:* She could become a manager with her leadership skills.
- **May:** Indicates possibility or permission.
• *Example:* You may consider a career in hospitality management.
- **Might:** Indicates a possibility or a tentative suggestion.
• *Example:* He might pursue a career in hotel administration.
- **Must:** Indicates necessity or obligation.
• *Example:* You must have a degree for certain positions in the hospitality industry.
- **Should:** Indicates recommendation or advice.
• *Example:* Students interested in the culinary arts should explore internships.
- **Would:** Indicates a hypothetical situation or preference.
• *Example:* If he had the opportunity, he would work in event planning.



Reported speech to convey information or statements made by others.

In Unit 4 you will learn how to use reported speech to accurately convey information or statements made by others in various contexts.

Reported speech, also known as indirect speech, is used to express what someone else has said, without quoting their exact words. This form is essential for summarizing spoken statements, writing about conversations, or reporting information in a variety of contexts, including journalism and everyday conversation.

Key Concepts:

1. Changing Tenses:

- When converting direct speech into reported speech, the tense usually shifts back. For example:
 - Direct: "I am going to the market," she says.
 - Reported: She said that she was going to the market.
- This shift is known as "backshifting." Tenses change as follows:
 - Present simple to past simple (e.g., "I do" becomes "she did")
 - Present continuous to past continuous (e.g., "I am going" becomes "she was going")
 - Will to would, can to could, etc.

2. Modifying Time and Place References:

- Words referring to time and place need to be adjusted:
 - "now" becomes "then"
 - "here" becomes "there"
 - "today" becomes "that day"
 - "tomorrow" becomes "the next day"

3. Pronoun Changes:

- Pronouns also change to match the perspective of the reporter:
 - "I" becomes "he" or "she"
 - "you" becomes "he," "she," or "they" depending on the context

4. Reporting Verbs:

- While "say" and "tell" are the most common verbs used in reported speech, others can add variety and nuance:
 - Inform, claim, advise, suggest, explain, admit, agree, complain, deny, promise, etc.



There are some reporting verbs that require the use of a gerund (V+ing) to express what someone else has said. Use the following models:

Reporting Verb	Direct Speech	Reported Speech
admit (to) V+ing	"Yes, I lost the papers"	He admitted (to) losing papers
accuse someone of V+ing	"You insulted me"	She accused me of insulting her
apologize for V+ing	"Sorry, I'm late"	He apologized for being late
boast of/about V+ing	"I'm the cleverest person in the office"	He boasted of/about being the cleverest person in the office
complain (to someone) of V+ing	"I have a headache"	She complained of having a headache
deny V+ing	"I didn't take your money"	He denied taking my money
insist on + possessive determiner/objective pronoun V+ing	"You should wear the mask in the shopping mall"	She insisted on my/me wearing the mask in the shopping mall.
suggest V+ing	"Let's have some coffee"	He suggested having some coffee.



Admit, boast, insist on can also be followed by *that*-clause: He admitted *that he had lost papers*



Complain: a. Use a gerund (V+ing) when someone complains about their own actions or conditions.

Example: She complained of having a headache.

(*Meaning:* She had a headache and she complained about it.)

b. Use a *that-clause* when one person complains about another person's actions. *Example:* She complained that I was always late. (*Meaning:* She complained because I am always late.)



Suggest: a. Use a gerund (V+ing) when your suggestion does not specifically refer to someone else.

Example: I suggest having some coffee. (*Meaning:* The suggestion is general, not directed at a specific person.)

b. Use the structure 'suggest + (that) + personal pronoun + bare infinitive' when your suggestion is directed at a specific person. *Example:* I suggested (that) he go home. (*Meaning:* I made a specific suggestion to him.)



Conditionals, expressions of wishes, within the context of hotel service in the tourism industry.

In Unit 5, you will learn how to use different types of conditionals and expressions of wishes, which are crucial for effective communication in scenarios related to hotel services and guest interactions.

Type 0 Conditional (General Truths)

Usage: The Type 0 conditional is used to express general truths or laws of nature—situations where the outcome is always the same.

Structure: If + present simple, present simple.

Example:

- "If you book a room online, you receive an instant confirmation."

This sentence implies that receiving an instant confirmation is a general rule or practice when you book a room online.

Type 1 Conditional (Real Condition)

Usage: The Type 1 conditional is used to talk about real and possible situations in the future.

Structure: If + present simple, will + base form of the verb.

Example:

- "If a guest requests extra towels, we will provide them immediately."

This sentence suggests a real and possible action that the hotel will take if a guest requests extra towels.

Type 3 Conditional (Past Unreal Condition)

Usage: The Type 3 conditional is used to talk about situations in the past that did not happen, and the imaginary result of these situations.

Structure: If + past perfect, would have + past participle.

Example:

- "If the guest had mentioned his food allergies, we would have customized the menu."

This sentence expresses a hypothetical situation in the past where the guest did not mention his allergies, and as a result, the hotel did not customize the menu.

Mixed Conditionals

Usage: Mixed conditionals refer to unreal past conditions and their present results, or vice versa.

Structure: If + past perfect, would + base form of the verb (for past events affecting the present) or if + past simple, would have + past participle (for present situations affecting the past).

Examples:

•"If you had booked your room earlier, you would get a better rate now."

This mixed conditional reflects a past action affecting the present—booking earlier could have resulted in a better rate today.

•"If the hotel offered a gym, more business travelers would have stayed there last year."

This example suggests that the present lack of a gym facility could have influenced past decisions.

Wishes

Usage: Used to express a desire for a situation that is different from the current reality. Wishes about the present are often formed with the past simple, and wishes about the past are formed with the past perfect.

Structure: Wish + past simple (for present wishes) or wish + past perfect (for past wishes).

Examples:

- "I wish I stayed at a beachfront hotel." (*Present wish — implying the speaker is not at a beachfront hotel.*)
- "The guest wishes he had chosen the all-inclusive package." (*Past wish—implying the guest did not choose the package.*)

COMMUNICATION ESSENTIALS

PARAGRAPH WRITING

The structure of a paragraph and its essentials:

Topic sentences: the main idea expressed in a topic sentence; this sentence may appear at the beginning of a paragraph

Supporting sentences: a paragraph has main supporting ideas, all relating to the topic sentence
details: the supporting ideas may themselves be further supported by facts, details, or statistics
logical order: the ideas in the paragraph must be presented in logical order
logical connectors(underlined): used to indicate progression of ideas and to provide an orderly connection between the ideas (coherence); these words not only help the flow of ideas, but also indicate the relationship between ideas (chronological, causal, etc.).

Concluding sentence: the main idea expressed in a topic sentence; this sentence may appear at the beginning of a paragraph

A paragraph is the step-by-step development of the main idea.

<p>A: Topic sentence B: Supporting sentences 1. Most people need cars in the United States. 2. They have to pay a lot of money to buy a car. 3- They have to pay for licenses. 4. They have to pay for insurance. 5. They have to buy gas and oil. 6. They have to pay for maintenance. 7. Drivers have trouble finding parking places. 8. They have to pay parking fees. 9. Cars break down. C: Concluding sentence</p>	<p>A: Automobiles are expensive and often inconvenient necessities in modern life. B: It is true that living without a car is almost impossible in many American cities because public transportation is often expensive and not very accessible, and distances between businesses and residential areas are too great for people to commute by bicycle or by walking. However, there are also disadvantages to automobile ownership. In the first place, people pay a lot of money, often including high sales tax, to buy an automobile; insurance, licenses, gas, oil, and maintenance fees are also expensive. After all of these bills are paid, drivers often have trouble finding parking spots. Once they do, they pay high parking fees at downtown lots near their offices. Worst of all, if the "dream machines" break down, as they inevitably do, the drivers not only have to pay high repair bills, but they are once more without transportation while the cars are in the repair shop. C: Maybe life was easier when a person could hop outside the front door onto a friendly horse and trot down to Main Street!</p>
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Follow-up activities:

Exercise 1: Identifying Parts of Common Types of Paragraphs

The kinds of supporting materials used in paragraphs depend on the topic sentence and the purpose of the paragraph as part of a whole written composition. The following paragraphs exemplify common types.

As you look at each paragraph, think about the main idea or topic sentence. Does it have a word or phrase that controls the idea of the paragraph? What are the main supporting ideas? Are there any logical connectors? Is there a conclusion?

1. A paragraph with examples (single items that serve as models or samples):

My friend Nhuong is a very hard-working man. Although he has to work in a soft drink plant for eight hours each day, he also attends English classes at a community center. After his daily classes, he hurries to the plant, where he works until 1:00 a.m., standing in the assembly line inspecting bottles. He has to do most of his studying on weekends and also try to find some time to be with his family and friends. His relatives, who have just immigrated to the United States, live with him, and he must help them adjust to American life. Nhuong doesn't have much time to sleep or relax, but he never complains. In fact, he seems to enjoy working so much that some people think he's a "workaholic".

Supporting ideas

1. _____
2. _____
3. _____
4. _____

Logical connectors: _____

Conclusion _____

2. A paragraph with an illustration (material that presents clarification or explanation to prove a point):

Not knowing a language well can sometimes cause a problem in communicating. One word in a language can have different meanings, or two words can have the same pronunciation but have different meanings. About two years ago, one of my friends told me an embarrassing story. The first year she was in the United States, she had a job at a dry-cleaning establishment. One day a customer came in to pick up his clothes. After he had paid for the cleaning and was ready to leave, he suddenly turned back to my friend and asked, "Do you dye here?" Thinking that she had understood his question, my friend got upset and answered, "No, I won't die here. I want to die in my own country!"

Topic/main idea _____

Controlling phrase or word _____

Supporting ideas

1. _____

2. _____

Logical connectors _____

Conclusion _____

3. A paragraph with facts (figures and statistics that can be proven or verified):

Mount Everest was first surveyed in 1852, when it was found to be the highest mountain in the world. First, it was measured to be 29,000 feet. Later, however, someone added two feet so the height would not appear to be a round number estimate. In 1954, another team surveyed and reported the mountain to be 29,028 feet. No matter which figure is used, there is no doubt that no other mountain peak in the world is as high as Mount Everest.

Topic/main idea _____

Controlling phrase or word _____

Supporting ideas

1. _____

2. _____

Logical connectors _____

Conclusion _____

4. A paragraph with description:

I'll never forget the first time I saw a traditional Christmas tree. As a small child, I thought that it was the most beautiful thing that I had ever seen. I was first attracted by the bright red and green lights that seemed to sparkle all over. Then, as I drew closer to the tree, my eyes focused on what looked like miniature wooden toys hanging from colored strings and ribbons. Next to those tiny miniatures were glass balls of many different colors reflecting the lights of the tree; some of them were also painted with pictures of people dancing in the snow or skating on ponds. At the tip of each branch, someone had carefully hung a tiny candy cane, a treat to dazzle any small child, and under the tree was a tiny village with lighted houses and a sleigh pulled by reindeer and Santa Claus sitting in it. Most memorable of all, at the top of the tree was the most beautiful sight for my small eyes: a golden angel with silver threads in her white, flowing hair.

Topic/main idea _____

Controlling phrase or word _____

Supporting ideas

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Logical connectors _____

Conclusion _____

5. A paragraph with enumeration (a list of ideas named one by one):

According to the 1991 World Almanac, a huge growth in urban areas in the world is taking place. It is estimated that by the year 2000 there will be forty-two metropolitan areas in the world with a population of over five million people each while in 1990 there were only thirty-four such cities. With urban populations growing so rapidly, controlled growth will be impossible, and the consequences of this situation will be very negative. For one thing, there will be sprawling slums, since there won't be enough low-cost housing available. In addition, there will be massive, regular failures of electric power and water services because of the excessive demands. Moreover, the cost of these services will skyrocket, again as a result of the supply not being able to keep up with the demand. For another thing, there will be extensive unemployment and strained educational and recreational facilities. Roads and highways, already at capacity in many urban areas, will become even more overcrowded, resulting in enormous traffic jams. Looking forward to these things, perhaps we should all return to the quiet life of the rural countryside.

Topic/main idea _____

Controlling phrase or word _____

Supporting ideas

1. _____

2. _____

3. _____

4. _____

5. _____

Logical connectors _____

Conclusion _____

Exercise 2: Writing a Topic Sentence

A: *Three possible topic sentences are given for each set of details. Write the one that would be suitable for a paragraph from the given details.*

1. Details:

- The volcano nearly destroyed the island on which it was located.
- The rumble from its blast reportedly was heard thousands of miles away.
- For hundreds of miles in all directions, Krakatoa filled the sky with its ash, turning day into night.
- Ash from the volcano drifted over many parts of the globe.

Possible Topic Sentences:

- a. The eruption of the Indonesian volcano Krakatoa in 1883 had a severe impact on the atmosphere around the world.
- b. The eruption of the Indonesian volcano Krakatoa in 1883 was awesome.
- c. The Indonesian volcano Krakatoa erupted in 1883.

2. Details:

- He always forgets his homework assignments and has to call me up to find out what they are.
- Then he forgets to bring the completed assignments to school.
- At school he has to leave his locker open because he can never remember the combination. He often forgets to bring his lunch to school; fortunately, he just as often forgets that he is hungry.

- One day last month, he forgot that he was in high school and took the bus to his old elementary school!

Possible Topic Sentences:

- a. I have a friend named Sidney.
- b. My friend Sidney is an incredibly forgetful person.
- c. My friend Sidney has a problem.

3. *Details:*

- Each of the towers was 110 stories tall and had 102 elevators
- The Center's dozen restaurants served 20,000 meals a day.
- One thousand people were needed each night to clean the offices in the complex.
- The Center had its own force of 38 uniformed police officers and 200 private security guards.

Possible Topic Sentences:

- a. The World Trade Center was located in New York.
- b. The World Trade Center in New York City was big.
- c. The World Trade Center in New York City was a building complex that was big in every way.

B: *Select one of the following topics. Write a set of three possible topic sentences for each of your topics. Each topic sentence in a set should have the same subject but a different predicate. Make sure that each topic sentence that you write is specific enough to be developed adequately in a paragraph.*

Sample: Shopping

Answer:

- a. Shopping wisely and efficiently requires making comparisons for cost and quality.
 - b. Shopping on a Saturday brings out the worst in me.
 - c. Shopping by Internet saves time and energy.
1. Accommodation Options for Budget Travelers.
 2. Cultural Immersion Through Local Cuisine.
 3. The Significance of Landmarks in Travel.

Exercise III: Using Logical Connectors

A: *In the exercises that follow, a topic sentence, supporting ideas, and logical connectors are listed. Use these phrases to write sentences, and join the sentences using the indicated logical connectors to write a complete, smooth-flowing paragraph.*

1. *Topic sentence:*

Life in a refugee camp is not easy.

Supporting ideas:

- not enough food to eat
- scarce water for drinking or washing
- limited space
- no utilities (electricity, running water)

Logical connectors:

- for one thing
- for another thing
- also

2. *Topic sentence:*

A community college and a university differ in several ways.

Supporting ideas:

- community college: two years
- university: four years
- community college: A.A. degree
- university: B.A. or B.S. degree; graduate degrees

- community college: students come from the immediate surrounding community
- university: students come from all over the state, the country, and different nations
- community college: campus
- university: dormitories for students

Logical connectors:

- one difference is
- a second distinction is
- still another is
- finally

3. *Topic sentence:*

We learn to speak and write a second language in three important ways.

Supporting ideas:

- follow a model (a native speaker)
- receive formal instruction
- practice constantly

Logical connectors:

- one way is
- in addition
- the most important way is

Exercise IV: Writing: Concluding Sentences

Write five possible concluding sentences for the paragraph that follows. Write one of each of the following types:

- a. one that restates the topic sentence
- b. one that states a logical conclusion
- c. one that states a personal impression or feeling
- d. one that asks a question
- e. one that states a course of action

Warts were a puzzle for centuries, but their cause is now well understood. A wart is caused by a virus that enters the body through a cut, a scrape, or some other break in the skin. A cover of cells grows into a small, hard lump over the virus. The lump may be gray or brown, flat or raised, single or part of a cluster. A wart may last for months or years, and then disappear, sometimes to reappear in the same spot. Warts may also spread to other parts of the body if the surface of a wart breaks and contacts healthy skin.

Exercise V: Writing a paragraph

A: *Create a coherent paragraph by arranging the sentences or hints in logical order.*

1:

- Exploring different accommodation options reveals hidden gems for budget-conscious travelers.
- Making the most of budget-friendly accommodations requires careful planning and flexibility.
- Deciding where to stay while traveling on a budget can be challenging.

2:

- Experiencing local cuisine is an essential part of cultural immersion while traveling.
- Sampling traditional dishes allows travelers to connect with the cultural heritage of a destination.
- Exploring local markets and street food vendors offers authentic culinary experiences that enhance cultural immersion.

3:

- Visiting famous landmarks provides travelers with a sense of connection to a destination's history and culture.
- Understanding the historical and cultural significance of landmarks enriches the travel experience and fosters appreciation for different cultures.

- Exploring iconic landmarks offers unique photo opportunities and *memorable experiences for travelers.*

B: *Write a paragraph on a topic of your choice. You may use facts, examples, or reasons in your supporting sentences.*

EFFECTIVE PRESENTATION SKILLS

What's in it for me?

This training is designed to enhance the student's ability to communicate in English using a variety of conventional presentation skills. Students will learn, practice, and produce effective methods of presenting information using appropriate language and logical organization.

PREPARATION

6 Ps: PROPER PRIOR PLANNING PREVENTS POOR PERFORMANCE

- Selecting a topic: What do you want to talk about? What do you need to talk about?
- How much time will you need?
- How much time will you have?
- How long can your audience concentrate?
- Who will be your audience? What sort of background do they have?
- Researching your topic: what sources will you need?
- Arranging your ideas: What points do you want to make first, second, etc?
- Preparing materials: Will you use handouts, slides, and other graphics?
- Location: What sort of environment will you be in?

AUDIENCE

- What do they want to know?
- What do they already know?
- What is their background? Are they managers, employees, students, farmers, etc?
- How will their background affect how they respond to your presentation?
- How can you use their background to assist you in making your presentation interesting and useful?
- What is their language ability? Will they be familiar with the terminology you plan to use?
- Will you be training, informing or persuading?
- How many will be present?
- How formal will the presentation be?

LOCATION

- Will you be presenting in a familiar space? For example, your company's briefing room, etc? Or will you have to give the presentation somewhere else?
- What sort of seating arrangement will there be?
- How far will you be from the audience?
- Will you need/have a microphone? What is your backup plan if it doesn't work?
- Will you need/have projection equipment? Backup plan?
- Will you need time to set up?

BASIC STRUCTURE

- Tell them what you are going to say.
- Say it.
 - Will you tell them what you know?
 - Will you tell them what you don't know?

- Will you tell them what you think?
- Tell them what you said.

GREETINGS & INTRODUCTIONS

Greetings and Introductions:

- _____
- _____

Purpose (What's In it For Me):

- _____
- _____

Timing:

- _____
- _____

Handouts (if necessary):

- _____
- _____

Main parts:

- _____
- _____

Questions:

- _____



SCRAMBLED GREETINGS AND INTRODUCTIONS

- We are here today to decide/agree/ learn about...
- The importance of today's presentation is underscored by...
- Today we will take a closer look at ... Additionally, we will examine... Finally, we will endeavor to see the effect this has had on...
- I will take about 15 minutes of your time.
- The purpose of this talk is to update you on.../put you in the picture about/ give you the background to...
- Before we begin, please take a moment to look over the handout(s).
- During this talk we will be looking at 3 main areas...
- I'm planning to be brief.
- We can break this area up into the following points: Firstly.../Secondly.../ Finally...
- If there are any questions please feel free to stop me at any time.
- I have divided my talk into 3 main parts. They are...
- Ladies & gentlemen. It's an honor to have an opportunity to address such a distinguished audience.
- We are here today to decide/agree/ learn about...
- If there are any questions I'll be happy to answer them when I've finished.
- My name is _____ and today we will be discussing...
- The following presentation will help us understand...
- Good morning/afternoon/evening ladies and gentlemen/ everybody.
- I'd be glad to answer any questions at the end of my talk.
- Let me start by saying just a few words about my own background.

CONVENTIONAL PRESENTATION MODEL

GREETINGS & INTRODUCTIONS

Greetings and Introductions:

- Good morning/afternoon/evening ladies and gentlemen/ everybody.
- Ladies & gentlemen. It's an honor to have an opportunity to address such a distinguished audience.
- Let me start by saying just a few words about my own background.
- My name is _____ and today we will be discussing...

Purpose:

- We are here today to decide/agree/ learn about
- The purpose of this talk is to update you on.../put you in the picture about/ give you the background to
- The following presentation will help us understand...
- The importance of today's presentation is underscored by...

Timing:

- I will take about 15 minutes of your time.
- I'm planning to be brief

Handouts (if necessary):

- Before we begin, please take a moment to look over the handout(s).

Main parts:

- I have divided my talk into 3 main parts. They are...
- During this talk we will be looking at 3 main areas...
- Today we will take a closer look at ... Additionally, we will examine... Finally, we will endeavor to see the effect this has had on...
- We can break this area up into the following points: Firstly.../Secondly.../ Finally...

Questions:

- I'd be glad to answer any questions at the end of my talk.
- If there are any questions please feel free to stop me at any time.
- If there are any questions I'll be happy to answer them when I've finished.

PRESENTING MAIN PARTS

Signalling a start:

- Ok, is everybody ready?
- Right then. Shall we get down to business?
- Ok, shall we start?

Introducing the first point:

- To start with I would like to consider...
- First of all, I want you to know some details related to the...
- I'd like to begin with...
- Now I'd like to direct your attention to the slide/overhead/handout/graphic. You can see...

Finishing a part:

- Those are the main points on...
- Thus we have looked at/dealt with....

Starting a new point:

- Let me turn now to...
- ...which brings us to our second/third/final point, which will be presented by my colleague Ms./Mr. ...
- Next, we come to another issue...

SUMMARIZING

- So now I'd like to summarize the main points...
- So we looked at...followed by...then we examined...
- Let's recap, shall we?
- Thus we have looked at/dealt with...

CONCLUDING

- That's all I have to say for now. I think that covers all the points concerning/related to... Thank you for listening.
- In conclusion, I would like to emphasize...
- In light of our discussion today I would like to remind everyone of... (main point).

INVITING QUESTIONS & PROVIDING ADDITIONAL INFORMATION

Inviting Questions:

- I would now like to take the opportunity to answer any questions you may have.
- Please let me know if you have any questions.
- Does anyone have any questions?

Providing Additional Information (if appropriate):

- Additional updates will be distributed at the next meeting/via email/via telephone/vial regular mail.
- More information can be found on our website.(provide address in written form)

PRESENTING SLIDE SHOWS

- On the slide you can see...
- On this slide one can see...
- Here we have...
- Next we have...
- Moving on to...products we have...
- You can see how this will attract...
- Please direct your attention to...
- Now I'd like to show you...
- In the background you can see...
- In the foreground...is visible.
- On the left we have...
- On the right we have...
- The...is designed to catch the customer's eye.

- Here we have another..you can see how this one is... (somehow different or better).
- What do you think of this display?
- Do you remember the older version of this? We have improved it to...
- Perhaps you remember how this used to work. The new design allows...and is far more cost effective.
- Now I'd like to turn to...
- Although this design looks simple, it has a subtle elegance with its curved...
- This can attract shoppers' attention due to its...
- We think this will be successful because...
- Foreign tourists will find this sign easier to understand because the image corresponds with the words.
- This will appeal to...because of its...
- This has a universal appeal because it...
- We are preparing to launch our summer line of...
- Here you can see what we are planning to launch this winter.
- You might want to consider...

HANDLING QUESTIONS

Rephrasing the original question:

- So what you are asking is...?
- If I understand the question correctly, you would like to know/you are saying...

Asking further questions to clarify:

- When you say...do you mean?
- Can you clarify exactly what you mean by that?

Asking for repetition:

- I'm sorry, I didn't quite catch your question. Can you please repeat it?

- I am not sure what you are getting at. Can you please repeat that?
- Can you say that again please? I didn't quite hear you the first time.

Redirect to the questioner or the group:

- That is an interesting question. May I ask what your own view is?
- Judging from your question, you must have thought a lot about this as well. What is your opinion about it?
- Would anyone like to comment on that?
- Has anyone else had a similar problem?

Redirect to another person:

- That's a good question but I'm afraid it's not really my field. Perhaps Ms./Mr. ... can provide us with an answer.
- Alex, I think you might know more about this.
- Perhaps Ms./Mr. ... can answer that question.

Evasion:

- I don't have the details/figures with me at the moment but I will get back to you on that.
- I'm afraid I'm not the right person to answer that.
- I'm not sure this is the right place/time to discuss this particular question.

HANDLING DIFFICULT QUESTIONS

FIRST REACTION	ALTERNATIVES FOR IMPROVEMENT
----------------	------------------------------

I don't know...	<ul style="list-style-type: none"> ● That is an interesting question. W ● I'm still in the process of research ● I have examined several possibilities found a good answer to your question, this, you must be prepared to say "possibilities" you have examined results.
We don't know...	<ul style="list-style-type: none"> ● We are currently working on the a ● That is a good question. In fact, w that..., however, we still do not kn ● It is interesting that you should as don't/can't know for sure, we curr
That is not known/ no one knows/who knows?	<ul style="list-style-type: none"> ● Although data is still being collect that... will likely be the case. ● It is possible that...is true, howeve way to know for certain.

EVALUATION

	One	Two	Three	Four
Structure: Clear, understandable?				
Introduction: Clear? Did it tell you what you would hear?				
Transitions: Clear, smooth?				
Summary: Did they tell you what they told you?				

Questions: Handled appropriately?				
Delivery: Effective? Persuasive? Informative?				
Overall: Interesting?				

Follow-up activities:

1. Presenting the Swatch Group

Instructions:

- Form small groups with your classmates.
- Research and gather information about the Swatch Group using the text provided as a starting point. Feel free to explore additional sources to enhance your understanding of the company.
- Use the conventional presentation model to structure your presentation. Make sure to cover the following elements:
 - a. Introduction: Provide a brief overview of the Swatch Group and explain its significance in the watchmaking industry.
 - b. Company Background: Present key historical and background information about the Swatch Group, including its founding, growth, and evolution.
 - c. Product Portfolio: Highlight the various watch brands and luxury products offered by the Swatch Group.
 - d. Market Presence: Describe the company's global reach, market share, and any notable achievements or milestones.

e. **Competitive Advantage:** Discuss the unique selling points and competitive advantages of the Swatch Group in the luxury goods market.

f. **Financial Performance:** Present relevant financial data, revenue figures, and profitability to showcase the company's success.

g. **Conclusion:** Summarize the key points and explain why the Swatch Group is a significant player in the watchmaking industry.

- Each group will have 10-15 minutes to present their findings to the class.
- After each presentation, there will be a Q&A session where other students can ask questions and seek clarification about the Swatch Group's presentation.

2. Creative Persuasive Presentation

Instructions:

- Choose whether you want to work individually or in small groups for this task.
- Select a topic for your persuasive presentation. It can be related to a social issue, a business idea, a product, or any other subject you are passionate about.
- Use your creativity and imagination to structure your presentation in a compelling way that engages the audience effectively.
- Apply persuasive techniques, such as ethos, pathos, and logos, to strengthen your arguments and appeal to the audience's emotions and rationality.
- Follow a structured approach, including the following elements in your presentation:
 - a. **Introduction:** Start with a captivating introduction to draw the audience's attention and introduce your topic.

b. **Background and Problem Statement:** Provide context and explain the significance of your chosen topic or issue.

c. **Proposed Solution or Idea:** Present your main argument or proposal, including the benefits and potential positive impact.

d. **Supporting Evidence:** Offer data, statistics, real-life examples, or expert opinions to back up your claims.

e. **Counterarguments:** Address potential counterarguments and demonstrate your ability to anticipate and refute opposing viewpoints.

f. **Call to Action:** Conclude your presentation with a powerful call to action, urging the audience to take a specific course of action or support your idea.

- You have a designated time limit for your presentation. Make sure to practice and stay within the allocated timeframe.
- Feel free to use visual aids, storytelling, or multimedia elements to make your presentation engaging and memorable.
- After the presentations, we will provide constructive feedback to each group or individual, focusing on persuasive techniques, communication skills, and overall presentation effectiveness using [the evaluation sheet](#) above. Be prepared to learn from each other and develop as persuasive communicators!

EFFECTIVE RESUME (CV) WRITING

PREPARATION

1. *Read the Tips. While reading, look for the answers to the following questions.*

1. What sort of resume is considered to be effective/ ineffective?
2. What data should be outlined in resume?
3. Whose needs should resume consider?
4. What are the main requirements for resume writing?
5. What is the most appropriate length of resume?

Tips for Resume Writing*

One of the most important elements in a successful job search is your resume. A resume is a business document which outlines your work experience, education, and skills on paper. An effective resume sells you; an ineffective one merely states facts about you. Your resume should summarize your strongest skills and achievements.

A resume is not an autobiography. It should describe relevant background data and experiences, highlight your major assets and accomplishments, and reflect the problem-solving, managerial, and creative qualities you can bring to the job. A resume should consider the needs of the reader – your potential employer – as well as your successes and ambitions. When recruiters review resumes, they are looking to answer one basic question, "What can this person do for me and my organization?" Everything on your resume should be focused on answering your recruiter's questions.

First thing first, a resume *must* be PRINTED. When your resume is updated and you add new experiences, you must

REPRINT the whole thing. *Never* send a resume with handwritten, or even typed, additions squeezed in. This look careless, unorganized, and lazy.

The resume must have an overall NEAT appearance: margins should be wide and balanced. Headings should stand out (for example, be underlined, capitalized, or printed in **bold type**) and should be PARALLEL The information contained on your resume must be ACCURATE and COMPLETE. It should consist of FACTS. Because you are presenting these facts in *outline form*, the information should be expressed in short phrases rather than whole sentences.

On the contrary, definitely exclude negative information such as lawsuits. DO NOT offer reasons for leaving previous jobs. DO NOT make critical comments about a previous employer. And, of course, DO NOT lie!!!

It should be brief. One good page, with quality and precision, will impress readers without wasting their time on unnecessary detail. If you have more than 10 years of experience, a two page resume may be appropriate.

It takes less than one minute for a potential employer to scan your resume. In those few seconds your resume must make an impact. To be successful your resume should reflect careful thought about who you are, your strengths and weaknesses, what motivates you, and your personal preferences. Thinking about these factors prior to writing your resume will enable you to communicate your objectives clearly to an employer.

2. Write a list of Do's and Don'ts for resume writing

3. *Work in pairs. Share the information about the main requirements for resume writing with your group-mate. Use the questions listed before the text and the list of Do's and Don'ts as the outline of your conversation.*

4. **a.** *Before you write your resume, take some time to reflect on yourself in order to present a favorable and desirable image to a prospective employer. A helpful starting point is to create a list of facts. As you think of relevant information, jot down:*

- Previous job positions you've held
- Educational institutions you've attended
- Fields of study or majors you've pursued
- Any special courses or training you've completed
- Extracurricular activities you've participated in
- Awards or honors you've received
- Athletic pursuits you enjoy
- Languages you speak
- Special interests you have
- Unique skills you possess

b. *Consider the specific job you're applying for. Which items on your list best showcase your qualifications for this position? These are the details you should emphasize on your resume. Once you've narrowed down your list, recopy it, arranging the facts into a logical order.*

RESUME TEMPLATE FORMAT GUIDELINES

Contact information:

Make it easy for employers to reach you. Provide your name, current address, telephone number and email address at the top of your resume. This information can be centered (The word *resume* is unnecessary)

Layout :



- Top and bottom margins – 2 cm
- Your name must be set in **UPPER CASE BOLD TYPE, 11 PT FONT**
- 10 point font throughout the entire document

NAME (UPPER-CASE AND BOLD)

Address Line 1 (address will be mixed-case and non-bold)

Address Line 2

+38 050 227-xx-xx

me@provider.com

Career Objective:

This must be included and listed first, immediately after your name and address. Mentioning a clearly defined job goal creates the favorable impression that you are a well-directed, motivated individual.

Layout :



- Body text: left and right margins – 2 cm/ 2.5 cm
- 10 point font throughout the entire document

Useful phrases:

To obtain a position of

To obtain a position utilizing experience in (sales/ travel industry etc.)

5. a. *You are going to apply for a position of sales analyst/ program coordinator/ manager assistant in a hotel. Provide a career objective on your resume.*

Career Objective:_____

b. A recruitment agency is seeking for an expert in the sales area. You've been working as sales representative for a joint-venture for 2 years. Provide the appropriate career objective on your resume.

Career Objective: _____

c) According to the list of facts from exercise 4, provide a career objective for a position you intend to obtain.

Career Objective: _____

Education:

Present graduate and undergraduate education in reverse chronological order (That is, most recent first). Include all degrees as well as the names, locations and dates when you received them. You may want to include academic honors, thesis work, and/or scholarships in this section. You should list, as well, any job-related courses you have taken with names and dates of attendance.

Layout :



- Body text: left and right margins – 2 cm/ 2.5 cm
- Information headings (educational institutions) must be set in **UPPER CASE BOLD TYPE, 11 PT FONT**
- 10 point font throughout the entire document

Useful phrases:

Candidate for Master of Business Administration degree (or appropriate degree name). Concentration in Marketing.

Bachelor (of Science/ Arts) degree in Economics/ Foreign Languages etc. Majored in economics/ English and German.

(OPTIONAL:) Awarded Graduate Assistantship in MBA Admissions.

Courses included: Effective Presentation Skills Training Course. May, 2024. Awarded certificate.

6.a. *In 2024, you graduated from the Faculty of Tourism, Business, and Psychology at Kyiv National Linguistic University. You obtained a Master's degree in Marketing. In 2023, you graduated from the Faculty of Germanic Philology and Translation, earning a Bachelor's Degree in Germanic Philology with a major in English and German. Additionally, you attended Spanish language courses. Indicate the information on your resume.*

b. *According to the list of facts from exercise 4 provide an appropriate information about the schools and courses you have attended.*

Work experience:

List your present and past jobs in reverse chronological order. For each position held, list the employer, location (city only), title and dates (years are usually sufficient). Next, outline the major tasks and **accomplishments** of each position you held.



Accomplishment statements should be brief and precisely stated. Begin each statement with an **action verb**. *Example:*

- Analyzed statistical reports to pinpoint overrun errors, saving \$500,000 annually in raw materials.
- Increased sales by 30% monthly.
- Achieved a technological process to improve

List of Action Verbs:

Action Verbs	
achieved	initiated
administrated	instructed
advised sb on sth	interpreted
analyzed	invented
arranged	led
assembled	managed
assisted	manipulated
began	meditated on sth
bought	modified
calculated	motivated
categorized	negotiated
classified	organized
collected	outlined
communicated sth to sb/ sth	perceived
compiled	performed
	planned
composed	presented
computed	produced
constructed	promoted
contacted with sb/ sth	recorded
contributed sth/ to sth	regulated

coordinated	represented
counseled	reorganized
defined	researched
demonstrated	responded for sth
designed	retrieved sth from sb/ sth
developed	reviewed
devised	revised
edited	selected
established	sold
estimated	succeeded in sth/ doing sth
evaluated	summarized
generated	taught
guided	tested
handled	trained
helped sb with sth	tutored sb in sth
identified	united
implemented	volunteered sth/ to do sth
improved	
increased	

7. a. You held the position of Procurement Specialist in a large company for three years. You were very successful in market analysis, which led to the involvement of new suppliers. Additionally, you developed a Customer tracking system that increased customer retention from 45% to 75%. Provide accomplishment statements for your resume using the following phrases:

Succeeded in... which....

Developed... that.....

b. *You served as a Trainer Clerk in the human resources department of a large corporation where you organized courses for new employees in customer service, secretarial, and telephone procedures, resulting in a 30 percent reduction in complaints. Subsequently, you were promoted to the position of Personnel Officer, where you oversaw the recruitment of new employees. Choose appropriate Action Verbs to begin with and provide accomplishment statements for your resume.*

c. *Describe your activities and accomplishments using action verbs that demonstrate initiative and the ability to make a significant individual contribution to the organization. Utilize the list of facts from exercise 4.*

Special Skills:

Under these headings you may list any fact that don't fit under EDUCATION or WORK EXPERIENCE but which demonstrate an important aspect of your value to an employer. For example, if you can operate PC or speak a foreign language here is where to list these skills.

Layout :



- Body text: left and right margins – 2 cm/ 2.5 cm
- 10 point font throughout the entire document

8. *According to the list of facts from exercise 4, provide your special skills.*

Personal Data (or Miscellaneous):

Essential facts, such as your personal qualifications, interests, any licenses or certifications you hold. On the one hand, it is not necessary to list such facts as age, health, and marital status.

9. Employers evaluate you against many criteria when making hiring decisions. The following is a list of qualifications companies typically seek in candidates.

a. Fill in the blanks (right column) with phrases adapted to the resume format.

Qualifications	Resume adapted phrases
communication skills (verbal and written)	good-mixer
ability to work well with others	able to work with others
problem-solving/ conceptual/analytical skills	person with strong problem-solving/ conceptual/analytical skills
self-motivation/initiative	
ability to influence others	
team orientation	
creativity, focus on career goals	
flexibility	
sense of humor	

b. Choose the qualifications which correspond to your personality and indicate them on your resume under the heading *Personal Data*.

References:

The last section of your resume is a list of individuals willing to vouch for your abilities and experiences. Former employers and teachers, especially those who taught job-related courses, are the best references. Each reference should be listed with their name, position or title, business address, and telephone number. It is recommended to include a minimum of three references.



Alternatively, under this heading, you may simply state: **References furnished on request** or **Provided on/ upon request**.

SAMPLE RESUME

JOHN SMITH
3 Miller Lane
Boston, MA 02160
617-123-4567
smithj@bc.edu

Career objective To obtain a position leveraging experience in finance

Education

May 2020 **BOSTON COLLEGE** **CHESTNUT HILL, MA**
CARROLL GRADUATE SCHOOL OF MANAGEMENT
Candidate for Master of Business Administration degree. Concentration in Finance. Created and presented team business plan for entrepreneurial venture. GPA 3.75

May 2016 **GEORGETOWN UNIVERSITY** **WASHINGTON, DC**
Bachelor of Science degree in Economics. Major in Government and Legal Studies with Minor in Economics.

Experience

Summer 2023 **PRICEWATERHOUSECOOPERS** **BOSTON, MA**
Associate

- Developed and organized database of portfolio comprised of over 600 investments to be analyzed and valued.
- Performed extensive research and analysis of industries, financial transactions and companies using Bloomberg, the internet and major business periodicals.

Spring 2021 **FLEET BANK** **BOSTON, MA**
MBA Team Consultant, Strategic Product Development

- Performed research and analysis on the US institutional retirement market and competitors highlighting strategic issues and competitive advantages of each organization.
- Participated in the development of a new West Coast business plan for the mid size defined benefit retirement market.

2017-2019 **BANKBOSTON** **BOSTON, MA**
Account Executive (2018-2019)

- Performed foreign exchange and calculated commissions on equity, fixed income and derivative transactions executed for Type 1 IBIS client accounts.

Analyst (2017)

- Assisted private bankers in New York and international satellite offices in all aspects of client portfolio management with respect to foreign markets.

Computer Skills Proficient in MS Office (Word, Excel, PowerPoint Access). MBA core curriculum includes an introduction to Visual Basic for Applications (VBA), Web Site Development (HTML, Visual Interdev), Database Query (SQL), Data Mining (SAS Enterprise Miner).

Languages Fluent in Spanish. Proficient in French and German.

Licenses NASD Series 7 and 63 licensed.

Interests Investing in the stock market, golf and fishing. Traveled widely in Europe and in the Middle East.

INTRODUCTION TO A TRAVEL BROCHURE

A travel brochure serves as a gateway, offering a tantalizing glimpse into what makes a destination unique. Designed to captivate and inform, it showcases the best a location has to offer and persuades potential visitors to experience its charms firsthand. From vibrant images to compelling narratives, each brochure is crafted to not only highlight the key attractions but also to provide essential information that enhances a traveler's experience. The following structure ensures the brochure is not only informative but also inspiring, making it an effective tool in attracting visitors to the destination.

Common Structure of a Travel Brochure:

1. Cover Page:

- Features an eye-catching image of the destination alongside the brochure title to immediately grab attention.

2. Introduction:

- Provides a brief overview of the destination, highlighting its uniqueness and what makes it worth visiting.

3. Main Body:

- Attractions: Offers detailed sections on key attractions, activities, and experiences that define the destination.
- Accommodations and Dining: Presents information on diverse lodging options and dining experiences to cater to various preferences and budgets.
- Practical Information: Includes essential travel tips, the best times to visit, transportation options, and other logistical details to aid in planning the visit.

4. Conclusion:

- A persuasive closing that reinforces the allure of the destination and encourages the reader to plan a visit.

5. **Contact Information:**

- Provides details on how to book, along with website and additional contact details for further inquiries or reservations.

REVIEW WRITING GUIDE

A review is a critical evaluation of a service, product, or experience. In the context of tourism management, writing a review is an essential skill for evaluating hotels, restaurants, tours, and other services within the industry. This skill is crucial for tourism professionals who may need to assess and recommend services to clients, write feedback for service providers, or contribute to industry publications and online platforms.

Common Structure of a Review

1. Title

- Purpose: The title should grab attention and give a brief idea of what the review is about.
- *Example:* "Luxurious Comfort at Seaside Inn: A Five-Star Experience"

2. Introduction

- Purpose: Introduce the subject of the review, providing context and a brief overview.
- Elements: Mention the name of the hotel, restaurant, or service, its location, and the purpose of your visit (e.g., business trip, vacation).
- *Example:* "During my recent vacation to the coast, I had the pleasure of staying at the Seaside Inn, a five-star hotel known for its luxurious amenities and exceptional service."

3. Description of Experience

- Purpose: Provide a detailed account of your experience.
- Elements:
 - Arrival and Check-in: Describe the first impression, the check-in process, and the staff's friendliness.

- **Accommodation and Facilities:** Detail the room features, cleanliness, comfort, and available amenities (e.g., spa, gym, pool).
- **Services:** Discuss the services you used, such as room service, concierge, and dining options.
- **Other Features:** Mention any unique aspects, like special events, local attractions recommended by the staff, or sustainability practices.
- *Example:* "Upon arrival, the warm welcome from the 24-hour reception staff set the tone for my stay. The check-in was swift, and the concierge provided valuable local recommendations..."

4. Evaluation

- **Purpose:** Offer a critical assessment, highlighting strengths and areas for improvement.
- **Elements:**
 - **Positive Aspects:** Praise what you enjoyed most, such as excellent service, high-quality amenities, or the convenience of facilities.
 - **Negative Aspects:** Politely point out areas that could be improved or any issues encountered.
- *Example:* "The plush bedding and high-speed internet made my stay extremely comfortable. However, the mini-bar selection was limited..."

5. Conclusion

- **Purpose:** Summarize your overall impression and provide a final recommendation.
- **Elements:**
 - **Overall Experience:** Summarize the key points of your review.
 - **Recommendation:** State whether you would recommend this service to others and for what types of travelers it would be best suited.
- *Example:* "Overall, the Seaside Inn provided a luxurious and comfortable stay, perfect for both business

travelers and vacationers. I highly recommend it for its outstanding service and top-notch facilities."

6. Rating (Optional)

- Purpose: Provide a visual representation of your overall evaluation.
- Elements: Use stars, numerical scores, or another rating system to quantify your experience.
- *Example:* "Rating: 4.5/5 stars"

7. Example Review

Title:

Luxurious Comfort at Seaside Inn: A Five-Star Experience

Introduction:

"During my recent vacation to the coast, I had the pleasure of staying at the Seaside Inn, a five-star hotel known for its luxurious amenities and exceptional service."

Description of Experience:

"Upon arrival, the warm welcome from the 24-hour reception staff set the tone for my stay. The check-in was swift, and the concierge provided valuable local recommendations. My room was spacious and equipped with all the in-room amenities I could ask for, including plush bedding, high-speed internet, and a flat-screen TV. The turn-down service with cozy slippers and a sweet treat on my pillow was a lovely touch."

Evaluation:

"The plush bedding and high-speed internet made my stay extremely comfortable. The concierge service was exceptional, helping me plan my itinerary and ensuring I got the most out of my visit. However, the mini-bar

selection was limited, which was a minor inconvenience."

Conclusion:

"Overall, the Seaside Inn provided a luxurious and comfortable stay, perfect for both business travelers and vacationers. I highly recommend it for its outstanding service and top-notch facilities."

Rating: 4.5/5 stars