

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ**  
**ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ**  
**МІСЬКОГО ГОСПОДАРСТВА**

**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ**

для самостійної роботи

з дисципліни

**«ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО  
СПРЯМУВАННЯ»**

**(АНГЛІЙСЬКА МОВА)**

*(для студентів 3-го курсу денної форми навчання напряму  
6.030601 «Менеджмент» спеціальності «Менеджмент готельного,  
курортного і туристського сервісу»)*

Збірник текстів і завдань для самостійної роботи з дисципліни «Іноземна мова професійного спрямування» (англійська мова) (для студентів 3-го курсу денної форми навчання напряму 6.030601 «Менеджмент» спеціальності «Менеджмент готельного, курортного і туристського сервісу») / Харк. нац. акад. міськ. госп-ва; уклад.: В. Ю. Бугаєва. – Х.: ХНАМГ, 2012. – 51 с.

Укладач: В. Ю. Бугаєва

Рецензент: О. Л. Ільєнко, канд. філол. наук, доцент кафедри іноземних мов

Рекомендовано кафедрою іноземних мов,  
протокол № 1 від 30.08.2010 р.

## CONTENTS

Unit 1 Types of Hotels .....	4
Unit 2 Tourism in the USA .....	17
Unit 3 Unusual Hotels around the USA.....	21
Unit 4 Tourism in Europe.....	23
Unit 5 Europe's Most Unusual hotels .....	29
Unit 6 Restaurant. Types of Restaurants .....	33
Unit 7 Europe's Most Unusual Restaurants .....	43
Sources .....	50

## Unit 1

### TYPES OF HOTELS

Hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a safe, a mini-bar with snack foods and drinks, and facilities for making tea and coffee. Luxury features include bathrobes and slippers, a pillow menu, twin-sink vanities, and jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as a swimming pool, fitness center, business center, childcare, conference facilities and social function services.

Hotel rooms are usually numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room.

Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours.

Answer the following questions:

1. What is a hotel?
2. What facilities does a hotel usually offer?
3. What facilities do larger hotels provide?
4. How do hotel guests identify their rooms?
5. Do all the hotels offer meals?

Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies that operate hotels have set widely accepted industry standards to classify hotel types. General categories include the following:

**Conference and resort hotels** are hotels which often contain full-sized luxury facilities with full service accommodations and amenities. These hotels may attract both business conferences and vacationing tourists and offer more than a convenient place to stay. These hotels may be referred to as major conference center hotels, flagship hotels, destination hotels, and destination resorts. The market for conference and resort hotels is a subject for market analysis.

These hotels as destinations may be characterized by distinctive architecture, upscale lodgings, ballrooms, large conference facilities, restaurants, and recreation activities such as golf or skiing. They may be located in a variety of settings from major cities to remote location.



## Hilton Hotels & Resorts

**Hilton Hotels & Resorts** (formerly known as Hilton Hotels) is an international hotel chain which includes many luxury hotels and resorts as well as select service hotels. It was founded by Conrad Hilton and now owned by Hilton Worldwide. Hilton hotels are either owned by, managed by, or franchised to independent operators by Hilton Worldwide. Hilton Hotels became the first coast-to-coast hotel chain of the United States in 1943. As of 2010, there are now over 530 Hilton branded hotels across the world in 78 countries across six continents.

The Hilton Hotels brand remains one of the company's flagship brands and one of the most powerful and recognizable hotel brands in the world. The company places marketing emphasis on both business travel and leisure travel with locations in major city centers, near airports, convention centers, and a number of vacation resorts and leisure-oriented hotels in popular vacation destinations around the world.

The company's Hilton HHonors guest loyalty program is one of the largest of its kind and has numerous partnerships with airlines and car rental companies.

The U.S. branch of Hilton hotels was reunited with the international properties after more than 40 years in February 2006, when United States-based Hilton Hotels Corporation purchased the hotels division of United Kingdom-based Hilton Group plc, which had acquired Hilton's International operations in 1987 (the companies had been separated originally in 1964).

Match the pairs of synonyms:

- |                |                            |
|----------------|----------------------------|
| 1. convenient  | a. distant                 |
| 2. flagship    | b. chief                   |
| 3. resort      | c. holiday centre          |
| 4. popular     | d. close and easy to reach |
| 5. upscale     | e. of good quality         |
| 6. remote      | f. different               |
| 7. major       | g. famous                  |
| 8. distinctive | h. the most important      |

Decide if the following statements are true or false:

1. Hilton Hotels & Resorts is an international hotel chain which includes many economy hotels and resorts as well as select service hotels.
2. Hilton Hotels & Resorts are now owned by Conrad Hilton.
3. Hilton Hotels became the first coast-to-coast hotel chain of the United Kingdom in 1943.
4. Now there are more than 500 Hilton branded hotels all over the world.

5. The Hilton Hotels brand remains one of the most successful hotel brands in the world.
6. Marketing emphasis is placed on business travel.
7. The European branch of Hilton hotels was reunited in February 2006.

**Historic Inns and boutique hotels** often contain luxury facilities of varying size in unique or intimate settings with full service accommodations.

Boutique hotels are typically hotels with a unique environment or intimate setting. Some hotels have gained their renown through tradition, by hosting significant events or persons, such as Schloss Cecilienhof in Potsdam, Germany, which derives its fame from the Potsdam Conference of the World War II allies Winston Churchill, Harry Truman and Joseph Stalin in 1945. The Taj Mahal Palace & Tower in Mumbai is one of India's most famous and historic hotels because of its association with the Indian independence movement. Some establishments have given name to a particular meal or beverage, as is the case with the Waldorf Astoria in New York City, United States where the Waldorf Salad was first created or the Hotel Sacher in Vienna, Austria, home of the Sachertorte. Others have achieved fame by association with dishes or cocktails created on their premises, such as the Hotel de Paris where the crêpe Suzette was invented or the Raffles Hotel in Singapore, where the Singapore Sling cocktail was devised.



Foyer of JW Marriott

**JW Marriott Hotels & Resorts**, namesake of John Willard Marriott, Founder, Chairman & CEO of Marriott International is a luxury hotel chain. Found in major cities as well as vacation destinations world-wide, JW Marriott Hotels & Resorts are becoming known in the hospitality industry for their practical approach to luxury in which formal pretenses are minimized.

JW Marriott Hotels compete with brands such as Westin by Starwood, Sheraton by Starwood, Hilton & Conrad by Hilton as well as, to an increasing degree, luxury brands such as Four Seasons and Ritz-Carlton.

Answer the following questions:

1. Where are JW Marriott Hotels & Resorts situated?
2. What are these resorts becoming famous for?
3. Who do JW Marriott Hotels compete with?



An Uptown Houston Hotel Indigo

**Hotel Indigo** is a chain of boutique hotels, part of the InterContinental Hotels Group. It is promoted as being "the industry's first branded boutique hotel experience." The concept includes a retail-inspired design concept with changes throughout the year. Guestrooms feature murals, area rugs, duvets and slipcovers that change periodically. Public spaces are transformed seasonally through changing aromas, music, artwork, murals and directional signage. Hotel Indigo competes with Starwood's Aloft Hotels.

Read the following statements and decide if they are true or false:

1. Hotel Indigo is a chain of conference hotels.
2. The interior of the guestrooms' is changed from time to time.
3. Public areas of Hotel Indigo are changed every year.

Match the words with their definitions:

- |                 |                                                                                                     |
|-----------------|-----------------------------------------------------------------------------------------------------|
| 1. unique       | a. political freedom from control by the government of another country                              |
| 2. intimate     | b. a large cloth bag filled with feathers or similar material that you use to cover yourself in bed |
| 3. significant  | c. private and friendly so that you feel comfortable                                                |
| 4. fame         | d. unusually good and special                                                                       |
| 5. independence | e. a hot or a cold drink                                                                            |
| 6. beverage     | f. the buildings and land that a restaurant, company uses                                           |
| 7. premises     | g. the state of being known about by a lot of people                                                |
| 8. namesake     | h. having an important effect                                                                       |
| 9. hospitality  | i. another person who has the same name as someone                                                  |
| 10. mural       | j. a painting that is painted on a wall, either inside or outside a building                        |
| 11. duvet       | k. a loose cloth cover for furniture                                                                |
| 12. slipcover   | l. friendly behavior towards visitors                                                               |

### Select service



A typical Courtyard by Marriott, Herndon, Virginia

**Courtyard by Marriott** is a brand of hotels owned by Marriott International. Courtyard by Marriott is designed for business travelers but also

accommodates families. Its rooms feature large desks, couches, free broadband Internet access, and "big" breakfasts. The majority of locations have full-service restaurants, and all have 24-hour "mini-marts," called "The Market". A hot breakfast buffet is available for purchase or may be included in the cost of the room with a special overnight stay package. It competes with other mid-priced business-oriented hotels like Wingate Inn and Hilton Garden Inn.

A new-style lobby debuted in 2008 at a Courtyard property in Fairfax, Virginia. The concept is going chain-wide, and it includes a re-designed restaurant/bar area called "The Bistro" (which will no longer offer a buffet layout for breakfast) and it will have coffee drinks made with Starbucks products; a broader business center area with more computers available (as well as separate dedicated computers just for those getting flight information and boarding passes); a more modern lounge and seating area (including round booths along the front wall called "pods", each with individual TVs on one side); expanded areas for the market, a small store in the lobby to buy food drinks and also fresh sandwiches; a new touch-screen display called the "GoBoard" which displays local weather, nearby restaurants, an area map, and news briefs from USA Today; and a different front desk area with "pedestals" instead of a traditional linear counter space.

Answer the following questions:

1. Who is Courtyard by Marriott designed for?
2. What do its rooms feature?
3. Where can the guests of Courtyard by Marriott have a meal?
4. What facilities does Courtyard by Marriott offer?



Hilton Garden Inn in Nuevo Laredo, Mexico

**Hilton Garden Inn** is a chain of hotels trademarked by the Hilton Worldwide. Hilton Garden Inns are considered to be upscale mid-priced hotels that are designed for both business and leisure travelers. The hotel brand is similar to that of the Courtyard by Marriott brand, a key competitor. Similar to other Hilton brands, most Hilton Garden Inn properties are independently owned and operated, franchised under a licensing agreement with the Hilton Worldwide.

Most Hilton Garden Inn properties consist of an interior tower-style building. Standard public spaces include a single-story lobby building with a Porte Cochere, Front Desk, lobby seating area, an on-site restaurant, and the "Pavilion Pantry" 24-hour convenience market with snacks, beverages, microwavable items and assorted sundries. Most locations feature a pool, whirlpool, and fitness center as standard property amenities. High speed internet and WiFi access is available throughout the hotel, and a 24-hour business center with computers and printers is



available in all locations. Since there is a restaurant on-site, breakfast is not complimentary, although the on-site restaurant serves a full breakfast buffet along with an a la carte menu. There is also a "Bed and Breakfast" rate available.

Guest room amenities at Hilton Garden Inns include a microwave, refrigerator, coffee maker and either a king or queen-sized bed or two double-sized beds, as well as a sitting area with an Ottoman. In addition to standard rooms, some locations also offer deluxe rooms and junior suites.

Answer the following questions:

1. Who is the Hilton Garden Inn hotel chain trademarked by?
2. Who are these hotels designed for?
3. Are Hilton Garden Inns independently owned?
4. What kind of interior do Hilton Garden Inns have?
5. What public places are there in Hilton Garden Inns?
6. What facilities do Hilton Garden Inns offer?
7. What kind of guestrooms are there in Hilton Garden Inns?
8. What amenities do guestrooms in Hilton Garden Inns include?

Match the pairs of antonyms:

- |                     |                     |
|---------------------|---------------------|
| 1. majority         | a. spoiled          |
| 2. upscale          | b. fixed-price menu |
| 3. broad            | c. narrow           |
| 4. available        | d. joined           |
| 5. separate         | e. a big meal       |
| 6. standard         | f. unavailable      |
| 7. nearby           | g. far away         |
| 8. snack            | h. minority         |
| 9. fresh            | i. uncommon         |
| 10. a la carte menu | j. of bad quality   |

### Limited service



The Boutique Hampton Inn and Suites in Mexico City, Mexico

**Hampton Hotels, Hampton Inn, Hampton Inn & Suites, and Hampton by Hilton** are the names of a brand of hotels trademarked by Hilton Worldwide. Most Hampton hotels are independently owned and operated by franchisees, though a few are owned and/or managed by the Hilton Hotels Corporation. Hotels marked Hampton Inn & Suites by Hilton offer suites in addition to the standard rooms found at a Hampton Inn. Most Hampton Hotels (Except the new Hampton

Boutique Hotels) are considered limited-service hotels as they do not offer an on-site restaurant or amenities such as bell services and concierge found at full-service hotels. The Hampton hotel brand primarily caters to the budget-minded business and leisure traveler. As of October 2011, the chain comprises more than 1,800 hotels. An overwhelming majority of Hampton's properties are located in the United States however, international locations include Canada, Costa Rica, Ecuador, the United Kingdom, and Mexico.

Hampton Hotels are characterized by the 100% Satisfaction Guarantee. In 1989, Hampton became the first national hotel brand to offer such a promise. It states: "Friendly service, clean rooms and comfortable surroundings every time. If you're not satisfied, we don't expect you to pay. That's our commitment & your guarantee. That's 100% Hampton."

Focused on "raising the bar" in customer service, the renovation upgraded at least 127 feature product changes, including the installation of curved shower curtain rods in guest bathrooms, the inclusion of hot items to the daily "On the House" continental breakfast, and upgrading all of the brand's beds to the more luxurious "Cloud Nine Bed". The current slogan is "We love having you here".

Answer the following questions:

1. Are all of the Hampton hotels managed by the Hilton Hotels Corporation?
2. Do Hampton hotels offer an on-site restaurant?
3. Do Hampton hotels provide concierge service?
4. What kind of traveler are Hampton hotels for?
5. Where are most of Hampton hotels situated?
6. Do Hampton hotels try to raise the level of customer service?



Holiday Inn Express, Belmont, California

**Holiday Inn Express** is a mid-priced hotel chain within the InterContinental Hotels Group family of brands. As an "express" hotel, their focus is on offering limited services and a reasonable price. Standard amenities lean toward the convenient and practical which cater to business travelers and short-term stays. The brand was first launched in 1990, with its first European location in Scotland in 1996, and now there are over 2,100 Holiday Inn Express hotels worldwide. In Europe, the hotels were known as Express by Holiday Inn, but this variation was phased out during the rebranding in 2007.

Typical Holiday Inn Express hotels are built from corporate architectural prototypes, and tend to consist of 60-80 rooms, with a mix of suites and standard rooms in North America properties. Because the chain has been undergoing

tremendous growth, the majority of Holiday Inn Express hotels are brand new or newly renovated.

Most hotels in North America offer a fitness center with various equipments such as treadmills, indoor swimming pools and a hot tub.

Most Holiday Inn Express hotels offer a business center with equipments such as computers, printers, and fax equipment for use by business travelers. Additionally all Holiday Inn Express hotels in the United States offer free local calls and free wireless internet for business travelers who bring their laptop computer.

On-site restaurants and lounges are not present in most U.S. properties, but many international locations offer food and beverage service.

Holiday Inn Express North America locations offer the company's "Express Start" breakfast bar. The self-service buffet generally consists of common breakfast offerings, including cereal, a hot meat product, a hot egg product, pancakes, biscuits and gravy, bagels and muffins, fruit, yogurt, and the brand's exclusive cinnamon roll. Beverages consist of milk and juice, along with its own "Smart Roast" coffee. European locations offer a continental breakfast style buffet.

Answer the following questions:

1. What type of hotel chain is Holiday Inn Express?
2. What do the hotels of such kind focus on?
3. What kind of traveler are these hotels for?
4. How many Holiday Inn Express hotels are there worldwide today?
5. How many rooms do these hotels consist of?
6. What kind of facilities do Holiday Inn Express hotels have?
7. What kind of conference facilities do Holiday Inn Express hotels have?
8. Are there on-site restaurants and lounges in Holiday Inn Express hotels?
9. What meals do these hotels offer to their guests?

**La Quinta Inn** is a chain of limited service hotels in the United States, Canada and Mexico. LQ Management LLC, the owner, has its headquarters in the Las Colinas area of Irving, Texas, near Dallas.

All properties are owned or franchised by the company's subsidiary La Quinta Properties, Inc., a real estate investment trust (REIT), which leases the properties back to the parent company. The company owns and operates over 700 properties and franchises approximately 295 under the various brand names.



Midtown Manhattan La Quinta

All properties are owned or franchised by the company's subsidiary La Quinta Properties, Inc., a real estate investment trust (REIT), which leases the properties back to the parent company. The company owns and operates over 700 properties and franchises approximately 295 under the various brand names.

La Quinta competes in the limited-service, mid-priced hotel segment, along with AmericInn Hotels, Comfort Inn, Baymont Inn & Suites, Fairfield Inn, Best Western, and Hampton Inn. This means that there is usually no on-site dining on the premises. Most La Quinta Inns are built with Spanish or Southern architecture, although with the rapid expansion of the brand, this is quickly changing; in particular the conversion of a lot of the former Budgetel Inns to La Quinta has diluted the southern roots of the architecture. A free "Bright Side" deluxe continental breakfast bar is offered at the majority of locations, and swimming pools are available at most of them as well.

*La Quinta* is Spanish for "villa".

La Quinta opened its first hotel in 1968 to host guests of the HemisFair '68 World's Fair, in San Antonio, Texas. The company's headquarters remained in San Antonio until 1999, when they relocated to Irving, Texas; a suburb of Dallas.

Each room has a television, iron, hair dryer, coffee maker, and complimentary breakfast, and the hotel has an on-site gym or complimentary passes to a local gym. Most La Quinta Inns are near restaurants and shopping malls.

Today, LQ Management LLC is one of the largest operators of limited-service hotels in North America with over 800 hotels in 45 US states, Canada and Mexico operating under the *La Quinta Inns* and *La Quinta Inns & Suites* brands as an international company.

Room types and setting vary by hotel. Corporate owned hotels are standardized, and franchise owned hotels have a little more freedom when it comes to what is offered and room contents.

La Quinta is one of the few chains in the United States to allow pets to accompany travelers without any additional fees or deposits, however, some individual site policies restrict pets from residing in rooms unattended even while crated.

Answer the following questions:

1. Where is the chain of limited service hotels La Quinta Inn situated?
2. How many properties does the company own?
3. How many properties does the company franchise?
4. Is there any on-site dining on the premises?
5. What kind of architecture are Most La Quinta Inns built with?
6. Are the swimming pools available in the hotels of such kind?
7. What does "La Quinta" mean in English?
8. When did La Quinta open its first hotel?
9. What facilities are found in La Quinta Inn?
10. How large is La Quinta Inn hotel chain?
11. Is the room type the same in all of the mentioned hotels?

12. Are the travelers allowed to take their pets with them?

Find the words in the texts above that correspond to the following definitions:

1. someone who is given or sold a franchise to sell a company's goods or services
2. very big, fast, powerful
3. a set of rooms, especially expensive ones in a hotel
4. a machine which is connected to a computer and can make a printed record of computer information
5. to consist of particular parts, groups
6. a piece of exercise equipment that has a large belt around a set of wheels, that you can walk or run on while staying in the same place
7. having such a great effect on you that you feel confused and do not know how to react
8. a sauce, made often from the juices that run naturally from meat or vegetables during cooking
9. happening or done very quickly and in a very short time
10. a small ring-shaped type of bread
11. to make a liquid weaker by adding water or another liquid
12. to limit or control the size, amount, or range of something
13. to transport large, heavy or awkward items in a large container, often made of wood
14. a breakfast food made from grain and usually eaten with milk

### **Extended stay**



### **Staybridge Suites, Maple Grove, Minnesota**

Staybridge Suites is an all-suite, residential-style brand of hotels within the InterContinental Hotels Group (IHG). The brand targets extended-stay and corporate travelers. There are almost 200 Staybridge Suites hotels open in the United States, Britain, Canada, Mexico and Latin America. The chain competes with Residence Inn, Homewood Suites by Hilton, and Hyatt's Summerfield Suites in the upscale segment of the extended-stay lodging market. In its early days, the chain was branded as "Staybridge Suites by Holiday Inn."

Staybridge Suites hotels feature residential-style surroundings and services, including their "Great Room" lobby. Hotels in the franchise feature all apartment-style suites with kitchens. Amenities offered by Staybridge Suites include complimentary hot breakfast daily, evening receptions midweek, fitness centers and recreational activities. The chain was also one of the first in the industry to provide complimentary wireless internet access throughout the hotel.

Answer the following questions:

1. What kind of hotel chain are Staybridge Suites?
2. What kind of traveler are Staybridge Suites for?
3. Where are Staybridge Suites situated?
4. What surrounding and services do Staybridge Suites feature?
5. What amenities do Staybridge Suites offer?

**Residence Inn by Marriott** is a brand of extended stay hotels. The chain was launched in 1975 in Wichita, Kansas by Jack DeBoer, and acquired by Marriott International in 1987. As of April 2005, there were over 450 Residence Inn hotels in the United States, Canada and Mexico. The brand's slogan is *Your home away from home*. It was the first extended-stay brand in the United States, and was a key player in launching the concept of a "suite" in a hotel.



#### **A Typical Residence Inn, this one in Moncton, New Brunswick**

The usual appearance of a Residence Inn is a main building, called the "Gatehouse," which houses the front desk, a common area for meal service, an on-site coin operated laundry, a swimming pool and exercise room and often several out-buildings similar to condo or apartment complexes. Most have interior corridors. Residence Inns typically feature a complimentary small hot breakfast in the morning and a free light dinner or snack reception on weekday evenings, Monday through Wednesday.

The first Residence Inn to bear the Marriott name was in Charlotte, North Carolina. Virginia Beach, Virginia has the only Oceanfront Residence Inn.

In contrast to Marriott's other extended-stay brand, the low-cost TownPlace Suites, Residence Inn competes in the upper moderate to low upscale segment, along with InterContinental's Staybridge Suites, Hyatt's Summerfield Suites, and Homewood Suites by Hilton.

Answer the following questions:

1. What kind of hotel brand is Residence Inn by Marriott?
2. When was the chain launched?
3. What is the brand's slogan?
4. How does a Residence Inn usually look?
5. What meals does a Residence Inn offer?

Complete the word-combinations with the words from the texts above:

1. extended \_\_\_\_\_
2. \_\_\_\_\_ desk
3. \_\_\_\_\_ small hot breakfast
4. residential-style \_\_\_\_\_

- 5. fitness \_\_\_\_\_
- 6. \_\_\_\_\_ reception
- 7. \_\_\_\_\_ travelers
- 8. recreational \_\_\_\_\_
- 9. wireless internet \_\_\_\_\_
- 10. \_\_\_\_\_ suites

Complete the table about the hotels:

Hotel type	Setting	Size	Facilities	Traveler type this hotel is for

## **Destination club**

In a destination club, in exchange for a one-time, upfront, mostly refundable membership fee, and annual membership dues, a member gets access to a roster of luxury vacation homes around the world, which can be booked based on availability and reservation priorities, plus personalized services and resort amenities such as beach clubs, luxury spas, private chefs and more.

Destination clubs were "invented" in 1998, when Rob McGrath, a veteran of the luxury timeshare development business, launched Private Retreats. Since then over 30 companies have launched clubs targeting affluent families that want the benefits of second home ownership, but with more flexibility and choice in where they vacation each year.

What is included:

Here is a list of benefits and privileges typically offered by destination clubs:

Access to 3–5 bedroom homes (smaller condos in city locations), either on resort properties or near key locations (ski resort, beach etc), providing significantly more room than accommodations at luxury resorts and hotels.

Homes are owned and managed by the club or leased by the club, and are for the exclusive use of club members

10–60 days of home usage at different homes across multiple locations.

The ability to book homes in advance and on a “space available” basis, as well as a system to handle the demand for holiday or peak periods.

High service levels including: pre-departure planning, on-location concierge services and daily housekeeping service.

Furnishings, appliances and audio-visual equipment that would be considered “luxury class,” such as Viking stoves and flat-panel TVs.

Additional membership privileges and benefits, including special club events, and access to luxury resort amenities.

Answer the following questions:

1. What is a destination club?
2. When did destinations clubs first appear?
3. What are the benefits and privileges typically offered by destination clubs?
4. What are the additional benefits and privileges?



## UNIT 2 TOURISM IN THE USA



Tourism in the United States is a large industry that serves millions of international and domestic tourists yearly. Tourists visit the US to see natural wonders, cities, historic landmarks and entertainment venues. Americans seek similar attractions, as well as recreation and vacation areas.

Tourism in the United States grew rapidly in the form of urban tourism during the late nineteenth and early twentieth centuries. By the 1850s, tourism in the United States was well established both as a cultural activity and as an industry. New York, Chicago, Washington, D.C. and San Francisco, all major US cities, attracted a large number of tourists by the 1890s. By 1915, city touring had marked significant shifts in the way Americans perceived, organized and moved around in urban environments.

Democratization of travel occurred during the early twentieth century when the automobile revolutionized travel. Similarly air travel revolutionized travel during 1945–1969, contributing greatly to tourism in the United States. By 2007 the number of international tourists had climbed to over 56 million people who spent \$122.7 billion dollars, setting an all time record.

The travel and tourism industry in the United States was among the first commercial casualties of the September 11, 2001 attacks, a series of terrorist attacks on the US. Terrorists used four commercial airliners as weapons of destruction, all of which were destroyed in the attacks with 3,000 casualties.

In the US, tourism is either the first, second or third largest employer in 29 states, employing 7.3 million in 2004, to take care of 1.19 billion trips tourists took in the US in 2005. As of 2007, there are 2,462 registered National Historic Landmarks (NHL) recognized by the United States government. As of 2008, the most visited tourist attraction in the US is Times Square in Manhattan, New York City which attracts approximately 35 million visitors yearly.

Answer the following questions:

1. How many tourists does the USA tourist industry serve yearly?
2. What do tourists want to see in the USA?
3. How did tourism in the USA change during the nineteenth and twentieth centuries?
4. How had the number of international tourists increased by 2007?
5. How did the September 11, 2001 terrorist attacks effect the tourism industry of the country?
6. Does tourism play an important role in the economy of the USA?
7. What are the most visited tourist attractions in the USA?

## **Top Tourist Attractions in the USA**

As one of the largest and most diverse countries in the world, The United States boast an amazing amount of tourist destinations ranging from the skyscrapers of New York and Chicago, the natural wonders of Yellowstone and Alaska to the sunny beaches of California, Florida and Hawaii. With so many tourist attractions it's tempting to list entire cities or even states, but in this top 10 there has been made a focus on specific attractions.

### **The White House**

The White House in Washington DC is the official residence and office of the President of the United States. It was built between 1792 and 1800 and first used by President John Adams. After the 9/11 attacks it has become more difficult to visit the White House and today tours are available only for groups of 10 or more and must be requested up to six months in advance through your member of Congress or your country's US Ambassador.

### **Denali National Park**

The Denali National Park and Preserve is located in Interior Alaska and contains Mount McKinley, the highest mountain in North America. The word "Denali" means "the high one" in the native Athabaskan language and refers to Mount McKinley. In addition, the park protects an incredible wilderness area that contains grizzly bears, caribou, moose, wolves, and numerous other creatures.

### **Las Vegas Strip**

The gambling mecca of the world, Las Vegas is situated in the midst of the southern Nevada desert landscape. Casinos can be found throughout Las Vegas, but the strip, a stretch of Las Vegas Boulevard South, contains the most of them. It features giant mega-casino hotels, decorated with lavish care and attention to detail to create a fantasy-like atmosphere. The casinos often have names and themes that evoke romance, mystery, and far-away destination.

### **Florida Keys**

The Florida Keys are a 120 mile long chain of tropical islands curving around the base of the Florida peninsula, connected to the mainland by a series of bridges. The most spectacular bridge, the Seven Mile Bridge in the Lower Keys, has been frequently used as a location for films including True Lies and Fast 2 Furious.

## Kilauea

Kilauea is the most recent of a series of volcanoes that have created the Hawaiian Archipelago. It is a very low, flat shield volcano, vastly different in profile from the high, sharply sloping peaks of stratovolcanoes. Kilauea is one of the most active volcanoes on the Earth, an invaluable resource for volcanologists. Thirty-three eruptions have taken place since 1952, not including the current eruption which started on January 3, 1983 and is still ongoing.

## Niagara Falls

Situated between the state of New York and the province of Ontario, Niagara Falls is one of the most spectacular natural wonders on the North American continent. Niagara Falls is actually three different falls, the American Falls, Bridal Veil Falls and Horseshoe Falls. Horseshoe Falls is located on the Canadian side while the other are located in New York. With more than 14 million visitors each year it is one of the most visited tourist attraction in the world.

## Golden Gate Bridge

The Golden Gate Bridge is a suspension bridge spanning the Golden Gate, the strait between San Francisco and Marin County to the north. The Golden Gate Bridge was the longest suspension bridge span in the world when it was completed in 1937, and has become an internationally recognized symbol of San Francisco and California. The famous red-orange color of the bridge was specifically chosen to make the bridge more easily visible through the thick fog that frequently shrouds the bridge.

## Yellowstone

Yellowstone National Park was the world's first national park, set aside in 1872 to preserve the vast number of geysers, hot springs, and other thermal areas, as well as to protect the incredible wildlife and rugged beauty of the area. Yellowstone lies on top of a gigantic hotspot where light, hot, molten mantle rock rises towards the surface. Subsequently, the park contains half of all the world's known geothermal features, with more than 10,000 examples of geysers and hot springs. In addition, black bears, grizzly bears, deer, elk, bison and wolves can all be found within the park borders.

## Manhattan

Manhattan is one of New York's five boroughs and is what people most often think of when they picture New York. It's familiar skyline and sights have been featured a thousand times on screen. Walk in the shadow of the skyscrapers, picture the Statue of Liberty, see a Broadway show, climb the Empire State building, stroll Central Park, window shop on 5th Avenue or stagger around a museum.

## Grand Canyon

The Grand Canyon is located in northern Arizona and is one of the great tourist attractions in the United States. Carved over several million years by the Colorado River, the canyon attains a depth of over 1.6 km (1 mile) and 446 km (277 miles) long. The Grand Canyon is not the deepest or the longest canyon in the world but the overwhelming size and its intricate and colorful landscape offers visitor spectacular vistas that are unmatched throughout the world.

*(Written by touropia on February 21, 2011 in USA)*

Answer the following questions:

1. Which city is the White House situated in?
2. Is it easy to visit the White House today?
3. Where is the Denali National Park located?
4. What does the word "Denali" mean?
5. Las Vegas is the city of gambling, isn't it?
6. What are the Florida Keys?
7. What is Kilauea?
8. How many eruptions of Kilauea have taken place since 1952?
9. Where is the Niagara Falls situated?
10. Niagara Falls is two different falls, isn't it?
11. Where is the Yellowstone National Park located?
12. What is protected in Yellowstone National Park?
13. Which American city is the Golden Gate Bridge a symbol of?
14. What colour is the bridge? Why did they choose mainly that colour?
13. Which US city is Manhattan a borough of?
14. Which famous sites can one see in Manhattan?
15. Which state is the Grand Canyon situated in?
16. Is the Grand Canyon the deepest and the longest canyon in the world?

## UNIT 3 UNUSUAL HOTELS AROUND THE USA

Ever wanted to stay in a treehouse? How about in a wigwam, a light house, or even 30 feet underwater? At hotels around the United States, you can indulge these wacky fantasies and more. From yurts to train cars, here are some of the most unique places to stay around the country.



emdot via Flickr

### **Kokopelli's Cave Bed and Breakfast – Farmington, New Mexico.**

Located in the cliffs of New Mexico, near Mesa Verde National Monument, Kokopelli's Cave B&B is just what it sounds like – a hotel dug out of the rock, where guests sleep in a carved out cave 70 feet underground. It's perfect as a home base for hikers who want to explore the surrounding area, or for couples looking for a luxurious, relaxing retreat.

Answer the following questions:

1. Where is Kokopelli's Cave B&B situated?
2. What natural structure was converted into this unusual hotel?
2. Who is it a good opt for?

### **Jules Undersea Lodge – Key Largo, Florida**

Dive enthusiasts who stay at the Jules Undersea Lodge won't have to go far to don their scuba suits. Actually, they'll need to scuba dive just to get to the Lodge, which is located 30 feet below the sea. The Lodge still functions as an underwater research station and welcomes guests for overnight stays, but the claustrophobic may want to look elsewhere for accommodations.

Answer the following questions:

1. How do the tourists get to their lodge?
2. How deep is it situated?
3. Who shouldn't choose this type of accommodation?

### **Treebones Resort – Big Sur, California**

Staying in a yurt, a kind of permanent tent structure, isn't exactly roughing it at Treebones Resort. The yurts here feature hardwood floors and French doors, and restrooms and a large swimming pool are just a few steps away. The yurts overlook the Pacific Ocean and the resort offers several tours and activities.

Answer the following questions:

1. What kind of accommodation does the Treebones Resort offer?
2. What do the yurts feature?
3. What do the yurts overlook?

## **Out'n'About Treehouses Treesort – Takilma, Oregon**

Never had a treehouse as a kid? Here's your chance to make up for lost time, spending the night in a souped up treehouse in the Oregon woods. The treehouses don't have TV, phone, or air conditioning, but they do have comfortable queen beds, and some have kitchenettes and bathrooms. The treehouses are accessed by stairs, swinging bridges and zip lines and the resort offers a variety of active adventures for guests.

Answer the following questions:

1. What kind of natural structure is this unusual hotel made of?
2. What facilities does this type of unusual accommodation offer?
3. What does a resort offer for the guests?



**Dog Bark Park Inn – Cottonwood, Idaho**  
If you've ever dreamed of sleeping inside a two-story wooden beagle (because really, who hasn't?), head to the Dog Bark Park Inn in north central Idaho. Billing itself as the "world's largest beagle" the Dog Bark Park Inn may not be a destination unto itself – other than typical outdoor activities, there's not much to lure you to Cottonwood, Idaho – but if a road trip brings you through the area, this will make for a memorable

place to stay.

Answer the following questions:

1. What unusual hotel is situated in Cottonwood, Idaho?
2. How does the Dog Bark Park Inn bill itself?
3. Are there many places to lure tourists to Cottonwood, Idaho?

## **Aurora Express Bed and Breakfast - Fairbanks, Alaska**

Sleeping on a train is nothing new. Sleeping in a retired rail car turned into a hotel is a little more unusual. Each train car on the Aurora Express Bed and Breakfast holds one to four hotel rooms, featuring lavish bedding and gilded decor reminiscent of the golden age of train travel. A dining car serves breakfast daily. The hotel is only open in summer months.

Answer the following questions:

1. What was converted into this unusual hotel?
2. How many rooms does each train on the Aurora Express Bed and Breakfast hold?
3. When is the hotel open?

## **McMenamin's Kennedy School - Portland, Oregon**

For the ultimate trip down memory lane, head to Portland, Oregon and book a room at the Kennedy School, a hotel built out of a former elementary school. Many of the original furnishings remain and nearly every room plays on the educational theme. Sip a brewed on-site beer at the Detention Bar, party to live music in the gym, or tour the brewery housed in the former girls' bathroom. Even the guest rooms get in on the fun theme. They are housed in converted classrooms and many still have their original desks and chalkboards.

Answer the following questions:

1. What was this unusual hotel built out of?
2. What kind of furnishings are there in this hotel?
3. Where can tourists spend their free time at the Kennedy School?

## **UNIT 4 TOURISM IN EUROPE**

As you may know, Europe is the world's leading tourist destination in terms of both outgoing tourists and incoming visitors and the aim today is to keep it that way.

Tourism plays an important role in our economy. It comprises 1.8 million enterprises, many of which are small- and medium-sized businesses. It is also estimated to contribute to more than 5 percent of European GDP and provide jobs for about 10 million people.

To continue its growth rate, Europe had to come up with its own brand in the first place. The added value of a "Brand Europe" will complement regional and national promotional activities, strengthen Europe's image abroad and encourage cooperation between European Union member states, such as cultural routes in the field of tourism.



Also, Europe's tourism industry should look to promising emerging markets, such as Brazil, Russia, India and China, as these markets can offer an opportunity

for Europe to maintain its growth rate as the tourism industry can play a role in alleviating the effects of the crisis.

Figures released by the European Commission show that arrivals have increased rapidly from countries such as Brazil, China and Russia – by 46 percent, 19 percent and 18 percent, respectively – last year compared to the same period in 2009.

In order to seize the opportunities of new markets and strengthen its leading position, Europe must prove that it can combine high quality with sustainability.

Another trend I want to illustrate is that visitors from Asia have taken up 38 percent of the total arrivals. However, the most significant forecast is for the next decade where Asian tourism will increase by 47 percent, according to research by the European Travel Commission.

In other words, one in every two tourists coming into Europe in 2020 will be Asian. This poses a great challenge for us all in the EU if we want to attract those tourists.

European destinations face increasing competition from global destinations. On the other hand, Europe can also attract visitors from emerging markets that will be a revolution for our industrial operators.

We need to understand the needs to be able to communicate with our visitors, not just in the usual main languages such as French and English – but also in other main languages such as Russian and Chinese – and focus more on training employees to handle overseas visitors with different needs and expectations than those that we are used to.

In the face of competition we have to change our way of doing things.

First of all, Europe had to tackle the seasonality problem and work on making the tourism season open all year round rather than having seasons. The changes I want to bring about are intended to create jobs and widen the economic opportunities for all.

Second, we will take advantage of events such as the London Olympics in 2012 and the Expo in Milan in 2015, as these would help attract more people.

Chinese tourists who come to London for a sport event should be encouraged to continue their discovery across the English Channel to France, Germany or Spain.

Last but not least, one important measurement is to facilitate visas. As China has become a particular interest with about 50 million tourists now around the world (which is expected to be doubled over the next five years) the commission intends to improve cooperation with China, in particular on visas.

The effective solution is to help organized group trips by issuing a single visa to a group leader, who would be responsible for the travelers on his or her list.

The author is vice-president of the European Commission, responsible for industry, space and tourism.

Answer the following questions:

1. Is Europe the world's leading tourist destination?
2. Does tourism play an important role in the economy of Europe?



3. How many enterprises does tourism in Europe comprise?
4. How many people does tourism in Europe provide jobs for?
5. Why should Europe's tourism industry look at such promising emerging markets as Brazil, Russia, India and China?
6. Where will the majority of tourists be from in 2020?
7. Why does Europe's industry focus on employees learning Russian and Chinese?
8. In which way is Europe's industry going to change?

### **Europe's top attractions**

Europe is a fantastic place home to great tourist attractions like the Eiffel Tower, famous beautiful squares like the Old Market Square in Poznan, stunning beaches like Zlatni Rat in Croatia, and hundreds of historic sites to catch your eye such as the Acropolis in Athens. See below a neat list of ten of the most visited tourist attractions in Europe:

#### **Tower of London**

First on the list of top 10 tourist attractions in Europe is the Tower of London in London England, which is also one of the most visited tourist attractions in London because of the famous Beefeaters.

The Tower of London is not only a beautiful castle to photograph, but also a great place to learn interesting English history, attend cool events (like the Ceremony of the Keys), see the famed crown jewels, as well as other medieval artifacts on display like armors, cannons, swords and guns.

#### **Louvre Museum**

Louvre Museum is one of Paris' top cultural attractions and definitely one of the top 10 tourist attractions in Europe. If you're an art enthusiast, you'll love spending time at the Louvre glimpsing at the thousands of art pieces on display such as the famed Mona Lisa.

The Louvre also boasts beautiful Egyptian antiquities and currency collections, and even if you aren't much of a history or art buff, you'll still enjoy a visit to the Louvre since the museum is filled with cool artifacts and exhibits that will catch your eye such as the Napoleons Apartment exhibit.

#### **Charles Bridge**



Charles Bridge is one of the most amazing bridges you can walk-through anywhere in the world. Charles Bridge is definitely one of the most visited sights in Prague and amazing spot for taking pictures of Prague Castle.

The Charles Bridge is a famous historic bridge that crosses the Vltava river in Prague, Czech Republic. Its construction started in 1357 under the auspices of King Charles IV, and finished at the beginning of the 15th century. As the only means of crossing the river Vltava (Moldau) until 1841, the Charles Bridge was the most important connection between Prague Castle and the city's Old Town and adjacent areas. This "solid-land" connection made Prague important as a trade route between Eastern and Western Europe. The bridge was originally called the Stone Bridge (Kamenný most) or the Prague Bridge (Pražský most) but has been the "Charles Bridge" since 1870.

The bridge is 621 meters long and nearly 10 meters wide. It is protected by three bridge towers, two of them on the Lesser Quarter side and the third one on the Old Town side.

At night Charles Bridge is a quiet place, but during the day it changes its face into a very busy venue with painters, owners of kiosks, and vendors alongside numerous tourists crossing the bridge.

### Colosseum

Historic sites in Europe don't come much more touristy and historic than the Colosseum in Rome Italy. The Colosseum is without a doubt, one of the top 10 tourist attractions in Europe.

The Colosseum gladiator arena is truly a surreal place to be as well as the underground cells where gladiators and lions were kept.

Capable of seating 50,000 spectators, the Colosseum was used for gladiatorial contests and public spectacles such as mock sea battles, animal hunts, executions, re-enactments of famous battles, and dramas based on Classical mythology. The building ceased to be used for entertainment in the early medieval era. It was later reused for such purposes as housing, workshops, quarters for a religious order, a fortress, a quarry, and a Christian shrine.

Although in the 21st century it stays partially ruined because of damage caused by devastating earthquakes and stone-robbers, the Colosseum is an iconic symbol of Imperial Rome.

### Reichstag Parliament Building

The Reichstag Building is another of the top 10 tourist attractions in Europe, and it's easily one of the most impressive landmarks to visit in Berlin Germany. The Reichstag boasts a stunning glass dome with a spiral staircase which offers amazing views of Berlin skyline.

Much of the Reichstag Building is made of steel and glass, even the inside walls are made of glass allowing you to see the clerks and other parliament people at work.

The Reichstag building is a historical edifice in Berlin, Germany, constructed to house the Reichstag, parliament of the German Empire. It was opened in 1894 and housed the Reichstag until 1933, when it was severely damaged in a fire. After World War II, the building fell into disuse, since the parliament of the German Democratic Republic met in the Palace of the Republic

in East Berlin and the parliament of the Federal Republic of Germany met in the Bundeshaus in Bonn.

The ruined building was made safe against the elements and partially refurbished in the 1960s, but no attempt at full restoration was made until after German reunification on October 3, 1990, when it underwent a reconstruction led by internationally renowned architect Norman Foster. After its completion in 1999, it once again became the meeting place of the German parliament: the modern Bundestag.

### Kilmainham Gaol



Kilmainham Gaol is one of Ireland's most popular museums. Dublin's Kilmainham Gaol is another truly amazing historic site and a great place to learn about the Irish War of Independence. The Kilmainham Gaol was essentially a prison where many Irish political prisoners were incarcerated and executed.

Kilmainham Gaol is a former prison, located in Kilmainham in Dublin, which is now a museum. It has been run since the mid-1980s by the Office of Public Works (O.P.W.), an Irish Government agency. Kilmainham Gaol played an important part in Irish history, as many leaders of Irish rebellions were imprisoned and some executed in the prison by the British and latterly in 1923 by the Irish Free State.

### Church of the Sacred Family

Church of the Sacred Family in Barcelona is without question, one of the most beautiful architectural wonders of Spain, and one of the most visited landmarks in Europe.



The Church of the Sacred Family (La Sagrada Família) was the work of Antoni Gaudí so, it is one of the most beloved attractions in Barcelona and one of Spain's top tourist sites. The Church of the Sacred Family is truly like no other European cathedral and you can guarantee to be blown away by its awe-inspiring beauty. From 1882 up until his death in 1926, Art Nouveau master Antoni Gaudí devoted himself to the construction of La Sagrada Família (Church of the Sacred Family), a towering Gothic-style-with-a-twist church in Eixample.

### Anne Frank House

Anne Frank House is one of the most visited places in Amsterdam, and another of the top 10 tourist attractions in Europe. The Anne Frank House located on the Prinsengracht canal in Amsterdam, the Netherlands, is a museum dedicated to Jewish wartime diarist Anne Frank, who hid from Nazi persecution with her family and four other people in hidden rooms at the rear of the building. As well as the preservation of the hiding place — known in Dutch as the Achterhuis — and an exhibition on the life and times of Anne Frank, the museum acts as an exhibition space to highlight all forms of persecution and discrimination.

Touring the Anne Frank House is truly taking a step back in time so you'll feel as been transported to the Nazi-occupation era. Much of the house including Anne Frank's room have been kept as she left it so you can read pages of her diary and see the posters of her favorite movie stars pinned on the wall...truly moving!

### Edinburgh Castle

Edinburgh Castle is not only one of the must see places in Edinburgh Scotland, but another site that can be added to the list of top 10 tourist attractions in Europe.

Edinburgh Castle is an excellent place to learn about Scottish history, and just like the Tower of London, the Edinburgh Castle boasts stunning crown jewels. The castle is a huge place with lots of interesting things to see and explore such as the dungeons and the castle's upper ward, which offers nice views of Edinburgh skyline.

The visitor to the Castle is awarded with magnificent panoramas in every direction when they visit the Castle. No matter whether you are on the lowest levels of the Castle, or the highest points, visitors are delighted by what can be seen. When you look to the north, on a clear day, you can see the mountains of the Kingdom of Fife in the distance and immediately below you are the world famous Princes Street Gardens. Princes Street is unique in that the shops along its length are only on the north side of the street, so from them you have an uninterrupted view of the Castle. Beyond Princes Street is George Street the most original of Edinburgh's Georgian New Town Streets - with shops along its length. Continuing to the north you have Queen Street which runs parallel to it. Beyond Queen Street the remaining New Town Preservation area is mostly residential, and the city can boast of having the most intact Georgian city in the whole of Europe, and has Unicef World Heritage Site status.

Answer the following questions:

1. How popular is the Tower of London as a tourist attraction?
2. What events can tourists attend in the Tower of London?
3. Where is the Louvre Museum situated?
4. How many art pieces are there in the Louvre?
5. Where is Charles Bridge located?
6. Is Charles Bridge a quiet place?
7. Where is the Colosseum situated?

8. What events took place in the Colosseum?
9. In which German city is the Reichstag Parliament Building situated?
10. What was the Reichstag Building made of?
11. Where is Kilmainham Gaol?
12. What can you learn about at this place?
13. Whose work is the Church of the Sacred Family?
14. Which period of history can Anne Frank House tell you about?
15. Does Edinburgh Castle offer good views?

## UNIT 5

### EUROPE'S MOST UNUSUAL HOTELS

#### **Get banged up in Switzerland**

Most people try to avoid or escape incarceration, but at the Swiss Jailhotel Löwengraben, you get locked up out of choice. Lucerne's least desirable address until 1998, the 19th-century prison has now been adapted to hold inmates of a very different kind. The simplest rooms are former cells, renovated to recreate the spartan aesthetic of prison life, with sparse furnishings and shared bathrooms. The former prison library, however, is now a suite with floor-to-ceiling books, while the warden's office betrays the trappings of power with a formidable steel safe. The visitors' room is a stylishly designed suite that allegedly has the fewest ghosts, but the most thought-provoking experience is in the Barabas suite – it has a colourful painting depicting post-jailbreak scenes as imagined by a former inmate. Not surprisingly, there's also a bar called Alcatraz.

Answer the following questions:

1. What did an unusual Swiss hotel Löwengraben use to be?
2. What did the simplest hotel rooms use to be?
3. What was the prison library changed into?
4. What is the Barabas suite famous for?
5. Is there any bars in the hotel?

#### **Become part of a Polish electronic art installation**

Imagine a place where the rooms choose you instead of the other way around, and where you receive an iPhone instead of a room key. Well, Blow Up Hall 5050 in Poznan, Poland, is the brainchild of electronic artist Rafael Lozano Hemmer and staying there means you become part of his art show. It begins when you book a room on its website. You pick colours, pictures and numbers, and the personality that your choices reveal determines your room – including zebra stripes and all-white schemes. Throughout the hotel, there are interactive touch screens and, thanks to the hidden cameras, your image contributes to a real-time video collage in the reception area.

Answer the following questions:

1. Do visitors themselves usually choose a hotel room in Blow Up Hall 5050 in Poznan, Poland?

2. Do the visitors receive a key?
3. Who is the inventor of this unusual hotel?
4. How is the hotel room determined?

### **Dream among the fairy chimneys of Cappadocia**



The landscape of Turkey's Cappadocia region looks a bit like it has sprung from a child's imagination, like something out of a fairy-tale, and the hotel Esbelli Evi is very much a part of its fantastical surroundings. Parts of the hotel have been built, but just as much of it seems to have occurred naturally. Unusual clefts in the rock replace doors, yielding to staircases worn smooth by centuries of pre-hotel use, while fireplaces send a breath of smoke up the locally famous fairy chimneys. This was the region's first boutique hotel and the human touches in its interiors are rooted in local landscape and culture – blood red Turkish carpets, dark Ottoman furnishings and traditional lace curtains offset the pale sandstone walls and hardwood floors beautifully. From the terrace, the views over a landscape sculpted by the centuries are unrivalled.

Answer the following questions:

1. Why does the landscape of Turkey's Cappadocia region look unusual?
2. The hotel has occurred naturally, hasn't it?
3. What replaces doors in this hotel?
4. What type of hotel is the hotel Esbelli Evi?
5. What makes this hotel be typically Turkish?

### **Hold Station in a sleeper in South England**

Old Pullman railway carriages, the likes of which once rattled along the rails as part of the Orient Express, never die – at least not at The Old Railway Station in Petworth, England. Staying in one of four beautifully restored train carriages provides a chance to reclaim the past and travel back to a time when small-town England and its country railway stations were essential pillars of local life. The old peeling carriage exteriors add period authenticity, but they also deceive as tastefully restored interiors manage to combine modern comforts with a reassuring rail-carriage feel. How they managed to lever king-sized brass beds into some of the carriages remains a mystery. Inside the late-19th-century station house, the former ticket office is now the hotel's reception, while the charming waiting area has evolved into a breakfast room filled with railway collectibles. There are also rooms in the old station house itself.

Answer the following questions:

1. What chance does staying in one of four beautifully restored Old Pullman railway train carriages provide?
2. Do the carriages have modern carriage exteriors?
3. What interiors do the carriages have?
4. What is the most surprising about the interior of some carriages?
5. What did the hotel's reception use to be before?
6. What has the waiting area evolved into?
7. Are there any rooms in the old station house?

### **Get battered in a Norwegian lighthouse**

On a rocky headland close to the Western Fjords, Kråkenesfyr is the perfect vantage point from which to view Norway's beautiful shore. The most sought-after room is the suite on the top floor of the lighthouse itself – a circular, panoramic perch looking out over the ocean. The other rooms occupy the former lighthouse keeper's cottage. As massive North Atlantic waves buffet the shore down below, it's easy to imagine the loneliness of the lighthouse keeper's existence. But lighthouses are a call to refuge from the elements. Warm tones and Scandinavian pinewood furnishings transform a stay here into a splendid experience of windswept isolation perfectly suited to this wild coast.

Answer the following questions:

1. Where is the Norwegian hotel Kråkenesfyr situated?
2. Why is this hotel considered to be a perfect vantage point?
3. What type of room is on the top floor of the lighthouse?
4. Where are the other rooms of this unusual hotel situated?
5. Why would somebody choose to travel to a remote and lonely place?

### **Immerse yourself in art in Denmark**



Not many contemporary art galleries let you crawl inside your chosen masterpiece, but that is effectively what happens at Copenhagen's Hotel Fox. The rooms are the work of 21 internationally renowned graphic artists and illustrators, and the dramatic results range from comic-book chic to faux fin-de-siècle creations. Far from the enervating anonymity of so many hotels, every single room in Hotel Fox has its own identity and name. Room 206 is called Ecstasy and is dominated by a sultry, wall-high, raven-haired siren. Just down the hall, Room 202 – You Are a Baby – sends you back to your childhood playpen with a baby bedspread, a hanging mobile and bright primary colours. Then there is Room 409, which is called Heidi and is an over-the-top homage to rural Swiss life, complete with antlers, and Room 504 on the next floor up has a boxing theme.

Answer the following questions:

1. What makes Copenhagen's Hotel Fox unusual?
2. Whose work are the rooms of this hotel?
3. What art genres do the hotel rooms appear in?
4. Are the hotel rooms the same?
5. In which way is Room 206 presented?
6. In which room can a visitor travel through time?

### **Spend the night with a Transylvanian Count**

It must be difficult living in the shadow of the world's most famous vampire, but the owner of Count Kálnoky's estate, Count Tibor carries it off with aplomb. Death by kindness is the only danger if you stay in one of his guesthouses in the Romanian village of Miklósvár. Beautifully styled, the 19th-century former hunting lodges are only part of the story. An environmentalist, Count Tibor has an ulterior motive – he aims to connect local village life with the outside world. You might, for example, spend the day with the local beekeeper, blacksmith or go on a variety of nature walks. Then in the evening, this being Transylvania, the count loves to regale his guests with ghost stories.

Answer the following questions:

1. What dangers can you face when staying at one of the guesthouses in the Romanian village of Miklósvár?
2. How does Count Tibor aim to connect local village life with the outside world?
3. What entertainment program is offered to visitors in the evenings?

### **Curl up in a glass igloo in Lapland**

Ice hotels may have become the accommodation icons for the Arctic, but Finland's Hotel Kakslauttanen & Igloo Village could change all that. In the hotel's year-round glass igloos, a creative twist on traditional Lapland architecture, you lie in bed beneath thermo glass and watch the amazing night sky, toasty warm even as outside temperatures drop well below freezing. Where else on earth would you be able to see the aurora borealis (northern lights) from the comfort of your bed? Located 250 miles inside the Arctic Circle, the hotel also offers winter-only ice igloos, husky safaris, ice swimming, ice-fishing, snowmobile travel and what they claim to be the world's largest smoke sauna. All well and good, but this is likely to be one place where you'll end up wanting to spend as much time as you can in your million-star room.

Answer the following questions:

1. Which season can you stay in Finland's Hotel Kakslauttanen & Igloo Village?
2. What helps visitors not to freeze?
3. Which part of the hotel can you see the northern lights?
4. What fun activities does the hotel offer?



## Unit 6

### RESTAURANT. TYPES OF RESTAURANTS



A restaurant is an establishment which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with a running tab. Meals are generally served and eaten on premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of the main chef's cuisines and service models.

While inns and taverns were known from antiquity, these were establishments aimed at travelers, and in general locals would rarely eat there. Modern restaurants are dedicated to the serving of food, where specific dishes are ordered by guests and are prepared to their request. The modern restaurant originated in 18th century France, although precursors can be traced back to Roman times.

A restaurant owner is called a *restaurateur* both words derive from the French verb *restaurer*, meaning "to restore". Professional artisans of cooking are called chefs, while preparation staff and line cooks prepare food items in a more systematic and less artistic fashion.

Answer the following questions:

1. What is a restaurant?
2. When and where did the modern restaurant originate?
2. How are professional artisans of cooking called?
3. Who prepares food items in a more systematic and less artistic fashion?
4. How is the restaurant owner called?

#### Types

Restaurants range from unpretentious lunching or dining places catering to people working nearby, with simple food served in simple settings at low prices, to expensive establishments serving refined food and wines in a formal setting. In the former case, customers usually wear casual clothing. In the latter case, depending on culture and local traditions, customers might wear semi-casual, semi-formal, or formal wear.

Typically, customers sit at tables, their orders are taken by a waiter, who brings the food when it is ready, and the customers pay the bill before leaving. In finer restaurants there will be a host or hostess or even a *maître d'hôtel* to welcome customers and to seat them. Other staff waiting on customers include busboys and *sommeliers*.

Restaurants often specialize in certain types of food or present a certain unifying, and often entertaining, theme. For example, there are seafood restaurants, vegetarian restaurants or ethnic restaurants. Generally speaking, restaurants selling

food characteristic of the local culture are simply called restaurants, while restaurants selling food of foreign cultural origin are called ethnic restaurants.

For some time the travelling public has been catered for with ship's messes and railway restaurant cars which are, in effect, travelling restaurants. (Many railways, the world over, also cater for the needs of travelers by providing Railway Refreshment Rooms [a form of restaurant] at railway stations.) In recent times there has been a trend to create a number of travelling restaurants, specifically designed for tourists. These can be found on such diverse places as trams, boats, buses, etc.

Answer the following questions:

1. How may restaurants range?
2. Who welcomes and seats customers in finer restaurants?
3. What is an ethnic restaurant?
4. Where can people travelling by train have a meal?

### **Types of restaurants**

There are many different restaurant types out there. New restaurants open all the time, and concepts vary from pizza chains to fine sushi restaurants to breakfast cafes and even restaurants that specialize in peanut butter and jelly sandwiches. Despite the broad range of restaurant concepts, most are classified by one of three major restaurant types, including full-service, fast-casual and quick-service. This article details the challenges and opportunities operators face within each restaurant type.

#### **Full-Service Restaurants**

Full-service restaurants encapsulate the old-fashioned idea of going out to eat. These restaurants invite guests to be seated at tables, while servers take their full order and serve food and drink. Full-service restaurants are typically either fine dining establishments or casual eateries, and in addition to kitchen staff, they almost always employ hosts or hostesses, servers and bartenders. Two standard types of full-service operations include fine dining and casual dining restaurants, discussed below.

Answer the following questions:

1. Are the guests seated in full-serviced restaurants?
2. Are the full-service restaurants self-catering?
3. Who do the full-service restaurants employ?
4. What are the two standard types of full-service operations?

#### ***Fine dining***

Fine dining restaurants are full service restaurants with specific dedicated meal courses. Décor of such restaurants feature higher-quality materials, with an eye towards the "atmosphere" desired by the restaurateur, than restaurants featuring lower-quality materials and an eye away from the "atmosphere" desired by the restaurateur. The wait staff is usually highly trained and often wears more formal attire. Fine-dining restaurants are almost always small businesses and are

generally either single-location operations or have just a few locations. Food portions are visually appealing. Fine dining restaurants have certain rules of dining which visitors are generally expected to follow.

Fine dining restaurants top the ladder when it comes to service and quality. Fine dining restaurants usually gain perceived value with unique and beautiful décor, renowned chefs and special dishes. Listed below are some of the features, challenges and advantages of running a fine dining restaurant.

*Prices.* Prices for entrées are often \$20 or more.

*Service style.* Service style for fine dining restaurants is top-notch. Well-trained and experienced servers and sommeliers attend guests, providing excellent knowledge of food and wines.

*Atmosphere.* The atmosphere in a fine dining establishment is one of the keys to its perceived value. The lights need to soften the mood, the music should reflect the concept yet not overpower the guests' conversations, and the décor should add an elegant and unique perspective. Fine dining establishments strive to create an overall exceptional dining experience for guests.

*Challenges.* Fine dining restaurants probably face their biggest challenges in poor economic times. People who do not feel that they can afford to eat at upscale restaurants often cut them out of the budget. Fine dining restaurants must constantly maintain an elevated level of service and quality in every aspect, from dinner service to food presentation to restroom cleanliness.

*Advantages.* One advantage of running a fine dining restaurant is that managers and servers are frequently experienced and committed to making their careers in fine dining establishments. For instance, managers typically require five to seven years of experience as well as immense knowledge of food and wine. Chefs need to be experienced as well, perhaps even requiring a culinary degree. Celebrated chefs will also give a fine dining restaurant the upper-hand when it comes to quality food and artistic presentation.

*Examples.* Morton's, Ruth's Chris, or any Wolfgang Puck restaurants are examples of well-known fine dining locations.

Answer the following questions:

1. What are fine dining restaurants?
2. What décor do fine dining restaurants feature?
3. How well are the staff in fine dining restaurants trained?
4. Are fine dining restaurants small businesses?
5. Do fine dining restaurants have any certain rules of dining?
6. What proves that fine dining restaurants top the ladder when it comes to service and quality?
7. What are the prices in fine dining restaurants?
8. How high is the service style?
9. What atmosphere do fine dining restaurants have?
10. Are there any challenges which fine dining restaurants may face?
12. What are the advantages of fine dining restaurants?
13. What are the examples of well-known fine dining locations?

### ***Casual dining***

A *casual dining restaurant* is a restaurant that serves moderately-priced food in a casual atmosphere. Except for buffet-style restaurants, casual dining restaurants typically provide table service. Casual dining comprises a market segment between fast food establishments and fine dining restaurants. Casual dining restaurants usually have a full bar with separate bar staff, a larger beer menu and a limited wine menu. They are frequently, but not necessarily, part of a wider chain, particularly in the United States.

Another type of full service eatery, casual dining restaurants are typically more affordable and often geared toward families. Casual dining restaurants offer full table service but the décor, food and service is usually less remarkable than a fine dining establishment. The list below discusses some particulars of casual dining restaurants.

*Price.* Casual restaurant entrée prices are usually in the range of \$10-15, depending on the geographical area. Rarely, however, will these dishes go over \$20.

*Service style.* Guests are seated by a host or hostess. Servers help explain menu items and take orders. Service style for casual dining restaurants is usually not as formal as fine dining service. Servers may act more casually around diners, but guests still expect professionalism and service throughout the meal.

*Atmosphere.* The casual restaurant atmosphere is often family-friendly, with decorations adorning the walls, or themed posters and colorful paint and booths. Like fine dining restaurants, casual eateries can specialize in a certain regional cuisine or a fusion of several dishes. The menu and concept usually determine the atmosphere.

*Challenges.* Casual dining restaurants may find challenges in keeping up with competitors. They compete both with fine dining restaurants and fast-casual places, depending on subtleties in menu pricing and atmosphere. Fast-casual restaurants do well to differentiate themselves from their competitors to try and attract customers. They should put their marketing efforts toward promoting the ways in which they are unique, special and better than the competition.

*Advantages.* Casual dining restaurants have an advantage in that they are often able to attract a wider customer base than fine dining restaurants. Casual restaurants are especially appealing as they are more accessible for families with children.

*Examples.* Olive Garden, Chili's, Macaroni Grill, Outback Steakhouse and Red Lobster are all examples of casual full service restaurants.

Answer the following questions:

1. What is a casual dining restaurant?
2. Do casual dining restaurants provide table service?
3. Do casual dining restaurants have a wide wine menu?
4. How do the prices in casual dining restaurants vary?
8. How high is the service style?
9. What atmosphere do casual dining restaurants have?
10. Are there any challenges which casual dining restaurants may face?
12. What are the advantages of casual dining restaurants?
13. What are the examples of well-known casual dining locations?

## **Fast casual**

*Fast casual restaurants* do not offer table service, but may offer non-disposable plates and cutlery. The quality of food and prices tend to be higher than those of a conventional fast food restaurant but may be lower than casual dining

Fast-casual is relatively modern terminology for a restaurant that falls between full-service and quick-service. Also called quick-casual and limited-service, these types of restaurants are typically distinguished by service type and food quality. Fast-casual restaurants are often perceived to offer better quality food and a more upscale dining area than quick-service restaurants, but with less expensive menu items than full-service restaurants.

*Price.* Fast-casual establishments try to settle within the \$7 to \$10 range, and usually specialize a few menu items or combination menu items, such as an overstuffed burrito for \$7 or a sandwich, side and drink for under \$10.

*Service style.* Guests will often walk up to a service counter where they will choose menu items from a menu board and place their orders with a cashier. The guests may also choose their food first, perhaps walking along an assembly line for their sandwich or burrito, and then pay when they receive the food. Like quick-service, speed and convenience are important aspects of fast-casual restaurant concepts, although fast-casual restaurants arguably demonstrate better quality food and service than fast-casual restaurants.

*Atmosphere.* As with any restaurant, the menu items and restaurant culture will likely affect what the restaurant looks like inside. Some are very basic, while others use colors and signs to demonstrate their style and create a low-key ambience. Lighting and music definitely play a role in creating atmosphere.

*Challenges.* Unlike full-service restaurants, fast-casual restaurants experience a good deal of turnover. Frequent management change can bring a restaurant's success crashing down, since workers do not see the level of commitment more often seen in full-service restaurants. According to studies during a three year period, sub shops and fast-casual pizza joints saw some of the most turnover of any other restaurant type.

*Advantages.* The fast-casual concept as a whole has a lot of strong advantages over other restaurant types. For example, the idea of fast-casual has a lot of wiggle room. It can be a totally organic eatery, or showcase a certain regional fare, or even stick to the classics, all while attracting customers with affordable menu prices. Fast-casual restaurants are extremely versatile. Since many obtain liquor licenses, they attract a large portion of the adult clientele, but still cater to families and students. Many also believe fast-casual restaurants provide more healthful food than what quick-service restaurants have to offer.

*Examples.* Examples of fast casual restaurants include Panera Bread, Chipotle Mexican Grill, Red Brick Pizza and Cosi.

Answer the following questions:

1. What is a fast-casual restaurant?
2. What are the prices in fast-casual restaurants?
3. What is the service in fast-casual restaurants?

4. What atmosphere is found in fast-casual restaurants?
5. What are the challenges fast-casual restaurants have?
6. What are the advantages of fast-casual restaurants?

### **Quick-Service Restaurants**

Quick-service is the term for restaurants that capitalize on speed of service and convenience. Fast-food restaurants often fall under the umbrella of quick-service restaurants, but not all quick-service places serve fast-food. Quick-service restaurants are characterized by simple décor, inexpensive food items and speedy service.

**Fast food restaurants** emphasize speed of service. Operations range from small-scale street vendors with carts to mega-corporations like *McDonald's*. Also known as a QSR or Quick Serve Restaurant.

*Price.* The least expensive of all, quick-service restaurants usually offer meals for \$6 or less. They often provide "combo" meal choices which can add on extra for sides and drinks, but food items are also available a la carte.

*Service style.* Service style at quick-service restaurants typically includes a service counter with one or more cashiers working to take orders. Customers order off a menu board hanging on the wall or from the ceiling. It is not unusual to see a drive-thru at a quick-service restaurant.

*Atmosphere.* In comparison to full-service restaurants, quick-service establishments generally have simpler dining areas with fewer decorations. However, quick-service chains in particular often strive to achieve a very specific, individual "look and feel" in their restaurants. For example, Jamba Juice chains paint their walls and hang posters that comply with a very specific color palette and theme, and every store is required to play specific music every month.

*Challenges.* Like fast-casual restaurants, quick-service restaurants experience a good deal of turnover. Frequent ownership and management change coupled with an overwhelmingly young workforce tend increase general turnover rates. Coffee shops, which are popular quick-service restaurant concepts, are a good example. Statistics from a recent three-year study show that coffee shops experience a three-year cumulative ownership turnover rate of 70 percent.

*Advantages.* Quick-service restaurants often succeed in a big way because of speed of service and overall consistency. In earlier days when McDonald's was still young, the idea of assembly line food service operations were still new. However, this makes for a recognizable, familiar and consistent line of food wherever the restaurant is located. A McDonald's burger tastes the same in Kansas as it does in Tokyo. This type of familiar consistent.

*Examples.* Examples of quick-service restaurants include McDonald's, Taco Bell, Wendy's, Jamba Juice and Starbucks.

Answer the following questions:

1. What is a quick service restaurant?
2. How are quick-service restaurants characterized?

3. How expensive is a quick service restaurant?
4. What is the service style in a quick-service restaurant?
5. What atmosphere do quick-service restaurants have?
6. Are there any challenges which quick-service restaurants may face?
7. What are the advantages of quick-service restaurants?
8. What are the examples of well-known quick-service locations?

### Variations

Most of these establishments can be considered subtypes of fast casual dining restaurants or casual dining restaurants.

#### Bistro and brasserie

In *France*, a *brasserie* is a *café* doubling as a restaurant and serving single dishes and other meals in a relaxed setting. A *bistro* is a familiar name for a *café* serving moderately priced simple meals in an unpretentious setting, especially in *Paris*; bistros have become increasingly popular with tourists. When used in *English*, the term *bistro* usually indicates either a fast casual dining restaurant with a European-influenced menu or *cafés* with a larger menu of food.

#### Buffet and smörgåsbord

*Buffets* and *smörgåsbord* offer patrons a selection of food at a fixed price. Food is served on trays around bars, from which customers with plates serve themselves. The selection can be modest or very extensive, with the more elaborate menus divided into categories such as salad, soup, appetizers, hot entrées, cold entrées, and dessert and fruit. Often the range of cuisine can be eclectic, while other restaurants focus on a specific type, such as home-cooking, Chinese, Indian, or Swedish. The role of the waiter or waitress in this case is relegated to removal of finished plates, and sometimes the ordering and refill of drinks.

In the *United States*, *Buffets, Inc.*, is a large buffet chain corporation which owns *Old Country Buffet*, *Country Buffet*, and *HomeTown Buffet*. *HomeTown Buffet* popularized the "scatter buffet", which refers to the layout of separate food pavilions. Other American restaurant chains well-known for their buffets include *Golden Corral*, which features food products presented in pans, *Souplantation/Sweet Tomatoes* (known in particular for its soups and salads), *Gatti's Pizza*, *CiCi's Pizza*, *Fresh Choice* (a smaller competitor of *Souplantation*), *Pancho's Mexican Buffet*, *Ryan's* and *Ponderosa Steakhouse*. *Sizzler* is another prominent restaurant offering a buffet.

#### Café

*Cafés* are informal restaurants offering a range of hot meals and made-to-order sandwiches. Coffee shops, while similar to *cafés*, are not restaurants due to the fact that they primarily serve and derive the majority of their revenue from hot drinks. Many *cafés* are open for breakfast and serve full hot breakfasts. In some areas *cafés* offer outdoor seating.

#### Cafeteria

A *cafeteria* is a restaurant serving ready-cooked food arranged behind a food-serving counter. There is little or no table service. Typically, a patron takes a

tray and pushes it along a track in front of the counter. Depending on the establishment, servings may be ordered from attendants, selected as ready-made portions already on plates, or self-serve their own portions. Cafeterias are common in hospitals, corporations and educational institutions.

In the UK, a cafeteria may also offer a large selection of hot food similar to the American *fast casual restaurant*, and the use of the term *cafeteria* is deprecated in favour of self-service restaurant.

#### Coffeehouse

*Coffeehouses* are casual restaurants without table service that emphasize *coffee* and other beverages; typically a limited selection of cold foods such as pastries and perhaps sandwiches are offered as well. Their distinguishing feature is that they allow patrons to relax and socialize on their premises for long periods of time without pressure to leave promptly after eating, and are thus frequently chosen as sites for meetings.

#### Destination restaurant

A destination restaurant is one that has a strong enough appeal to draw customers.

#### Tabletop Cooking

Customers are seated as in a casual dining setting. Food items are prepared by the establishments for cooking on embedded *gas stoves*, *induction cookers*, or *charcoal grills*; the customer has control over the heating power of the appliance.

#### Mongolian barbeque

Despite the name, the *Mongolian barbeque* form of restaurant is not Mongolian, actually derived from Taiwan and inspired by Japanese *teppanyaki*.

Customers create a bowl from an assortment of ingredients displayed in a buffet fashion. The bowl is then handed to the cook, who stir-fries the food on a large griddle and returns it on a plate or in a bowl to the consumer.

#### Pub

Mainly in the UK and other countries influenced by British culture, a *pub* (short for public house) is a *bar* that sometimes serves simple food fare. Traditionally, pubs were primarily drinking establishments with food in a secondary position, whereas many modern pubs rely on food as well, to the point where *gastropubs* are often essentially fine-dining establishments, known for their high-quality pub food and concomitantly high prices. A typical pub has a large selection of beers and ales on tap.

#### Teppanyaki-style

Many restaurants specializing in Japanese cuisine offer the *teppanyaki* grill, which is more accurately based on a type of charcoal stove that is called *shichirin* in Japan. Diners, often in multiple, unrelated parties, sit around the grill while a chef prepares their food orders in front of them. Often the chef is trained in entertaining the guests with special techniques, including cracking a spinning egg in the air, forming a volcano out of differently-sized onion slices, and flipping grilled shrimp pieces into patrons' mouths, in addition to various props. Also referred to as *Hibachi*.



Answer the following questions:

1. What is a bistro?
2. What is a brasserie?
4. What are *buffets* and *smörgåsbord* ?
5. How is the food served in buffets?
6. What do the waiters do in buffets?
7. Are the buffets popular in the USA?
8. What is a café?
9. What is a cafeteria?
10. What is a coffeehouse?
11. What is a destination restaurant?
12. What is Tabletop Cooking?
13. What is Mongolian barbeque?
14. What is a pub?
15. What is a Teppanyaki-style eatery?

Look at the menus below. Which types of restaurants do you think they come from?

**1. Daily Special:**

Daily 3 Course Tasting Menu \$35

First Course (choice of one): Caesar Salad, Cream of Mushroom Soup, Baby Spinach, Roasted Golden Beet Salad, or Field Greens.

Main Course (choice of one): Braised Pork Shank, Roasted Chicken, or Panko Encrusted Walleye.

Dessert Course (choice of one): Vanilla Bean Creme Brulee, Trio of Izzy's Ice Cream or Sorbets, Butterscotch Budino with Caramel, Oreo Semifreddo with Peanut Butter Ganache, Almond Panna Cotta with Brandied Cherries and Dark Chocolate, Smoked Chocolate Souffle with Marshmallow and Graham Cracker Ice Cream

**2. Appetizers and Soups**

Potato and Cheddar Ale Soup

Wisconsin Cheddar Cheese, fresh vegetables and bacon.

Garnished with homemade croutons ..... \$ 3.95

Shrimp Cocktail

Large shrimp boiled in our special seasoning.

Served with our special cocktail sauce. .... \$ 7.95

Buffalo Cajun Chicken Fingers

Spicy deep fried chicken fingers with dipping sauce. .... \$ 5.95

Deli Sandwiches

Virginia Gentleman

A great combination of Virginia Ham and turkey

breast on white toast with mayo, beer mustard,  
and Swiss cheese. .... \$ 6.95

Earl's Special  
Roast beef brisket, melted Cheddar, onion, hot peppers  
and mayo on a roll. .... \$ 6

Turkey and Jack Cheese  
Whole wheat with lettuce, tomato, and fresh fruit ..... \$ 6.95

### 3. Dole Whip Soft-serve (\$2.89)

*Pineapple, Vanilla, or Swirl.*

Citrus Swirl (\$2.89)

*Orange and Vanilla Soft-serve Ice Cream.*

Pineapple Float (\$3.99)

*Pineapple or Orange Dole Whip with Pineapple Juice.*

Assorted Chips (\$2.69)

Coca Cola, Diet Coke, Sprite, Minute Maid Lemonade (\$2.19 or 2.49)

Pineapple Juice (\$2.19)

Hot Tea (\$2.09)

### 4. Hot Coffee Drinks

•Lattes

•Mocha – with Ghirardelli and real whipped cream!

•Espresso

•Cappuccinos

•Americano

•Fresh Brewed house coffee – French roast -Sumatran and Indonesian blend

Pastries (All baked fresh locally)

•Coffee Cake

•Chocolate Cake

•Carrot Cake

•Dutch Apple Pies

•Muffins

•Cheese Cake

Food (all made locally)

•Sandwiches

•Quiche

•Fresh Soup

•Bagels and cream cheese

### 5. Starters £5.50

Moules Mariniere £5.50

Goats Cheese Tart Tatin with Red Onion Marmalade & Cranberry Coulis £5.50

Tomato and Mozzarella Salad £5.50

Main Courses £9.90

Fillet of Sea Bream with Mediterranean Vegetable Cake and Antiboise Sauce £9.90

Home Made Burger with House Fries and Salad £9.90

Desserts £4.50

Creme Brulee £4.50

Selection of Sorbets or Ice Cream £4.50

Apple Tart Tatin £4.50

## 6. WEEKLY LUNCH SPECIALS

Served with our own chips.

Add Fries or Onion Rings for \$1.25

Tomato, Lettuce, Onion and Pickles are available upon request.

Monday

Breaded Chicken Club with Fries - \$5.00

Tuesday

Two for Tuesday: Pick 2 Sandwiches with Chips - \$10.95

Choose from: Ham & Cheese, Gourmet Grilled Cheese

\$2.00 Salads and Wraps

Wednesday

Double Cheeseburger with Fries - \$6.00

Thursday

Half a Tuna Sandwich with Fruit & Cottage Cheese - \$5.00

Friday

\$2.00 Off the Buffet

Monday - Friday

(from 11am - 2pm)

- One Piece of Fish with Fries
- Two Mini Cheeseburgers with Fries
- Three Chicken Dippers with Fries
- Three Buffalo Dippers with Fries
- Tuna Salad Sandwich with Chips

All Lunch Specials come with your choice of soft drink.

## Unit 7

### EUROPE'S MOST UNUSUAL RESTAURANTS

For many, eating out has become a bit of a dull affair. The standard three courses, no matter how delicious, just don't get the juices flowing like they used to. Exciting and eclectic eateries are now a prominent feature on the restaurant map, with unusual settings and adventurous cuisine bringing about something of a revolution in the way we eat. Though rather than detracting from the culinary experience, this move away from the norm can serve to enhance, and leaves diners with gastronomical memories they're unlikely to forget in a hurry. For those

looking for something a little weird and wonderful, these unusual haunts in Europe offer gourmet dining with a twist.

### **Solo Per Due – Rieti, Italy**



For the most intimate dining experience the world has to offer, Solo Per Due presents a globally-renowned eatery in the idyllic village of Vacone. The concept is simple: one couple occupy the restaurant at a time. Seasonal delicacies are crafted each day, which are served accompanied by the undivided attention of the restaurant's staff. Often cited as one of the world's smallest restaurants Solo Per Due is housed within an attractive 19th-century building and decorated with plush Chesterfield furnishings and glistening candelabras. Catering for the seasons, guests can bask under the jungle of exotic plants in the summer whilst enjoying views of the valley or nestle by a crackling log fire in the winter.

Answer the following questions:

1. What kind of atmosphere can one experience being in the restaurant Solo Per Due – Rieti, Italy?
2. What is the concept of the restaurant?
3. Where is the restaurant housed?
4. How is the restaurant decorated?

### **'s Bagger's – Nuremberg, Germany**



Bringing a welcome end to bad service, 's Bagger's in Nuremberg brings an ingenious concept to the restaurant scene: the automated waiter. Housed within a trendy warehouse conversion, 's Bagger's brings an end to forgotten drinks, mixed up orders, and that guy that's asked you if you'd like a top-up- eleven times. Ensuring absolute precision, guests use touch screens to order, and are even given exact waiting times. Dishes then glide through the multi-storey building via metal rails, coming to an elegant halt right in front of the hungry diners.

Answer the following questions:

1. What is the concept of the 's Bagger's restaurant?
2. Where is the restaurant housed?
3. How do customers make orders?
4. How do the customers of this restaurant receive the dishes?

## **Hospitalis – Riga, Latvia**



Bringing a whole new dimension to ‘doctor’s orders’, Hospitalis sees guests enjoy hearty Latvian and European cuisine in a wonderfully slapstick, hospital-themed setting. Recline in the dentist’s chair or decant your cocktail from a test tube, whilst nurses dressed in slinky uniforms offer a glamorous edge. Sleek and sterile, Hospitalis offers radically presented Latin-named dishes for the adventurous diner, as well as traditional European cuisine.

The Hospitalis Restaurant in Riga, Latvia depends on a theme rather than location to attract visitors. The whole restaurant has been designed and themed as a hospital. Tables and chairs are designed to look like hospital wards or operating rooms. The waitresses are all dressed up as nurses and customers can even be tied up in straitjackets. The food is served in flasks or on operating dishes, which come complete with surgical implements including syringes, tweezers and scissors. The colour scheme of the restaurant is red and white.

Answer the following questions:

1. What is the concept of the Hospitalis restaurant in Riga, Latvia?
2. What kind of cuisine does the restaurant serve?
3. What unusual as for a restaurant furnishings are there in this place?
4. What kind of uniform do the waiting staff have?
5. In which way are the tables and chairs in the restaurant designed?
6. What is the food served in?
7. What is the colour scheme of the restaurant?

## **Le Restophone – Montpellier, France**



Blending haute cuisine and arguably the most sociable dining room in the world, Le Restophone is a fashionable eatery in Montpellier. Leave your mobiles and phone cards behind and instead go old-school – each table is fitted with its own telephone which interconnects every table in the restaurant, letting diners lose their inhibitions and get to know each other. Infinitely easy-going, La Restophone is filled with contemporary art, and flashy cocktails are mixed at the bar. Meeting and greeting undoubtedly works up an appetite, and Le Restophone doesn’t disappoint with its refined selection of French cuisine. Favourites include beef tartar or a succulent house burger.

Answer the following questions:

1. What makes the Le Restophone eatery be a very fashionable place in Montpellier?
2. What is each table in the eatery fitted with?
3. What for do the customers need a telephone on their tables?
3. What cuisine does Le Restophone serve?

### **Rock Restaurant, Zanzibar**



Renowned for wonderful beaches and a relaxed atmosphere, Zanzibar also features one of the most unusual and perhaps most picturesque restaurants in the world. In the south of the island lies The Rock Restaurant. The name says it all. The restaurant literally sits on top of a large rock, which is situated in the middle of a beach. At low tide you can walk out to the rock, but at high tide, it becomes marooned. When you reach the rock you climb a wooden ladder to reach the restaurant. It is a small, with only three tables in the dining room, and is owned by the local village. It is very much a local affair, where you are likely to be served a platter of seafood, prepared with a few beers to wash it down.

Answer the following questions:

1. What is Zanzibar famous for?
2. Where is a famous restaurant in Zanzibar situated?
3. Is the restaurant large?
4. What do they serve in the Rock restaurant?

### **Red Sea Star Restaurant, Israel**



Rather than sitting above the sea, you can dine underneath it at the Red Sea Star Restaurant. Situated just off the coast of Eilat, the restaurant offers diners the chance to eat and watch the fascinating marine and coral life at the same time. The restaurant is located five meters below sea level. Each table has two windows offering diners a chance to watch an ever changing view of the local marine life swimming past in the brightly coloured coral garden. One window is located in the wall and the other in the ceiling above the diners' heads, offering a unique dining experience. The food served in the Red Sea Star restaurant is a mix of exotic meat and seafood dishes. There is room for 105 guests in the seated area and a bar where

guests can relax afterwards. Opening hours are from 10am – 1am. At night, the restaurant is softly lit so that the local marine life is not disturbed but can still be seen by diners.

Answer the following questions:

1. Where is the Red Sea Star Restaurant situated?
2. What does the restaurant offer to its diners?
3. How deep is the restaurant located?
4. How many windows does each of the tables have?
5. What kind of food is served in the restaurant?
6. How big is the restaurant?
7. When is the restaurant open?
8. Is the local marine life disturbed by the restaurant?

### **Redwoods Treehouse Restaurant, New Zealand**



Another restaurant that gives a sense of its surroundings is the Redwoods Treehouse Restaurant in New Zealand. Located in a pod structure suspended ten meters high in a Redwood tree, diners reach the restaurant along an elevated treetop walkway. It has capacity for thirty guests and can also be used for a buffet style event.

Answer the following questions:

1. Where is the Redwoods Treehouse Restaurant situated?
2. How high is the restaurant suspended?
3. How do the diners reach the restaurant?
4. How many guests is this restaurant for?

### **Ristorante da Pancrazio, Italy**

The Ristorante da Pancrazio gives a unique sense of history to diners. The restaurant is located above the arcades of the remains of the old theatre of Pompey, built 2000 years ago. The menu is extensive and features traditional Roman specialities.



Answer the following questions:

1. Where is the restaurant located?
2. Is the menu wide?
3. What does the menu feature?

## **Modern Toilet Restaurant, Taiwan**



The Modern Toilet in Taipei, Taiwan is also a restaurant which relies on a theme to attract customers. As with Hospitalis, it is a theme that can put people off as much as attract. As the name suggests, everything in the restaurant has a toilet theme. The restaurant can seat 100 diners but rather than use chairs, all customers sit on a toilet bowl. Even the food carries on this theme, with mains being served in dishes shaped as a mini toilet and a desert menu where you can order ice cream that comes shaped as faeces. Definitely not to everyone's taste!

Answer the following questions:

1. What kind of theme does the Modern Toilet Restaurant in Taiwan have?
2. How many customers can a restaurant seat?
3. What do the customers seat on?
4. What shape do the dishes in the restaurant have?

## **The Alcatraz, Japan**



The Alcatraz restaurant in Tokyo, Japan is another restaurant where the concept is not immediately attractive to everyone. The restaurant is themed to be like Alcatraz prison. Diners are escorted to their cells and served with a cocktail called lethal injection before being served their food.

Answer the following questions:

1. Why do not all the visitors find the concept of the Alcatraz restaurant in Tokyo attractive?
2. Where do diners have a meal?
3. What kind of cocktail is offered to diners?

## **Dans Le Noir, England**



Dans Le Noir is a restaurant in London which has a very unusual selling point – everything is done in the dark. All the waiting staff are blind and lead



diners to their place. Tables are shared with other diners, which allows guests to share their experiences and chat with strangers. The total darkness apparently encourages guests to talk to one another more freely as there are no distractions. Guests are given a choice of different coloured menus where white means it could include anything, green means it is vegetarian, red means no seafood and blue means seafood. Beyond that there is no choice and diners eat what they are given. As it is in complete darkness, there is no cutlery and all diners eat with their fingers. Part of the fun of going to the restaurant is trying to guess what you are eating. After guests have finished eating they are taken to the bar and told what they have eaten.

Answer the following questions:

1. What is unusual in the Dans Le Noir restaurant?
2. In which way are the waiting staff in Dans Le Noir different from the waiting staff in any other restaurant?
3. What encourages guests to talk to one another more freely?
4. What kind of menus does the restaurant have?
5. Is there a wide range of dishes on offer?
6. What do diners eat food with?
7. Do the guests always know what they have eaten?

### **De Kas, Holland**



De Kas in Amsterdam takes freshness of ingredients to another level. The restaurant is located in a converted greenhouse. Surrounding the greenhouse is a nursery where most of the food served in the restaurant is grown. The restaurant aims to serve produce that has been picked from their own grounds only hours before. What they can't grow themselves, they source from local suppliers. Food in the restaurant is based on rustic Mediterranean food with a strong emphasis on fresh local vegetables.

Answer the following questions:

1. What does the restaurant pay the most of its attention to?
2. Where is the restaurant located?
3. What does the concept of the restaurant include?

## Sources

1. <http://wikipedia.com> Encyclopedia Wikipedia on Line.
2. <http://www.lonelyplanet.com/europe/travel-tips-and-articles/76163>
3. <http://www.flickr.com/photos/eksyt/3698796/> unusual EU restaurants
4. <http://www.runawayjane.com/10-unusual-restaurants-from-around-the-world/>
5. <http://www.savvyiq.com/index.php/blog/item / 23-restaurant-concept-hotel-design-interior-consulting.html>
6. [http:// www.mytravelguideposts.com /2011/09/top-10-tourist-attractions-in-europe.html](http://www.mytravelguideposts.com /2011/09/top-10-tourist-attractions-in-europe.html)
7. <http://www.softcafe.com/restaurant-menu-design-casual-menus.htm>
8. <http://www.allmenus.com/ny/buffalo/253649-99-fastfood-restaurant/menu/>
9. <http://www.thecornerstonecoffeehouse.com/menu.cfm>

Навчальне видання

Збірник текстів і завдань  
для самостійної роботи  
з дисципліни

**«ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПРЯМУВАННЯ»**  
**(англійська мова)**

*(для студентів 3-го курсу денної форми навчання напрямку  
6.030601 «Менеджмент» спеціальності  
«Менеджмент готельного, курортного і туристського сервісу»)*

Укладач **БУГАСВА** Вікторія Юріївна

Відповідальний за випуск *І. О. Наумова*

Редактор *З. І. Зайцева*

Комп'ютерне верстання *І. В. Волосожарова*

План 2011, поз. 528 М

---

Підп. до друку 20.12.2011 р.

Формат 60×84/16

Друк на ризографі.

Ум. друк. арк. 2,9

Зам. №

Тираж 50 пр.

Видавець і виготовлювач:

Харківська національна академія міського господарства,  
вул. Революції, 12, Харків, 61002

Електронна адреса: [rektorat@ksame.kharkov.ua](mailto:rektorat@ksame.kharkov.ua)

Свідоцтво суб'єкта видавничої справи:

ДК № 4064 від 12.05.2011 р.