



# TOURISM AND HOSPITALITY

Texts for Reading

Учебное Пособие

E.O. Mashkaryova

**УО «БЕЛОРУССКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ  
УНИВЕРСИТЕТ»**

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Пособие предназначено для студентов 3-4 курсов ФКТИ очной и заочной форм обучения, изучающих английский язык как 2-ой иностранный. Может быть использовано в качестве дополнительного материала по дисциплине "Профессионально ориентированный иностранный язык (2-ой)". Тексты пособия знакомят студентов с современными тенденциями, инновациями и историей в отрасли туризма и гостеприимства. Пособие содействует развитию навыков чтения у студентов, расширению специализированного словарного запаса, развитию критического анализа текстов и способности эффективно обобщать важную информацию.

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## SUSTAINABLE PRACTICES IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

Sustainability	a. Making old things new again instead of throwing them away.
Resources	b. Full of good things that help us grow.
Energy-efficient	c. Protecting important things like water and trees.
Conservation	d. Good for the environment and not harmful.
Local	e. A chance to do something good or new.
Carbon footprint	f. The amount of pollution caused by a person or activity.
Recycling	g. Using less energy to do the same thing.
Composting	h. Things we can use, like water and materials.
Nutrient-rich	i. Being kind and welcoming to guests.
Eco-friendly	j. Turning food scraps into soil for plants.
Investment	k. From nearby places.
Hospitality	l. Unwanted things that are thrown away.
Waste	m. Taking care of nature so it lasts a long time.
Attract	n. To make someone interested or want something.
Opportunity	o. Putting money or effort into something hoping to get more back.

Sustainability is an important topic in the hospitality industry today. It means using our resources wisely so that we don't harm the environment and can help future generations. Many hotels and restaurants are working hard to be more sustainable, and this effort is not just good for the planet; it also attracts more customers.

One of the simplest ways hotels can become more sustainable is by saving energy. Many hotels are switching to energy-efficient lights, like LED bulbs, which use much less electricity than traditional bulbs. Some hotels have even installed solar panels on their roofs. These panels capture sunlight and turn it into energy, which helps reduce their electricity bills while being kinder to the environment.

Water conservation is another essential area. Hotels can install low-flow showerheads and faucets, allowing guests to use less water when they shower or wash their hands. Some hotels even collect rainwater for watering their gardens! This clever use of natural resources not only saves money but also helps preserve our precious water supplies.



Food waste is a significant challenge in the hospitality industry, with restaurants and hotels often throwing away large amounts of food. To tackle this issue, many places are starting to use local ingredients. By sourcing food from nearby farms, they support the local economy and

reduce the carbon footprint associated with transporting food over long distances. Plus, seasonal ingredients are fresher and often cheaper, which is a win-win!

Recycling is another important practice. Many hotels and restaurants have set up recycling bins for paper, plastic, and glass to keep these materials out of landfills. Some even go a step further by composting food scraps, turning organic waste into nutrient-rich soil for gardens. This is a fantastic way to reduce waste and help the environment thrive.

Education plays a key role in sustainability, too. Many hospitality businesses are training their staff on eco-friendly practices and encouraging them to share this knowledge with guests. For example, hotels might provide information in guest rooms about how to save water and energy

during their stay. This not only helps the environment but also makes guests feel good about being part of something positive.



Customers really appreciate when hotels and restaurants care about the environment. Nowadays, many people want to support businesses that are responsible and sustainable. When guests know that a hotel is making an effort to be green, they often feel better about choosing to stay there, leading to positive reviews and repeat visits.

Interestingly, being sustainable can also save businesses money. While some eco-friendly changes may require an initial investment, they often result in long-term savings. Using less energy and water means lower utility bills, and reducing food waste can lead to savings on supplies.

In conclusion, sustainable practices in hospitality benefit not just the environment but also customers and businesses alike. By saving energy and water, reducing food waste, and recycling, hotels and restaurants can make a meaningful impact. As more people become aware of environmental issues, the demand for eco-friendly hospitality will only grow. This presents a fantastic opportunity for businesses to show they care about the planet while also attracting more guests. Together, we can all contribute to a greener future!

## 2. Read each sentence below. Decide if it is true or false.

- Hotels can save energy by using regular light bulbs.
- Sustainable practices help the environment.
- Low-flow showerheads use more water than regular ones.
- Buying food from local farms is good for the economy.
- Composting turns food waste into soil.
- Guests do not care if hotels are eco-friendly.

7. Using less electricity can lower hotel bills.
8. All hotels use solar panels.
9. Educating staff about sustainability is important.
10. Being sustainable can help hotels attract more customers.

### 3. Answer the questions:

1. What does it mean when we say a hotel is "sustainable"?
2. How can hotels save energy?
3. What is a low-flow showerhead, and why is it helpful?
4. Why is it good for restaurants to buy food from local farms?
5. How can hotels and restaurants reduce the amount of food they throw away?
6. What is composting, and how does it help the earth?
7. Why is it important for hotel staff to learn about being sustainable?
8. How can being eco-friendly help hotels get more guests?
9. How can hotels save money by being sustainable?
10. What are some easy ways hotels can be better for the environment?

## THE ROLE OF TECHNOLOGY IN MODERN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

Technology	a. A system for booking rooms or tables in advance.
Hospitality	b. A way to check in at hotels using smartphones.
Reservations	c. To make something suitable or easier for someone.
Convenient	d. Platforms like Instagram and Facebook used to share information.
Mobile check-in	e. The field that includes services for guests, like hotels and restaurants.
Order	f. A small booth where customers can place orders themselves.
Kiosk	g. Comments and ratings left by guests about their stay or meal.
Social media	h. Using tools and devices to improve services.
Smart technology	i. The ability to alter or change something to fit personal preferences.
Reviews	j. The people who work in hotels and restaurants.
Feedback	k. A personal encounter or interaction with a service.
Staff	l. Information given by customers that helps businesses improve.
management	m. To draw or pull interest towards something.
Customize	n. A request for food or services.
Experience	o. Advanced devices that can be controlled in smart ways.
Attract	

Technology plays a big part in the hospitality industry today. It helps hotels, restaurants, and other businesses provide better services to their guests. From booking rooms online to using mobile apps for ordering food, technology makes everything easier and faster.

One of the most significant changes is the way people book their stays. In the past, guests had to call hotels to make reservations. Now, they can easily book rooms online through websites and apps. This is convenient for guests because they can see all the options available and compare prices quickly.

Another way technology is used is through mobile check-in. Many hotels now allow guests to check in using their smartphones. This means they can avoid long lines at the front desk and go straight to their room. It saves time and makes the arrival process smoother for everyone.



In restaurants, technology has changed how orders are taken. Many places use tablets or mobile devices for waitstaff to input orders directly. This reduces mistakes and speeds up service. Some restaurants even have kiosks where customers can place their orders themselves. This allows guests to customize their meals easily.

Social media is also important in the hospitality industry. Hotels and restaurants use platforms like Instagram and Facebook to share photos and updates. This helps attract new customers by showing off their services and special offers. Guests can also leave reviews online, which can influence others when choosing where to stay or eat.

Another exciting development is the use of smart technology in hotels. Some rooms have smart lights, thermostats, and even voice assistants. Guests can control the temperature or lights just by speaking. This makes their stay more comfortable and gives them a high-tech experience.

Online reviews are also a big part of hospitality today. Guests often check reviews before choosing a hotel or restaurant. Businesses need to pay attention to feedback and respond to customers. This shows that they care about their guests and want to improve their services.

Technology also helps with managing hotel staff. Many hotels use software to schedule employees and keep track of their performance. This makes it easier to manage the team and ensure everyone is doing their best.

In conclusion, technology has a significant impact on the hospitality industry. It improves the way guests book stays, check in, and enjoy their experiences. By embracing new tools and platforms, hotels and restaurants can provide better service and attract more customers. As technology continues to evolve, the hospitality industry will keep changing for the better.



## 2. Read each sentence below. Decide if it is true or false.

1. Guests used to book hotel rooms only online.
2. Mobile check-in allows guests to go straight to their rooms.
3. Restaurants always take orders by hand.
4. Social media helps hotels attract new customers.
5. Smart technology in hotels can control lights and temperature.
6. Online reviews do not matter to customers.
7. Technology makes it harder to manage hotel staff.
8. Guests can customize their meals using kiosks in some restaurants.
9. Hotels do not need to pay attention to customer feedback.
10. Technology improves the hospitality experience for guests.

## 3. Answer the questions:

1. What is one way technology helps guests book their stays?
2. How does mobile check-in benefit hotel guests?
3. What tools do restaurants use to take orders more quickly?
4. Why is social media important for hotels and restaurants?
5. What smart technology might you find in a hotel room?
6. How do online reviews influence guests' choices?
7. What software do hotels use to manage their staff?
8. In what way does technology make restaurant service faster?
9. How can hotels show they care about their guests using technology?
10. Why is it important for hospitality businesses to keep up with new technology?

## THE IMPORTANCE OF CUSTOMER SERVICE IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

1. Customer service	a. The people who visit hotels and restaurants.
2. Friendly	b. To make something better.
3. Atmosphere	c. How people feel in a place; the vibe.
4. Listening	d. Being nice and welcoming to others.
5. Knowledgeable	e. Comments or opinions from customers about a service.
6. Quick	f. Things that make an experience unique or personal.
7. Personal touches	g. The help provided to customers in a business.
8. Feedback	h. Having a lot of information about something.
9. Memorable	i. A strong memory that stays with someone.
10. Experience	j. To pay attention to what someone is saying.
11. Requests	k. Fast or done in a short amount of time.
12. Improve	

13. Guests	l. A wish or demand made by a customer.
14. Special	m. The overall feeling someone has during an event. n. Unusual or different, often celebrated.

Customer service is super important in hotels and restaurants. It's all about how businesses treat their guests. Good customer service can make a stay or meal special, while bad service can really let someone down.

One of the biggest parts of great customer service is being friendly. When hotel staff greet guests with a smile and a warm welcome, it makes people feel good. Everyone likes to be treated nicely, and a friendly attitude can create a happy atmosphere.

Listening to guests is also really important. When customers have questions or problems, staff should pay attention and try to help. This shows that the business cares about what the guest needs. For example, if a guest has an issue with their room, the staff should listen carefully

and work quickly to fix it.

#### Why Customer Service Is Important in Hotel Industry?



Knowing a lot about the hotel or restaurant is another key part of good service. Staff should be able to answer questions about the menu, what fun things to do nearby, or what the hotel offers. When staff are knowledgeable, it helps guests feel more at home and confident about their choices.

Being quick is important too. Guests appreciate it when their requests are handled fast. Whether it's bringing food to a table or fixing a problem in a room, being prompt shows that the business values the guest's time.

Personal touches can really make a difference. Little gestures, like remembering a guest's name or offering a special treat for a birthday, can create a memorable experience. Guests love feeling like they matter.

Getting feedback from guests is also crucial for improving service. When customers leave reviews or share their experiences, businesses can learn what they did well and what they can do better. Listening to feedback helps create a better experience for everyone.

Good customer service often leads to happy guests who want to come back. When people have a great experience, they're more likely to return and tell their friends and family. That's why businesses should always try to improve their service.

In conclusion, customer service is a big deal in hospitality. Being friendly, listening to guests, providing helpful information, and responding quickly all make for a positive experience. By

focusing on excellent customer service, hotels and restaurants can create happy guests who want to return again and again.

## 2. Fill in the blanks with the correct words from the text

1. Customer service is very important in the \_\_\_\_\_ industry.
2. A friendly greeting can make guests feel \_\_\_\_\_.
3. Staff should listen carefully when a guest has a \_\_\_\_\_.
4. Knowing about the menu and local attractions helps staff provide \_\_\_\_\_ service.
5. Being quick with requests shows that the business values the guest's \_\_\_\_\_.
6. Small gestures, like remembering names, can create a \_\_\_\_\_ experience.
7. Getting feedback from guests helps businesses understand what to \_\_\_\_\_.
8. Happy guests are more likely to \_\_\_\_\_ and recommend the place to others.
9. Personal touches make guests feel like they are more than just a \_\_\_\_\_.
10. Focusing on excellent customer service helps create \_\_\_\_\_ guests.

## 3. Answer the questions:

1. Why is customer service important in hotels and restaurants?
2. How does a friendly greeting affect guests?
3. What should staff do when a guest has a problem?
4. Why is it important for staff to know a lot about their hotel or restaurant?
5. How does being quick with requests help guests?
6. What are some examples of personal touches that can make a stay special?
7. Why is guest feedback important for improving customer service?
8. How can good customer service lead to repeat business?
9. What makes a guest feel valued at a hotel or restaurant?
10. How can businesses create a happy atmosphere for their guests?

## THE BENEFITS OF CLEANLINESS IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

Cleanliness	a. A state of being free from dirt or mess.
Important	b. The feeling of being at ease and free from worry.
Comfortable	c. People who eat in a restaurant.
Housekeeping	d. Clean and appealing to guests.
Atmosphere	e. To make sure something is free from germs.
Germs	f. A common type of bacteria that can cause illness.
Sanitized	g. Having a good name or standing in the community.
Reputation	h. Something that is very important and needs attention.

Experience	i. The overall feeling or mood in a place.
Inviting	j. A cleaning staff responsible for maintaining cleanliness.
Messy	k. Free from stains or dirt; very clean.
Regular	l. An event or series of events that a person goes through.
Relax	m. Done consistently or at regular intervals.
Spotless	n. Disorganized or dirty.
Diners	o. To find peace or ease after stress or activity.

Cleanliness is incredibly important in hotels and restaurants. When a place is clean, guests feel more comfortable and happier. Imagine arriving at a hotel room that is spotless, with fresh linens and a tidy bathroom. It immediately gives a sense of relief and comfort. A clean environment not only makes a good first impression but also shows that the business truly cares about its guests.

In hotels, cleanliness involves several aspects. Housekeeping staff work diligently to ensure that every room is clean and organized. They vacuum, dust, and sanitize surfaces to create a welcoming atmosphere. Guests want to feel safe and relaxed in their rooms. If they walk into a messy or dirty space, it can ruin their entire experience. A clean room allows guests to unwind after a long day of travel or activities, knowing they are in a healthy environment.



In restaurants, cleanliness is just as vital. Diners expect to sit at clean tables, and they want to see that the dishes are spotless. A clean dining area not only looks inviting but also makes guests feel confident about the food they are about to enjoy. The kitchen is another critical area; it needs to be kept pristine to ensure that food is prepared safely. If customers notice that a restaurant is dirty, they are likely to leave and not return.

Regular cleaning routines help prevent the spread of germs and illness, which is especially important in places where many people gather. Hotels and restaurants must keep everything sanitized, protecting both guests and staff. This commitment to cleanliness is crucial for creating a healthy environment.

Moreover, cleanliness can significantly impact the reputation of a hotel or restaurant. When guests have a great experience, they are more likely to leave positive reviews online and recommend the place to friends and family. On the other hand, if they encounter dirty areas, they might share their negative experiences on social media, which can deter potential customers.

In conclusion, cleanliness is a key part of hospitality. It plays a vital role in making guests feel comfortable, safe, and happy. By prioritizing cleanliness, hotels and restaurants can create a welcoming atmosphere that encourages guests to return time and time again. After all, when a guest feels good about their surroundings, they are more likely to have a memorable experience and come back for more. Cleanliness isn't just about appearances; it's about creating an environment where guests can truly relax and enjoy themselves.

## 2. Fill in the blanks with the correct words from the text

1. Cleanliness is incredibly important in \_\_\_\_\_ and restaurants.
2. A spotless hotel room gives guests a sense of \_\_\_\_\_ and comfort.
3. Housekeeping staff work diligently to ensure every room is \_\_\_\_\_.
4. Guests want to feel safe and \_\_\_\_\_ in their rooms.
5. Diners expect to sit at clean \_\_\_\_\_ in a restaurant.
6. A clean dining area makes guests feel confident about the food they are \_\_\_\_\_.
7. Regular cleaning routines help prevent the spread of \_\_\_\_\_.
8. If guests encounter dirty areas, they might share negative experiences on \_\_\_\_\_.
9. Cleanliness can significantly impact the \_\_\_\_\_ of a hotel or restaurant.
10. When guests feel good about their surroundings, they are more likely to have a \_\_\_\_\_ experience.

## 3. Answer the questions:

1. Why is cleanliness important in hotels and restaurants?
2. What are some key aspects of cleanliness in a hotel room?
3. How does a clean environment impact guests' feelings?
4. What role does housekeeping staff play in maintaining cleanliness?
5. Why do diners expect clean tables and dishes in restaurants?
6. What is the significance of a clean kitchen in a restaurant?
7. How does regular cleaning help prevent the spread of germs?
8. What can happen to a restaurant's reputation if it is not kept clean?
9. How do positive reviews relate to guests' experiences of cleanliness?
10. Why should hotels and restaurants prioritize cleanliness for their guests?



## THE ROLE OF COMMUNICATION IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

1. Communication	A. Kind and respectful behavior
2. Hospitality	B. How people feel or think about something
3. Feedback	C. The act of sharing information
4. Non-verbal	D. The industry that focuses on serving guests
5. Welcomed	E. Feelings of being received warmly
6. Polite	F. Suggestions or demands made by guests
7. Attitude	G. The use of tools and devices to improve services
8. Requests	H. Communication without words, like gestures
9. Technology	I. Responses or opinions from guests
10. Relationships	J. Connections between people or groups

Communication is a key part of the hospitality industry. It's how hotels, restaurants, and other businesses connect with their guests. Good communication can make a guest feel welcomed and valued, while poor communication can lead to misunderstandings and unhappy customers.

When a guest arrives at a hotel, the first impression often comes from the front desk staff. A



warm greeting and clear information about the hotel can set the tone for the entire stay. For example, if the front desk staff explains where the elevators are, what time breakfast is, and how to access the Wi-Fi, guests feel more comfortable and informed.

In restaurants, communication is just as important. Waitstaff need to listen carefully to what guests order and any special requests they may have. If a guest asks for food without nuts due to allergies, the server must pay attention and ensure the kitchen knows about this request. This shows that the restaurant cares about the guest's safety and enjoyment.

Effective communication also involves being clear and friendly. When staff use polite language and maintain a positive attitude, it creates a welcoming atmosphere. For example, if a guest asks for a table by the window, a friendly server might say, "Of course! Let me get that set up for you." This simple response can make the guest feel important.

Another important aspect of communication is feedback. After a meal or a hotel stay, guests often share their thoughts. This feedback can help businesses improve their services. For instance, if guests mention that the check-in process took too long, the hotel can work on making it faster for future visitors. Listening to guests helps create a better experience for everyone.

In addition to verbal communication, non-verbal communication plays a huge role as well. Staff should pay attention to body language and facial expressions. A smile or a nod can go a long way in making guests feel welcome. If a staff member looks bored or uninterested, guests might feel ignored.

Technology also affects communication in hospitality. Many hotels and restaurants use apps or websites to communicate with guests. Guests can check in online, make reservations, or send special requests before they arrive. This can make the experience smoother and more convenient.

Communication is vital in the hospitality industry. By focusing on clear, friendly communication, hotels and restaurants can build strong relationships with their guests, leading to repeat visits and positive reviews. Good communication not only makes guests happy but also helps businesses succeed.



**2. Read each sentence below. Decide if it is true or false.**

1. Communication is unimportant in the hospitality industry.
2. Good communication can help guests feel welcomed and valued.
3. The first impression for guests often comes from the hotel manager.
4. Waitstaff must listen carefully to guests' orders and special requests.
5. Effective communication only involves verbal interactions.
6. Feedback from guests can help businesses improve their services.
7. Non-verbal communication, such as body language, is not relevant in hospitality.
8. Technology can assist in communication between guests and hospitality businesses.
9. A positive attitude from staff does not impact the guest experience.
10. Clear and friendly communication can lead to repeat visits and positive reviews.

**3. Answer the questions:**

1. Why is communication important in the hospitality industry?
2. How does a warm greeting at the front desk affect guests?
3. What should waitstaff do when taking orders from guests?
4. Why is it important to listen to special requests, like food allergies?
5. How does polite language create a welcoming atmosphere?
6. What role does feedback play in improving services?
7. How can guests provide feedback after their stay or meal?
8. Why is non-verbal communication important for staff?
9. How does technology impact communication in hospitality?
10. What are some benefits of good communication for hotels and restaurants?



## THE IMPORTANCE OF TEAMWORK IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

1. Teamwork	A. The act of helping or assisting
2. Hospitality	B. The ability to do tasks in a timely manner
3. Communication	C. Feelings of friendship and trust among teammates
4. Responsibilities	D. The industry focused on serving guests
5. Support	E. The process of teaching skills to new employees
6. Environment	F. The way people interact and share information
7. Efficiency	G. The duties assigned to individuals
8. Training	H. Issues or problems raised by guests
9. Complaints	I. Working together to achieve common goals
10. Camaraderie	J. The surroundings or conditions in which people work

Teamwork is essential in the hospitality industry. When people work together as a team, they can provide better service and create a more enjoyable experience for guests. In hotels, restaurants, and other hospitality businesses, every staff member plays a vital role in making sure everything runs smoothly.

Imagine a busy restaurant. The waitstaff take orders from guests, the kitchen staff cook the food, and the hosts greet customers at the door. If everyone works well together, the restaurant can serve customers quickly and efficiently. However, if one part of the team is not working well, it can lead to mistakes and unhappy guests.

In hotels, teamwork is just as important. The front desk staff need to communicate with housekeeping to make sure rooms are ready for new guests. If housekeeping is behind schedule, the front desk staff should know so they can inform guests about any delays. This kind of communication helps manage expectations and keeps guests satisfied.



When team members support one another, it creates a positive working environment. For example, if a waiter is overwhelmed with tables, a fellow team member might step in to help. This not only helps the waiter but also ensures that guests receive timely service. Working together fosters a sense of camaraderie, which can make the job more enjoyable for everyone.



Effective teamwork also includes sharing responsibilities. In a hotel, the housekeeping team may have specific tasks, but they can also help each other out. If one person is busy cleaning a room, another can take care of the laundry or restock supplies. This way, the team can complete their work more efficiently.

Moreover, good teamwork leads to better communication. When team members feel comfortable discussing issues, they can solve problems quickly. For instance, if a guest has a complaint, the staff can come together to find a solution. This collaborative approach helps maintain a high level of service.

Training is also crucial for effective teamwork. When new staff members join, it's important for the team to help them learn the ropes. Experienced employees can guide newcomers, making them feel welcome and part of the team. This not only improves service but also builds strong relationships among staff.

Teamwork is vital in the hospitality industry. It enhances the guest experience, improves efficiency, and creates a positive work environment. When everyone collaborates and supports each other, it leads to happier guests and satisfied staff. By valuing teamwork, hotels and restaurants can thrive and succeed in providing excellent service.



## **2. Read each sentence below. Decide if it is true or false.**

1. Teamwork is important in the hospitality industry.
2. The waitstaff in a restaurant do not need to work with the kitchen staff.
3. If one part of the team does not work well, it can lead to mistakes.
4. Front desk staff do not need to communicate with housekeeping in hotels.
5. Team members supporting each other can create a positive working environment.
6. In a hotel, the housekeeping team only works on their specific tasks and does not help each other.
7. Good teamwork leads to better communication among staff members.
8. Training new staff members is not necessary for effective teamwork.
9. Teamwork can enhance the guest experience in hotels and restaurants.
10. When everyone collaborates, it can lead to unhappy guests and staff.

## **3. Answer the questions:**

1. Why is teamwork essential in the hospitality industry?
2. How do waitstaff, kitchen staff, and hosts work together in a restaurant?
3. What should front desk staff do if housekeeping is behind schedule?

4. How does supporting one another create a positive working environment?
5. What happens if one part of the team is not working well?
6. Why is sharing responsibilities important for a hotel team?
7. How can good teamwork lead to better communication?
8. What role does training play in effective teamwork?
9. How can experienced employees help new staff members?
10. What are the benefits of teamwork for guests and staff in hospitality?

## THE VALUE OF GUEST FEEDBACK IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

1. Feedback	A. The act of sharing opinions or suggestions
2. Hospitality	B. A connection between people, often based on trust
3. Experience	C. A form of evaluation or assessment
4. Relationship	D. Kind of criticism that aims to help someone grow
5. Review	E. The quality of being welcoming and friendly
6. Criticism	F. A questionnaire to gather information
7. Improvement	G. An account of how something was or felt
8. Survey	H. A commitment to a brand or service
9. Loyalty	I. The process of making something better
10. Constructive	J. Negative feedback or remarks

Guest feedback is incredibly important in the hospitality industry. It helps hotels, restaurants, and other businesses understand how they are doing and what they can improve. When guests share their thoughts, it provides valuable insights that can make a big difference in the guest experience.

Imagine staying at a hotel. After your visit, the hotel might send you a survey asking about your stay. They may ask questions like, "Was the room clean?" or "How was the service?" Your answers help the hotel know what they did well and what they could do better. If many guests mention that the breakfast was delicious, the hotel will keep serving it. However, if guests say the check-in process took too long, the hotel can work on improving that.

In restaurants, feedback is just as crucial. After a meal, guests may leave reviews online or talk to the staff about their experience. A guest might say that the food was fantastic but that the service was slow. The restaurant can then take action to train staff to be quicker and more attentive. This not only improves the experience for future guests but also shows that the restaurant values what customers have to say.

Listening to guest feedback can also help build strong relationships. When guests feel heard, they are more likely to return. If someone had a problem during their stay but the hotel addressed it quickly, they may appreciate the effort and choose to come back. This creates loyal customers who will recommend the business to friends and family.



Sometimes, feedback can be difficult to hear. No one wants to know that they made a mistake. However, it's important to view feedback as an opportunity for growth. Constructive criticism can lead to better services and happier guests. For example, if guests mention that the pool area was not clean, the hotel can make it a priority to keep it tidy.

Moreover, businesses can use feedback to celebrate their successes. Positive reviews can be shared on websites and social media to attract new guests. Guests love to see that others have had a great experience, which encourages them to visit too.

Guest feedback helps businesses understand their strengths and weaknesses, improves service, and builds lasting relationships with guests. By valuing and acting on feedback, hotels and restaurants can create memorable experiences that keep guests coming back for more.

## 2. Read each sentence below. Decide if it is true or false.

1. Guest feedback is not important in the hospitality industry.
2. Hotels can use guest surveys to learn about their services.
3. Feedback only includes positive comments.
4. Constructive criticism can help improve guest experiences.
5. Guests do not appreciate when their feedback is ignored.
6. Restaurants cannot benefit from guest reviews.
7. Positive reviews can attract new guests.
8. Feedback should be viewed as a problem, not an opportunity.
9. Building relationships with guests can lead to loyalty.
10. Guest feedback is only collected after a meal or stay.

## 3. Answer the questions:

1. Why is guest feedback important in the hospitality industry?
2. How can hotels use feedback from guests after their stay?
3. What might a restaurant learn from guest reviews?
4. How can listening to feedback help build strong relationships with guests?
5. Why might some feedback be difficult for businesses to hear?

6. How can constructive criticism lead to improvements?
7. What should a hotel do if guests mention that the check-in process is slow?
8. How can positive reviews benefit a restaurant or hotel?
9. Why do guests appreciate when their feedback is acted upon?
10. What are some ways businesses can collect guest feedback?

## THE BENEFITS OF GOOD CUSTOMER SERVICE IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

2. Customer Service	a. A feeling of being appreciated
3. Hospitality	b. A group of people working together
4. Impression	c. A suggestion for what to do
5. Attentive	d. The quality of being friendly and welcoming
6. Recommendation	e. An opinion formed based on an event
7. Complaint	f. A problem that needs to be resolved
8. Loyalty	g. The act of serving guests well
9. Staff	h. Able to provide information and advice
10. Experience	i. Faithfulness to a brand or service
11. Request	j. Quick to notice and respond
12. Knowledgeable	k. An expression of dissatisfaction
13. Positive	l. Favorable or good
14. Issue	m. A formal request for something
15. Grateful	n. The overall perception of a business
16. Reputation	o. The knowledge gained from an event

Good customer service is one of the most important things in the hospitality industry. When guests receive excellent service, they feel valued and appreciated. This can lead to happy customers who want to return. In hotels and restaurants, good customer service can make all the difference in a guest's experience.

Imagine arriving at a hotel after a long journey. You're tired and just want to relax. If the front desk staff greets you with a smile and offers help with your bags, it instantly makes you feel welcome. This warm welcome sets a positive tone for your entire stay. On the other hand, if the staff is unfriendly or unhelpful, it can leave a bad impression.

In restaurants, good customer service is equally important. When you enter a restaurant, you want to be greeted by the host or hostess. If they are friendly and show you to your table promptly, it creates a good first impression. Waitstaff who are attentive and check on you

during your meal can enhance your dining experience. If your server is knowledgeable about the menu and can make recommendations, it helps you feel cared for.

Good customer service also involves listening to guests. If a customer has a complaint or a special request, staff should take the time to understand their needs. For example, if a guest mentions that their room isn't clean, the hotel staff should address the issue immediately. This shows that the business values the guest's comfort and satisfaction.



One of the benefits of good customer service is that it encourages loyalty. When guests receive great service, they are more likely to return to that hotel or restaurant. They may even recommend it to friends and family. Positive word-of-mouth can significantly boost a business's reputation.

Another benefit is that good customer service can lead to positive reviews. Many people check online reviews before choosing a place to stay or eat. If previous guests share their great experiences, it can attract new customers. On the contrary, negative reviews about poor service can drive potential guests away.

Training staff in customer service skills is essential. Employees should know how to handle different situations, from complaints to special requests. When staff feel confident in their abilities, they can provide better service to guests.

In conclusion, good customer service is vital in the hospitality industry. It creates a pleasant experience for guests, encourages loyalty, and enhances a business's reputation. By prioritizing customer service, hotels and restaurants can ensure that guests leave with a smile and want to come back again.

## **2. Read each sentence below. Decide if it is true or false.**

1. Good customer service is not important in hospitality.
2. A warm welcome can improve a guest's experience.
3. Waitstaff should ignore guests during their meal.
4. Listening to guests is essential for good service.
5. Negative reviews can attract new customers.
6. Training staff in customer service is unnecessary.
7. Loyal customers are likely to return.
8. Good reviews can enhance a business's reputation.
9. Complaints should be ignored to avoid conflict.
10. Attentive service can make guests feel valued.

**3. Fill in the blanks with the correct words from the text**

1. Good customer service makes guests feel \_\_\_\_\_ and appreciated.
2. A warm \_\_\_\_\_ at the hotel can set a positive tone.
3. Waitstaff who are \_\_\_\_\_ can enhance the dining experience.
4. It is important for staff to listen to guest \_\_\_\_\_.
5. When guests receive great service, they are more likely to show \_\_\_\_\_.
6. Positive \_\_\_\_\_ can attract new customers to a business.
7. Training in customer service skills is \_\_\_\_\_ for staff.
8. Guests may leave a \_\_\_\_\_ if they have a bad experience.
9. Knowledgeable staff can make helpful \_\_\_\_\_ to guests.
10. A good reputation is built on providing \_\_\_\_\_ service.

**4. Answer the questions:**

1. Why is good customer service important in hospitality?
2. How does a warm welcome at a hotel affect guests?
3. What should waitstaff do to enhance a dining experience?
4. Why is it important for staff to listen to guests?
5. How can good customer service encourage guest loyalty?
6. What role do online reviews play in customer service?
7. How can a hotel address a guest's complaint about cleanliness?
8. Why is training staff in customer service skills essential?
9. How can positive word-of-mouth help a business?
10. What happens if guests have a negative experience with customer service?



## TRENDS IN FOOD AND BEVERAGE SERVICES

### 1. Match the words on the left with their correct definitions on the right.

1. Trend	a. A list of food and drinks offered
2. Wellness	b. Food that brings feelings of comfort
3. Plant-based	c. A mobile application for smartphones
4. Sustainability	d. People who eat at restaurants
5. Unique	e. To request food or drink
6. Experience	f. Healthy living and lifestyle
7. Presentation	g. Made from plants, not animals
8. Ingredients	h. Something special or different
9. Eco-friendly	i. The way food is arranged and served
10. Comfort food	j. Items used to make a dish
11. Menu	k. Reducing harm to the environment
12. Order	l. To bring food to a customer's location
13. Delivery	m. A popular direction or change
14. App	n. A memorable event or occasion
15. Diners	o. Good for the environment

Food and beverage services are always changing. As people's tastes and preferences evolve, restaurants and cafes must adapt to keep customers happy. Understanding the latest trends can help businesses attract more guests and provide a better experience. Let's explore some of the current trends in food and beverage services.

One major trend is the focus on health and wellness. Many people today are more conscious about what they eat. They prefer fresh, organic ingredients and want to know where their food comes from. Restaurants are responding by offering healthier menu options, such as salads, grain bowls, and smoothies. Many places now highlight their use of local ingredients, which makes guests feel good about their choices.

Another trend is the rise of plant-based diets. More people are choosing vegetarian or vegan options for various reasons, including health, environment, and animal welfare. As a result, many restaurants are adding plant-based dishes to their menus. This can include everything from veggie burgers to dairy-free desserts. Offering these options helps restaurants appeal to a wider range of customers.



Technology is also playing a big role in food and beverage services. Many restaurants now use apps for ordering and payment. Guests can browse the menu, place their orders, and pay right from their smartphones. This makes dining more convenient and reduces



wait times. Some places even offer delivery services through apps, allowing customers to enjoy their favorite meals at home.

Sustainability is another important trend. Many customers are concerned about the environment and want to support businesses that practice sustainability. Restaurants are taking steps to reduce waste by using eco-friendly packaging, recycling, and composting. Some even have their own gardens to grow fresh herbs and vegetables. This commitment to sustainability can attract eco-conscious diners.

In addition, there is a growing interest in unique dining experiences. People are looking for more than just a meal; they want an experience. This can include themed restaurants, interactive dining, or food and drink pairings. For example, a restaurant might offer a wine-tasting dinner where guests can try different wines with each course. These experiences create memorable moments that guests will want to share with others.



Social media is also influencing food trends. Diners often share photos of their meals on platforms like Instagram. This means that presentation is more important than ever. Restaurants are focusing on making their dishes visually appealing to attract attention online. Beautifully presented food is likely to get shared, which can help bring in new customers.

Finally, comfort food is making a comeback. After challenging times, many people are seeking out familiar and comforting meals. This can include classic dishes like mac and cheese, fried chicken, and homemade desserts. Restaurants are embracing these comfort foods, often giving them a modern twist to attract younger diners.

In conclusion, trends in food and beverage services are constantly evolving. By focusing on health, sustainability, technology, and unique dining experiences, restaurants can meet the changing needs of their customers. Staying updated on these trends helps businesses create enjoyable experiences that keep guests coming back for more.

## **2. Read each sentence below. Decide if it is true or false.**

1. Health and wellness are not important in food trends.
2. Plant-based diets are becoming more popular.
3. Technology has no impact on food ordering.
4. Restaurants are ignoring sustainability practices.
5. Diners prefer unique and interactive dining experiences.
6. Social media has no influence on food presentation.
7. Comfort food is becoming less popular.
8. Restaurants are focusing on eco-friendly packaging.



9. Delivery services are not offered by most restaurants.
10. People enjoy sharing photos of their meals online.

### 3. Fill in the blanks with the correct words from the text

1. A major \_\_\_\_\_ in food service is health and wellness.
2. Many people prefer \_\_\_\_\_ ingredients from local sources.
3. Plant-based diets include dishes made from \_\_\_\_\_.
4. Technology has changed how we \_\_\_\_\_ food.
5. Restaurants are focusing on \_\_\_\_\_ practices to help the environment.
6. Diners are seeking more \_\_\_\_\_ dining experiences.
7. Social media influences how restaurants present their \_\_\_\_\_.
8. Comfort food includes meals that bring feelings of \_\_\_\_\_.
9. Many restaurants now offer \_\_\_\_\_ services through apps.
10. A well-designed \_\_\_\_\_ can attract more customers.



### 4. Answer the questions:

1. What is a major trend in food and beverage services today?
2. Why are people more interested in health and wellness options?
3. What types of dishes are popular among plant-based diets?
4. How has technology changed the way people order food?
5. What steps are restaurants taking to be more sustainable?
6. Why do customers seek unique dining experiences?
7. How does social media influence food trends?
8. What comfort foods are making a comeback?
9. How can restaurants attract eco-conscious diners?
10. Why is presentation important in today's food industry?

## MARKETING STRATEGIES FOR HOTELS AND RESTAURANTS

### 1. Match the words on the left with their correct definitions on the right.

1. Marketing	A. A favorable opinion of a business
2. Online Presence	B. A form of advertising through email
3. User-friendly	C. Special offers to encourage purchases
4. Social Media	D. Websites and apps for social interaction
5. Email Marketing	E. To work together with others
6. Testimonials	F. A group of people living in the same area
7. Collaborate	G. One-of-a-kind or special
8. Community	H. A reduction in price
9. Unique	I. Activities or places that draw visitors
10. Promotions	J. Customer reviews and feedback
11. Engagement	K. The way a website is designed for ease of use
12. Discount	L. A combined offer of services or products
13. Package Deal	M. The act of interacting with customers
14. Reputation	N. The visibility of a business on the internet
15. Attractions	O. Marketing activities to attract customers

Marketing is essential for hotels and restaurants to attract guests and grow their businesses. With so many options available, it's important for these businesses to stand out. There are several effective marketing strategies that hotels and restaurants can use to reach their target audience and encourage more people to visit.



One important strategy is creating a strong online presence. Most guests look for hotels and restaurants online before making a decision. This means having a user-friendly website is crucial. The website should include important information like location, menu, room rates, and contact details. High-quality photos of the food and accommodations can also make a big difference. People love to see what they can expect before they arrive.

Social media is another powerful tool for marketing. Platforms like Instagram, Facebook, and Twitter allow hotels and restaurants to connect with potential guests. By sharing photos, special offers, and updates, businesses can engage with their audience. For example, posting mouth-watering pictures of dishes or beautiful hotel rooms can attract attention. Social media also allows businesses to respond to comments and quickly, which helps build relationships with customers.

Email marketing is a great way to keep in touch with past guests. Hotels and restaurants can send newsletters that include special promotions, upcoming events, or new menu items. This keeps the business in the minds of customers and encourages them to return. Offering discounts to loyal customers through email can also create a sense of appreciation and encourage repeat visits. Another effective marketing strategy is to partner with local businesses. Hotels can collaborate with nearby attractions, such as museums or parks, to create package deals. For example, a hotel might offer a discounted stay for guests who want to visit a local attraction. Restaurants can team up with local farms to promote farm-to-table dining, which highlights fresh, local ingredients. These partnerships not only attract more guests but also create a sense of community.



Customer reviews and testimonials play a significant role in marketing. Many people read reviews before choosing a hotel or restaurant. Encouraging satisfied guests to leave positive feedback can help attract new customers. Hotels and restaurants should also respond to reviews, both positive and negative, to show that they value guest opinions. This engagement can build trust and improve the business's reputation.

Offering unique experiences can also be a marketing strategy. For example, a hotel might host themed events, such as wine tastings or cooking classes. Restaurants could offer special tasting menus or chef's tables, where guests can interact with the chef. These experiences create memorable moments that guests will likely share with others, generating word-of-mouth marketing.

Effective marketing strategies are essential for hotels and restaurants to thrive. By creating a strong online presence, utilizing social media, engaging in email marketing, partnering with local businesses, managing customer reviews, and offering unique experiences, these establishments can attract more guests and build lasting relationships with them.

## 2. Read each sentence below. Decide if it is true or false.

1. Marketing is not important for hotels and restaurants.
2. A user-friendly website can help attract guests.
3. Social media has no impact on customer engagement.
4. Email marketing is used to send newsletters to past guests.
5. Collaborating with local businesses can hurt marketing efforts.
6. Positive customer reviews can attract new customers.

7. Unique experiences do not matter in marketing.
8. Hotels should ignore negative reviews from guests.
9. Social media allows businesses to respond quickly.
10. Promotions help encourage more visits from customers.

### 3. Fill in the blanks with the correct words from the text

1. Marketing is essential for hotels and \_\_\_\_\_.
2. A strong online \_\_\_\_\_ helps attract guests.
3. Social media platforms allow businesses to connect with \_\_\_\_\_.
4. Email marketing keeps in touch with \_\_\_\_\_ guests.
5. Hotels can partner with local \_\_\_\_\_ to create package deals.
6. Customer \_\_\_\_\_ play a significant role in attracting new customers.
7. Unique experiences can create memorable \_\_\_\_\_ for guests.
8. A user-friendly website is important for a positive \_\_\_\_\_.
9. Businesses should respond to both positive and negative \_\_\_\_\_.

### 4. Answer the questions:

1. Why is marketing important for hotels and restaurants?
2. What should a hotel website include to attract guests?
3. How can social media help hotels and restaurants?
4. Why is email marketing useful for keeping in touch with guests?
5. What are some examples of local partnerships hotels can create?
6. How do customer reviews influence potential guests?
7. What types of unique experiences can hotels offer?
8. Why is it important for businesses to respond to reviews?
9. How can sharing photos on social media attract customers?
10. What does farm-to-table dining emphasize?



## CRISIS MANAGEMENT IN HOSPITALITY

### 1. Match the words on the left with their correct definitions on the right.

1. Crisis	A. A situation requiring immediate action
2. Management	B. The act of assessing something
3. Emergency	C. The people working in a business
4. Reputation	D. To make safe or protect
5. Response	E. A problem that disrupts normal operations
6. Training	F. The way a business is viewed by others
7. Communication	G. To leave a dangerous place quickly
8. Preparation	H. To inform and share information
9. Evacuate	I. The process of teaching skills
10. Evaluate	J. A response that is unfavorable or harmful
11. Staff	K. The act of getting ready for something
12. Secure	L. A state of complete disorder
13. Contact	M. The way a business reacts to a situation
14. Chaos	N. To reach out to someone
15. Negative	O. The way to handle challenges

Crisis management is very important in the hospitality industry. It refers to the way hotels, restaurants, and other businesses respond to unexpected problems or emergencies. These crises can include natural disasters, health issues, or even negative reviews. Knowing how to handle these situations can help a business protect its reputation and ensure guest safety.

Imagine a hotel facing a sudden flood. If the hotel staff is not prepared, it can lead to chaos. Guests may panic if they do not know what to do. That is why having a crisis management plan is essential. A good plan outlines steps to take during an emergency, such as how to evacuate guests safely and where to move valuable items.



Another example is when a restaurant receives a negative review online. If the restaurant does not respond quickly, it could lose customers. Responding to reviews is part of crisis management. Restaurants should acknowledge the issue, apologize if necessary, and explain how they will improve. This shows that the business cares about its guests and is willing to make changes.

Training staff is also a key part of crisis management. Employees should know what to do in different situations. For example, if a fire alarm goes off, staff should guide guests to the nearest exit calmly. Regular training sessions can prepare everyone to respond effectively. This helps create a safer environment for both guests and staff.



Communication is vital during a crisis. Businesses need to keep guests informed about what is happening. If there is a power outage in a hotel, for example, staff should tell guests how long it might last and what services are still available. Clear communication helps reduce anxiety and keeps guests feeling secure.

Having a support system in place is also important. This means knowing who to contact in case of an emergency. Hotels and restaurants should have a list of emergency contacts, such as local authorities, medical services, and even suppliers. This allows them to get help quickly when needed.

After a crisis, it is essential to evaluate what happened. Businesses should review their response and learn from the experience. This can help them improve their crisis management plans for the future. Understanding what worked and what did not can lead to better preparation next time.

So, crisis management is crucial in the hospitality industry. A well-prepared business can handle unexpected situations effectively. By having a crisis management plan, training staff, communicating clearly, and evaluating responses, hotels and restaurants can protect their guests and their reputation. Being ready for anything can make all the difference when a crisis occurs.



## 2. Read each sentence below. Decide if it is true or false.

1. Crisis management is unimportant in the hospitality industry.
2. A crisis management plan outlines steps for emergencies.
3. Responding to negative reviews is not part of crisis management.
4. Staff training helps employees know what to do during a crisis.
5. Communication is unnecessary during an emergency.
6. Businesses should have a list of emergency contacts.
7. Evaluating past crises helps improve future responses.
8. Guests do not need information during a crisis.
9. Crisis management only involves dealing with natural disasters.
10. Being prepared can make a difference during a crisis.

### 3. Fill in the blanks with the correct words from the text

1. Crisis management refers to how businesses respond to \_\_\_\_\_ problems.
2. A good crisis management plan outlines steps to take during an \_\_\_\_\_.
3. Responding to negative reviews shows that a business cares about its \_\_\_\_\_.
4. Staff \_\_\_\_\_ is important for knowing how to handle emergencies.
5. Clear \_\_\_\_\_ helps reduce anxiety during a crisis.
6. Businesses should prepare for emergencies by having a list of \_\_\_\_\_ contacts.
7. Evaluating a response helps improve future crisis \_\_\_\_\_.
8. If a hotel is unprepared for a flood, it can lead to \_\_\_\_\_.
9. Training sessions can prepare staff to respond \_\_\_\_\_.
10. Keeping guests informed during a crisis helps them feel \_\_\_\_\_.

### 4. Answer the questions:

1. What is crisis management in hospitality?
2. Why is it important for hotels to have a crisis management plan?
3. How should a restaurant respond to a negative review?
4. What role does staff training play in crisis management?
5. Why is communication important during a crisis?
6. What should businesses do to prepare for emergencies?
7. How can businesses learn from past crises?
8. What might happen if a hotel is unprepared for a flood?
9. Why is it important to keep guests informed during a crisis?
10. What is one way to improve crisis management plans?

## THE IMPACT OF ONLINE REVIEWS AND SOCIAL MEDIA

### 1. Match the words on the left with their correct definitions on the right.

1. Online Reviews	A. A person who buys goods or services
2. Reputation	B. The way a business is perceived by others
3. Hospitality	C. To draw in or appeal to people
4. Influence	D. A form of communication on platforms like Facebook
5. Customers	E. Constructive comments about a service
6. Feedback	F. Information shared with the public
7. Social Media	G. People who promote products on social media
8. Advertisements	H. Good or favorable opinions
9. Content	I. Unfavorable or harmful opinions
10. Engage	J. To interact with someone

11. Attract	K. Announcements to promote products
12. Positive	L. The feeling of having gone through something
13. Negative	M. Reviews posted online by customers
14. Influencers	N. The act of having guests and providing services
15. Experience	O. The power to have an effect on someone

In today's world, online reviews and social media play a huge role in the hospitality industry.



Whether it's a hotel, restaurant, or travel service, customers often look for information and opinions online before making their choices. This means that businesses need to pay attention to what people are saying about them on the internet.

Online reviews are written by customers who have experienced a service or product. Websites like TripAdvisor, Yelp, and Google allow guests to share their thoughts and feelings. If a guest had a great experience at a hotel, they might write a positive review and encourage others to visit. On the other

hand, if a guest is unhappy with their stay, they might leave a negative review. This can significantly impact a business's reputation.

Having positive online reviews can help a hotel or restaurant attract more customers. Many people trust the opinions of others more than advertisements. If someone sees that many guests have praised a hotel for its cleanliness and friendly staff, they are more likely to book a room there. On the contrary, a few bad reviews can turn potential guests away. Businesses need to manage their online reputation carefully.

Social media also plays a vital role in shaping public opinion. Platforms like Instagram, Facebook, and Twitter allow businesses to share photos, updates, and special offers. Many restaurants post pictures of their delicious dishes, which can entice people to visit. Hotels often share beautiful images of their rooms and amenities to attract guests. Engaging content on social media can create excitement and interest in a business.

However, social media is a double-edged sword. While it can bring in new customers, it can also spread negative feedback quickly. If a guest has a bad experience and shares it on social media, it can reach a wide audience in no time. This is why it's crucial for businesses to respond to comments and messages promptly. A quick response can show that the business cares about its customers and is willing to make things right.

Another important aspect is the use of influencers. Influencers are people who have a large following on social media. They often share their experiences with hotels and restaurants. If an influencer posts a positive review or photo from a restaurant, it can attract many new



customers. Businesses can partner with influencers to reach a larger audience and promote their services.

In conclusion, online reviews and social media have a significant impact on the hospitality industry. Positive reviews can attract guests, while negative reviews can drive them away. Businesses need to manage their online reputation carefully and engage with customers on social media. By doing so, they can create a strong presence online and build lasting relationships with their guests.

## 2. Read each sentence below. Decide if it is true or false.

1. Online reviews have little impact on the hospitality industry.
2. Positive reviews can help attract more customers.
3. Social media only has benefits for businesses.
4. Influencers can help promote hotels and restaurants.
5. Businesses should ignore negative feedback on social media.
6. Customers trust online reviews more than advertisements.
7. Engaging content on social media is not important.
8. Businesses can respond quickly to comments on social media.
9. Negative reviews can improve a business's reputation.
10. Online reviews are only written by satisfied customers.



## 3. Fill in the blanks with the correct words from the text

1. Online reviews are written by \_\_\_\_\_ who have experienced a service.
2. Positive reviews can help a hotel attract more \_\_\_\_\_.
3. Social media allows businesses to share photos and \_\_\_\_\_.
4. If a guest has a bad experience, they might leave a \_\_\_\_\_ review.
5. Businesses need to manage their online \_\_\_\_\_ carefully.
6. Influencers can attract many new customers through their \_\_\_\_\_.
7. Quick responses to comments show that a business cares about its \_\_\_\_\_.
8. Engaging content can create excitement and \_\_\_\_\_ in a business.
9. Many people trust online reviews more than \_\_\_\_\_.
10. Social media can spread negative feedback \_\_\_\_\_.

#### 4. Answer the questions:

1. Why are online reviews important in the hospitality industry?
2. How do positive reviews affect a hotel or restaurant?
3. What can happen if a business receives negative reviews?
4. How does social media influence public opinion?
5. Why do businesses need to respond quickly to comments on social media?
6. What role do influencers play in promoting businesses?
7. How can businesses use social media to attract customers?
8. What types of content do restaurants often share on social media?
9. Why might people trust online reviews more than advertisements?
10. How can businesses create a strong online presence?

#### DESIGN AND AMBIANCE IN HOSPITALITY SPACES

##### 1. Match the words on the left with their correct definitions on the right.

1. Design	A. The overall feeling or atmosphere of a place
2. Ambiance	B. To carefully choose and organize elements
3. Layout	C. The arrangement of items in a space
4. Color	D. A feeling of ease and relaxation
5. Lighting	E. The visual appearance created by hues
6. Furniture	F. The act of designing or planning something
7. Comfortable	G. Items to sit on or use in a space
8. Experience	H. A pleasant and warm environment
9. Selection	I. The amount of space available
10. Invitation	J. A feeling created by specific colors or settings
11. Mood	K. New or recently made
12. Cozy	L. A welcoming signal for guests
13. Spacious	M. A memorable event or activity
14. Fresh	N. The choice of different options
15. Curate	O. The way light is used in a space

The design and ambiance of hospitality spaces, such as hotels and restaurants, play a crucial role in creating a memorable experience for guests. When people enter a hotel or restaurant, the first impression is often based on how the place looks and feels. A well-designed space can make guests feel comfortable, welcome, and excited to stay or eat.

One important aspect of design is the layout of the space. In a restaurant, for example, tables should be arranged to allow for easy movement. Guests should not feel cramped or crowded. A good layout also allows staff to serve customers efficiently. In hotels, the reception area should be spacious and inviting, making guests feel relaxed as they check in.



Color is another important factor in design. Different colors can create different moods. Warm colors like red and orange can make a space feel cozy and energetic, while cool colors like blue and green can create a calm and peaceful atmosphere. Designers often choose colors based on the type of experience they want to offer. For instance, a beach resort might use bright colors to reflect a fun and lively atmosphere.

Lighting also plays a key role in setting the ambiance. Soft lighting can make a restaurant feel romantic, while bright lighting can create a lively and energetic environment. In hotels, well-lit hallways and rooms make guests feel safe and comfortable. Designers often use a mix of natural and artificial lighting to create the perfect atmosphere.

Furniture selection is another crucial element of design. Comfortable chairs and tables can enhance the dining experience and encourage guests to stay longer. In hotels, cozy beds and inviting seating areas can make guests feel at home. The style of furniture should also match the overall theme of the space. For example, a modern restaurant might choose sleek and simple furniture, while a rustic hotel might opt for wooden pieces that give a warm, homey feel.

Ambiance is not just about the visual aspects; it also includes sounds and smells. Soft music playing in the background can make guests feel relaxed, while the smell of fresh coffee or baked goods can enhance the dining experience. Many restaurants and hotels carefully curate their ambiance to create a welcoming environment.

The overall design and ambiance of a hospitality space can significantly impact customer satisfaction. When guests enjoy their surroundings, they are more likely to return and recommend the place to others. A positive experience can lead to good reviews and word-of-mouth recommendations, which are essential for attracting new customers.

Design and ambiance are vital in hospitality spaces. From layout and color to lighting and furniture, every detail matters. By creating a



comfortable and inviting atmosphere, hotels and restaurants can ensure that guests have a memorable experience. A well-designed space not only makes guests feel welcome but also encourages them to return.

**2. Read each sentence below. Decide if it is true or false.**

1. The design of a hospitality space is not important.
2. A good layout makes guests feel comfortable.
3. Only colors matter in creating ambiance.
4. Lighting can affect the mood of a restaurant.
5. Furniture selection has no impact on guest experience.
6. Ambiance includes sounds and smells.
7. A positive experience can lead to good reviews.
8. Hotels should avoid using natural lighting.
9. Warm colors create a cozy atmosphere.
10. Guests are likely to return to a place they enjoyed.



**3. Fill in the blanks with the correct words from the text**

1. The \_\_\_\_\_ of a space affects how guests feel.
2. Different colors can create different \_\_\_\_\_ in a room.
3. Soft \_\_\_\_\_ can make a restaurant feel romantic.
4. Comfortable \_\_\_\_\_ enhance the dining experience.
5. A spacious reception area helps guests feel \_\_\_\_\_.
6. The \_\_\_\_\_ of a hotel should be inviting.
7. Ambiance includes both sights and \_\_\_\_\_.
8. A cozy restaurant makes guests want to \_\_\_\_\_ longer.
9. Designers often \_\_\_\_\_ colors based on the experience they want to offer.
10. Positive experiences lead to good \_\_\_\_\_ and recommendations.

**4. Answer the questions:**

1. Why is design important in hospitality spaces?
2. How does the layout of a restaurant affect guest experience?
3. What do warm colors create in a space?
4. How does lighting set the ambiance in a hotel?
5. Why is furniture selection important in hospitality design?
6. What role do sounds and smells play in ambiance?
7. How can a positive experience impact customer satisfaction?
8. What should a reception area in a hotel feel like?
9. How can color choices reflect the type of experience offered?
10. Why is it essential for guests to feel comfortable in a space?

## GLOBAL HOSPITALITY TRENDS

### 1. Match the words on the left with their correct definitions on the right.

1. Sustainability	A. The act of changing to meet new needs
2. Technology	B. Healthy living and self-care
3. Wellness	C. The way of life and traditions of a place
4. Experience-driven	D. Environmentally responsible and safe
5. Eco-friendly	E. The act of booking a service in advance
6. Reservations	F. The ability to change plans easily
7. Online Reviews	G. Physical exercise and health
8. Flexibility	H. Natural and chemical-free products
9. Engagement	I. Using tools and devices for ease
10. Local Culture	J. Customer feedback shared online
11. Fitness	K. Unique and memorable experiences
12. Adaptable	L. The act of moving from one place to another
13. Convenience	M. Making things easier for guests
14. Organic	N. Involving guests and customers actively
15. Travel	O. A focus on health and well-being

The hospitality industry is always changing, and new trends are emerging all around the world. These trends help hotels, restaurants, and travel services adapt to the needs and preferences of guests. Understanding these global hospitality trends is essential for businesses that want to stay successful and attract customers.

One major trend is the rise of sustainable practices. Many guests today care about the environment and prefer to stay in places that are eco-friendly. Hotels and restaurants are responding by using less plastic, offering organic food, and conserving water and energy. Some hotels even have gardens where they grow their own vegetables. By being sustainable, businesses can attract guests who want to support environmentally responsible practices.

Another trend is the use of technology. With the rise of smartphones and apps, many guests expect easy access to information. Hotels now offer mobile check-in services, allowing guests to skip long lines at the front desk. Restaurants use apps for online ordering and





reservations. Additionally, smart technology is becoming common in hotel rooms, where guests can control lighting, temperature, and entertainment with their devices. This makes the guest experience more convenient and enjoyable.

Health and wellness are also important trends in hospitality. Many travelers want to maintain their health while away from home. Hotels are offering fitness centers, yoga classes, and healthy menu options. Some even provide wellness programs that include meditation sessions or spa treatments. By focusing on health and wellness, businesses can cater to guests who prioritize their well-being.

Experience-driven travel is another growing trend. Guests are looking for unique and memorable experiences rather than just a place to stay. This could mean taking part in local cooking classes, guided tours, or cultural events. Hotels and restaurants can enhance their offerings by providing guests with opportunities to connect with the local culture. This trend encourages businesses to create personalized experiences that leave a lasting impression.

Moreover, the importance of online reviews and social media cannot be overlooked. Many travelers rely on reviews from other guests before making decisions. A positive review can encourage someone to book a stay, while a negative review can turn them away. Businesses should actively manage their online presence, respond to reviews, and engage with guests on social media platforms. This helps build trust and loyalty among customers.



Lastly, flexibility in booking and cancellation policies has become essential. After the pandemic, many guests are looking for more adaptable options when traveling. Hotels and airlines that offer flexible booking terms are more likely to attract customers. Providing options to change or cancel reservations without penalties can help guests feel more secure in their travel plans.

In conclusion, global hospitality trends are shaping the way businesses operate. By focusing on sustainability, embracing technology, promoting health and wellness, offering unique experiences, managing online reviews, and providing flexible booking options, hotels and restaurants can meet the needs of today's travelers. Staying updated on these trends is crucial for success in the ever-evolving hospitality industry.

## **2. Read each sentence below. Decide if it is true or false.**

1. Sustainability is not a concern for most travelers.
2. Technology is changing how guests check in to hotels.

3. Health and wellness are unimportant in the hospitality industry.
4. Guests prefer standard experiences rather than unique ones.
5. Online reviews can influence a guest's decision to book.
6. Flexibility in booking is less important after the pandemic.
7. Eco-friendly practices can attract environmentally conscious guests.
8. Guests do not care about the local culture while traveling.
9. Hotel technology allows guests to control room settings.
10. Businesses should ignore online reviews.

### 3. Fill in the blanks with the correct words from the text

1. Many guests today care about \_\_\_\_\_ practices.
2. Hotels are using technology to offer mobile \_\_\_\_\_ services.
3. Health and \_\_\_\_\_ are important trends for travelers.
4. Guests are looking for unique and memorable \_\_\_\_\_.
5. Online \_\_\_\_\_ can influence travelers' decisions.
6. Flexibility in booking and cancellation policies is now \_\_\_\_\_.
7. Eco-friendly hotels often use less \_\_\_\_\_.
8. Wellness programs may include yoga classes and \_\_\_\_\_ treatments.
9. Travelers want to connect with the local \_\_\_\_\_.
10. Technology makes the guest \_\_\_\_\_ more enjoyable.

### 4. Answer the questions:

1. What is one major trend in the hospitality industry today?
2. How are hotels becoming more sustainable?
3. What technology do many hotels use for check-in?
4. Why is health and wellness important for travelers?
5. What type of experiences are guests looking for?
6. How do online reviews affect guests' decisions?
7. What should businesses do to manage their online presence?
8. Why is flexibility in booking important now?
9. How can hotels provide wellness programs?
10. What is the benefit of offering personalized experiences?



## STAFF TRAINING AND DEVELOPMENT

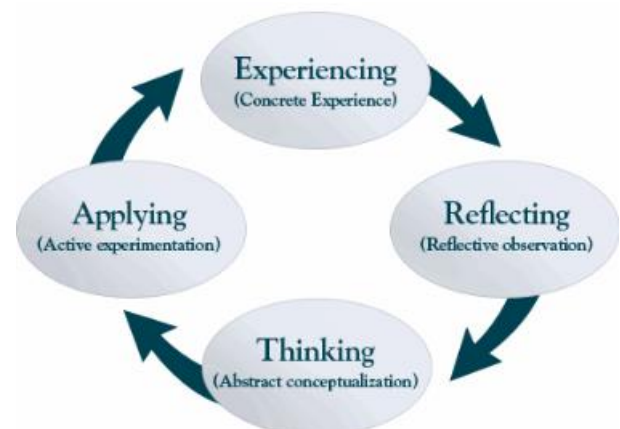
### 1. Match the words on the left with their correct definitions on the right.

1. Training	A. A group of people with common interests
2. Development	B. The ability to do tasks effectively
3. Skills	C. A place or setting where something happens
4. Feedback	D. To assess or judge the quality of something
5. Experience	E. A session for learning and practicing skills
6. Management	F. Supportive and encouraging
7. Environment	G. Teaching employees how to do their jobs
8. Community	H. To participate or become involved
9. Confidence	I. Personal knowledge gained through doing
10. Engage	J. A meeting for discussion and learning
11. Workshop	K. The process of helping someone grow
12. Seminar	L. Assurance in one's abilities
13. Evaluate	M. Helpful feedback aimed at improvement
14. Positive	N. The act of managing a team or organization
15. Constructive	O. To provide information about performance

Staff training and development are essential parts of running a successful hospitality business. When hotels, restaurants, and other hospitality services invest in their employees, they create a better experience for guests. Well-trained staff members can provide excellent service, solve problems, and make guests feel welcome.

Training is the process of teaching employees how to do their jobs effectively. This can include everything from learning how to use equipment to understanding customer service skills. For example, a restaurant server needs to know how to take orders, serve food, and handle payments. They also need to communicate well with guests and be friendly. Training helps staff feel confident in their roles, which leads to better service.

Development, on the other hand, focuses on helping employees grow in their careers. This can include workshops, seminars, and courses that teach new skills. For example, a hotel manager might attend a leadership training program to learn how to manage a team better. Development is important because it shows employees that the company cares about their future. When staff members feel valued, they are more likely to stay with the company longer.





One effective way to train staff is through hands-on experience. This means allowing new employees to practice their skills in real situations. For instance, a new chef can learn by cooking alongside experienced chefs in the kitchen. This type of training helps employees learn faster and feel more prepared for their roles.

Another important aspect of training is feedback. After training sessions, managers should provide feedback to employees. This helps them understand what they did well and where they can improve. Positive feedback encourages employees, while constructive feedback helps them grow. Regular check-ins and evaluations can also ensure that staff members are continuing to develop their skills.

Technology has also changed the way training is conducted. Many businesses now use online training programs and videos. This allows employees to learn at their own pace and revisit materials whenever they need. Online training can be especially useful for large organizations with many employees. It ensures that everyone receives the same information and training.

Creating a positive training environment is also essential. Staff should feel comfortable asking and sharing their thoughts. When employees feel safe to express themselves, they are more likely to engage in their training. Team-building activities can also help create a strong sense of community among staff.

Staff training and development are vital for the success of hospitality businesses. By investing in their employees, companies can improve service quality and employee satisfaction. A well-trained team not only enhances guest experiences but also contributes to a positive workplace culture. As the hospitality industry continues to grow and change, ongoing training and development will remain important.



**2. Read each sentence below. Decide if it is true or false.**

1. Training is not important in the hospitality industry.
2. Development focuses on helping employees grow in their careers.
3. Hands-on experience is not useful for new employees.
4. Feedback is unnecessary after training sessions.
5. Technology has changed how training is conducted.
6. A positive training environment is not important.
7. Team-building activities can strengthen relationships among staff.
8. Online training allows employees to learn at their own pace.

9. Management has no role in employee training.
10. A well-trained team improves guest experiences.

### 3. Fill in the blanks with the correct words from the text

1. Staff training is essential for providing excellent \_\_\_\_\_.
2. Development helps employees grow in their \_\_\_\_\_.
3. Hands-on experience allows new employees to practice their \_\_\_\_\_.
4. Feedback helps employees understand what they did \_\_\_\_\_.
5. Online training programs allow staff to learn at their own \_\_\_\_\_.
6. A positive training \_\_\_\_\_ encourages and participation.
7. Team-building activities help create a strong sense of \_\_\_\_\_.
8. Training includes teaching employees how to do their \_\_\_\_\_.
9. Management should support staff \_\_\_\_\_ efforts.
10. A well-trained team enhances guest \_\_\_\_\_ and satisfaction.

### 4. Answer the questions:

1. Why is staff training important in hospitality?
2. What is the difference between training and development?
3. How can hands-on experience help new employees?
4. Why is feedback necessary after training sessions?
5. How has technology changed staff training?
6. What is one benefit of online training programs?
7. Why should a positive training environment be created?
8. How can team-building activities help staff?
9. What does development focus on for employees?
10. How does well-trained staff improve guest experiences?



## SUSTAINABLE TOURISM PRACTICES

### 1. Match the words on the left with their correct definitions on the right.

1. Sustainable	A. To provide help or assistance
2. Waste	B. A place where travelers stay
3. Support	C. To watch or notice something
4. Accommodation	D. The natural world around us
5. Transportation	E. Genuine and true to reality
6. Conservation	F. To give time or effort without payment
7. Authentic	G. Money and resources of a region
8. Observe	H. Care and protection of natural resources
9. Community	I. The act of using more than needed
10. Local	J. The people living in a specific area
11. Environment	K. Nearby or related to a specific place
12. Volunteer	L. Good results or advantages
13. Economy	M. Ways of getting from one place to another
14. Respect	N. Practices that can be maintained over time
15. Benefits	O. Showing consideration for others

Sustainable tourism is a way of traveling that helps protect the environment and supports local communities. As more people travel each year, it is important to think about how our trips can impact the places we visit. Sustainable tourism practices aim to minimize harm to nature and culture while maximizing benefits for everyone involved.

One important aspect of sustainable tourism is reducing waste. Travelers can help by using reusable bags, water bottles, and containers. Instead of buying single-use plastic items, visitors can bring their own supplies. This helps keep beaches, parks, and cities clean. Many hotels and restaurants now encourage guests to recycle and reduce waste during their stay.

Another way to practice sustainable tourism is to support local businesses. When travelers buy souvenirs from local artisans or eat at family-owned restaurants, they help the community. This support keeps money within the local economy and helps create jobs. Tourists can also choose to stay in eco-friendly accommodations, such as hotels that use solar energy or practice water conservation.



Transportation is another area where sustainable practices can make a difference. Instead of renting cars or taking taxis, travelers can use public transportation, walk, or bike. This not only reduces carbon emissions but also allows visitors to experience the destination in a more authentic way. Many cities now offer bike-sharing programs, making it easy for tourists to explore.

Engaging in nature conservation activities is also a great way to practice sustainable tourism. Many organizations offer volunteer opportunities for travelers to help protect the environment. This could include planting trees, cleaning up beaches, or helping wildlife conservation efforts. Participating in these activities helps travelers connect with nature and gives back to the places they visit.

Education is an important part of sustainable tourism. Travelers should learn about the culture, history, and environment of the places they visit. This helps foster respect for local customs and traditions. Many tours and workshops offer insights into local cultures and teach visitors how to travel responsibly.



Sustainable tourism practices also promote responsible wildlife tourism. When visiting natural habitats, travelers should observe animals from a distance and avoid disturbing their environments. Supporting wildlife sanctuaries and ethical tours can help protect endangered species and promote conservation efforts.

Sustainable tourism practices are essential for preserving our planet and supporting local communities. By reducing waste, supporting local businesses, using sustainable transportation, participating in conservation activities, and educating themselves, travelers can make a positive impact. Every small action helps create a better future for the places we love to visit.

## **2. Read each sentence below. Decide if it is true or false.**

1. Sustainable tourism focuses on protecting the environment.
2. Reducing waste is not important for travelers.
3. Supporting local businesses helps the community.
4. Traveling by car is the best way to reduce carbon emissions.
5. Education is unnecessary in sustainable tourism.
6. Travelers should disturb wildlife while observing them.
7. Eco-friendly accommodations use renewable resources.
8. Nature conservation activities allow travelers to connect with nature.
9. Local businesses do not benefit from tourism.
10. Every action can contribute to sustainable tourism.

### 3. Fill in the blanks with the correct words from the text

1. Sustainable tourism helps protect the \_\_\_\_\_ and local communities.
2. Travelers can reduce \_\_\_\_\_ by using reusable items.
3. Supporting \_\_\_\_\_ businesses keeps money in the local economy.
4. Using public \_\_\_\_\_ helps reduce carbon emissions.
5. Engaging in \_\_\_\_\_ activities allows travelers to give back.
6. Education helps travelers respect local \_\_\_\_\_ and customs.
7. Travelers should \_\_\_\_\_ wildlife from a distance.
8. Eco-friendly accommodations practice energy and water \_\_\_\_\_.
9. Every small action in tourism can make a \_\_\_\_\_ impact.
10. Many cities offer bike-sharing programs for \_\_\_\_\_ travel.

### 4. Answer the questions:

1. What is sustainable tourism?
2. Why is it important to reduce waste while traveling?
3. How can travelers support local businesses?
4. What is one way to reduce carbon emissions during a trip?
5. How can travelers engage in nature conservation activities?
6. Why is education important in sustainable tourism?
7. What should travelers do when observing wildlife?
8. How do local businesses benefit from tourists?
9. What are eco-friendly accommodations?
10. How can small actions make a difference in sustainable tourism?





## THE IMPACT OF TECHNOLOGY ON TRAVEL

### 1. Match the words on the left with their correct definitions on the right.

1. Technology	A. A device that combines a phone with a computer
2. Booking	B. The act of making a reservation
3. Smartphone	C. The ability to find your way
4. GPS	D. A group of people with shared interests
5. Translation	E. To provide someone with the ability or confidence
6. Review	F. An exciting or unusual experience
7. Experience	G. A system that helps determine location
8. Community	H. Technology that creates a simulated environment
9. Efficient	I. A written opinion about a service or product
10. Virtual Reality	J. Places where travelers stay
11. Navigation	K. The process of changing one language to another
12. Connection	L. The act of doing or undergoing something
13. Accommodations	M. Done in a way that saves time and resources
14. Empower	N. A feeling of being linked to others
15. Adventure	O. Tools and machines that make tasks easier

Technology has changed the way we travel in many exciting ways. From booking flights to navigating new cities, technology makes travel easier and more enjoyable. Many people now use smartphones, apps, and websites to plan their trips. Let's explore how technology impacts travel today.

One of the biggest changes is the way we book our trips. In the past, travelers often needed to call a travel agent or visit a travel agency to book flights and hotels. Now, we can do everything online. Websites like Expedia and Booking.com allow us to compare prices, read reviews, and book our accommodations in just a few clicks. This convenience saves time and often helps us find better deals.



Smartphones play a crucial role in travel as well. With a smartphone, we can access maps, translation apps, and travel guides right in our pockets. If we get lost in a new city, we can use GPS to find our way. Translation apps help us communicate with locals, making it easier to ask for





## 2. Read each sentence below. Decide if it is true or false.

1. Technology has made travel easier and more enjoyable.
2. Travelers must always go to a travel agency to book trips.
3. Smartphones help with navigation in new cities.
4. Social media does not impact travel experiences.
5. Online reviews are unhelpful for travelers.
6. Mobile check-in saves time at the airport.
7. Virtual reality allows travelers to explore destinations before visiting.
8. Wi-Fi is rarely available in hotels and airports.
9. Technology has no role in communication while traveling.
10. Technology will continue to change the travel experience.

## 3. Fill in the blanks with the correct words from the text

1. Technology has changed the way we \_\_\_\_\_.
2. We can book flights and hotels easily through \_\_\_\_\_.
3. Smartphones help travelers with maps and \_\_\_\_\_ apps.
4. Social media allows people to share their travel \_\_\_\_\_.
5. Online \_\_\_\_\_ help us choose the best places to visit.
6. Mobile check-in helps save time at the \_\_\_\_\_.
7. Virtual reality provides experiences that can help travelers \_\_\_\_\_.
8. Staying connected while traveling makes the experience feel less \_\_\_\_\_.
9. GPS helps us find our way in \_\_\_\_\_ cities.
10. Technology enhances every aspect of \_\_\_\_\_.

## 4. Answer the questions:

1. How has technology changed the way we book trips?
2. What role do smartphones play in travel?
3. How does GPS help travelers?
4. Why is social media important for travelers?
5. How do online reviews influence travel decisions?
6. What is mobile check-in?
7. How does virtual reality benefit travelers?
8. Why is staying connected important while traveling?
9. What are some advantages of using translation apps?
10. How does technology make travel less stressful?





## CULTURAL TOURISM AND HERITAGE PRESERVATION

1. Match the words on the left with their correct definitions on the right.

1. Cultural	A. A celebration of culture
2. Heritage	B. A gathering of people with shared interests
3. Preservation	C. Items kept as reminders of a place
4. Traditional	D. The act of keeping something safe
5. Festival	E. Events that honor history or culture
6. Community	F. Practices passed down through generations
7. Economic	G. A significant place or object
8. Workshop	H. Ways of doing things in a culture
9. Landmark	I. The history and culture of a group
10. Participate	J. The ability to perform or succeed
11. Memory	K. Related to money and finance
12. Achievements	L. To take part in something
13. Customs	M. Long-held practices
14. Tradition	N. Something that is usual or expected
15. Souvenir	O. Related to arts and society

Cultural tourism is a way for travelers to explore different cultures and traditions around the world. It allows people to learn about the history, art, and lifestyles of various communities. When we travel to experience a culture, we gain a better understanding of the world and the people in it. Cultural tourism also plays an important role in preserving heritage, which is the history and traditions passed down through generations.

One of the most exciting aspects of cultural tourism is visiting historical sites. These sites can include ancient ruins, museums, and traditional villages. When travelers visit these places, they can see how people lived in the past and appreciate the art and architecture of different

cultures. For example, visiting the pyramids in Egypt or the Great Wall of China helps us understand the achievements of ancient civilizations.

Cultural tourism is not just about visiting famous landmarks. It also includes participating in local festivals and events. These celebrations often showcase traditional music, dance, food, and crafts. For instance, attending a local festival in India may allow travelers to enjoy vibrant dances and delicious foods. This experience connects visitors with local people and traditions, creating lasting memories.



Preserving cultural heritage is essential for future generations. When we support cultural tourism, we help communities maintain their traditions and share them with others. This can include funding for the restoration of historical buildings, supporting local artists, and promoting traditional crafts. By visiting and engaging with local cultures, travelers contribute to the preservation of important aspects of heritage.

Another important part of cultural tourism is learning from local people. Travelers can take part in workshops to learn traditional crafts, cooking, or music. This hands-on experience allows visitors to appreciate the skill and dedication that goes into these practices. It also helps keep these traditions alive, as younger generations learn from their elders.

Cultural tourism can also have economic benefits for local communities. When travelers spend money on food, accommodations, and souvenirs, they support local businesses. This income can help create jobs and improve living standards. It is essential for travelers to choose local services and products, as this ensures that the benefits of tourism stay within the community.

However, it is crucial to practice responsible cultural tourism. Travelers should respect local customs and traditions. This includes dressing appropriately, asking for permission before taking photos, and being mindful of cultural differences. By showing respect, travelers can foster positive relationships with local people and enhance their travel experiences.

In conclusion, cultural tourism is a wonderful way to explore the world and learn about different cultures. It allows us to appreciate the rich history and traditions of humanity while helping to preserve them for future generations. By participating in cultural tourism, we can create connections with people and places, making our travels more meaningful and enjoyable.

## 2. Read each sentence below. Decide if it is true or false.

1. Cultural tourism helps people learn about different cultures.
2. Local festivals showcase traditional music and food.
3. Preservation of heritage is unimportant for future generations.
4. Travelers cannot learn from local people during their visits.
5. Cultural tourism benefits local economies.
6. Supporting local businesses can improve living standards.
7. Travelers should ignore local customs while visiting.
8. Cultural tourism creates connections between people and places.
9. Souvenirs are not important in cultural tourism.



## 3. Fill in the blanks with the correct words from the text

1. Cultural tourism allows travelers to explore different \_\_\_\_\_.
2. Visiting historical \_\_\_\_\_ helps us understand the past.
3. Festivals often showcase traditional music, dance, and \_\_\_\_\_.
4. Preserving cultural \_\_\_\_\_ is essential for future generations.
5. Travelers can participate in \_\_\_\_\_ to learn local crafts.
6. Supporting local businesses can improve the \_\_\_\_\_ of the community.
7. It is important to practice responsible cultural \_\_\_\_\_.
8. Show respect for local \_\_\_\_\_ and traditions.
9. Engaging with local traditions makes travel more \_\_\_\_\_.

## 4. Answer the questions:

1. What is cultural tourism?
2. Why is visiting historical sites important?
3. How do local festivals contribute to cultural tourism?
4. What role does cultural tourism play in preserving heritage?
5. How can travelers learn from local people?
6. What are some economic benefits of cultural tourism?
7. Why is it important to support local businesses while traveling?
8. What should travelers do to practice responsible cultural tourism?
9. How does cultural tourism create lasting memories?
10. What are some ways travelers can engage with local traditions?

## POST-PANDEMIC RECOVERY IN THE TOURISM SECTOR

### 1. Match the words on the left with their correct definitions on the right.

1. Pandemic	A. A special deal offered to attract customers
2. Recovery	B. Measures taken to ensure protection
3. Safety	C. A local area where people live
4. Attraction	D. A period of returning to normal
5. Staycation	E. A trip taken close to home
6. Sustainability	F. An exciting experience or journey
7. Technology	G. Rules or guidelines to follow
8. Disinfectant	H. A substance used to kill germs
9. Protocol	I. The state of being environmentally friendly
10. Promotion	J. An object or place that draws visitors
11. Reservation	K. Arranging a spot in advance for services
12. Community	L. The condition of being clean
13. Cleanliness	M. Tools and devices that improve life
14. Adventure	N. A group of related services offered together
15. Package	O. The act of making something safe and hygienic

The COVID-19 pandemic changed the world in many ways, and the tourism sector was hit particularly hard. For a long time, people were unable to travel, and many businesses struggled to stay open. However, now that the world is slowly recovering, the tourism industry is beginning to bounce back. Let's explore how the tourism sector is recovering and what this means for travelers.

During the pandemic, many hotels, restaurants, and attractions had to close or limit their services. This meant that many workers lost their jobs, and people missed out on traveling to see their favorite places. Now, as restrictions are lifted, many businesses are reopening. Hotels are welcoming guests again, and restaurants are serving delicious meals. Popular tourist spots are also ready to invite visitors back.

One of the biggest changes in the tourism sector is the focus on health and safety. Travelers are now more concerned about cleanliness and safety measures. Many hotels and restaurants have adopted new cleaning protocols, such as using disinfectants and providing hand sanitizers. Airports have also increased their safety measures, including temperature checks and social distancing. These changes help travelers feel safe and comfortable when they decide to travel again.





Another trend we see in post-pandemic travel is the rise of “staycations.” Many people are choosing to explore their own cities or nearby areas instead of traveling far. This allows families to enjoy a vacation without the stress of long-distance travel. Local attractions, parks, and events are becoming popular again as people rediscover what is available in their own neighborhoods.

The pandemic also encouraged the tourism sector to become more sustainable. Many businesses are now focusing on eco-friendly practices, such as reducing waste and supporting local communities. Travelers are also more interested in sustainable options, such as staying in eco-friendly hotels or participating in conservation activities. This shift towards sustainability is good for the planet and helps preserve destinations for future generations.

Technology has played a significant role in the recovery of tourism. Many companies have adopted online booking systems and virtual tours. Travelers can now book their trips easily from home without visiting a travel agency. Virtual tours allow people to explore destinations before they visit, helping them plan better trips. This use of technology makes traveling more convenient and accessible.

As the tourism sector recovers, there is hope for new opportunities and experiences. Many businesses are offering special promotions and packages to attract visitors. Travelers can find great deals on flights, hotels, and activities. This is a perfect time for people to plan their next adventure and make new memories.

In conclusion, the tourism sector is gradually recovering from the impact of the pandemic. With a focus on health and safety, sustainability, and the use of technology, the industry is adapting to the new normal. Travelers are beginning to explore again, whether through staycations or exciting trips to new destinations. As the world opens up, the future of tourism looks bright, and there are many adventures waiting for everyone.



**2. Read each sentence below. Decide if it is true or false.**

1. The pandemic had no effect on the tourism sector.
2. Hotels and restaurants are reopening as restrictions are lifted.
3. Travelers are less concerned about cleanliness now.

4. Staycations involve traveling far away.
5. The tourism sector is focusing on sustainability after the pandemic.
6. Technology does not play a role in tourism recovery.
7. Travelers can find deals on flights and hotels post-pandemic.
8. Local attractions are becoming less popular.
9. The tourism industry is adapting to a new normal.
10. There are no new opportunities emerging in tourism.

### 3. Fill in the blanks with the correct words from the text

1. The COVID-19 \_\_\_\_\_ changed the world in many ways.
2. The tourism sector is slowly recovering from the \_\_\_\_\_.
3. Health and \_\_\_\_\_ measures are important for travelers.
4. Many people are enjoying \_\_\_\_\_ instead of traveling far.
5. Local \_\_\_\_\_ are rediscovered as people explore nearby areas.
6. The pandemic encouraged a focus on \_\_\_\_\_ practices.
7. Technology makes it easier to book \_\_\_\_\_ online.
8. Travelers can find special \_\_\_\_\_ and packages to attract them.
9. Cleanliness is a top priority for hotels and \_\_\_\_\_.
10. The future of tourism looks bright with many new \_\_\_\_\_.



### 4. Answer the questions:

1. How did the COVID-19 pandemic affect the tourism sector?
2. What health and safety measures are being implemented in hotels and restaurants?
3. What is a staycation?
4. Why are local attractions becoming popular again?
5. How has the pandemic influenced sustainability in tourism?
6. What role does technology play in the recovery of tourism?
7. How can travelers find great deals post-pandemic?
8. Why is cleanliness important to travelers now?
9. What are eco-friendly practices in the tourism industry?
10. What opportunities are emerging as the tourism sector recovers?



## ADVENTURE TOURISM

### 1. Match the words on the left with their correct definitions on the right.

1. Adventure	A. A view of a particular area
2. Tourism	B. To move smoothly through the air
3. Hiking	C. Exciting and full of energy
4. Rapids	D. The act of traveling for pleasure
5. Inflatable	E. A struggle to overcome something difficult
6. Harness	F. Equipment used for a specific purpose
7. Glide	G. A way to breathe underwater while swimming
8. Scuba Diving	H. To get away from routine or stress
9. Challenge	I. To wear a device that secures you for safety
10. Landscape	J. A type of boat that can be filled with air
11. Equipment	K. Fast-moving water in a river
12. Thrilling	L. Walking in nature on trails
13. Escape	M. The materials needed for an activity
14. Gear	N. A viewpoint or way of looking at things
15. Perspective	O. An exciting experience

Adventure tourism is a thrilling way to explore the world! It allows travelers to experience exciting activities and discover breathtaking landscapes. Whether it's hiking in the mountains, white-water rafting, or zip-lining through a forest, adventure tourism offers something for everyone who loves excitement and nature.

One of the most popular forms of adventure tourism is hiking. Many people enjoy walking on trails that lead to beautiful views, like waterfalls or mountain peaks. For example, hiking in the Grand Canyon gives travelers a chance to see stunning rock formations and enjoy the fresh air. It's a great way to connect with nature and get some exercise at the same time!

Another exciting activity is white-water rafting. This adventure takes place on rivers with fast-moving water. People sit in inflatable boats and paddle through rapids, feeling the rush of the water around them. It's a fun way to experience the power of nature, and guides often provide safety equipment to keep everyone safe. Rafting trips can be for beginners or experienced adventurers, making it accessible for everyone.

Zip-lining is another thrilling adventure. Travelers are harnessed to a strong cable and glide through the treetops. This activity is often found in rainforest areas, where you can see beautiful trees and wildlife from above. The feeling of flying through the air is exciting and gives a unique perspective of the environment.

Adventure tourism also includes activities like rock climbing, scuba diving, and mountain biking. Rock climbing allows people to challenge themselves as they scale cliffs and boulders. Scuba

diving opens up a whole new world under the sea, where divers can see colorful fish and coral reefs. Mountain biking lets adventurers ride through forests, mountains, and trails, experiencing nature at high speed.



Many people choose adventure tourism as a way to escape their daily routines. It provides a chance to try new things and push personal limits. Adventure tourism can also build friendships, as people often participate in groups or guided tours. Sharing these experiences creates lasting memories and bonds between travelers.

When planning an adventure trip, it's important to consider safety. Travelers should choose activities that match their skill levels and follow safety guidelines. Many tour companies provide experienced guides who know the area well and can ensure a safe experience. It's also essential to wear the right gear, such as helmets, life jackets, or proper footwear.

Adventure tourism is not just about the adrenaline rush; it also encourages people to appreciate the beauty of nature. Many adventure activities take place in stunning locations, such as national parks, mountains, and oceans. Travelers often find themselves in awe of the landscapes around them, reminding them of the importance of protecting our planet.

Adventure tourism is an exciting way to explore the world while enjoying thrilling activities. From hiking and rafting to zip-lining and scuba diving, there are countless options for adventure seekers. It's a chance to connect with nature, try new things, and make unforgettable memories. So, if you're looking for excitement, consider adventure tourism for your next trip!

## **2. Read each sentence below. Decide if it is true or false.**

1. Adventure tourism is only for experienced travelers.
2. Hiking allows people to see beautiful views.
3. White-water rafting takes place on calm rivers.
4. Zip-lining is done in rainforests.
5. Adventure tourism can help build friendships.
6. Safety is not important in adventure activities.
7. Travelers can experience nature through adventure tourism.
8. Scuba diving allows people to explore underwater.
9. Adventure tourism only focuses on adrenaline rushes.

10. Many activities in adventure tourism are accessible for everyone.



### 3. Fill in the blanks with the correct words from the text

1. Adventure tourism allows travelers to experience \_\_\_\_\_ activities.
2. Hiking in the Grand Canyon provides stunning \_\_\_\_\_.
3. White-water rafting involves paddling through \_\_\_\_\_ water.
4. Zip-lining gives a feeling of \_\_\_\_\_ through the air.
5. Rock climbing allows people to face personal \_\_\_\_\_.
6. Scuba diving lets divers see colorful fish and \_\_\_\_\_.
7. Many choose adventure tourism to escape their daily \_\_\_\_\_.
8. Safety is important when planning an adventure \_\_\_\_\_.
9. Travelers should wear the right \_\_\_\_\_ for activities.
10. Adventure tourism encourages appreciation of the beauty of \_\_\_\_\_.

### 4. Answer the questions:

1. What is adventure tourism?
2. Name one popular activity in adventure tourism.
3. What can hikers see in the Grand Canyon?
4. How does white-water rafting work?
5. What is zip-lining and where is it often done?
6. List two other activities included in adventure tourism.
7. Why do people choose adventure tourism?
8. How can adventure tourism help build friendships?
9. What should travelers consider for safety during adventure activities?
10. How does adventure tourism encourage appreciation of nature?

## THE ECONOMIC IMPACT OF TOURISM

### 1. Match the words on the left with their correct definitions on the right.

1. Economy	A. The system of money and resources in a region
2. Tourism	B. The act of using money to buy goods or services
3. Revenue	C. A person who starts a new business
4. Local	D. A group of people living in the same area
5. Heritage	E. The interest in visiting places for pleasure
6. Overcrowding	F. The importance of maintaining traditions and history
7. Entrepreneur	G. Popular places or activities that draw visitors
8. Community	H. Excessive numbers of people in one location
9. Culture	I. The need or desire for a product or service
10. Preservation	J. The act of keeping something safe or intact
11. Attractions	K. The way of life in a specific area
12. Demand	L. The local identity and traditions of a place
13. Strain	M. To put pressure on resources
14. Spending	N. An amount of money received
15. Balance	O. A state of equality between two sides

Tourism is a big part of many countries' economies. When people travel, they spend money on hotels, restaurants, attractions, and transportation. This spending helps create jobs and supports local businesses, making tourism an important industry worldwide.

Imagine a small town that attracts tourists every summer. Local shops, cafes, and hotels depend on visitors for their income. When tourists arrive, they buy souvenirs, enjoy local dishes, and stay in cozy accommodations. This spending helps the town thrive and provides jobs for the residents. Many people work in tourism-related jobs, such as tour guides, hotel staff, and restaurant workers.

Tourism not only helps businesses but also generates tax revenue for local governments. When tourists spend money, they pay taxes on those purchases. This money can be used for public services like schools, parks, and roads. In many places, tourism is a significant source of income for governments, allowing them to improve their communities.

Moreover, tourism can support the preservation of local culture and heritage. Many tourists are interested in learning about the history and traditions of the places they visit. This interest can lead to investments in historical sites, museums, and cultural events. For example, a town with a famous festival may receive funding to keep the tradition alive. This helps maintain the unique identity of the community and attracts even more visitors.

However, tourism can also have negative effects on the economy. When too many tourists visit a place, it can lead to overcrowding. This can strain local resources, like water and public

transportation. Additionally, prices for goods and services may increase because of high demand, making it harder for locals to afford everyday items. It's important for communities to find a balance between welcoming tourists and protecting the needs of residents.



In recent years, the COVID-19 pandemic greatly affected tourism around the world. Many people stayed home, and businesses struggled. However, as restrictions are lifted, tourism is slowly recovering. This recovery is crucial for many economies that rely on tourist spending. Countries are now focusing on safe travel practices to encourage visitors to return.

Tourism also creates opportunities for new businesses. As more people travel to a destination, entrepreneurs can open shops, restaurants, and attractions to cater to tourists. This not only creates jobs but also adds variety to the local economy.

For example, a new adventure company may offer hiking tours, attracting even more visitors to the area.

Tourism has a significant economic impact on communities and countries. It creates jobs, generates tax revenue, and supports local culture. While there are challenges associated with tourism, finding a balance is essential for both visitors and residents. By promoting sustainable tourism practices, communities can ensure that tourism remains a positive force for their economies.

## 2. Read each sentence below. Decide if it is true or false.

1. Tourism helps create jobs in local communities.
2. Tourists do not spend money on local businesses.
3. Overcrowding is a positive effect of tourism.
4. The COVID-19 pandemic had no impact on tourism.
5. Tourism generates tax revenue for local governments.
6. Preservation of culture is not important in tourism.
7. New businesses can open due to increased tourism.
8. Local residents benefit from tourist spending.
9. Tourism can lead to higher prices for local goods.
10. Communities should ignore the needs of residents for tourism.

**3. Fill in the blanks with the correct words from the text**

1. Tourism has a significant \_\_\_\_\_ on many countries' economies.
2. When people travel, they spend money on hotels, \_\_\_\_\_, and attractions.
3. Local businesses depend on tourists for their \_\_\_\_\_.
4. Tourism generates tax \_\_\_\_\_ for local governments.
5. Many tourists want to learn about the history and \_\_\_\_\_ of the places they visit.
6. Overcrowding can strain local \_\_\_\_\_ like water and transportation.
7. The COVID-19 pandemic greatly affected the \_\_\_\_\_ industry.
8. Tourism creates opportunities for new \_\_\_\_\_ to open.
9. Communities must find a \_\_\_\_\_ between tourists and residents.
10. Sustainable tourism practices help protect local \_\_\_\_\_ and resources.

**4. Answer the questions:**

1. How does tourism impact local businesses?
2. What kind of jobs are created by the tourism industry?
3. How does tourism generate tax revenue for local governments?
4. Why is preserving local culture important in tourism?
5. What negative effects can tourism have on a community?
6. How did the COVID-19 pandemic affect tourism?
7. What opportunities can tourism create for new businesses?
8. Why is it crucial for economies to recover tourism?
9. How can communities balance the needs of tourists and residents?
10. What are some sustainable tourism practices?





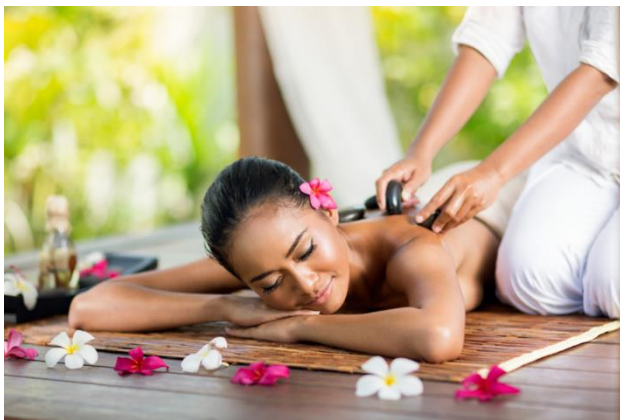
## HEALTH AND WELLNESS TOURISM

### 1. Match the words on the left with their correct definitions on the right.

1. Wellness	A. The practice of being aware and present
2. Retreat	B. A peaceful and calm environment
3. Spa	C. The state of being healthy
4. Yoga	D. A group of people with shared interests
5. Boot Camp	E. Refreshing and restoring energy
6. Nutrition	F. Exercises to improve physical condition
7. Community	G. Things done for enjoyment or health
8. Rejuvenate	H. Items used to prepare food
9. Fitness	I. The study of food and its effects on health
10. Tranquil	J. A place for relaxation and treatments
11. Activities	K. A type of physical exercise focused on balance
12. Energized	L. A program with intense workouts
13. Ingredients	M. Activities that help individuals take care of themselves
14. Mindfulness	N. Feeling full of energy
15. Self-care	O. A getaway focused on relaxation

Health and wellness tourism is a growing trend that combines travel with personal care. It allows people to visit different places to focus on their health and well-being. This type of tourism includes activities like spa retreats, yoga classes, and fitness boot camps. More and more travelers are seeking experiences that help them relax, rejuvenate, and improve their overall health.

One popular aspect of health and wellness tourism is spa retreats. These retreats offer a peaceful environment where guests can enjoy massages, facials, and other relaxing treatments.



Many spa resorts are located in beautiful settings, such as mountains or by the sea. This connection to nature adds to the experience, helping visitors to feel more relaxed and at ease. Spending time at a spa can help reduce stress, improve skin health, and promote overall well-being.

Yoga retreats are another popular option for those interested in health and wellness. These retreats often take place in tranquil locations, away from the hustle and bustle of daily life. Travelers can participate in daily yoga classes, meditation sessions, and healthy cooking workshops. Yoga helps improve flexibility, strength,

and mindfulness. Many people find that attending a yoga retreat allows them to connect with themselves and others, creating a sense of community.

Fitness boot camps are also becoming popular in health and wellness tourism. These camps offer intensive workout programs in beautiful outdoor settings. Participants can enjoy activities like hiking, cycling, and team sports while surrounded by nature. Fitness boot camps not only help people get in shape but also encourage them to adopt healthier lifestyles. Many travelers leave these camps feeling energized and motivated to continue their fitness journey at home.

In addition to physical activities, health and wellness tourism often emphasizes healthy eating. Many retreats offer nutritious meals made from fresh, local ingredients. This focus on healthy food allows travelers to learn about good nutrition and discover new recipes they can try at home. Eating well is an important part of maintaining good health, and these experiences can inspire people to make better food choices in their everyday lives.

Traveling for health and wellness can also provide a break from everyday stressors. Many people find that stepping away from their daily routines allows them to recharge their minds and bodies. This time away can lead to greater happiness and improved mental health. Health and wellness tourism helps people prioritize self-care, which is essential in today's fast-paced world.

Moreover, health and wellness tourism is not just for individuals; it can also be a great option for families and friends. Many resorts offer programs for different age groups, making it easy for everyone to participate in activities together. This shared experience can strengthen relationships and create lasting memories.



In conclusion, health and wellness tourism offers wonderful opportunities for travelers to focus on their well-being. From spa retreats and yoga classes to fitness boot camps and healthy eating, there are many ways to enhance physical and mental health while exploring new places. By prioritizing health and wellness, travelers can return home feeling refreshed, rejuvenated, and ready to take on life.

## **2. Read each sentence below. Decide if it is true or false.**

16. Health and wellness tourism focuses on travel for personal care.
17. Spa retreats do not provide any treatments.

18. Yoga retreats are usually held in busy city centers.
19. Fitness boot camps are only for experienced athletes.
20. Healthy eating is a key part of health and wellness tourism.
21. Traveling for wellness can help reduce stress.
22. Health and wellness tourism is not suitable for families.
23. Yoga helps improve strength and flexibility.
24. Participants in fitness boot camps do not enjoy outdoor activities.
25. Health and wellness tourism promotes self-care.

### 3. Fill in the blanks with the correct words from the text

1. Health and wellness tourism combines travel with personal \_\_\_\_\_.
2. Spa retreats help guests relax through massages and \_\_\_\_\_.
3. Yoga retreats offer classes in tranquil \_\_\_\_\_.
4. Fitness boot camps focus on intensive \_\_\_\_\_ programs.
5. Healthy eating is important for maintaining good \_\_\_\_\_.
6. Traveling for wellness can help recharge your \_\_\_\_\_.
7. Many resorts provide programs for different \_\_\_\_\_ groups.
8. Participants leave fitness boot camps feeling \_\_\_\_\_ and motivated.
9. Spa treatments can promote relaxation and \_\_\_\_\_ health.
10. Health and wellness tourism encourages people to prioritize \_\_\_\_\_.

### 4. Answer the questions:

1. What is health and wellness tourism?
2. Name one popular aspect of health and wellness tourism.
3. How do spa retreats help visitors relax?
4. What activities do yoga retreats typically include?
5. What is the purpose of fitness boot camps?
6. Why is healthy eating important in wellness tourism?
7. How can traveling for health and wellness reduce stress?
8. Can health and wellness tourism be good for families? Why?
9. What benefits can travelers gain from participating in wellness activities?
10. How does health and wellness tourism help people prioritize self-care?



## RESPONSIBLE TOURISM AND ETHICAL TRAVEL

### 1. Match the words on the left with their correct definitions on the right.

1. Responsible	A. The system of money and resources in a region
2. Ethical	B. The natural world and all living things
3. Community	C. A person who journeys to different places
4. Wildlife	D. Practices or beliefs passed down through generations
5. Conservation	E. The effect or influence of something
6. Customs	F. Care for the protection of nature and wildlife
7. Impact	G. Relating to a specific area or neighborhood
8. Sustainable	H. Good behavior and consideration for others
9. Local	I. The act of traveling for leisure or business
10. Traditions	J. The culture and people living in a particular area
11. Tourism	K. Choices that are morally right
12. Environment	L. A focus on maintaining resources for the future
13. Respect	M. Animals and plants in their natural habitats
14. Traveler	N. Habits or ways of behaving
15. Economy	O. The collective practices of a group of people

Responsible tourism and ethical travel are important ideas that help us enjoy our travels while respecting the places we visit. When we travel, we have the opportunity to learn about new cultures, meet interesting people, and see beautiful landscapes. However, it is essential to do this in a way that is kind to the environment and the local communities.

Responsible tourism means being aware of the impact our travels have on the world around us. This includes considering how our actions affect the environment, wildlife, and local cultures. For example, when visiting a natural park, it's important to stay on marked trails to protect plants and animals. Littering can harm the environment, so we should always throw away our trash properly or take it with us.

Ethical travel goes a step further by ensuring that our travel choices support local communities. This means choosing local guides, staying in locally-owned hotels, and eating at restaurants that serve traditional foods. When we spend money in local businesses, we help create jobs and support the economy of the area we are visiting. This way, tourism can benefit the community rather than harm it.





Another important aspect of responsible tourism is respecting local customs and traditions. Every culture has its own unique practices, and it's essential to be respectful when visiting. For example, dressing appropriately when visiting religious sites shows respect for local beliefs.



Learning a few words of the local language can also go a long way in showing appreciation for the culture.

Wildlife tourism is an area where responsible tourism is particularly important. Many people enjoy going on safaris or visiting animal sanctuaries. However, it is crucial to choose ethical wildlife experiences. This means avoiding places that exploit animals for

entertainment, such as those that allow tourists to ride elephants or take pictures with wild animals. Instead, we should support organizations that focus on conservation and the well-being of animals.

Sustainable travel is another term often used in responsible tourism. It focuses on minimizing our carbon footprint and reducing our impact on the environment. This can include using public transportation, walking or biking instead of driving, and choosing eco-friendly accommodations. Small actions, like bringing a reusable water bottle or shopping bag, can help make a big difference.

Traveling responsibly also means being a good traveler. This includes being polite, patient, and open-minded. Every destination has its own way of life, and it's important to embrace these differences. By being respectful and understanding, we can create positive interactions with locals and make our travels more enriching.

Responsible tourism and ethical travel encourage us to explore the world in a way that is respectful to both the environment and local communities. By making thoughtful choices, we can have wonderful adventures while ensuring that our travels benefit the places we visit. So, let's be responsible travelers and enjoy the journey while making the world a better place for everyone!

## 2. Read each sentence below. Decide if it is true or false.

1. Responsible tourism is about being aware of our impact on the environment.
2. Ethical travel does not consider local communities.
3. It is important to respect local customs when traveling.
4. Wildlife tourism should support animal exploitation.
5. Sustainable travel focuses on reducing our carbon footprint.
6. Being a good traveler means being rude and impatient.

7. Local businesses benefit from responsible tourism.
8. We should avoid learning the local language when visiting a new place.
9. Responsible tourism is only important for international travelers.
10. Ethical travel helps create positive interactions with locals.

### 3. Fill in the blanks with the correct words from the text

1. Responsible tourism encourages us to be aware of our \_\_\_\_\_ on the environment.
2. Ethical travel means supporting \_\_\_\_\_ communities while traveling.
3. When visiting new places, it's important to respect local \_\_\_\_\_ and traditions.
4. Wildlife tourism should focus on \_\_\_\_\_, not exploitation.
5. Sustainable travel helps reduce our \_\_\_\_\_ footprint.
6. Choosing local guides and businesses benefits the \_\_\_\_\_.
7. Learning a few words of the local language shows \_\_\_\_\_ for the culture.
8. Good travelers are polite, patient, and \_\_\_\_\_.
9. Customs are the unique practices of a specific \_\_\_\_\_.
10. By making thoughtful choices, we can ensure our travels are \_\_\_\_\_.



### 4. Answer the questions:

1. What does responsible tourism mean?
2. How can our actions as travelers impact the environment?
3. Why is it important to choose local businesses when traveling?
4. How can we show respect for local customs?
5. What should we avoid when participating in wildlife tourism?
6. What is sustainable travel?
7. Why is it important to minimize our carbon footprint?
8. How can we be good travelers?
9. What are some ways to support local communities while traveling?
10. Why is it important to learn a few words of the local language?

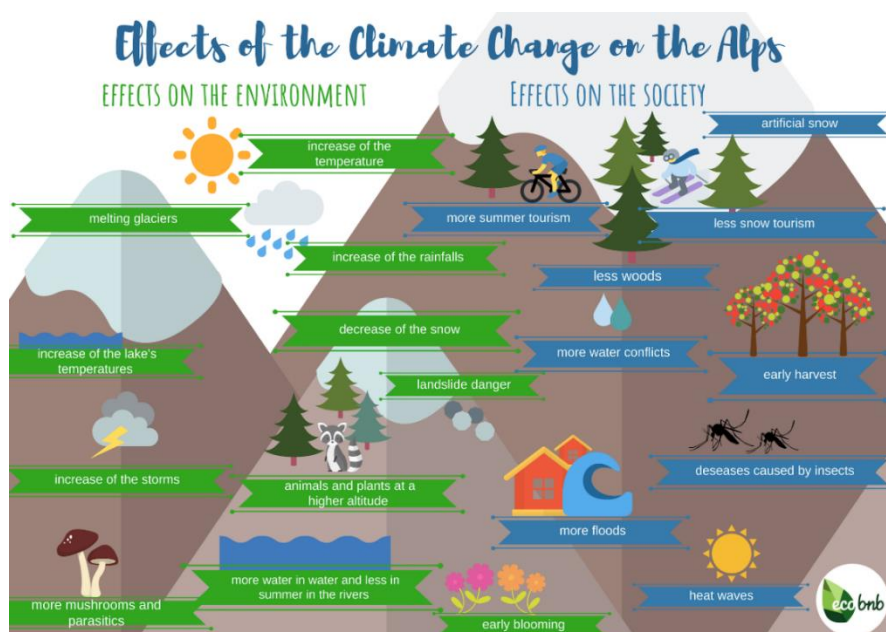


## IMPACT OF CLIMATE CHANGE ON TOURISM

### 1. Match the words on the left with their correct definitions on the right.

1. Climate Change	A. The movement of animals from one area to another
2. Tourism	B. A location where travelers go for vacation
3. Extreme Weather	C. The effect or influence of something
4. Rising Sea Levels	D. Changes in temperature and weather patterns over time
5. Wildlife	E. The natural environment where an animal lives
6. Sustainable	F. An increase in the height of ocean waters
7. Coastline	G. Protecting nature and wildlife
8. Economy	H. Areas along the edge of the sea
9. Habitat	I. The money system in a region
10. Conservation	J. Severe weather conditions like storms and heatwaves
11. Migration	K. Environmental practices that can be maintained long-term
12. Flooding	L. The overflowing of water onto land
13. Resort	M. Animals living in the wild
14. Access	N. The ability to reach or enter a place
15. Impact	O. The act of traveling for pleasure

Climate change is a big issue that affects many parts of our world, including tourism. As temperatures rise and weather patterns change, the way people travel and enjoy their vacations is also changing. This text will explore how climate change impacts tourism and what it means for travelers, businesses, and the environment.



One of the most noticeable effects of climate change is the increase in extreme weather events. This includes more frequent hurricanes, floods, and heatwaves. These extreme weather conditions can damage popular tourist destinations, making them unsafe or inaccessible. For example, if a hurricane hits a beach resort, it may take a long time to repair the damage and reopen for

visitors. This not only affects the tourists but also the local businesses that rely on tourism for their income.

Another impact of climate change is rising sea levels. Many coastal areas, where a lot of tourism takes place, are at risk of flooding. Popular vacation spots like beach towns and islands could be underwater in the future if action isn't taken to combat climate change. This could lead to fewer places for tourists to visit, and local economies could suffer as a result.

Changing weather patterns also affect the seasons. Some places that used to have snowy winters may see less snow, which can hurt winter sports tourism. Ski resorts depend on reliable snowfall to attract visitors. If there isn't enough snow, people may choose to go to other destinations, leaving ski towns with fewer tourists and lower income.

Wildlife tourism is also affected by climate change. Many animals depend on specific climates to survive. As temperatures rise, some species are moving to cooler areas, while others may face extinction. This can impact safaris and wildlife tours, where travelers hope to see animals in their natural habitats. If animals move away or disappear, the experiences that tourists seek may no longer be available.

On the positive side, climate change is making some destinations more attractive. Warmer temperatures might encourage people to visit places that were previously too cold. However, this can lead to overcrowding in areas that are not prepared for large numbers of tourists. As more people visit, there can be strain on local resources, such as water and food, leading to conflicts between residents and tourists.

As awareness of climate change grows, many travelers are looking for sustainable tourism options. This means choosing to visit places that are committed to protecting the environment. Eco-friendly hotels, tours that support conservation efforts, and activities that minimize impact are all part of sustainable tourism. Travelers can make a difference by supporting businesses that care about the planet.



In conclusion, climate change has a significant impact on tourism. Extreme weather, rising sea levels, changing seasons, and wildlife migration all affect how people travel and enjoy their vacations. While some places may become less attractive, others may gain popularity. By choosing sustainable travel options, we can help protect our planet and ensure that future generations can enjoy the beauty of our world.

## 2. Read each sentence below. Decide if it is true or false.

1. Climate change only affects the weather, not tourism.
2. Rising sea levels threaten coastal tourist destinations.
3. Ski resorts benefit from less snowfall due to climate change.
4. Wildlife may migrate due to changing climates.
5. Climate change has no positive effects on tourism.
6. Sustainable tourism helps protect the environment.
7. Extreme weather events are becoming less common.
8. Some destinations may become overcrowded due to warmer temperatures.
9. Conservation efforts can support wildlife tourism.
10. Travelers are unaware of the impacts of climate change on tourism.

## 3. Fill in the blanks with the correct words from the text

1. Climate change affects many parts of the world, including \_\_\_\_\_.
2. Extreme weather events can damage popular tourist \_\_\_\_\_.
3. Rising sea levels put coastal areas at risk of \_\_\_\_\_.
4. Winter sports tourism relies on \_\_\_\_\_ snowfall for success.
5. Wildlife tourism is impacted by animals moving to \_\_\_\_\_ areas.
6. Warmer temperatures may make some places more \_\_\_\_\_ for travelers.
7. Sustainable tourism focuses on protecting the \_\_\_\_\_.
8. Travelers can support eco-friendly businesses by choosing \_\_\_\_\_ options.
9. Local economies suffer when tourism is \_\_\_\_\_ by climate change.
10. Future generations need to care about climate change to enjoy our \_\_\_\_\_.

## 4. Answer the questions:

1. How does climate change affect tourist destinations?
2. What are some examples of extreme weather events caused by climate change?
3. Why are coastal areas at risk due to rising sea levels?
4. How does climate change impact winter sports tourism?
5. What happens to wildlife tourism due to changing climates?
6. Why might some destinations become more attractive because of climate change?
7. How can sustainable tourism help combat climate change?
8. What can travelers do to support eco-friendly businesses?
9. What challenges do local economies face due to climate change?
10. Why is it important for future generations to care about climate change?



## CULINARY TOURISM

### 1. Match the words on the left with their correct definitions on the right.

1. Culinary	A. A group of people living in the same area
2. Tourism	B. To help or assist
3. Market	C. A type of food served on a plate
4. Vendor	D. Local food sold by vendors on streets
5. Dish	E. To try different types of food
6. Cooking Class	F. The taste of food
7. Street Food	G. Real and genuine
8. Authentic	H. A place where people buy and sell goods
9. Ingredient	I. The art of preparing food
10. Flavor	J. The act of traveling for enjoyment
11. Community	K. A person who sells goods in a market
12. Experience	L. A component used to prepare a dish
13. Tasting	M. An exciting experience or journey
14. Support	N. A fun way to learn about cooking
15. Adventure	O. Related to cooking and food

Culinary tourism is a delicious way to explore the world! It involves traveling to different places to experience their unique foods and cooking styles. Many people love to try new dishes when they visit a new city or country. Culinary tourism allows travelers to enjoy local flavors and learn about the culture behind the food.

When you think about culinary tourism, imagine walking through a bustling market filled with colorful fruits, vegetables, and spices. In many countries, markets are lively places where locals buy fresh ingredients. Traveling to a market can be an exciting adventure. You can taste samples, chat with vendors, and discover new ingredients to take home.



the local cuisine and meet other food lovers.

One popular aspect of culinary tourism is food tours. These tours offer visitors a chance to sample a variety of dishes in one day. For example, in Italy, you might join a food tour that takes you to different restaurants to try pasta, pizza, and gelato. In Mexico, you could taste tacos, enchiladas, and churros. Food tours are a great way to experience



Cooking classes are another exciting way to experience culinary tourism. Many travelers enjoy learning how to prepare traditional dishes from local chefs. In Thailand, for example, you can take a cooking class to learn how to make pad Thai or green curry. These classes often include a trip to the market to buy fresh ingredients, making it a fun and educational experience. Not only do you get to enjoy a delicious meal, but you also learn new cooking skills to impress your friends back home!

Street food is a big part of culinary tourism, too. Many cities are famous for their street food vendors. These vendors offer quick, tasty meals at affordable prices. In Bangkok, you can find stalls selling spicy noodles, fried rice, and mango sticky rice. In New York City, hot dog stands and food trucks serve up tasty treats. Trying street food allows you to taste authentic local flavors and experience the city like a local.

Culinary tourism also helps support local economies. When travelers choose to eat at local restaurants and markets, they help create jobs and boost the community. This means that your love for food not only satisfies your taste buds but also contributes to the well-being of the people who live there.

Another fun aspect of culinary tourism is wine and beverage tasting. Many regions around the world are known for their wines, beers, and spirits. For example, a trip to Napa Valley in California offers wine tastings at beautiful vineyards. In Belgium, you can explore local breweries and taste delicious beers. These experiences allow travelers to learn about the production process and enjoy the unique flavors of each region.



So, culinary tourism is a wonderful way to explore new places through food. Whether you are joining a food tour, taking a cooking class, or tasting street food, there are endless opportunities to enjoy local flavors. By embracing culinary tourism, you can create lasting memories while supporting local communities and cultures.

## 2. Read each sentence below. Decide if it is true or false.

1. Culinary tourism involves traveling to explore different foods.
2. Food tours are not popular among travelers.
3. Street food is an important part of culinary tourism.
4. Cooking classes do not include visits to local markets.
5. Culinary tourism helps support local economies.
6. All culinary tourism experiences are expensive.
7. Vendors in markets sell ingredients and prepared foods.
8. Travelers do not learn anything in cooking classes.

9. Culinary tourism focuses only on desserts.
10. Wine tasting is part of culinary tourism.

**3. Fill in the blanks with the correct words from the text**

1. Culinary tourism allows travelers to explore different \_\_\_\_\_.
2. Local markets are filled with fresh \_\_\_\_\_ and spices.
3. A food tour helps visitors sample a variety of \_\_\_\_\_.
4. Cooking classes teach you how to prepare traditional \_\_\_\_\_.
5. Street food provides quick and tasty meals at \_\_\_\_\_ prices.
6. Culinary tourism supports local \_\_\_\_\_ by creating jobs.
7. Wine tastings allow travelers to enjoy the unique \_\_\_\_\_ of each region.
8. Vendors sell food and ingredients in local \_\_\_\_\_.
9. Authentic experiences are essential in culinary \_\_\_\_\_.

**4. Answer the questions:**

1. What is culinary tourism?
2. Why do people enjoy culinary tourism?
3. What can you find in a local market?
4. What is a food tour?
5. Can you give an example of a dish learned in a cooking class?
6. Why is street food important in culinary tourism?
7. How does culinary tourism help local economies?
8. What is one benefit of wine and beverage tasting?
9. What do you learn in a cooking class?
10. How does culinary tourism create lasting memories?





## THE HISTORY OF TOURISM

### 1. Match the words with their meanings:

1. Tourism	A. A journey to a sacred place
2. Ancient	B. The art and customs of a group of people
3. Pilgrimage	C. A celebration with events and activities
4. Renaissance	D. A person who journeys
5. Festival	E. The process of buying and selling
6. Landscape	F. A period of great cultural revival
7. Economy	G. A place people visit
8. Adventure	H. A view of natural scenery
9. Culture	I. To look into or investigate
10. Destination	J. The system of money and business
11. Explore	K. The act of resting
12. Relaxation	L. Exciting experiences
13. Landmark	M. Very old
14. Trade	N. A famous or important site
15. Traveler	O. The industry of travel

Tourism has been around for a very long time. It all started way back in ancient times when people traveled for different reasons. Some traveled for trade, while others visited temples and shrines. Imagine ancient Egyptians sailing down the Nile River to see the great pyramids! They didn't have cars or planes, so they traveled by foot, horse, or boat.

In ancient Greece, people traveled to attend the Olympic Games. These games were not just about sports; they were a big festival! People came from all over to celebrate, watch games, and have fun. The Greeks were some of the first to enjoy leisure travel.

During the Roman Empire, tourism grew even more. The Romans built roads that made it easier for people to travel. They visited famous landmarks like the Colosseum and the beautiful beaches of the Mediterranean. Many Romans traveled to relax, enjoy the sun, and take part in festivals. They even had special inns for travelers called "tabernae."

The Middle Ages brought changes to travel. People often traveled for religious reasons, such as going on pilgrimages to holy sites. One famous pilgrimage was to Santiago de Compostela in Spain. Pilgrims walked for miles, sometimes facing many dangers, to reach their destination.

With the beginning of the Renaissance in the 14th century, art and culture flourished. Wealthy families started to travel



to see famous works of art and architecture. This period saw the rise of the "Grand Tour," where young men traveled through Europe to learn about history and culture. They visited cities like Paris, Venice, and Rome, and brought back stories and knowledge.

The 19th century changed tourism forever with the invention of the steam train. People could travel longer distances much faster. It opened up new places to visit, and more people began to travel for fun. The first travel agencies started to appear, helping people plan their trips.

In the 20th century, cars and planes became popular. This allowed even more people to travel. Beaches, mountains, and cities became popular vacation spots. Countries started to promote tourism, showing off their beautiful landscapes and rich cultures.

Today, tourism is an important part of the world economy. People travel for many reasons, such as relaxation, adventure, and learning. Whether it's visiting ancient ruins, enjoying local food, or experiencing different cultures, tourism helps us understand the world better.

Traveling connects us with people and places. It lets us explore new ideas and traditions. As tourism continues to grow, it will be interesting to see how it changes in the future!

## 2. Read each sentence below. Decide if it is true or false.

1. The ancient Greeks traveled only for trade.
2. The Colosseum was a popular site for Romans to visit.
3. Pilgrimages were often taken for leisure during the Middle Ages.
4. The Grand Tour was mainly for wealthy families to learn about art.
5. The steam train made travel slower in the 19th century.
6. Cars and planes were not common in the 20th century.
7. Tourism has no impact on the world economy.
8. People travel only to relax.
9. The Renaissance influenced travel and culture.
10. Today, tourism connects us with people and places.

## 3. Fill in the blanks with the correct words from the text

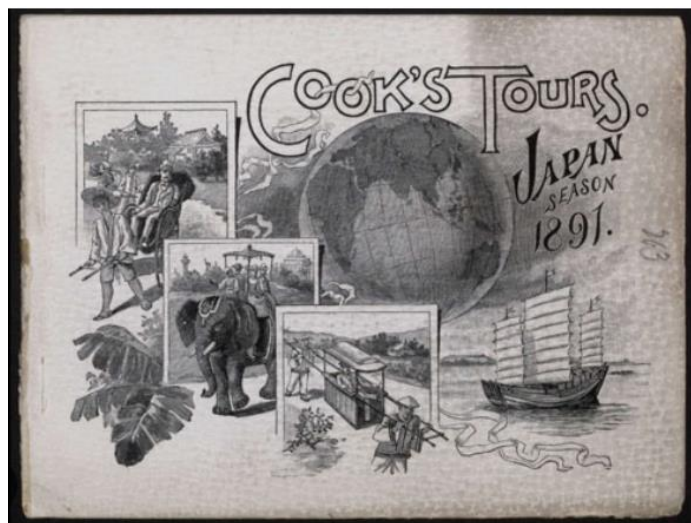
1. In ancient times, people traveled for \_\_\_\_\_ and to visit important sites.
2. The Greeks celebrated the Olympic Games with a \_\_\_\_\_.
3. The Romans built many \_\_\_\_\_ to help travelers.
4. During the Middle Ages, many people took \_\_\_\_\_ to holy places.
5. The \_\_\_\_\_ was a travel experience for wealthy young men in Europe.



6. The steam train allowed people to travel much \_\_\_\_\_.
7. The 20th century saw the rise of \_\_\_\_\_ and planes as travel options.
8. Today, tourism is a major part of the world's \_\_\_\_\_.
9. Traveling helps us learn about different \_\_\_\_\_ and traditions.
10. The future of tourism is likely to \_\_\_\_\_ in many ways.

#### 4. Answer the questions:

1. What were some reasons people traveled in ancient times?
2. How did the Greeks celebrate the Olympic Games?
3. What was the role of the "tabernae" in the Roman Empire?
4. Why did people travel during the Middle Ages?
5. What was the "Grand Tour"?
6. How did the steam train change tourism in the 19th century?
7. What new transportation methods became popular in the 20th century?
8. Why is tourism important to the world economy today?
9. How does tourism help us understand different cultures?
10. What might the future of tourism look like?



### CHRISTOPHER COLUMBUS: THE EXPLORER WHO CHANGED THE WORLD

#### 1. Match the words to their meanings:

1. Explorer	A. A piece of land that is completely surrounded by water.
2. Voyage	B. An exciting experience that is often risky or unusual.
3. Discover	C. The act of traveling from one place to another.
4. Crew	D. A long journey, usually by boat or ship.
5. Brave	E. A person who travels to new places to learn about them.
6. Land	F. To find something new that no one knew about before.
7. Journey	G. The solid ground, like dirt or grass, that we walk on.
8. Trade	H. To give something in exchange for something else.
9. Impact	I. The way of life, including beliefs, art, and customs of a group of people.
10. Disease	J. Being strong and not afraid, even when things are scary.
11. Sail	K. The group of people who work together on a ship or airplane.

12. Culture	L. An illness that makes people or animals sick.
13. Adventure	M. To travel on water using a boat or ship with sails.
14. Island	N. A friendly greeting to someone who has come to visit.
15. Welcome	O. The strong effect or influence something has on something else.

Christopher Columbus was born in 1451 in Genoa, Italy. He grew up by the sea and loved sailing. From a young age, Columbus dreamed of exploring new lands and discovering new things. He listened to stories of brave explorers and wanted to make his own mark on history.



In Columbus's time, many people believed that the world was flat. They thought if you sailed too far, you might fall off the edge! However, Columbus believed that the Earth was round. He thought he could reach Asia by sailing west across the Atlantic Ocean. This idea was very bold and risky, but Columbus was determined to try.

To make his dream come true, Columbus needed ships and money. He asked many kings and queens for help, but they all said no. Finally, in

1492, King Ferdinand and Queen Isabella of Spain agreed to support him. They believed Columbus could find new routes to trade with Asia.

With three ships—the Niña, the Pinta, and the Santa María—Columbus set sail on August 3, 1492. His crew was made up of sailors who were excited but also nervous. They sailed for weeks across the vast ocean, facing storms and rough waters. Many of the sailors began to doubt Columbus and wanted to turn back. But Columbus encouraged them to keep going.

On October 12, 1492, after 70 long days at sea, Columbus and his crew spotted land! They had reached an island in the Bahamas, which Columbus named San Salvador. Columbus thought he had found a new route to Asia, but he had actually discovered a new continent—America! He met the native people who lived there, called the Taino. They were friendly and welcomed Columbus and his crew.

Columbus made several more voyages to the New World. He explored parts of Cuba and Hispaniola (now Haiti and the Dominican Republic). He brought back gold, spices, and stories of his adventures to Spain. People were excited about his discoveries.

However, Columbus's arrival also brought problems. The native people faced many challenges because of the explorers. They suffered from diseases brought by Europeans and conflicts over land. Columbus never realized the impact his journeys would have on the native people and their cultures.



Columbus died in 1506, thinking he had found a new path to Asia. Today, we remember him as a brave explorer who changed the course of history. His voyages opened the door for more exploration and contact between Europe and the Americas. Columbus's story teaches us about adventure, courage, and the complex history of our world.

**2. Read each sentence below. Decide if it is true or false.**

1. Columbus was born in Spain.
2. He believed the Earth was flat.
3. Columbus made his first voyage in 1492.
4. The Taino were unwelcoming to Columbus.
5. Columbus sailed with two ships.
6. He thought he reached Asia.
7. Columbus died in 1506.
8. The native people faced no challenges after Columbus's arrival.



**3. Fill in the blanks with the correct words from the text**

1. Columbus was born in \_\_\_\_\_, Italy.
2. He sailed across the \_\_\_\_\_ Ocean.
3. Columbus thought he could reach \_\_\_\_\_ by sailing west.
4. His three ships were the Niña, the Pinta, and the \_\_\_\_\_.
5. Columbus first spotted land on \_\_\_\_\_ 12, 1492.
6. The native people Columbus met were called the \_\_\_\_\_.
7. Columbus brought back \_\_\_\_\_ and spices to Spain.
8. His voyages opened the door for more \_\_\_\_\_.
9. Many sailors wanted to \_\_\_\_\_ back during the journey.

**4. Answer the questions:**

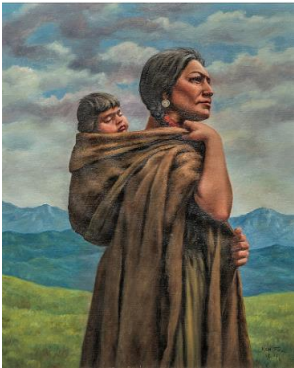
1. Where was Christopher Columbus born?
2. What did Columbus believe about the shape of the Earth?
3. Which countries initially rejected Columbus's request for support?
4. What were the names of Columbus's three ships?
5. On what date did Columbus first reach land?
6. What did Columbus name the island he discovered?
7. Who were the native people Columbus met?
8. What was one thing Columbus brought back to Spain?
9. What challenges did native people face after Columbus's arrival?

## SACAGAWEA: THE BRAVE GUIDE

### 1. Match the words to their meanings:

1. Expedition	A. A journey made for a specific purpose, often involving exploration.
2. Guide	B. The act of buying and selling goods or services.
3. Resilient	C. To explain the meaning of something or to translate it.
4. Tribe	D. An area of land that is not developed and is often wild and natural.
5. Wilderness	E. Something handed down from the past, such as traditions or achievements.
6. Interpret	F. To take a photo or record something in a way that captures its essence.
7. Courage	G. A group of people, often related, who share similar customs and beliefs.
8. Achieve	H. The ability to face fear or difficulty bravely.
9. Legacy	I. Able to recover quickly from difficult situations or challenges.
10. Journey	J. Information, understanding, or skills gained through experience or education.
11. Capture	K. A person who shows others the way or provides information about a place.
12. Trade	L. A trip from one place to another.
13. Celebrate	M. To successfully reach a goal or complete something.
14. Knowledge	N. To mark a special occasion with enjoyment or festivities.

Sacagawea was a remarkable woman who played a vital role in American history. She was born around 1788 in what is now Idaho. Sacagawea was a member of the Shoshone tribe, a Native American group. From a young age, she learned how to survive in the wilderness. She knew which plants were safe to eat and how to find water. These skills would help her later in life.



When she was about 12 years old, Sacagawea was captured by a rival tribe, the Hidatsa. They took her far away from her home. However, she did not lose hope. Sacagawea was strong and resilient. Eventually, she was sold to a French-Canadian fur trader named Toussaint Charbonneau.

They later married, and she became a mother to a baby boy named Jean Baptiste.

In 1804, an important expedition was about to begin. President Thomas Jefferson wanted to explore the land west of the Mississippi River. He wanted to find a route to the Pacific Ocean and learn more about the country. Lewis and Clark were chosen to lead this adventure. They were looking for a guide who knew the land and could help them communicate with Native American tribes. Sacagawea and her husband joined the expedition as interpreters.

Sacagawea quickly proved to be an invaluable member of the team. She was not only a guide but also helped with her knowledge of plants and animals. One day, as they traveled, they faced a challenge when they needed to cross a river. Sacagawea spotted a safe place to cross and led the group to safety. Her courage and quick thinking saved the day!



During the journey, Sacagawea showed her strength as a mother. She carried her baby on her back while walking long distances. Even when the weather was harsh and the journey was difficult, she never complained. Sacagawea also helped the expedition by gathering food. She found edible plants and berries, ensuring that everyone stayed healthy.

As they traveled, Sacagawea met her brother, who was a chief of the Shoshone tribe. This meeting was significant because the expedition needed horses to cross the mountains. Thanks to Sacagawea, they were able to trade for the horses they needed.



The journey lasted more than two years, and Sacagawea's contributions were crucial. When they finally reached the Pacific Ocean in 1805, the team celebrated their achievement. Sacagawea had helped them overcome many obstacles.

After the expedition, Sacagawea returned to her home and lived a quiet life with her family. She passed away in 1812, but her legacy lives on. Today, Sacagawea is remembered as a brave and important figure in American history. Schools, parks, and even a dollar coin have been named in her honor. Her story inspires many people to be strong, courageous, and to follow their dreams.

## 2. Read each sentence below. Decide if it is true or false.

1. Sacagawea was born in the state of Idaho.
2. She was a member of the Cherokee tribe.
3. Sacagawea was captured at a young age.
4. She married a Native American chief.
5. The Lewis and Clark expedition began in 1804.
6. Sacagawea did not help the expedition at all.
7. She carried her baby on her back during the journey.
8. Sacagawea met her brother during the trip.
9. The expedition took six months to complete.
10. Sacagawea died in 1812.

## 3. Fill in the blanks with the correct words from the text

1. Sacagawea was born in \_\_\_\_\_, Idaho.
2. She was a member of the \_\_\_\_\_ tribe.
3. Sacagawea was captured when she was about \_\_\_\_\_ years old.
4. She married a fur trader named \_\_\_\_\_ Charbonneau.
5. The Lewis and Clark expedition began in \_\_\_\_\_.

6. The goal of the expedition was to find a route to the \_\_\_\_\_ Ocean.
7. Sacagawea helped the team by \_\_\_\_\_ food.
8. She met her brother, who was a \_\_\_\_\_ of the Shoshone tribe.
9. The journey lasted more than \_\_\_\_\_ years.
10. Sacagawea is remembered as a \_\_\_\_\_ figure in American history.

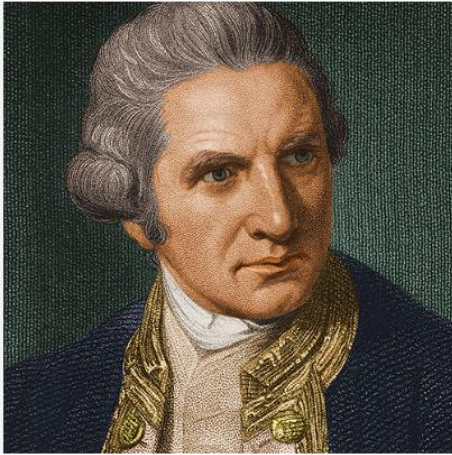
#### 4. Answer the questions:

1. Where was Sacagawea born?
2. What tribe did Sacagawea belong to?
3. At what age was Sacagawea captured?
4. Who did Sacagawea marry?
5. In what year did the Lewis and Clark expedition begin?
6. What was the main goal of the expedition?
7. How did Sacagawea help the expedition?
8. Who did Sacagawea meet during the journey?
9. How long did the expedition last?
10. When did Sacagawea pass away?

### JAMES COOK: THE GREAT NAVIGATOR

#### 1. Match the words to their meanings:

1. Explorer	A. A journey for exploration.
2. Navigator	B. A person who travels to explore new places.
3. Cartography	C. A long journey by sea.
4. Voyage	D. The science of making maps.
5. Indigenous	E. A person who directs a ship's course.
6. Claim	F. Land controlled by a group.
7. Expedition	G. Original inhabitants of a place.
8. Coastline	H. A disagreement between groups.
9. Conflict	I. A representation of an area.
10. Respect	J. To assert ownership over something.
11. Discover	K. To show appreciation for someone.
12. Map	L. To find something for the first time.
13. Journey	M. A trip from one place to another.
14. Territory	N. A person who works on a ship.
15. Sailor	O. The land along a sea or ocean.



James Cook was one of the most famous explorers in history. He was born on October 27, 1728, in a small village in England called Marton. As a child, he loved the sea and often watched ships sail by. This sparked his interest in becoming a sailor. Cook started working on ships as a teenager, learning everything he could about navigation and sailing.

In 1755, Cook joined the British Royal Navy. He quickly proved his skills and was promoted to the rank of lieutenant. He was known for being very careful and precise, always making detailed maps of the areas he explored. Cook's great talent for cartography would help him on his future voyages.

Cook's first major expedition began in 1768 when he was chosen to lead a journey to the South Pacific. The main goal was to observe the transit of Venus across the sun, a rare event that could help scientists determine the distance between the Earth and the sun. But Cook had another goal: to explore new lands and make contact with indigenous peoples.

On this journey, Cook sailed on a ship called the Endeavour. He and his crew traveled for many months, facing storms and rough seas. They arrived in Tahiti, where they observed beautiful landscapes and friendly people. Cook's crew collected food and fresh water, which helped them stay healthy for the next part of their journey.

After leaving Tahiti, Cook discovered New Zealand. He carefully mapped the coastlines, making detailed charts that were very important for future sailors. Then, he sailed to Australia, where he anchored at a place called Botany Bay. Cook was amazed by the unique plants and animals he saw there. He claimed the eastern coast of Australia for Britain and named it New South Wales.

Cook's voyages were not without challenges. He faced dangerous situations, including encounters with indigenous peoples who were often wary of outsiders. Cook tried to treat the native people with respect, but misunderstandings sometimes led to conflicts. He believed in peaceful exploration and wanted to learn from the cultures he encountered.

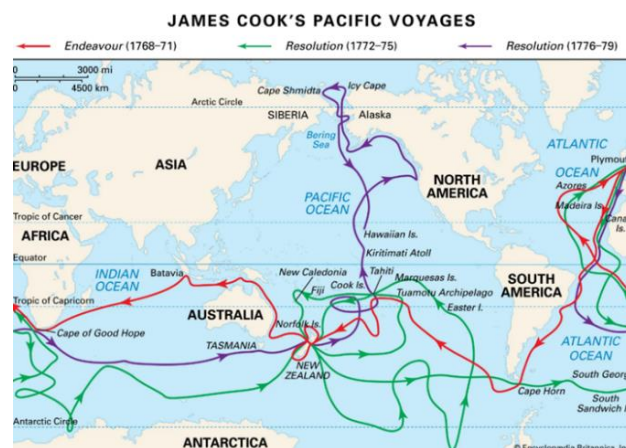
Cook made three major voyages in total. His second voyage took him to the Antarctic, where he explored the icy waters and mapped new territories. His third voyage was even more ambitious, as he aimed to find a Northwest Passage through North America.

Tragically, Cook's life came to an end in 1779 during his third voyage. He was killed in Hawaii after a conflict erupted between his crew and the local people. Cook's explorations changed the way people understood the world. He mapped many areas that had never been seen by Europeans before and helped to expand knowledge about the Pacific region.

Today, James Cook is remembered as a brave and skilled navigator. His contributions to exploration, mapping, and science have had a lasting impact. Schools, parks, and even ships have been named in his honor. Cook's adventures inspire many people to explore and learn about the world around them.

## 2. Read each sentence below. Decide if it is true or false.

1. James Cook was born in Australia.
2. Cook joined the British Royal Navy at the age of 27.
3. His first expedition was to the Arctic.
4. Cook's ship was called the Endeavour.
5. He discovered New Zealand during his first voyage.
6. Cook faced no challenges during his journeys.
7. He was killed in Hawaii during his third voyage.
8. Cook made three major voyages in total.
9. He treated indigenous peoples with disrespect.



## 3. Fill in the blanks with the correct words from the text

1. James Cook was born in \_\_\_\_\_, England.
2. He joined the British \_\_\_\_\_ Navy in 1755.
3. The Endeavour was the name of Cook's \_\_\_\_\_.
4. Cook's first voyage aimed to observe the transit of \_\_\_\_\_.
5. He discovered New \_\_\_\_\_ during his travels.
6. Cook claimed the eastern coast of Australia for \_\_\_\_\_.
7. He made a total of \_\_\_\_\_ major voyages.
8. Cook tried to treat the native people with \_\_\_\_\_.
9. His explorations helped expand knowledge about the \_\_\_\_\_ region.

## 4. Answer the questions:

1. Where was James Cook born?
2. What sparked Cook's interest in sailing?
3. In what year did Cook join the British Royal Navy?
4. What was the main goal of Cook's first major expedition?
5. What was the name of Cook's ship on his first voyage?
6. Which islands did Cook visit on his journey?
7. What did Cook claim for Britain in Australia?
8. How many major voyages did Cook make?
9. What happened to Cook during his third voyage?
10. Why is James Cook remembered today?

## JACQUES COUSTEAU: THE OCEAN EXPLORER

### 1. Match the words to their meanings:

1. Explorer	A. A device for breathing underwater.
2. Aqua-Lung	B. A community of living organisms and their environment.
3. Conservation	C. The protection of natural resources.
4. Marine	D. A ship or boat.
5. Ecosystem	E. An exciting or unusual experience.
6. Research	F. Knowledge or perception of a situation or fact.
7. Vessel	G. Something handed down from the past.
8. Pollution	H. A person who travels to explore new places.
9. Habitat	I. Related to the sea.
10. Legacy	J. Contamination of the environment.
11. Adventure	K. The natural home of an organism.
12. Introduce	L. The systematic investigation of a subject.
13. Pioneer	M. To present something for the first time.
14. Filmmaker	N. A person who creates films.
15. Awareness	O. A person who is among the first to explore or settle a new area.

Jacques Cousteau was a famous explorer and filmmaker known for his love of the ocean. He was born on June 11, 1910, in Saint-André-de-Cubzac, France. From a young age, Cousteau was fascinated by the sea. He loved to swim and explore the waters near his home. This passion for the ocean would shape his life and career.



As a young man, Cousteau joined the French Navy and became a pilot. However, his interest in the ocean grew stronger. In 1943, he co-invented the Aqua-Lung, a device that allowed divers to breathe underwater. This invention changed the way people explored the ocean. With the Aqua-Lung, divers could stay underwater for much longer and explore deeper than ever before.

Cousteau's adventures didn't stop there. He created a research vessel called the Calypso, a ship specially designed for ocean exploration. With the Calypso, Cousteau and his team traveled to many parts of the world, including the Mediterranean Sea, the Red Sea, and the Pacific Ocean. They studied marine life, coral reefs, and underwater ecosystems. Cousteau believed that understanding the ocean was crucial for protecting it.

In the 1960s, Cousteau became famous for his television series, "The Undersea World of Jacques Cousteau." The show took viewers on incredible underwater adventures, showing the beauty of marine life. Millions of people



watched as Cousteau introduced them to colorful fish, playful dolphins, and majestic whales. He also raised awareness about ocean conservation and the importance of protecting marine habitats.

Cousteau's work inspired many people to care about the ocean. He believed that everyone could make a difference in protecting the environment. He often spoke about the dangers of pollution and overfishing, urging people to take action. Cousteau also helped establish marine reserves, areas where fishing and development are restricted to protect marine life.

Throughout his life, Cousteau received many awards for his contributions to ocean exploration and conservation. He published several books about his adventures and the wonders of the sea. Even after his death on June 25, 1997, his legacy continues. Many organizations and individuals carry on his work to protect the oceans.

Today, Jacques Cousteau is remembered as a pioneer of underwater exploration. His passion for the ocean and dedication to conservation have inspired generations. Thanks to his efforts, more people understand the importance of protecting our oceans and the life within them. Cousteau's story teaches us that we can all be caretakers of the Earth, exploring and protecting the natural world around us.

## 2. Read each sentence below. Decide if it is true or false.

1. Jacques Cousteau was born in France.
2. He invented the Aqua-Lung in 1945.
3. The Calypso was designed for ocean exploration.
4. Cousteau's television series aired in the 1970s.
5. He focused solely on underwater photography.
6. Cousteau raised awareness about ocean conservation.
7. He died in 1995.
8. Cousteau published books about the sea.
9. He was not interested in protecting the environment.
10. Cousteau is remembered as a pioneer of underwater exploration.



## 3. Fill in the blanks with the correct words from the text

1. Jacques Cousteau was born on \_\_\_\_\_ 11, 1910.
2. He co-invented the \_\_\_\_\_ in 1943.
3. Cousteau created a research vessel called the \_\_\_\_\_.



4. His television series was called "The Undersea World of \_\_\_\_\_."
5. Cousteau studied marine life and underwater \_\_\_\_\_.
6. He warned about the dangers of \_\_\_\_\_ and overfishing.
7. Cousteau helped establish marine \_\_\_\_\_ to protect ocean life.
8. He received many awards for his contributions to ocean \_\_\_\_\_.
9. Cousteau died on \_\_\_\_\_ 25, 1997.
10. His legacy continues to inspire people to protect the \_\_\_\_\_.

#### 4. Answer the questions:

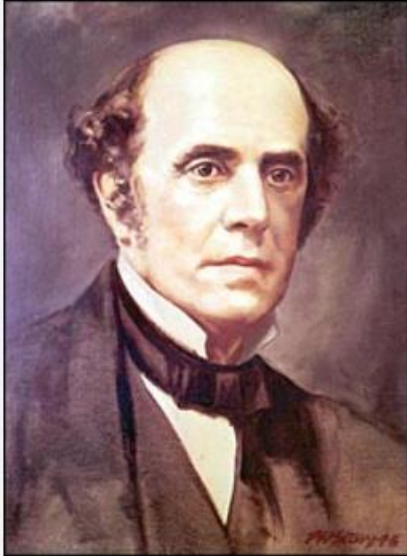
1. When was Jacques Cousteau born?
2. What did Cousteau co-invent in 1943?
3. What was the name of Cousteau's research vessel?
4. In which decade did Cousteau become famous for his television series?
5. What was the title of Cousteau's television series?
6. What types of marine life did Cousteau introduce to viewers?
7. What dangers did Cousteau warn people about?
8. How did Cousteau contribute to marine conservation?
9. When did Jacques Cousteau pass away?
10. What is Jacques Cousteau remembered as?

### THOMAS COOK: THE FATHER OF MODERN TOURISM

#### 1. Match the words to their meanings:

1. Package	A. A place to stay.
2. Excursion	B. An exciting or unusual experience.
3. Accommodation	C. A short trip for pleasure.
4. Guide	D. Something handed down from the past.
5. Literature	E. Reasonably priced.
6. Adventure	F. A chosen endpoint of a journey.
7. Legacy	G. A wrapped or boxed item for shipment.
8. Organize	H. To arrange or systematize.
9. Affordable	I. The customs and social behavior of a particular group.
10. Journey	J. A person who provides information about a place.
11. Culture	K. Knowledge gained through involvement.
12. Experience	L. Written works, especially those considered of superior or lasting artistic merit.
13. Destination	M. A trip from one place to another.

Thomas Cook was a remarkable man who changed the way people travel. He was born on February 22, 1808, in a small village in England called Melbourne. Cook grew up in a humble family. His father was a farmer, and young Thomas often helped him with work on the land. Even as a child, he dreamed of exploring the world.



In his early twenties, Thomas Cook became a carpenter, but he had a passion for travel. In 1841, he organized his first trip for a group of friends. He arranged a special train journey from Leicester to Loughborough. This trip was a huge success! Cook realized that many people wanted to travel but didn't know how to plan their trips. This inspired him to create travel packages for everyone.

Cook's idea was simple: he wanted to make travel easy and affordable. He began arranging group tours, where people could travel together. He organized trips to beautiful places in Europe, such as France and Switzerland. Cook also provided meals and accommodation, making it convenient for travelers. This new way of traveling became very popular.

In 1868, Thomas Cook started offering trips to America and even to the Holy Land. His tours attracted people from all walks of life. Families, couples, and even single travelers joined his excursions. He believed that everyone should have the chance to see the world. Cook's motto was, "To travel is to live."

As his business grew, Cook faced challenges. He worked hard to ensure that his travelers had the best experiences. He hired local guides who knew the areas well. This way, travelers could learn about the culture and history of the places they visited. Cook also created travel literature, providing valuable information to tourists.

One of Cook's significant achievements was introducing the concept of the package holiday. He arranged everything for his customers, from transportation to accommodations, all for a fixed price. This made it much easier for people to travel without worrying about the details. People loved the idea of having everything taken care of, and Cook became known as the "father of modern tourism."

In 1888, Cook organized a special trip to celebrate the 50th anniversary of his first tour. He took a group of travelers on a grand journey around the world. This trip included destinations like Egypt and India. It was an incredible adventure that showcased Cook's dedication to travel.

Thomas Cook passed away on July 18, 1892, but his legacy lives on. His ideas about travel have shaped the tourism industry we know today. The company he founded continues to operate, helping people explore new places and experience different cultures. Cook's life reminds us that

travel can be an enriching part of our lives. He showed us that the world is full of wonders waiting to be discovered.

**2. Read each sentence below. Decide if it is true or false.**

1. Thomas Cook was born in the United States.
2. Cook's first trip was for a group of friends.
3. He only organized trips within England.
4. Cook believed everyone should be able to travel.
5. He introduced the concept of the package holiday.
6. Cook passed away in 1900.
7. He worked as a carpenter before becoming a travel organizer.
8. Cook's motto was "To travel is to stay home."
9. He arranged trips to the Holy Land.
10. The company he founded still operates today.



**3. Fill in the blanks with the correct words from the text**

1. Thomas Cook was born on \_\_\_\_\_ 22, 1808.
2. His first organized trip was in \_\_\_\_\_.
3. Cook wanted to make travel easy and \_\_\_\_\_.
4. He organized trips to beautiful places in \_\_\_\_\_.
5. In 1868, Cook started offering trips to \_\_\_\_\_.
6. His motto was, "To travel is to \_\_\_\_\_."
7. Cook introduced the concept of the \_\_\_\_\_ holiday.
8. In 1888, he organized a trip to celebrate his \_\_\_\_\_ anniversary.
9. Thomas Cook passed away on \_\_\_\_\_ 18, 1892.

**4. Answer the questions:**

1. When was Thomas Cook born?
2. What was Cook's first organized trip in 1841?
3. What inspired Cook to create travel packages?
4. In which year did Cook start offering trips to America?
5. What was Cook's motto?
6. How did Cook ensure travelers had the best experiences?
7. What is a package holiday?
8. What significant trip did Cook organize in 1888?
9. When did Thomas Cook pass away?
10. How has Cook's legacy impacted the tourism industry?

## THE FIRST PACKAGE TRIP: A JOURNEY TO REMEMBER

### 1. Match the words to their meanings:

1. Package trip	A. A notable or historically significant site.
2. Transportation	B. The means of getting from one place to another.
3. Accommodation	C. An exciting or unusual experience.
4. Excursion	D. To unwind or take it easy.
5. Affordable	E. A planned route or schedule for a trip.
6. Landmark	F. A trip that includes various services for a single price.
7. Culture	G. Reasonably priced.
8. Itinerary	H. The customs and social behaviors of a group.
9. Sightseeing	I. Specific pieces of information.
10. Explore	J. A short trip for pleasure.
11. Adventure	K. The activity of visiting interesting places.
12. Details	L. To discover or investigate.
13. Relax	M. The recollections or impressions created from experiences.
14. Memories	N. A place to stay.

The idea of a package trip changed the way people travel forever. But what exactly is a package trip? It is when a travel company puts together everything you need for a vacation—like transportation, accommodation, meals, and activities—all for one price. This makes it easy for people to enjoy their travels without worrying about the details.

The first package trip is credited to Thomas Cook, a man who loved to explore. In 1841, Cook organized a special train journey for a group of friends from Leicester to Loughborough in England. He wanted to give them a chance to enjoy a day out together while traveling by train. This trip was a huge success! Cook took care of everything, from the train tickets to arranging meals. His friends had a fantastic time, and Cook realized he could help more people experience the joy of travel.

After the success of his first trip, Cook continued to organize group excursions. He believed that everyone should have the opportunity to see new places and meet new people. In 1845, he arranged a trip to Scotland, which included sightseeing and visits to historic sites. More and more people joined his tours, and Cook's idea of package trips began to catch on.



Cook's tours were unique because he took care of all the details. He arranged transportation, meals, and accommodations, allowing travelers to relax and enjoy their adventures. People loved this new way of traveling. Families, couples, and friends could explore together without worrying about planning every little thing.

As the years went by, Thomas Cook expanded his trips beyond the borders of England. In 1868, he organized a tour to America and even trips to the Holy Land. His tours included visits to famous landmarks, beautiful landscapes, and cultural experiences. Cook wanted his travelers to learn about the places they visited and understand different cultures.

One of the great things about Cook's package trips was that they were affordable. He worked hard to keep prices low so that more people could join. This opened the door for many families who had never traveled before. They could now visit exciting places and create lasting memories together.

The success of Thomas Cook's package trips led to a new way of thinking about travel. More travel companies began to offer similar services, making it easier for everyone to explore the world. Today, package trips are popular all over the globe. People can choose from beach vacations, mountain adventures, city tours, and so much more.

The first package trip changed the travel industry forever. It allowed people to see new places and experience different cultures without the stress of planning. Thanks to Thomas Cook, millions of people have had the chance to travel and create wonderful memories. His legacy lives on in the travel industry, inspiring others to explore the world.

## 2. Read each sentence below. Decide if it is true or false.

1. Thomas Cook organized the first package trip in 1841.
2. The first package trip was a failure.
3. Cook took care of all the details for his trips.
4. The first trip was only for families.
5. Cook expanded his tours to other countries over time.
6. Package trips are only for wealthy travelers.
7. Cook's tours allowed travelers to enjoy new cultures.
8. The first package trip was a week long.
9. Today, package trips are popular worldwide.
10. Thomas Cook is remembered as a famous musician.



## 3. Fill in the blanks with the correct words from the text

1. The first package trip was organized by \_\_\_\_\_ Cook.



2. The first trip took place in \_\_\_\_\_.
3. Thomas Cook arranged transportation, meals, and \_\_\_\_\_.
4. Cook believed everyone should have the chance to \_\_\_\_\_.
5. He organized a trip to \_\_\_\_\_ in 1845.
6. Package trips made traveling more \_\_\_\_\_ for families.
7. Cook expanded his tours to \_\_\_\_\_ and the Holy Land.
8. The success of Cook's trips led to a new way of \_\_\_\_\_.
9. People can choose from beach vacations and mountain \_\_\_\_\_ today.
10. Thanks to Thomas Cook, millions of people have created wonderful \_\_\_\_\_.

#### 4. Answer the questions:

1. Who is credited with organizing the first package trip?
2. What year did the first package trip take place?
3. What were the starting and ending points of the first trip?
4. What did Thomas Cook arrange for his friends on the first trip?
5. Why did Cook believe everyone should travel?
6. What famous places did Cook's later trips include?
7. How did Cook keep the prices of his trips affordable?
8. What types of tours are popular today because of Cook's influence?
9. How did Cook's package trips change the travel industry?
10. What can travelers experience on a modern package trip?





## THE HISTORY OF HOTELS: A PLACE TO REST

### 1. Match the words to their meanings:

1. Inn	A. A person who journeys to different places.
2. Traveler	B. A way taken in getting from a starting point to a destination.
3. Accommodation	C. Great comfort and elegance.
4. Hospitality	D. A religious community or building.
5. Luxury	E. To thrive or grow successfully.
6. Amenities	F. A place providing lodging, typically small and cozy.
7. Monastery	G. Generous and friendly treatment of guests.
8. Pilgrim	H. Additional features or services provided for convenience.
9. Opulence	I. A chosen endpoint of a journey.
10. Flourish	J. To relax or take a break.
11. Route	K. To develop or change gradually.
12. Merchant	L. A trader or dealer.
13. Rest	M. Great wealth and sumptuousness.
14. Evolve	N. A person who travels to a sacred place.
15. Destination	O. A place to stay.

Hotels have a long and fascinating history that dates back thousands of years. The idea of providing a place for travelers to rest and eat has existed since ancient times. Imagine how difficult it was for people traveling long distances without comfortable places to stay! Let's take a journey through the history of hotels and see how they have evolved over the years.

The earliest known inns appeared in ancient civilizations like Greece and Rome. These inns were simple buildings where travelers could find food and a bed. They were often located along busy trade routes, making it easier for merchants and explorers to stop and rest. Travelers would



sleep on straw or hay, and the food was usually basic. Despite the simplicity, these inns provided a vital service for those on long journeys.

As time went on, hotels began to improve. In the Middle Ages, monasteries and convents offered shelter to travelers. These religious establishments provided a safe and peaceful place for people to rest. Many travelers were pilgrims, journeying to holy sites. The monks and nuns would share their meals and hospitality with the weary travelers.

The first true hotels, as we know them today, began to appear in the 18th and 19th centuries. During this time, cities were growing, and more people began to travel for work or pleasure. In 1774, the very first hotel in the modern sense opened in Exeter, England. It was called the



"Royal Hotel" and offered comfortable rooms and fine dining. This hotel set the standard for what travelers could expect when they visited a city.

In the United States, hotels started to flourish in the 19th century. The Astor House Hotel in New York City opened in 1836 and was one of the first luxury hotels in America. It offered modern amenities like running water and gas lighting. Travelers were amazed by the comfort and

elegance of this new type of hotel. As more people traveled by train, hotels became important stops along the way.

By the early 20th century, hotels were becoming even more luxurious. The Ritz Hotel opened in Paris in 1898 and was famous for its opulence and service. It became a symbol of luxury travel. Many wealthy travelers would stay at hotels like the Ritz to enjoy fine dining, beautiful rooms, and excellent service.

After World War II, travel became more accessible to everyone. More families started to take vacations, and hotels began to cater to these new travelers. Motels, which were simpler and more affordable, became popular along highways, making it easy for families to stop and rest during road trips.

Today, hotels come in many shapes and sizes, from luxurious resorts to cozy bed-and-breakfasts. They offer a wide range of services, including swimming pools, gyms, and restaurants. The hospitality industry continues to grow, with hotels adapting to the needs of modern travelers. People now look for unique experiences, like boutique hotels or eco-friendly accommodations.

The history of hotels shows us how important it is to have a place to rest while traveling. They have evolved from simple inns to luxurious destinations, providing comfort and service to millions of travelers around the world. Whether you are on a business trip or a family vacation, hotels play a crucial role in our travel experiences.

## **2. Read each sentence below. Decide if it is true or false.**

1. The earliest inns appeared in ancient Greece and Rome.
2. Monasteries provided a place for travelers to eat but not to sleep.
3. The Royal Hotel opened in Exeter in 1774.
4. The Astor House Hotel was the first hotel in the United States.
5. The Ritz Hotel opened in London in 1898.
6. After World War II, motels became popular for families.
7. Hotels have not changed much over the years.

8. The hospitality industry continues to grow today.
9. Hotels provide accommodations for travelers.
10. Pilgrims traveled to holy sites in ancient times.

### 3. Fill in the blanks with the correct words from the text

1. Hotels have a long and fascinating \_\_\_\_\_.
2. The earliest inns were simple buildings for \_\_\_\_\_.
3. Monasteries offered shelter to travelers during the \_\_\_\_\_ Ages.
4. The Royal Hotel opened in \_\_\_\_\_ in 1774.
5. The Astor House Hotel was one of the first luxury hotels in \_\_\_\_\_.
6. The Ritz Hotel became famous for its \_\_\_\_\_ and service.
7. After World War II, more families began to take \_\_\_\_\_.
8. Motels became popular along \_\_\_\_\_ for easy stops.
9. Today, hotels offer a wide range of \_\_\_\_\_.
10. The history of hotels shows how important it is to have a place to \_\_\_\_\_.

### 4. Answer the questions:

1. When did the earliest known inns appear?
2. What were the first inns used for?
3. How did monasteries contribute to hotel history?
4. When did the first modern hotel open in England?
5. What was the name of the first luxury hotel in the United States?
6. What amenities did the Astor House Hotel offer?
7. What symbolized luxury travel in the early 20th century?
8. How did hotels change after World War II?
9. What types of hotels are popular today?
10. Why are hotels important for travelers?



## THE HISTORY OF CATERING: A DELICIOUS JOURNEY

### 1. Match the words to their meanings:

1. Catering	A. A special meal for a big occasion.
2. Banquet	B. A way of preparing and serving food.
3. Cuisine	C. A big meal where people serve themselves.
4. Lavish	D. To come together in one place.
5. Buffet	E. A list of food and drinks offered.
6. Host	F. A fancy and rich way of doing things.
7. Celebration	G. A person who provides food for an event.
8. Gather	H. A planned occasion for fun or joy.
9. Menu	I. Food that is prepared in a specific style.
10. Dietary	J. Special food needs or choices.
11. Elaborate	K. To arrange a special gathering.
12. Event	L. A large and special party.
13. Organization	M. To make something more detailed or complex.
14. Culinary	N. A group of people working together for a purpose.

Catering has a long and rich history that connects food with celebrations, gatherings, and special moments. The idea of providing food for events and parties dates back thousands of years. Imagine a time when people didn't have restaurants or convenience stores! Instead, they relied on caterers to prepare meals for their gatherings. Let's explore how catering has evolved over the years.

The origins of catering can be traced back to ancient civilizations, such as the Romans and Greeks. During these times, feasts and celebrations were an important part of life. Wealthy families would hire cooks to prepare large banquets for special occasions, like weddings and festivals. These meals often included a variety of dishes, from roasted meats to delicious pastries. The caterers would bring the food to the event, allowing the hosts to enjoy the celebration without worrying about cooking.



As societies developed, catering became more organized. In the Middle Ages, large feasts were held in castles and manors. Kings and queens would invite nobles to lavish banquets. The cooks employed in these grand homes were highly skilled, and they prepared elaborate meals that showcased their culinary talents. The art of catering was beginning to take shape, as the demand for professional caterers grew.





In the 19th century, catering began to change even more. With the rise of the middle class, more people started hosting parties and events. This created a new market for caterers. They began to offer a variety of services, from preparing food to setting up tables and serving guests. Caterers started to specialize in different types of cuisine, allowing them to cater to various tastes and preferences.

One significant development in catering occurred in the early 20th century when the concept of "buffet" dining became popular. Buffets allowed guests to serve themselves, making it easier for hosts to entertain large groups. This style of dining was not only convenient but also fun! Guests enjoyed the freedom to choose what they wanted to eat and how much they wanted to serve.

As the world changed, so did the catering industry. After World War II, many people began to celebrate life's special moments with larger gatherings, such as birthday parties and anniversaries. This led to growth in the catering business. Caterers started offering packages for different events, making it easier for people to plan their celebrations.

Today, catering is a vibrant industry that offers a wide range of services. Caterers can provide everything from formal dinners to casual picnics. They can create menus that cater to dietary restrictions, such as vegetarian or gluten-free options. Many caterers also offer event planning services, helping clients organize everything from decorations to entertainment.

Catering has become an essential part of celebrations, whether it's a wedding, a corporate event, or a birthday party. It allows people to gather, share food, and create lasting memories. The history of catering shows how food has always brought people together, making special occasions even more meaningful.

## 2. Read each sentence below. Decide if it is true or false.

1. Catering dates back thousands of years.
2. Only poor families hired cooks for feasts.
3. The art of catering began during the Middle Ages.
4. Buffets became popular in the 18th century.
5. After World War II, the catering industry grew.
6. Modern caterers do not offer vegetarian options.
7. Caterers can help plan events today.





8. Catering is only for large gatherings.
9. The history of catering shows the importance of food in celebrations.

### 3. Fill in the blanks with the correct words from the text

1. Catering has a long and rich \_\_\_\_\_ that connects food with celebrations.
2. Ancient civilizations like the \_\_\_\_\_ and Greeks were known for their feasts.
3. Wealthy families would hire \_\_\_\_\_ to prepare large banquets.
4. In the Middle Ages, kings and queens hosted \_\_\_\_\_ for nobles.
5. The rise of the middle class in the 19th century created a new market for \_\_\_\_\_.
6. Buffets became popular because they allowed guests to serve \_\_\_\_\_.
7. After World War II, people began to celebrate with larger \_\_\_\_\_.
8. Modern caterers can accommodate \_\_\_\_\_ restrictions.
9. Catering helps people gather, share food, and create lasting \_\_\_\_\_.
10. The history of catering shows how food brings people \_\_\_\_\_.

### 4. Answer the questions:

1. What ancient civilizations are known for their early catering practices?
2. What types of events did wealthy families hire cooks for in ancient times?
3. How did catering change during the Middle Ages?
4. What significant development in catering happened in the 19th century?
5. What is a buffet, and why did it become popular?
6. How did World War II impact the catering industry?
7. What types of services do modern caterers offer?
8. Why is catering important for celebrations?
9. How do caterers accommodate dietary restrictions?
10. What does the history of catering show about food and gatherings?



## FAMOUS CATERERS OF THE 19TH CENTURY

### 1. Match the words on the left with their correct definitions on the right.

1. Caterer	A. A person or company that provides food for events.
2. Cuisine	B. A style or type of cooking.
3. Cookbook	C. A book with recipes and cooking tips.
4. Presentation	D. The way food is arranged and served.
5. Banquet	E. A large meal for many people.
6. Emigrate	F. To move to another country to live.
7. Elite	G. A group of the best and most powerful people.
8. Lavish	H. Very fancy and rich.
9. Standardize	I. To make things the same or similar.
10. Culinary	J. Related to cooking and food.
11. Innovative	K. New and creative ideas.
12. Aristocrat	L. A member of a high social class.
13. Attention to detail	M. Careful and precise work in tasks.
14. Legacy	N. Something passed down from the past.
15. Exquisite	O. Very beautiful and special.

The 19th century was a pivotal time for the catering industry, as it saw the rise of many talented chefs and caterers who shaped the way we think about food and events today. Let's explore some of the most famous caterers from this exciting period in culinary history.

#### 1. CHARLES RANHOFFER



Charles Ranhofer is perhaps the most famous caterer of the 19th century. He worked at Delmonico's Restaurant in New York City, which was known for its luxurious dining experiences. Ranhofer is credited with creating the iconic dish Lobster Newberg and is also known for his cookbook, "The Epicurean," published in 1894. His innovative approach to cuisine helped popularize fine dining in

America, and he set high standards for caterers everywhere.

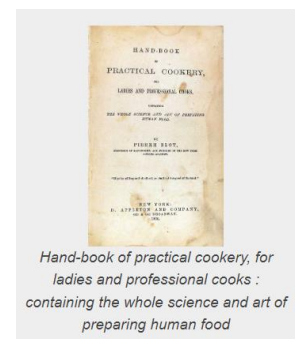
#### 2. ANTONIN CARÊME

Antonin Carême, a French chef, is often regarded as the father of modern cuisine. In the early 19th century, he was known for his elaborate banquet presentations and intricate pastry designs. Carême worked for many wealthy patrons, including royalty and aristocrats, and his catering services were sought after for grand events. He wrote several influential cookbooks that emphasized the importance of presentation and artistry in cooking.



### 3. PIERRE BLOT

Another notable figure is Pierre Blot, a French chef who emigrated to the United States in the mid-19th century. He established a successful catering business in New York City and was known for his elegant catering for high-society events. Blot's culinary skills and attention to detail made him a favorite among the elite, and he contributed to the growing popularity of French cuisine in America.



### 4. ALFRED E. SMITH

In the late 19th century, Alfred E. Smith was a prominent caterer in New York. He was known for his lavish banquets and attention to detail. Smith catered events for many high-profile clients, including politicians and celebrities. His catering services included everything from exquisite food to beautiful table settings, establishing a standard for future caterers.

### 5. FANNY FARMER



Although primarily known for her contributions to American cooking, Fanny Farmer also had a successful catering business in the early 1900s. She was famous for her precise measurements in recipes, which helped standardize American cooking. Her work laid the groundwork for many modern catering practices, making her an important figure in the transition from 19th to 20th-century catering.

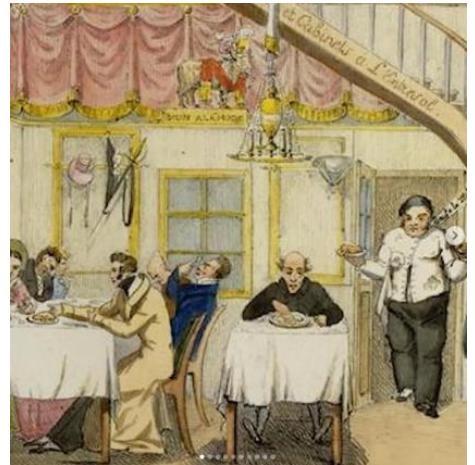
The 19th century was a transformative time for catering, with figures like Charles Ranhofer, Antonin Carême, Pierre Blot, Alfred E. Smith, and Fanny Farmer leading the way. Their passion for food, creativity, and dedication to their craft helped shape the catering industry into what we know today. These caterers not only provided delicious meals but also elevated the art of entertaining, setting high standards that continue to inspire chefs and caterers around the world.

## 2. Read each sentence below. Decide if it is true or false.

1. Charles Ranhofer worked at Delmonico's Restaurant in New York City.
2. Antonin Carême is known for his simple cooking style.
3. Pierre Blot was a prominent caterer in Paris.
4. Alfred E. Smith catered events for high-profile clients.
5. Fanny Farmer was primarily known for her baking.
6. The 19th century saw the rise of many famous caterers.
7. Antonin Carême wrote a cookbook about American cuisine.
8. Standardizing recipes was important for Fanny Farmer.
9. Charles Ranhofer is known for creating Lobster Newberg.
10. Lavish banquets were uncommon in the 19th century.

### 3. Fill in the blanks with the correct words from the text

1. Catering became more popular in the \_\_\_\_\_ century.
2. Charles Ranhofer is famous for his dish \_\_\_\_\_ Newberg.
3. Antonin Carême was known for his elaborate banquet \_\_\_\_\_.
4. Pierre Blot established a successful catering business in \_\_\_\_\_.
5. Alfred E. Smith catered events for many \_\_\_\_\_ clients.
6. Fanny Farmer emphasized precise \_\_\_\_\_ in her cooking.
7. Innovative chefs helped shape the \_\_\_\_\_ industry.
8. The legacy of these caterers continues to inspire \_\_\_\_\_ today.
9. Lavish banquets were a sign of wealth and \_\_\_\_\_.
10. Catering is not just about food; it's about creating memorable \_\_\_\_\_.



### 4. Answer the questions:

1. Who is Charles Ranhofer, and what dish did he create?
2. What is Antonin Carême known for?
3. What contributions did Pierre Blot make to the catering industry?
4. How did Alfred E. Smith become a prominent caterer?
5. What is Fanny Farmer's significance in American cooking?
6. How did the 19th century influence modern catering?
7. What was the role of presentation in Antonin Carême's work?
8. In what city did Pierre Blot establish his catering business?
9. What type of events did Alfred E. Smith cater?
10. How did Fanny Farmer help standardize recipes?





## FAMOUS CATERERS OF THE LATE 20TH AND EARLY 21ST CENTURIES

### 1. Match the words on the left with their correct definitions on the right.

1. Caterer	A. A professional cook, especially the head cook in a restaurant.
2. Fusion	B. The items used to make a dish.
3. Extravagant	C. A special occasion or gathering.
4. Personalization	D. The way food is arranged and served.
5. Event	E. Easy to reach or use.
6. Accessible	F. Making something unique for a person.
7. Presentation	G. A mix of different cooking styles.
8. Culinary	H. Something very fancy or excessive.
9. Style	I. A person or company that provides food for events.
10. Chef	J. A way of doing things, especially in art or cooking.
11. Influence	K. The ability to affect someone or something.
12. Ingredients	L. The act of eating a meal.
13. Dining	M. Group meetings where people come together.
14. Gatherings	N. Something that is special and hard to forget.
15. Memorable	O. A large meal for many people.

Catering has changed a lot over the years, especially in the late 20th and early 21st centuries. During this time, many talented caterers have made their mark on the industry, creating memorable experiences for people all over the world. Let's explore some of these famous caterers and what makes them special.

#### 1. WOLFGANG PUCK



One of the most famous caterers of our time is Wolfgang Puck. He is known for his fusion of Californian and Asian cuisines. Puck started his catering business in the 1980s and quickly became popular among celebrities. He has catered for many high-profile events, including the Academy Awards. His innovative menus feature fresh ingredients and bold flavors, making every meal an unforgettable experience. Wolfgang Puck's restaurants and catering services have inspired many chefs around the globe.

#### 2. MARTHA STEWART

Martha Stewart is another well-known figure in catering and event planning. She began her career as a caterer in the 1970s and became famous for her elegant style and attention to detail. Martha's catering business catered to many high-profile clients, and she later expanded into books, television, and home goods. Her ideas about





entertaining and cooking have inspired countless people to host beautiful gatherings. Martha Stewart's influence is still seen in parties and events today.

### 3. DAVID TUTERA



David Tutera is a celebrity event planner and caterer known for his extravagant parties and weddings. He has worked with many celebrities and has a talent for creating stunning events. Tutera's catering services include delicious menus and beautiful table settings. He emphasizes personalization, ensuring each event reflects the client's style and wishes. David Tutera's work has changed the way people think about event planning, making it a creative and enjoyable process.

### 4. RACHAEL RAY

Rachael Ray is a famous chef and television personality known for her easy-to-make recipes and fun cooking style. She has a catering service that focuses on comfort food and quick meals. Ray's approach to catering is all about making delicious food accessible to everyone. Her cheerful personality and love for cooking have inspired many home cooks to try new recipes and host their own gatherings.



### 5. THOMAS KELLER



Thomas Keller is a renowned chef and caterer famous for his fine dining restaurants, including The French Laundry in California. Keller's catering services are known for their exquisite presentation and high-quality ingredients. He emphasizes the importance of flavor and technique, making every dish a work of art. Keller has won numerous awards for his culinary skills, and his catering has been featured at prestigious events around the world.

The late 20th and early 21st centuries have seen the rise of many famous caterers who have changed the way we think about food and celebrations. Wolfgang Puck, Martha Stewart, David Tutera, Rachael Ray, and Thomas Keller are just a few examples of talented individuals who have made a lasting impact on the catering industry. Their creativity, passion, and dedication to their craft continue to inspire chefs and caterers today. Catering is not just about serving food; it's about creating unforgettable experiences that bring people together.

## 2. Read each sentence below. Decide if it is true or false.

1. Wolfgang Puck is known for his Italian cuisine.
2. Martha Stewart began her career as a chef.

3. David Tutera specializes in extravagant weddings.
4. Rachael Ray focuses on complex recipes.
5. Thomas Keller is famous for his fine dining restaurants.
6. Catering is only about serving food.
7. Martha Stewart has expanded into books and television.
8. Wolfgang Puck has catered for the Academy Awards.
9. David Tutera emphasizes personalization in his events.
10. Rachael Ray does not have a catering service.

### 3. Fill in the blanks with the correct words from the text

1. Catering has changed a lot in the late 20th and early 21st \_\_\_\_\_.
2. Wolfgang Puck is famous for his fusion of Californian and \_\_\_\_\_ cuisines.
3. Martha Stewart is known for her elegant \_\_\_\_\_ and attention to detail.
4. David Tutera creates \_\_\_\_\_ parties and weddings.
5. Rachael Ray focuses on making cooking \_\_\_\_\_ for everyone.
6. Thomas Keller emphasizes high-quality \_\_\_\_\_ in his catering.
7. The Academy Awards are one of the events Wolfgang Puck has \_\_\_\_\_.
8. Personalization is important for David Tutera to reflect the client's \_\_\_\_\_.
9. Rachael Ray's cheerful personality inspires many home \_\_\_\_\_.
10. Caterers create unforgettable \_\_\_\_\_ that bring people together.

### 4. Answer the questions:

1. Who is Wolfgang Puck and what is he famous for?
2. What type of style is Martha Stewart known for?
3. What does David Tutera emphasize in his catering services?
4. How does Rachael Ray make cooking accessible to everyone?
5. What is Thomas Keller known for in the culinary world?
6. Why is Wolfgang Puck considered a pioneer in catering?
7. How did Martha Stewart expand her career beyond catering?
8. What type of events does David Tutera specialize in?
9. What is Rachael Ray's approach to comfort food?
10. How do these famous caterers influence modern celebrations?



## THE BEST HOTELS IN THE WORLD

### 1. Match the words on the left with their correct definitions on the right.

1. Luxury	a. A place where you can unwind and feel comfortable.
2. Paradise	b. A beautiful and enjoyable place, like Bali.
3. Elegance	c. The overall feeling or impression of something.
4. Oasis	d. An enjoyable event or series of events.
5. Villa	e. Special meals from a particular culture.
6. Charm	f. A private house, often with a pool.
7. Activities	g. High-quality and expensive.
8. Cuisine	h. Beautiful and stylish.
9. Decor	i. A place for health and relaxation treatments.
10. Experience	j. Fun things to do.
11. Service	k. The outline of buildings against the sky.
12. Skyline	l. A special and lasting memory.
13. Unforgettable	m. To make someone feel at ease.
14. Relax	n. The design and style of a room.
15. Spa	o. A magical or charming quality.

When we think about traveling, one of the most exciting parts is staying in a great hotel! The best hotels in the world are not just places to sleep; they offer amazing experiences, beautiful views, and wonderful services. Here are some of the best hotels that travelers love.

#### 1. THE BURJ AL ARAB IN DUBAI



The Burj Al Arab is one of the most luxurious hotels in the world. It looks like a giant sail and is located on an island in the sea. The rooms are huge and have beautiful views of the ocean. Guests can enjoy a private butler, a stunning pool, and delicious food. The hotel is known for its high-end service and unique design.

#### 2. THE FOUR SEASONS IN BALI

Bali is a tropical paradise, and the Four Seasons hotel there is a dream come true. Surrounded by lush greenery and rice fields, this hotel offers private villas with pools. Guests can



relax at the spa, enjoy traditional Balinese food, and take part in fun activities like surfing and hiking. The friendly staff makes everyone feel like family.

### 3. THE RITZ PARIS

The Ritz Paris is famous for its elegance and charm. Located in the heart of Paris, this hotel has been welcoming guests since 1898. It features beautiful rooms and suites with classic French decor. Guests can enjoy afternoon tea and dine in gourmet restaurants. The Ritz is perfect for anyone wanting to experience the magic of Paris.



### 4. THE ST. REGIS IN NEW YORK CITY



The St. Regis in New York City is known for its luxury and comfort. Located near Central Park, this hotel has beautiful rooms and a famous King Cole Bar. Guests can enjoy a traditional butler service and relax in the stylish lounges. The hotel's location makes it easy to explore the city's attractions. Visitors can also enjoy delicious meals at the hotel's restaurant. Many guests love taking walks in the nearby park.

### 5. THE AMAN TOKYO

Aman Tokyo is a peaceful oasis in the bustling city of Tokyo. This hotel combines modern design with traditional Japanese culture. Guests can enjoy a stunning view of the city skyline and relax in a serene spa. The hotel offers unique dining experiences with fresh, local ingredients. It is a perfect place for those who want to escape the city's noise.



Staying in one of these amazing hotels can make your travel experiences unforgettable. Each hotel has its own charm and offers something special. Whether you want luxury, comfort, or unique experiences, the best hotels in the world have it all. So next time you plan a trip, consider staying in one of these incredible places!

## 2. Read each sentence below. Decide if it is true or false.

1. The Burj Al Arab is located on land.
2. Bali is known for its beautiful beaches and nature.



3. The Ritz Paris has been open since the 2000s.
4. The St. Regis in New York City has a famous King Cole Bar.
5. Aman Tokyo is located in a quiet area away from the city.
6. The Four Seasons hotel offers private villas.
7. The Burj Al Arab is designed to look like a mountain.
8. Guests at the Ritz Paris can enjoy afternoon tea.
9. The Aman Tokyo hotel features traditional Japanese culture.
10. The St. Regis is known for its budget-friendly prices.



### 3. Fill in the blanks with the correct words from the text

1. The Burj Al Arab looks like a giant \_\_\_\_\_.
2. Bali is a \_\_\_\_\_ paradise with beautiful scenery.
3. The Ritz Paris is famous for its \_\_\_\_\_ and charm.
4. Aman Tokyo offers a unique \_\_\_\_\_ of modern and traditional styles.
5. At the Four Seasons, guests can enjoy fun \_\_\_\_\_ like surfing.
6. The St. Regis is located near Central \_\_\_\_\_.
7. Guests at the Ritz can have \_\_\_\_\_ tea in the afternoon.
8. Aman Tokyo has a beautiful view of the city \_\_\_\_\_.
9. The Burj Al Arab provides \_\_\_\_\_ service for its guests.
10. Staying in these hotels can make your trip \_\_\_\_\_.

### 4. Answer the questions:

1. What is special about the Burj Al Arab in Dubai?
2. Where is the Four Seasons hotel located?
3. What activities can guests enjoy at the Four Seasons in Bali?
4. Since what year has the Ritz Paris been welcoming guests?
5. What is the famous bar at the St. Regis in New York City?
6. How does Aman Tokyo combine traditional and modern styles?
7. What type of food can guests enjoy at the Four Seasons?
8. Why is the Ritz Paris considered elegant?
9. What is one feature of the Burj Al Arab?
10. What makes Aman Tokyo a peaceful place?



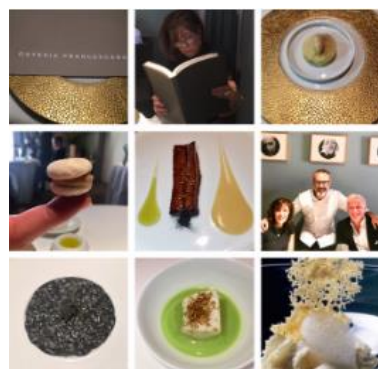
## THE BEST RESTAURANTS IN THE WORLD

1. Match the words on the left with their correct definitions on the right.

1. Cuisine	A. The feeling created in a restaurant.
2. Ingredients	B. Items used to make a dish.
3. Tasting menu	C. A selection of dishes served for tasting.
4. Reservation	D. Booking a table in advance.
5. Atmosphere	E. Something that is easy to remember.
6. Master	F. An exciting experience.
7. Seasonal	G. Foods that are available in a certain season.
8. Unforgettable	H. Original and innovative.
9. Presentation	I. Classic or long-established.
10. Local	J. From nearby areas.
11. Creative	K. An expert in a particular skill.
12. Adventure	L. Run by a family.
13. Award	M. A prize given for excellence.
14. Traditional	N. Food style from a specific region.
15. Family-run	O. The way food is arranged on a plate.

Eating out is one of the best parts of traveling! Some restaurants are famous not just for their food but also for their atmosphere, service, and special experiences. Here are some of the best restaurants in the world that people love to visit.

### 1. OSTERIA FRANCESCANA IN ITALY



Located in Modena, Italy, Osteria Francescana is run by Chef Massimo Bottura. This restaurant has won many awards and is often called the best in the world. The menu changes often, and the dishes are a mix of traditional Italian food and modern twists. Guests can enjoy beautiful plates of food that taste as good as they look!

### 2. EL CELLER DE CAN ROCA IN SPAIN

El Celler de Can Roca is a family-run restaurant in Girona, Spain. The Roca brothers create amazing dishes using fresh ingredients. The restaurant is known for its creative cooking and excellent wine pairings. Diners can experience a unique tasting menu that takes them on a journey through flavors. It's a perfect place for food lovers!



### 3. NOMA IN DENMARK



Noma in Copenhagen is famous for its Nordic cuisine. Chef René Redzepi focuses on local ingredients and seasonal foods. The restaurant has a beautiful garden where they grow many of their ingredients. Guests can enjoy dishes that highlight the flavors of the region. Noma is not just a meal; it's an adventure for your taste buds!

### 4. ELEVEN MADISON PARK IN NEW YORK CITY

Eleven Madison Park is a stunning restaurant located in New York City. Chef Daniel Humm serves seasonal tasting menu that showcases the best of local produce. The restaurant has a warm and inviting atmosphere, making it a perfect spot for a special occasion. Each dish is beautifully presented, the flavors are unforgettable.



a

and

### 5. SUKIYABASHI JIRO IN JAPAN



Sukiyabashi Jiro is a small sushi restaurant in Tokyo. It is famous for its incredible sushi and is run by Chef Jiro Ono, who is considered a sushi master. The restaurant has only a few seats, so reservations are very important. Dining here is an experience, as Chef Jiro prepares each piece of sushi with great care and skill.

These restaurants offer more than just food; they provide experiences that you will remember for a long time. Whether you want traditional Italian dishes, creative Spanish cuisine, Nordic flavors, or masterful sushi, the best restaurants in the world have something special for everyone. Next time you travel, don't forget to explore the amazing food scenes in these incredible places!

## 2. Read each sentence below. Decide if it is true or false.

1. Osteria Francescana is located in Spain.
2. El Celler de Can Roca is run by three brothers.
3. Noma serves Italian cuisine.
4. Eleven Madison Park is in New York City.
5. Sukiyabashi Jiro is famous for its sushi.
6. The Roca brothers use frozen ingredients.

7. Each dish at Eleven Madison Park is beautifully presented.
8. Noma has a garden where they grow ingredients.
9. Reservations are not needed at Sukiyabashi Jiro.
10. The atmosphere at Eleven Madison Park is cold.

### 3. Fill in the blanks with the correct words from the text

1. Osteria Francescana is located in \_\_\_\_\_.
2. The Roca brothers run \_\_\_\_\_.
3. Noma focuses on \_\_\_\_\_ ingredients.
4. Eleven Madison Park serves a \_\_\_\_\_ menu.
5. Sukiyabashi Jiro is famous for its \_\_\_\_\_.
6. Chef Massimo Bottura is known for his \_\_\_\_\_ dishes.
7. The \_\_\_\_\_ at Eleven Madison Park is warm and inviting.
8. Dining at Sukiyabashi Jiro is an \_\_\_\_\_ experience.
9. Reservations are very \_\_\_\_\_ at Sukiyabashi Jiro.
10. Noma highlights the flavors of the \_\_\_\_\_.

### 4. Answer the questions:

1. What country is Osteria Francescana located in?
2. Who runs El Celler de Can Roca?
3. What type of cuisine is Noma known for?
4. What is the name of the chef at Eleven Madison Park?
5. How many seats does Sukiyabashi Jiro have?
6. What does Noma focus on in its dishes?
7. What type of menu does Eleven Madison Park serve?
8. Where is Sukiyabashi Jiro located?
9. What is unique about the dishes at Osteria Francescana?
10. Why is making a reservation important at Sukiyabashi Jiro?



## THE MICHELIN STARS SYSTEM

### 1. Match the words on the left with their correct definitions on the right.

1. Michelin	A. To make something larger or greater.
2. Stars	B. A feeling or mood in a place.
3. Guide	C. To show or give something in a certain way.
4. Rate	D. A person who checks and evaluates things.
5. Quality	E. To taste very good.
6. Creativity	F. A special recognition for excellence.
7. Inspectors	G. The level or standard of something.
8. Atmosphere	H. A book that provides information about restaurants.
9. Honour	I. The ability to invent or come up with new ideas.
10. Delicious	J. A set of stars given to restaurants for high quality.
11. Experience	K. A memorable event or activity.
12. Present	L. Skilled or gifted in a specific area.
13. Talented	M. To give a score or rank to something.
14. Expand	N. The quality of being good and satisfying.

The Michelin Stars system is a way to rate restaurants around the world. It started in France when the Michelin tire company wanted to help people find good places to eat while traveling. The first Michelin Guide was published in 1900, and it has become very famous!

Restaurants can earn one, two, or three Michelin Stars. A one-star rating means the restaurant is “a very good restaurant in its category.” Two stars mean it is “worth a detour,” and three stars mean it is “an exceptional cuisine that is worth a special journey.” Chefs and restaurant owners work very hard to earn these stars because they show how great their food is.

The Michelin inspectors visit restaurants secretly. They check the quality of the food, the creativity of the dishes, and the service. They also look at the atmosphere of the restaurant. It is a big honor for a restaurant to receive a Michelin Star, and many chefs dream of having this recognition.

Many people love to visit Michelin-starred restaurants to enjoy delicious meals. These restaurants often have unique and tasty dishes created by talented chefs. Eating at a Michelin-starred restaurant can be a wonderful experience, and it allows people to try food that is not only tasty but also beautifully presented.

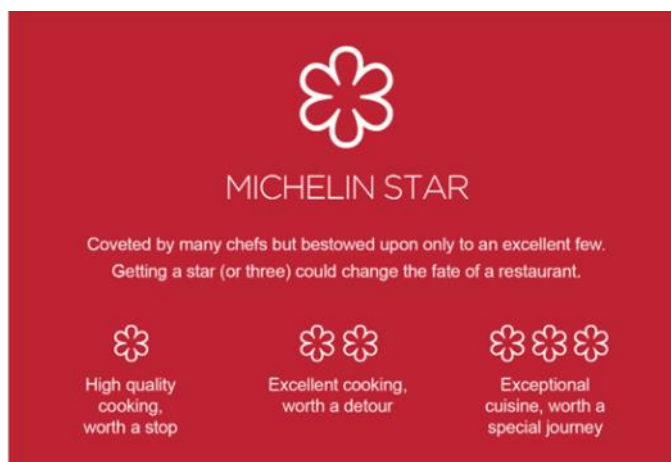




In recent years, the Michelin Guide has expanded to include more cities and countries. Today, you can find Michelin-starred restaurants in places like New York, Tokyo, and even Bangkok. The Michelin Stars system continues to celebrate amazing food and helps travelers find the best dining experiences!

## 2. Read each sentence below. Decide if it is true or false.

1. The Michelin Stars system rates hotels.
2. The first Michelin Guide was published in 1900.
3. A one-star restaurant is considered the best.
4. Michelin inspectors visit restaurants secretly.
5. Chefs do not care about Michelin Stars.
6. The Michelin Guide only covers restaurants in France.
7. Eating at a Michelin-starred restaurant is a special experience.
8. Many cities now have Michelin-starred restaurants.



## 3. Fill in the blanks with the correct words from the text

1. The Michelin Stars system rates \_\_\_\_\_ around the world.
2. The first Michelin Guide was published in \_\_\_\_\_.
3. Restaurants can earn one, two, or \_\_\_\_\_ stars.
4. A one-star rating means “a very good \_\_\_\_\_.”
5. Michelin inspectors check the quality of the \_\_\_\_\_.
6. Earning a Michelin Star is a big \_\_\_\_\_.
7. Many chefs dream of receiving a Michelin \_\_\_\_\_.
8. The Michelin Guide has expanded to include more \_\_\_\_\_.
9. The system helps travelers find the best dining \_\_\_\_\_.

## 4. Answer the questions:

1. What is the Michelin Stars system?
2. When was the first Michelin Guide published?
3. How many stars can a restaurant earn?
4. What does one star mean?
5. What does three stars mean?
6. Who visits the restaurants to inspect them?
7. What do inspectors check in restaurants?
8. Why do chefs want to earn Michelin Stars?
9. How has the Michelin Guide changed in recent years?



## HOTEL STAR RATING

### 1. Match the words on the left with their correct definitions on the right.

Rating	A. A traveler who is on a limited spending plan.
Star	B. A system used to measure quality or value.
Budget	C. Basic and necessary items needed for comfort.
Amenities	D. A feeling of ease or relaxation in a space.
Luxurious	E. Extra features or services offered by a hotel.
Essentials	F. The overall feeling or events one has while staying somewhere.
Service	G. Assistance provided to guests by hotel staff.
Comfortable	H. The level of comfort or luxury a hotel provides.
Experience	I. A symbol of quality in hotels.
Traveler	J. A person who journeys from one place to another.

When you travel, choosing a hotel is an important part of your trip. Hotels are rated with stars to help travelers know what to expect. The star rating system usually goes from one star to five stars, with five stars being the best.



A one-star hotel is simple and basic. These hotels provide the essentials, like a bed and a bathroom, but not much else. They are perfect for travelers on a budget or those who just need a place to sleep.

A two-star hotel offers a bit more comfort. You might find extra services, like a small restaurant or a TV in the room. These hotels are still affordable but provide a little more for your stay.

Three-star hotels are often called “mid-range” hotels. They usually have nice rooms, good service, and more amenities like a gym or a pool. Many families and business travelers enjoy staying in three-star hotels because they provide great value.

Four-star hotels are quite luxurious. They offer high-quality service, elegant rooms, and excellent dining options. Guests can expect to find extra services such as spa treatments or concierge services.

Finally, five-star hotels provide the best experience. They have top-notch service, stunning rooms, and unique amenities. Staying at a five-star hotel is often a dream for many travelers, as it means complete luxury and comfort.

When you choose a hotel, remember to look at the star rating. It helps you find the right place for your needs and budget, making your travels even more enjoyable!

**2. Read each sentence below. Decide if it is true or false.**

1. The star rating system goes from one to ten stars.
2. One-star hotels are basic and simple.
3. Two-star hotels offer no extra services.
4. Three-star hotels are considered mid-range hotels.
5. Four-star hotels provide the best service.
6. Five-star hotels are often very luxurious.
7. You should ignore hotel star ratings when booking.
8. A two-star hotel has more amenities than a one-star hotel.



**3. Fill in the blanks with the correct words from the text**

1. Hotels are rated with \_\_\_\_\_ to help travelers know what to expect.
2. A one-star hotel provides the \_\_\_\_\_ like a bed and a bathroom.
3. Two-star hotels offer a bit more \_\_\_\_\_.
4. Three-star hotels usually have nice rooms and good \_\_\_\_\_.
5. Four-star hotels are quite \_\_\_\_\_.
6. A five-star hotel means complete luxury and \_\_\_\_\_.
7. Many families enjoy staying in \_\_\_\_\_ hotels for great value.
8. Staying at a five-star hotel is often a \_\_\_\_\_ for many travelers.

**4. Answer the questions:**

1. What is the purpose of the hotel star rating system?
2. How many stars can a hotel receive?
3. What can you expect from a one-star hotel?
4. How does a two-star hotel differ from a one-star hotel?
5. What amenities might you find in a three-star hotel?
6. What makes four-star hotels luxurious?
7. What is a five-star hotel known for?
8. Why do travelers look at hotel star ratings?
9. How can the star rating improve your travel experience?