

Tourism English

Contents

2 - Hospitality Management

14 - Tourism Marketing and Promotion

25 - Hotel Management

32 - Events management

39 - Tourism Policy and Planning

Hospitality Management

1. Context: You are a front desk employee at a hotel, interacting with a guest who is checking in and asking for information about the hotel services.

Guest: Good afternoon! I have a reservation under the name Anderson. Could you check that for me, please?

Employee: Good afternoon, Mr. Anderson! Let me check that for you.

[Typing] Yes, I see your reservation here. You have booked a deluxe room for three nights, correct?

Guest: Yes, that's right.

Employee: Great! May I please have your ID and credit card to complete the check-in process?

Guest: Sure, here you go. By the way, what time is breakfast?

Employee: Our breakfast is served from 7:00 to 10:30 AM in the restaurant on the ground floor. We offer a buffet with a variety of options.

Guest: Sounds good. Do you have any other facilities I should know about?

Employee: Yes, we have a fitness center that is open 24 hours and a rooftop pool that you can access from 8:00 AM to 8:00 PM. We also offer a spa service if you're interested.

Guest: That sounds perfect. Is there Wi-Fi in the rooms?

Employee: Yes, there is complimentary Wi-Fi in all rooms and public areas. You'll find the password in the information booklet inside your room.

Guest: Great! Thank you for the information. Can I also arrange for a taxi tomorrow morning?

Employee: Of course! I can schedule a taxi for you. What time do you need it?

Guest: Around 8:30 AM would be fine.

Employee: No problem, I will arrange that for you. If you need anything else during your stay, feel free to contact the front desk at any time.

Guest: Thank you very much. I appreciate your help.

Employee: You're welcome, Mr. Anderson. Enjoy your stay with us!

2. Hospitality Business Plan

Learn more: https://youtu.be/bp5v3hi_K9s

- **Exercise:** Develop a business plan for a new hospitality venture, such as a boutique hotel or a themed restaurant. Include sections on market analysis, services offered, target market, marketing strategies, pricing, staffing, and financial projections.
 - **Skills Developed:** Business planning, market analysis, financial forecasting.
-

1. Fill in the Blank: Hotel Services

Fill in the blanks with the correct words.

1. The fitness center is open _____ (hours).
 2. Guests can check-in from _____ (time) onwards.
 3. We provide _____ (type) Wi-Fi in all rooms and public areas.
 4. Breakfast is served in the _____ (location) from 7:00 AM to 10:30 AM.
 5. If you need room service, please dial _____ (number) on your room phone.
-

2. Vocabulary Match: Hospitality Terms

Match the hospitality terms on the left with their correct definitions on the right.

Terms

Definitions

- | | |
|----------------------|--|
| 1.
Concierge | A. A guest's temporary stay in a hotel |
| 2.
Check-out time | B. A person who assists guests with bookings |
| 3.
Amenities | C. Time guests must leave the room |
| 4.
Reservation | D. Extra services provided by the hotel |
| 5. Stay | E. Advance booking of a room or service |

3. Expression Match: Polite Phrases

Match the phrases to their equivalent polite expressions.

Phrases

Polite Expressions

1. Can I have...?

A. Could you kindly...?

2. Please wait a moment

B. Would you like...?

3. Do you want...?

C. May I request...?

4. Help me with this

D. Thank you for your patience

5. I need...

E. Could you assist me with...?

4. Sentence Construction: Hotel Check-in

Use the words below to construct complete sentences related to checking in at a hotel.

1. welcome / you / our hotel / to
2. I / your / please / name / have
3. reservation / find / I / let / me

4. do / need / a / taxi / you
 5. stay / enjoy / your
-

5. Common Sentence Patterns: Handling Complaints

Complete the sentences with appropriate phrases for handling guest complaints.

1. I'm sorry to hear that, let me _____.
 2. I will notify _____ about this immediately.
 3. We apologize for the inconvenience and will _____.
 4. Thank you for bringing this to our attention, I will _____.
 5. Could you please give me more details about _____?
-

6. Comprehension Questions: Guest Inquiries

Read the situation and answer the questions.

Situation: A guest calls the front desk to ask about late check-out options.

- The standard check-out time is 11:00 AM.
- The hotel can offer late check-out until 1:00 PM for free, or until 4:00 PM with an extra charge.

Questions:

1. What is the standard check-out time?
2. How much extra time can the guest get for free?
3. Is there a fee for checking out after 1:00 PM?

4. What time is the latest the guest can check out with the extra charge?

7. Role-Play: Guest Complaint

Create a dialogue where you, the hotel employee, respond to a guest who is unhappy about the air conditioning not working in their room. Your response should include:

- Apologizing for the inconvenience.
 - Offering a solution (e.g., sending a technician, changing rooms, etc.).
 - Ensuring the guest that you will follow up to resolve the issue.
-

8. Sentence Correction: Hospitality Phrases

Correct the mistakes in the following sentences.

1. "Please you can ask the concierge for more informations."
 2. "The breakfast start from 6 a.m. and finished at 9 a.m."
 3. "We will sending a cleaner to your room later."
 4. "Thank for choosing to stay in our hotel."
 5. "Do you need help for your luggage?"
-

Questions

Learn more: <https://youtu.be/6KVw1YBPY2U>

What are the most important qualities that hotel staff should have to provide excellent customer service?

How does technology influence the hospitality industry, and what innovations do you think will shape its future?

What are some challenges that hotel managers face when trying to maintain guest satisfaction?

How can hotels ensure that they offer a unique experience to attract more guests compared to their competitors?

1. Spot the Odd One Out: Hotel-Related Words

Find the word that doesn't fit with the others in each group.

1. Room service, Concierge, Spa, *Taxi driver*
 2. Lobby, Balcony, Reception, *Kitchen*
 3. Reservation, Check-in, Suite, *Luggage*
 4. Pool, Fitness center, Sauna, *Restaurant*
 5. Invoice, Bill, Receipt, *Elevator*
-

2. Fill in the Blank: Guest Requests

Fill in the blanks with the most appropriate word from the list: (*help, early, available, upgrade, towels*)

1. Could I please request some extra _____ for my room?
 2. Is it possible to check-in _____? My flight arrives in the morning.
 3. Can you _____ me book a taxi for tomorrow?
 4. Are any larger rooms _____ tonight?
 5. I'd like to _____ my room to a suite, if possible.
-

3. Sentence Construction: Polite Requests

Rearrange the words to form polite requests that you might hear from hotel guests.

1. get / you / I / more / can / pillows / some / please
 2. possible / a / room / is / with / it / balcony / to / book
 3. luggage / help / our / could / you / with / us
 4. need / wake-up / a / call / I / 7:00 AM / for
 5. extend / my / I'd / stay / to / like
-

4. Match the Synonyms: Hospitality Vocabulary

Match the hospitality words with their synonyms or similar terms.

Words	Synonyms
1.	A.
Accomm	Reservati
odation	on

2. Staff B.
 Employee
 s

3. C. Lodging
Houseke
eping

4. Booking D. Cleaning
 service

5. Invoice E. Bill

5. Writing Task: Describe a Hotel

Imagine you are describing your hotel to a guest. Write a short paragraph using these points:

- Location of the hotel (e.g., near the beach, in the city center)
- Type of rooms available (standard, deluxe, suites)
- Main facilities (pool, gym, restaurant)
- Special services (airport shuttle, free breakfast)

6. Comprehension Questions: Room Service

Read the following description of room service at a hotel and answer the questions:

Description: The hotel's room service is available 24/7. Guests can order meals, drinks, and snacks from the room service menu. Orders typically take 30-40 minutes to arrive. Room service can also provide extra amenities such as toiletries, towels, or even help with transportation.

Questions:

1. When can guests order room service?
 2. How long does it usually take for an order to arrive?
 3. Name two types of items that can be ordered from the room service menu.
 4. Besides food, what other services can room service provide?
-

7. Creative Writing: Handling a Difficult Guest

Write a short dialogue between a hotel employee and a guest who is upset because their room isn't ready on time. In your dialogue, make sure the employee:

- Apologizes for the delay.
 - Offers an explanation (e.g., previous guest checked out late).
 - Suggests a solution (e.g., free drink at the bar, waiting in the lounge).
 - Thanks the guest for their patience.
-

8. Sentence Correction: Hospitality Sentences

Correct the mistakes in the following sentences.

1. "The guest are staying in room 205 for two nights."
 2. "Can you gives me a map of the city?"
 3. "I will have your room cleaned as soon possible."
 4. "We apologize for the delay, the room will be ready in an hour ago."
 5. "Thank you for your understanding and we hope you enjoy your stay with we."
-

Questions

Learn more: <https://youtu.be/A-HUPO6qYpY>

Why is cleanliness such an essential factor in the success of a hotel, and how should it be maintained?

What strategies can hotels use to provide excellent customer service even during busy seasons or when fully booked?

How do hotels balance between offering luxury services and being environmentally sustainable in their operations?

How can hospitality staff handle difficult guests or complaints in a professional manner?

Tourism Marketing and Promotion

questions

Learn more: <https://youtu.be/wpwnC1Y1gdE>

What are some effective strategies that tourism companies can use to attract international tourists?

How does social media influence tourism marketing, and why is it important for promoting destinations?

What role do travel bloggers and influencers play in promoting tourism, and how can destinations collaborate with them effectively?

How can a destination create a strong brand image that makes it stand out in a competitive tourism market?

1. Fill in the Blank: Marketing Terms

Fill in the blanks with the correct word from the list: (*strategy, audience, campaign, platform, advertisement*)

1. Our new marketing _____ aims to attract more international tourists.
2. Social media is an excellent _____ to promote our hotel and services.

3. It's important to define your target _____ before launching a new promotion.
 4. The company's promotional _____ focuses on sustainable tourism.
 5. We will place the _____ in travel magazines and websites.
-

2. Match the Definitions: Tourism Marketing Vocabulary

Match the marketing terms on the left with their correct definitions on the right.

Terms	Definitions
1. Branding	A. A specific group of people targeted by marketing efforts
2. SEO (Search Engine Optimization)	B. A plan for promoting and advertising services or destinations
3. Target audience	C. The process of improving website visibility on search engines
4. Influencer	D. Using a consistent name and image to represent a product

5. Marketing strategy

E. Someone who promotes products to their followers on social media

3. Sentence Construction: Promotional Offers

Use the words below to create complete sentences related to marketing and promotion.

1. discount / offer / we / are / special / this / month
 2. tourists / package / attract / to / the / was / designed
 3. launched / campaign / summer / the / travel / in
 4. increase / awareness / of / our / goal / to / destination
 5. offer / loyalty / program / rewards / customers / repeat
-

4. Comprehension Questions: Advertising Strategy

Read the short description below and answer the questions.

Description: A travel agency has launched a digital marketing campaign to promote eco-friendly tours. Their strategy includes social media posts, email newsletters, and partnerships with environmental influencers. The campaign also offers a 10% discount for customers who book during the first month.

Questions:

1. What type of tours is the travel agency promoting?
2. Name two marketing channels they are using.

3. Who are they partnering with for promotion?
 4. What incentive are they offering to customers?
 5. When can customers get a discount?
-

5. Spot the Odd One Out: Marketing Techniques

Find the word that doesn't fit in with the others.

1. Advertisement, Flyer, Brochure, *Luggage*
 2. Instagram, Facebook, Email, *Car Rental*
 3. Promotion, Discount, Coupon, *Room*
 4. Influencer, Blogger, SEO, *Tour Bus*
 5. Video, Poster, Website, *Taxi*
-

6. Match the Synonyms: Marketing and Promotion

Match the words with their synonyms or similar terms.

Words

Synonyms

1. Pro
moti
on
- A. Advertisement

- | | | |
|----|--------|-----------------------------------|
| 2. | Client | B. Customer |
| 3. | Viral | C. Rapidly shared on the internet |
| 4. | Banner | D. Special offer |
| 5. | Niche | E. Specific, focused market |

7. Role-Play: Social Media Promotion

Imagine you are a tourism marketing manager talking to a hotel manager. You want to suggest a social media campaign to attract more guests. Create a dialogue that includes:

- Suggesting a specific social media platform (e.g., Instagram or TikTok).
- Explaining how the campaign would work (e.g., contests, discounts, influencer collaborations).
- Offering to handle the promotion for the hotel.

8. Creative Writing: Promoting a Tourist Destination

Write a short promotional description for a new tourist destination. Use the following points:

- Name of the destination.
 - Unique attractions (e.g., beaches, historical sites, culture).
 - Special offers (discounts, package deals).
 - Best time to visit.
-

9. Sentence Correction: Tourism Promotion Phrases

Correct the mistakes in the following sentences.

1. "We are offering a 15% discount to tourist who book online."
 2. "The promotional was a success, attracting many new clients."
 3. "Social medias are important tools in marketing our brand."
 4. "Our latest campaign focus on promoting local attractions."
 5. "The influencer will shares their experiences on their blog."
-

10. Vocabulary Match: Digital Marketing Tools

Match the digital marketing tools with their correct function.

Tools

Functions

- | | |
|----------------------|---|
| 1. Email campaign | A. Improves visibility on search engines |
| 2. Analytics | B. Sends promotional messages to customer lists |
| 3. SEO | C. Analyzes data to understand customer behavior |
| 4. Pay-per-click ads | D. Promotes products through clickable ads |
| 5. Blog | E. Shares articles and information about services |
-

5. Creative Writing

Imagine you are part of a tourism board promoting a small town. Write a short marketing description (80-100 words) that encourages tourists to visit, focusing on what makes the town unique and appealing.

6. Expression Match

Match the following promotional expressions to their meanings:

1. "Hidden gem"
2. "A must-see destination"
3. "Off the beaten path"
4. "Bucket list experience"
5. "Once in a lifetime"

- a. A less-known but amazing place to visit
 - b. An essential place or experience every traveler should have
 - c. A unique experience that people dream of doing at least once
 - d. A location that is not commonly visited by tourists
 - e. An unforgettable experience that may only happen once
-

7. Critical Analysis and Revision of Marketing Statements

Review the following tourism marketing statements. Identify weaknesses in terms of grammar, clarity, and marketing effectiveness. Rewrite each statement to not only correct grammatical errors but also to improve the persuasive impact and professionalism. In your explanation, justify your revisions by discussing how the changes enhance communication and align with effective tourism marketing strategies.

1. Original Statement:

The new tourism campaign promote the city's art and culture scene.

Revision Task: Identify grammatical errors and suggest ways to make

the message more engaging and appealing to a target audience interested in cultural tourism.

2. Original Statement:

We are targeting young travelers who is interested in adventure tourism.

Revision Task: Correct the grammatical error and rephrase the statement to better target a specific segment of the market (young, adventure-seeking travelers).

3. Original Statement:

The tourist board creates a unique branding for to highlight the destination's nature.

8. Writing Task

Learn more: <https://youtu.be/oE8aXSn3wAY>

Write a short paragraph (100-120 words) about how you would market a destination that is famous for its natural beauty. Include what platforms you would use, the audience you would target, and the key attractions you would highlight.

Questions

Learn more: <https://youtu.be/ZSrod2KNuGE>

Why is understanding the target audience essential in tourism marketing, and how can marketers identify their needs and preferences?

What are the benefits of using storytelling in tourism marketing, and how can it create an emotional connection with potential tourists?

How can tourism marketing campaigns balance promoting popular attractions while also encouraging tourists to explore less-known destinations?

2. SWOT Analysis for a Tourist Destination

Task:

Learn more: <https://youtu.be/-uHCGPcrAWQ>

Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for a tourist destination of your choice. Consider factors such as brand image, competition, environmental concerns, and digital marketing strategies.

Challenge:

After completing the SWOT analysis, propose a marketing strategy that addresses the weaknesses and threats while leveraging the strengths and opportunities.

3. Role-Play: Destination Branding Pitch

Task:

Learn more: <https://youtu.be/wSuphXTmJfI>

Imagine you are the marketing manager for a new tourist destination. Develop a 2-3 minute pitch to a panel of investors on how you plan to position and brand the destination. Include details such as the target market, key selling points, and digital marketing strategies.

Challenge:

Write your pitch, then reflect on how well your branding aligns with current trends in sustainable tourism and cultural experiences.

4. Social Media Audit: Improving Engagement

Task:

Learn more: https://youtu.be/e_u8RnOX9Fs

Choose a real-world tourism organization's social media presence (e.g., Visit Scotland, Tourism New Zealand). Analyze its recent posts on Instagram, Facebook, or Twitter. Look at:

- Engagement metrics (likes, comments, shares)
- Visual branding (images, videos)
- Call-to-action effectiveness

Challenge:

Provide recommendations for how the organization could improve its engagement, reach, or conversion rate through better use of social media platforms.

Hotel Management

1. Fill in the Blank: Hotel Operations

Fill in the blanks with the appropriate words: (*check-out, housekeeping, concierge, reception, guest satisfaction*)

1. The _____ team is responsible for cleaning the rooms and common areas.
 2. The _____ assists guests with booking tours and local recommendations.
 3. All guests must _____ by 11:00 AM on the day of departure.
 4. The _____ desk is where guests check in and check out.
 5. Maintaining _____ is a key goal in hotel management.
-

2. Match the Definitions: Hotel Departments

Match the hotel departments on the left with their correct descriptions on the right.

Department	Descriptions
1. Front desk	A. Provides meals and beverages to guests

- | | |
|----------------------|---|
| 2. Housekeeping | B. Manages guest check-ins and reservations |
| 3. Food & Beverage | C. Cleans rooms and hotel areas |
| 4. Maintenance | D. Repairs and maintains hotel facilities |
| 5. Sales & Marketing | E. Promotes the hotel and handles bookings |
-

3. Comprehension Questions: Hotel Facilities

Read the following information and answer the questions.

Description: The hotel offers a range of services for guests, including a 24-hour front desk, a fitness center, a swimming pool, and free Wi-Fi in all rooms. Room service is available from 6:00 AM to 11:00 PM. Guests can also use the hotel's conference facilities for business meetings.

Questions:

1. What time does room service close?
2. Is Wi-Fi available in guest rooms?
3. Can guests use the fitness center at night?
4. What facility is available for business guests?

5. Does the hotel have a swimming pool?

4. Sentence Construction: Guest Services

Rearrange the words to make sentences related to guest services.

1. available / 24 hours / front desk / is / the
 2. offers / breakfast / restaurant / buffet / the
 3. can / room service / your / you / order / from / phone
 4. meeting / rooms / provide / for / we / business events
 5. amenities / complimentary / Wi-Fi / including / all rooms / have
-

5. Role-Play: Handling a Guest Complaint

Imagine you are a hotel manager, and a guest complains that their room was not cleaned. Write a short dialogue where you:

- Apologize to the guest.
 - Offer an immediate solution (e.g., sending housekeeping or offering a room change).
 - Ensure the guest's satisfaction by offering additional assistance (e.g., free meal or discount).
-

6. Spot the Odd One Out: Hotel Terms

Find the word that doesn't belong in the group.

1. Suite, Room, Housekeeping, *Balcony*
 2. Reception, Concierge, Restaurant, *Elevator*
 3. Wi-Fi, Gym, Pool, *Invoice*
 4. Manager, Housekeeping, Maintenance, *Room Service*
 5. Booking, Reservation, Cancellation, *Breakfast*
-

7. Sentence Correction: Hotel Phrases

Correct the mistakes in the following sentences.

1. "The guest complaint about the noise from the street."
 2. "Housekeeping will clean your room in a hour."
 3. "You can ask to the concierge for local tours informations."
 4. "Can you please check-in at the reception desk when you arrive?"
 5. "Our pool is open from 9 AM to 8 PM, and we will close it after 7 PM."
-

8. Writing Task: Describe Hotel Amenities

Write a short paragraph describing the amenities and services your hotel offers.

Include details such as:

- Types of rooms available (standard, suite, etc.).
 - On-site facilities (restaurant, gym, pool, etc.).
 - Special services (airport shuttle, laundry, etc.).
-

9. Match the Synonyms: Hotel Management Terms

Match the hotel management terms with their synonyms or related concepts.

Terms	Synonyms or Related Concepts
1. Concierge	A. Guest assistance
2. Booking	B. Reservation
3. Guest satisfaction	C. Ensuring a positive experience
4. Check-in	D. Arrival process
5. Occupancy rate	E. Percentage of rooms booked

10. Fill in the Blank: Common Hotel Expressions

Fill in the blanks with the correct word from the list: (*policy, availability, reservation, amenities, upgrade*)

1. I would like to make a _____ for a double room, please.
2. We can offer you a room _____ for no extra charge.
3. All of our rooms are fully booked; we don't have any _____ tonight.
4. The hotel _____ requires guests to check out by 11:00 AM.

5. Our hotel offers many _____, including free Wi-Fi and a gym.

Questions

Learn more: <https://youtu.be/9Yq87nseBCQ>

What are the most important qualities a hotel manager should possess, and why?

How would you handle a situation where a guest complains about a service or facility at the hotel?

What strategies can hotel managers use to improve guest satisfaction and encourage repeat visits?

How do you think technology is changing the way hotels operate, and what are the benefits?

Front Desk Operations Drill: Set up a mock front desk and have students practice check-in and check-out procedures. Include various scenarios like dealing with overbookings, late check-outs, or VIP guests to test their problem-solving and time management skills.

Housekeeping Management Simulation: Create a cleaning schedule for a full hotel, factoring in room turnover, guest requests (e.g., extra towels), and maintenance needs. This exercise helps students understand the complexities of housekeeping logistics and time allocation.

Staff Scheduling: Have students create a staffing schedule for various departments in a hotel, considering factors like peak seasons, staff availability, and labor laws. This helps them understand workforce planning and operational efficiency.

Questions

Learn more: <https://youtu.be/5QvojUdH6LQ>

What is the role of a hotel manager in ensuring that health and safety standards are met?

How would you deal with a situation where the hotel is overbooked, and there are not enough rooms for guests?

What are some effective ways to promote a hotel and attract more guests?

In your opinion, how can a hotel balance providing excellent service while also managing costs effectively?

Events management

Questions

What are the key skills an event manager needs to plan a successful event, and why are they important?

How would you handle a situation where an unexpected problem arises during an event?

What strategies can be used to create a memorable experience for guests at an event?

How do you prioritize tasks when organizing a large event with many different elements?

5. Spot the Odd One Out: Events Vocabulary

Find the word that doesn't belong in the group.

1. Workshop, Seminar, Speaker, *Room Service*
2. Microphone, Projector, Lighting, *Chair*
3. Gala Dinner, Welcome Drinks, Lunch, *Presentation*

4. Itinerary, Guest List, RSVP, *Luggage*
 5. Conference, Networking, Meeting, *Flight*
-

6. Match the Synonyms: Events Management Vocabulary

Match the words with their synonyms or similar terms.

Words	Synonyms
-------	----------

- | | |
|-------------------------|----------------------------------|
| 1. Coor
dinat
or | A. Food service
provider |
| 2. Ageda | B. Event schedule |
| 3. Cater
ing | C. Conference or
meeting plan |
| 4. Regis
tratio
n | D. Organizer |

5. E. Signing up for the
Confe event
rence
-

7. Role-Play: Organizing an Event

Imagine you are an event manager discussing the details of a corporate event with a client. Write a short dialogue where you:

- Ask about the event's budget and number of attendees.
 - Suggest possible venues for the event.
 - Offer to help with catering and transportation.
-

8. Writing Task: Event Proposal

Write a short event proposal for a corporate workshop. Include the following:

- The event's purpose.
 - Venue and date.
 - Planned activities (e.g., workshops, keynote speeches).
 - Additional services (e.g., catering, audio-visual equipment).
-

9. Sentence Correction: Event Planning Phrases

Correct the mistakes in the following sentences.

1. "The keynote speaker will give his speech at 10 AM."
 2. "We are expecting 200 attendees to confirmed their RSVP."
 3. "The venue offer free parking for all guests."
 4. "Could you send me the event's itinerary on email?"
 5. "The event is scheduled to starts at 9:00 AM."
-

10. Fill in the Blank: Event Types

Complete the sentences with the correct event type from the list: (*conference, exhibition, seminar, networking event, gala dinner*)

1. The company is organizing an annual _____ where industry leaders will present the latest trends.
 2. We will host a _____ after the presentations so attendees can meet and exchange contacts.
 3. An international art _____ will be held in the downtown convention center next month.
 4. The keynote speech will be followed by a formal _____ for VIP guests.
 5. This morning's _____ will focus on marketing strategies for small businesses.
-

Questions

What steps would you take to promote an event and attract a large audience?

How can an event manager ensure that the event stays within budget while still meeting high-quality standards?

What are some effective ways to gather feedback after an event to improve future ones?

How has technology changed the way events are planned and managed, and what tools do you find most useful?

1. Fill in the Blank: Event Planning Vocabulary

Complete the sentences with the correct word from the list: (*venue, itinerary, budget, catering, attendees*)

1. The _____ for the conference will be the Grand Ballroom at the Hilton Hotel.
 2. We need to finalize the _____ to stay within our spending limits.
 3. The event _____ will include keynote speakers and networking sessions.
 4. Our _____ service will provide lunch and coffee breaks for the guests.
 5. The number of _____ for the event is expected to reach 200 people.
-

2. Match the Definitions: Events Management Terms

Match the terms on the left with their correct definitions on the right.

Terms

Definitions

- | | |
|--------------------|--|
| 1. Logistics | A. A detailed schedule of activities for an event |
| 2. RSVP | B. The location where the event takes place |
| 3. Keynote speaker | C. The process of managing equipment, transport, and setup |
| 4. Itinerary | D. To confirm attendance at an event |
| 5. Venue | E. The main speaker who opens or leads the event |

3. Sentence Construction: Event Tasks

Rearrange the words to make complete sentences related to event management.

1. finalize / we / before / need to / the guest list / the event
2. confirm / you / could / the catering order / for / us / please
3. organize / transportation / speakers / the / for / the
4. the venue / book / in advance / we / should / at least / six months

5. event / the / starts / 9:00 AM / sharp / at

4. Comprehension Questions: Event Planning

Read the following description and answer the questions.

Description: A company is hosting an annual business conference. The event will take place over two days and include several workshops, a keynote speech, and a gala dinner. The event organizers have hired a catering service to provide meals, and they are expecting around 300 attendees. The venue will offer free Wi-Fi and audio-visual equipment for presentations.

Questions:

1. How long will the business conference last?
 2. What special event will happen during the conference?
 3. Who is providing the meals for the event?
 4. How many people are expected to attend?
 5. What technology will be available for the presentations?
-

Tourism Policy and Planning

Questions

What are the main goals of tourism policy, and how do they benefit a destination?

How can governments balance economic growth through tourism with the need to protect natural and cultural resources?

What factors should be considered when planning sustainable tourism development in a region?

5. Spot the Odd One Out: Tourism Planning Concepts

Find the word that doesn't belong in the group.

1. Policy, Strategy, Plan, *Marketing*
2. Infrastructure, Regulation, Guidelines, *Souvenir*
3. Sustainable, Responsible, Eco-friendly, *Luxury*

4. Zoning, Carrying capacity, Stakeholders, *Advertisement*
 5. Attractions, Transportation, Infrastructure, *Menu*
-

6. Match the Synonyms: Tourism Policy and Planning

Match the words with their synonyms or similar terms.

Words	Synonyms
1. Sustainable	A. Environmentally friendly
2. Policy	B. Limit
3. Carrying capacity	C. Rules and guidelines
4. Development	D. Long-term growth

5. **E. Plan or strategy**

Regulations

7. Role-Play: Developing a Tourism Policy

Imagine you are a tourism planner discussing a new policy with a government official. Write a short dialogue where you:

- Discuss the need for sustainable tourism in a specific region.
 - Explain the importance of consulting local communities.
 - Suggest new regulations to control tourist numbers and protect the environment.
-

8. Writing Task: Tourism Policy Proposal

Write a short proposal for a new tourism policy aimed at protecting natural attractions in a national park. Include the following:

- Objectives of the policy (e.g., reducing environmental impact).
 - Steps to implement the policy (e.g., limiting visitor numbers, improving infrastructure).
 - Role of local communities in the process.
 - Enforcement strategies (e.g., fines for violating rules).
-

9. Sentence Correction: Tourism Planning Phrases

Correct the mistakes in the following sentences.

1. "The local government is planning to improve touristic infrastructure in the region."
 2. "The new policy will help to reduce environmental damage cause by over-tourism."
 3. "Sustainable tourism development is important to long-term sucess of the destination."
 4. "It is important that tourism strategies involving all stakeholders."
 5. "We should create regulation to limit the number of tourist entering the park."
-

10. Fill in the Blank: Tourism Development

Fill in the blanks with the correct word from the list: (*development, capacity, environment, guidelines, stakeholders*)

1. Tourism _____ must be planned carefully to ensure long-term benefits.
 2. The policy includes strict _____ to protect the natural environment from over-tourism.
 3. Local businesses and government agencies are key _____ in tourism planning.
 4. The national park has a maximum _____ of 500 visitors per day.
 5. Protecting the _____ is one of the main goals of this tourism policy.
-

Questions

How does tourism policy influence the types of tourists that visit a destination?

What role do local communities play in the planning and development of tourism policies?

How can tourism policies be designed to support small and medium-sized businesses in the tourism sector?

What challenges might arise when implementing tourism policies, and how can they be addressed?

How can tourism planners assess the potential impacts of tourism on a destination's economy, environment, and society?

1. Fill in the Blank: Tourism Policy Vocabulary

Complete the sentences using the correct word from the list: (*sustainable, stakeholders, regulations, infrastructure, destination*)

1. The government introduced new _____ to protect natural resources in popular tourist areas.
 2. Tourism planners must consult with local _____ to create effective policies.
 3. Improving transport _____ is essential for promoting tourism in remote regions.
 4. Our goal is to develop _____ tourism that balances economic growth and environmental protection.
 5. The city aims to promote itself as a top tourist _____ by improving its attractions and services.
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2. Match the Definitions: Tourism Policy Terms

Match the tourism policy terms on the left with their correct definitions on the right.

Terms	Definitions
1. Zoning	A. People or groups involved in tourism planning
2. Ecotourism	B. Regulations on how land can be used for development

- | | |
|----------------------|--|
| 3. Stakeholders | C. Tourism that focuses on environmentally responsible travel |
| 4. Carrying capacity | D. Limit of tourists a destination can handle without negative effects |
| 5. Tourism strategy | E. A long-term plan for tourism development |
-

3. Sentence Construction: Tourism Planning Tasks

Rearrange the words to make sentences related to tourism policy and planning.

1. tourism / is / sustainable / planning / key / for / future / the
 2. local / impacts / tourism / economy / benefits / on / the / the
 3. manage / must / visitor numbers / authorities / to / destination / at / a
 4. regions / are / underdeveloped / tourism / potential / exploring / new
 5. to / protect / the environment / is / policy / aim / key / a
-

4. Comprehension Questions: Tourism Policy Example

Read the following description and answer the questions.

Description: The government of a coastal region is implementing a new tourism policy aimed at reducing environmental damage. The policy includes limiting the number of visitors to certain areas, investing in eco-friendly infrastructure, and encouraging local communities to participate in tourism planning. Additionally, new regulations require hotels and resorts to adopt sustainable practices, such as waste management and energy efficiency.

Questions:

1. What is the main goal of the new tourism policy?
2. How is the government limiting environmental damage?
3. What role do local communities play in the new policy?
4. What practices must hotels and resorts adopt?
5. What type of infrastructure is the government investing in?