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V ANGLEŠKEM JEZIKU

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1. TOURISM

Answer the questions first.

- Why study tourism?
- Why have you decided to study tourism? Why does it appeal to you?

Now read the text and compare your ideas with the text.

WHY STUDY HOSPITALITY, TRAVEL, AND TOURISM?

Some individuals are simply prone to be great communicators. Their extroverted skills shine through every encounter they have with people. But what's even greater about them is that they can put this aura down to use. If you consider yourself part of this group of people, with communication skills of a top-notch level, then a career in Hospitality and Tourism might be your fit!

Tourism has become an important sector that has had a great impact on the development of country economies. The main benefits of tourism are income creation and generation of jobs. For many places, tourism is the most important source of welfare. So it is convenient for countries to respond by developing the necessary infrastructure and increasing their abilities to supply the needs of tourists.

No day is the same. Considering that this is a people-oriented industry, a great variety of tourism jobs require you to think on your feet, be creative, and trigger your comfort zone. If people are going to be expecting from you to guide them through their leisure time, you will have to create a little bit of an adventurous portfolio yourself. Your days will be mixed with various dynamics, and there are going to be very few to not at all dull moments to recall. No wonder that people studying or working in this field are typically relaxed and outgoing!

It is not the typical job anyone imagines, tied in an office for the whole day and waiting for delegated tasks that fill in your day. In a hospitality career, it's often possible to earn a full-time income with full-time hours in a short work week. Win-win.

You can work locally or internationally. Although some people choose to study hospitality and tourism because of lots of opportunities to travel, this is not always the case. Each country has its hidden gems, and we're sure yours is no exception. So you can contribute to promoting it, increasing its capacities to serve foreigners while still remaining settled in your hometown.

Tourism impacts environments and people on a socio-cultural aspect. It impacts the lifestyles and cultures of both residents and visitors. In a research conducted from the University of Galati on "Looking for Tourism Legacy for the Future: Social and Cultural Dimensions", tourism is praised for its ability to promote local goods, endowments and commercialize them in a superior manner.

Bear in mind that by being part of such an industry, you are directly contributing to the revitalization and preservation of local traditions, customs, cultural life, handicrafts, arts, culture, artists, identity and heritage, renewal of local architectural traditions. Not all heroes wear capes, they say. Sometimes they simply belong to an industry that induces change, drives economies, or preserves history and culture.

The industry of tourism is filled with dynamics of the sort that prepare you for many challenges, environments, and different settings. That is why a career in tourism can literally open up the world for you!

Enjoy it!

1.1 THE DEFINITION OF TOURISM

What is the tourism industry?

Tourism industry refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is a collection of activities, services and industries that delivers a travel experience, including **transportation** (airline industry, railway, coach services, car rental, water transport, etc.), **accommodation** (hotels, shared accommodation, hostels, camping, B&B, cruises, farmhouse accommodation, time-share accommodation, etc.), **food and beverage** (restaurants, catering, bars & cafes, nightclubs, etc.), **entertainment** (casino, tourist information, shopping, tourist guides & tours, etc.) and other **connected industries** (financial services, travel agents, tour operators, tourism organisations, marketing, education, etc.). It is vital to understand that the industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

The tourist

In simple terms, a tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year.

Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travellers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships.

While business travellers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to.

The World Tourism Organization (WTO) defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

What are the benefits of the tourism industry?

Tourism offers a wide range of benefits, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay, but also in local businesses. It also provides a large number of jobs for people working in the transport and hospitality industry, among others.

Moreover, tourism has the potential to improve relationships between nation states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education.

WTO claims that tourism is currently the world's largest industry with annual revenues of over 3 trillion dollars. (<http://www.prm.nau.edu/prm300/what-is-tourism-lesson.htm>). Tourism is vital for many countries, also for Slovenia, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels and entertainment venues, and other hospitality industry services such as resorts.

1.2 MOST VISITED ATTRACTIONS

“**Tourist attractions**” are defined as cultural and historical sites, natural landmarks, and officially designated spaces. Wealthy people have always travelled to distant parts of the world to see great buildings and works of art, to learn new languages, to experience new cultures, and to taste different cuisines.

So, what were the most-visited tourist attractions and cities in the world before COVID-19?

NOT the Eiffel Tower (around 7 million visitors annually), the Roman Colosseum (5 million), the Great Pyramids (4 million), and Stonehenge (1 million).

Some top rated and desirable tourist attractions also have accessibility problems. It takes extra effort to reach Yellowstone National Park (3.2 million) or the Terracotta Army in Xi'an, China (4.8 million).

There are also destinations that have restricted access and only allow a small number of visitors in order to preserve the site's integrity. Peru's Machu Picchu has limited tourism, with only 2,500 entries per day, or 912,500 per year.

Theme parks clearly have worldwide appeal. Four of the world's 20 most-visited tourist attractions were Disney parks.

To tally up the world's most-visited attractions, data supplied by the attractions themselves or from government agencies, industry reports, and reputable media outlets has been gathered. Attractions that don't sell tickets gave estimates as best they could.

1. **Grand Bazaar, Istanbul** - Annual Visitors: 91.3 million
2. **The Zócalo, Mexico City** (*Formally known as the Plaza de la Constitución*) - Annual Visitors: 85 million
3. **Times Square, New York City** - Annual Visitors: 50 million
4. (tie) **Central Park, New York City** - Annual Visitors: 40 million
4. (tie) **Union Station, Washington, D.C.** - Annual Visitors: 40 million
6. **Las Vegas Strip** - Annual Visitors: 30.5 million
7. (tie) **Meiji Jingu Shrine, Tokyo** - Annual Visitors: 30 million
7. (tie) **Sensoji Temple, Tokyo** - Annual Visitors: 30 million
9. **Niagara Falls, New York and Ontario** - Annual Visitors: 22 million
10. **Grand Central Terminal, New York City** - Annual Visitors: 21.6 million

Source: <http://www.travelandleisure.com/slideshows/worlds-most-visited-tourist-attractions#19>

Most visited cities in 2019:

Rank	City	Country	International tourist arrival
1	Bangkok	Thailand	22.78 million
3	Paris	France	19.10 million
3	London	United Kingdom	19.09 million
4	Dubai	United Arab Emirates	15.93 million
5	Singapore	Malaysia	14.67 million
6	Kuala Lumpur	Malaysia	13.79 million
7	New York City	United States	13.60 million
8	Istanbul	Turkey	13.40 million
9	Tokyo	Japan	12.93 million
10	Antalya	Turkey	12.41 million

Source: <https://www.howardtravel.com/about-us/blog/item/116-20-most-visited-cities-2019>

Tourism in the post-COVID world

Tourism is among the industries that have been hit hardest by the COVID-19 crisis. Tourism destinations recorded one billion fewer international arrivals in 2020 than in 2019. A deep decline in international travel led to a loss of about USD 1.3 trillion in export revenues, more than 11 times the loss during the last economic crisis in 2009. 100 to 120 million tourism jobs were put at risk, a large portion in small and medium-sized enterprises.

Three clear steps for a better future for tourism emerged from the debates:

- improve traveler confidence;
- understanding and monitoring new market trends and demand drivers;
- create more resilient and inclusive tourism activities that pursue sustainability – an important and long-term key point.

Nevertheless, overtourism is making a comeback, as shown by data collected in March 2022. People are once again flocking to the world's most desirable and visited locations, but numbers have not yet reached those of pre-COVID-19:

1. **The Strip — Las Vegas, Nevada, United States** - Annual Visitors: 39.6 million
2. **Times Square — New York, New York, United States** - Annual Visitors: 39.2 million
3. **Central Park — New York, New York, United States** - Annual Visitors: 37.5 million
4. **Union Station — Washington, D.C., United States** - Annual Visitors: 32.8 million
5. **Niagara Falls — United States and Canada** - Annual Visitors: 22.5 million
6. **Grand Central Station — New York, New York, United States** - Annual Visitors: 21.6 million
7. **Faneuil Hall — Boston, Massachusetts, United States** - Annual Visitors: 18 million
8. **Walt Disney World Magic Kingdom — Orlando, Florida, United States** - Annual Visitors: 17.5 million
9. **Disneyland Park — Anaheim, California, United States** - Annual Visitors: 15.9 million
10. **Forbidden City — Beijing, China** - Annual Visitors: 15.3 million

Source: <https://www.farandwide.com/s/most-visited-tourist-destinations-bc849c0424864219>

ASSIGNMENT 1: Write a paper about the most-visited tourist attractions and cities according to the previous lists.

Consider (not answer!) those questions:

- Why on your opinion well known and top rated attractions like Roman Colosseum or Taj Mahal in India missed the top places and are not among the top visited attractions?
- Do 21st century tourists have different expectations to those of the last century?
- How do those numbers of tourists affect the local economy and local people?
- Is there any alternative to these forms of tourism?

1.3 TYPES OF TOURISM

Exercise 1: How would you define the following types of tourism?

Match the descriptions of different types of tourism to the expressions 1 – 16

- | | |
|---|--------------------------------|
| 1. sustainable tourism | 9. sport tourism |
| 2. medical, health or wellness tourism | 10. countryside tourism |
| 3. heritage tourism | 11. educational tourism |
| 4. culinary tourism | 12. adventure tourism |
| 5. MICE tourism | 13. cultural tourism |
| 6. mass tourism | 14. event tourism |
| 7. dark tourism | 15. doom tourism |
| 8. volunteer tourism | 16. religious tourism |

_____ refers to travel by groups on pre-scheduled tours, usually under the organization of tourism professionals. It refers to large-scale tourism that sees huge numbers of tourists visiting certain popular destinations. The relationship between tourism companies, transportation operators and hotels is a central feature of this type of tourism, which offers prices that are below the publicly advertised price because companies purchase large numbers of tickets.

_____ can serve to strengthen faith and to demonstrate devotion - both of which are central tenets of many major religions.

_____ is a type of niche tourism involving exploration or travel to remote areas, where the traveller expects the unexpected. It is rapidly growing in popularity as tourists seek unusual holidays. Mountaineering expeditions, trekking, bungee jumping, rafting and rock climbing are examples of this type of tourism.

_____ refers to travel to destinations for the purpose of participating in activities, events or attractions not available in urbanized areas. This year-round type of tourism is based on local production and recipes, and it is supported by high-quality wine and beer.

_____ involves traveling to places that are environmentally or otherwise threatened (such as the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, or the coral of the Great Barrier Reef) before it is too late. Some of these tourist destinations are considered threatened by environmental factors such as global warming, overpopulation or climate change. Travel to many of these threatened locations increases an individual's carbon footprint and only hastens problems threatened locations are already facing.

_____ is travelling to aid those less fortunate in order to counter global inequalities. It is largely praised for its more sustainable approach to travel, with tourists attempting to assimilate into local cultures, however, it is being criticised to have negative effects as it begins to undermine local labour, and force unwilling host communities to adopt Western initiatives.

_____ includes urban tourism, where the tourist visits many art museums and galleries, or sees many operas or concerts during the tour.

_____, also known as ecological tourism, is tourism that has minimal impact on the environment. It helps educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

_____ or food tourism is defined as the pursuit of unique and memorable eating and drinking experiences.

_____ involves visits to battlegrounds, scenes of horrific crimes or acts of genocide, for example concentration camps. Its origins are rooted in fairs and medieval fairs.

_____ is focused on tourists coming into a region to either participate in an event or to see an organized event put on by the city/region. People are being drawn somewhere to experience something that they are not able to experience in their hometown which is exactly what this tourism is about.

_____ may involve travelling to an education institution, a wooded retreat or some other destination in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.

_____ is defined as travelling to experience the places and activities that authentically represent the stories and people of the past. It includes visiting historical or industrial sites, such as old canals, railways, battlegrounds, etc.

_____ is one of the main sectors within the MICE industry (Meetings, Incentives, Conferences, and Exhibitions). It refers to all those activities associated with planning, travel to and participation in conferences and meetings, both domestic and international.

_____ focus on medical treatments and the use of healthcare services. It covers a wide field of health-oriented, tourism ranging from preventive and health-conductive treatment to rehabilitational and curative forms of travel. Wellness tourism is a related field.

_____ refers to travel which involves either viewing or participating in sporting events such as skiing, golf, scuba diving, etc.

Exercise 2: Define the following types of tourism.

1. Peter and his family spent a week at a farmhouse in Wales and rode bicycles round the countryside.

2. We're interested in art so we went to Florence and visited many galleries and museums.

3. More and more young people spend a month in England to practise their English.

4. Paul and Mary went skiing in Italy last winter. _____

5. Last summer we went white water rafting and rock-climbing. It was an unforgettable experience.

6. Robert suffers from arthritis and he needs to lose some weight, so he is going to a spa for a month.

7. I visited Lent Festival last summer. It was fascinating. _____

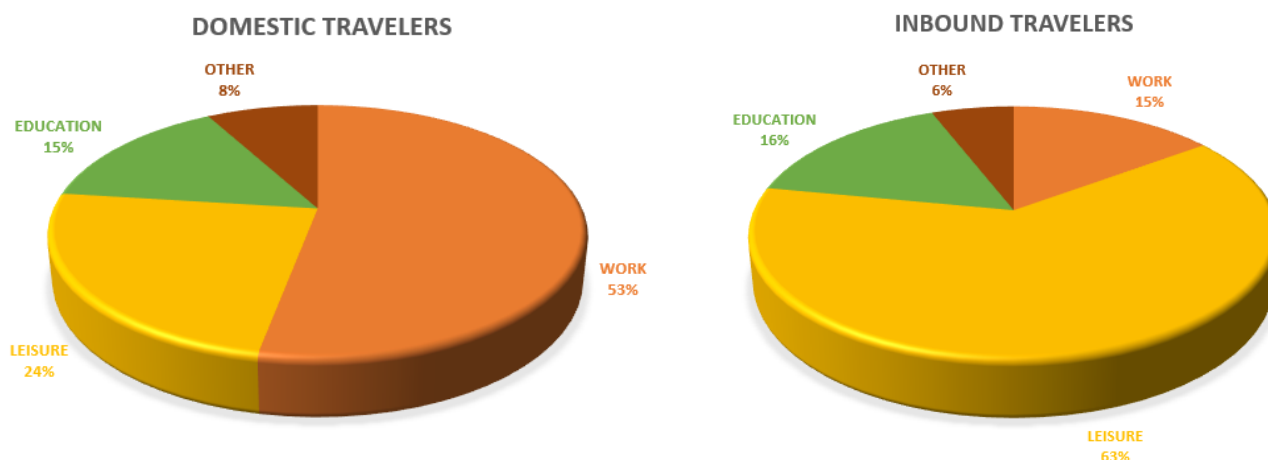
8. Elena went on a trip to an African village to teach children. _____

9. Doctor Wilkins is attending a three-day international conference on Aids education in Glasgow.

10. Many Muslims travel to Meka every year. _____

1.4 WHY DO PEOPLE TRAVEL

Look at these charts showing the reasons why people visited London last year.



1. What are the main points shown by the charts?
2. There is also an „other“ section. What do you think it could include?
3. Do you think the charts would be very different for your city or country?

These pie charts illustrate the reasons why people came to London. Domestic travellers and inbound travellers are shown separately, which is excellent as there is a significant deviation.

More than three quarters of people come to London for work and leisure, but the ratio of domestic to inbound tourists is reversed. More than half of domestic travellers come to London for work, while around a quarter spend their leisure time in London. Inbound travellers overwhelmingly visit London for holidays, sightseeing and relaxation, with a much smaller proportion coming for business.

The proportion of those coming to London for educational purposes is the same for both groups of visitors, and the most modest proportion of people in both groups come to the city for health, personal or other reasons.

ASSIGNMENT 2:

INDIVIDUAL PART

Think of four people – family or friends – who have traveled abroad in the past. Write down the reasons why they travelled.

GROUP WORK

Put your lists together and create a chart with all available data. Don't forget to create a legend/key.

Now try to describe the chart.

1.4.1 Displaying statistical information

Experiments or surveys usually generate a lot of information from which it is possible to draw conclusions. Such information is called data. Data are often presented in tables which sometimes consist of too much data to focus on. Charts and graphs help to express otherwise complex data in a simple format and offer more targeting view. They can add value to your presentations and meetings, improving the clarity and effectiveness of your message.

There are many chart and graph formats to choose from. They all look smart, but which one works best for your data, and for your audience?

Tables

A table is a convenient way to **show large amount of data (sing. datum) in a small space**. It can often facilitate comparisons and can lead to conclusions that would have been difficult to deduce from the separate data. The table below shows total arrivals and overnight stays in Slovenia in 2020 by country of origin.

Country	Tourist arrivals 2020	Share (%)	Index 2020/2019	Overnight stays 2020	Share (%)	Index 2020/2019
from Austria	142.828	11,74%	36,03	373.236	11,13%	36,89
from Belgium	17.760	1,46%	15,60	49.839	1,49%	15,22
from Bulgaria	8.553	0,70%	22,51	18.911	0,56%	29,16
from Bosnia and Herzegovina	34.757	2,86%	48,24	116.491	3,47%	59,47
from Cyprus	236	0,02%	19,27	780	0,02%	20,35
from Czech Republic	44.944	3,70%	23,68	129.436	3,86%	25,29
from Montenegro	3.573	0,29%	26,85	11.924	0,36%	35,27
from Denmark	4.776	0,39%	18,46	13.510	0,40%	18,40
from Estonia	1.592	0,13%	29,47	4.666	0,14%	35,23
from Finland	2.104	0,17%	8,24	7.324	0,22%	10,42
from France	35.679	2,93%	21,38	82.350	2,46%	22,25
from Greece	2.413	0,20%	19,52	7.169	0,21%	23,75
from Croatia	82.062	6,75%	34,92	224.235	6,68%	41,67
from Ireland	2.337	0,19%	10,94	7.205	0,21%	11,96
from Iceland	166	0,01%	5,62	796	0,02%	9,97
from Italy	159.082	13,08%	26,64	364.373	10,86%	28,50
from Latvia	1.498	0,12%	21,74	3.796	0,11%	23,06
from Lithuania	1.975	0,16%	24,14	5.612	0,17%	28,25
from Luxembourg	578	0,05%	14,67	1.120	0,03%	12,91
from Hungary	63.152	5,19%	33,07	181.859	5,42%	36,65
...						

Source: https://www.slovenia.info/uploads/dokumenti/tvs/2020/2021_03_STO_TV_S_2020_ANG.pdf

How to describe it?

There are countless possibilities according to the data you are interested in.

When you are discussing a specific set of data, you will probably create a chart to illustrate the plot.

Pie charts

Pie charts are representations that make it easy to **compare proportions**: in particular, they allow quick identification of very large proportions and very small proportions. They are generally based on large sets of data.

An example of **how to describe a pie chart** can be seen at the beginning of chapter 1.4.

Some expressions appropriate for describing a pie chart are: *the vast majority of ...*, *a small percentage of ...*, *the most popular ...*, *a modest proportion ...*, *a huge share ...*, *equal shares ...*

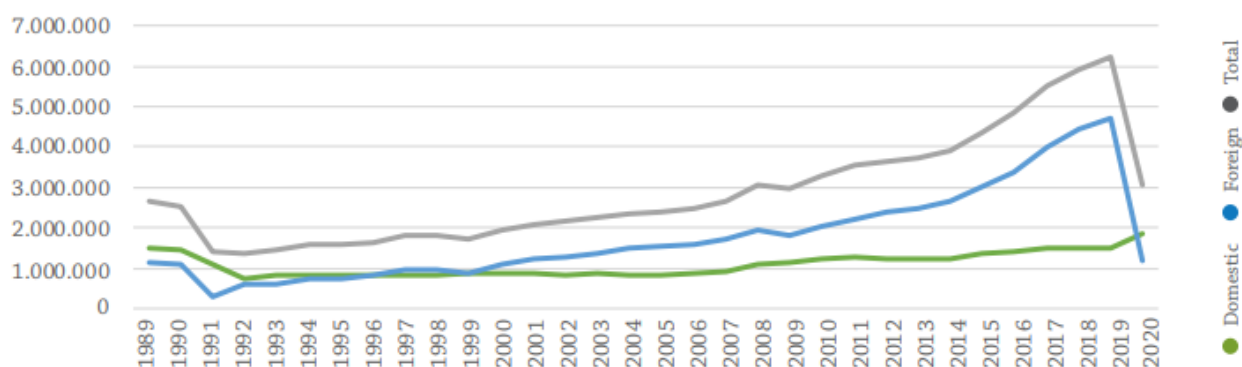
It is important to remember that pie charts are useful only for comparing proportions, looking at parts of a whole. If you are interested in other aspects such as trends or frequencies, then other graphs or charts may be more appropriate.

Line Graphs

A line graph depicts **changes over a period of time, showing data and trends**.

Line graphs can show more than one line or data series, too. It's easy to compare trends when you represent them on the same graph.

Arrivals of domestic, foreign and tourists in total 1989 - 2020



Source: https://www.slovenia.info/uploads/dokumenti/tvs/2020/2021_03_STO_TV_S_2020_ANG.pdf

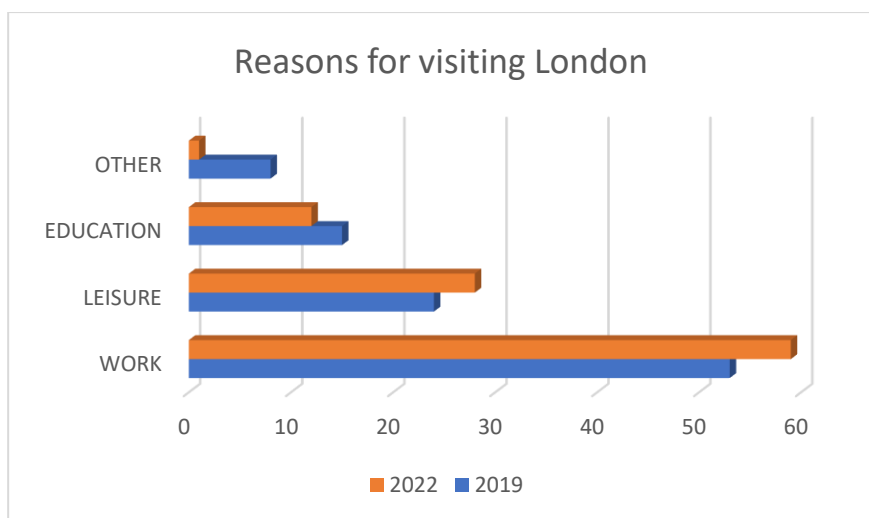
How to describe it?

This graph shows tourist arrivals to Slovenia between 1989 and 2020. The x-axis of this graph shows the last 21 years, while the number of arrivals is shown on the y-axis. In 1991, there was a sharp decline in the number of arrivals from abroad, while the number of domestic arrivals decreased only slightly. It can be clearly seen that inbound arrivals have increased steadily since 1991, reaching a peak in 2018. Thereafter, the number of foreign arrivals dropped dramatically. The number of domestic arrivals remained stable until 2019, when a slight increase is visible ...

Some expressions appropriate for describing a line graph are: *started to rise*, *was slightly higher*, *rose steadily*, *has been a sharp rise*, *started to grow more dramatically*, *doubled*, *overtook*, *peaked*, *began to fall*, *downturn*, *shrank*, *have steadily declined*, *fell*, *has slumped ...*

Bar Graphs

A (vertical or horizontal) bar chart is used to compare unlike (different) items. Bar graphs are good **when your data is in categories**. We can use bar graphs to show the relative sizes of many things, such as what type of car people have, how many customers a shop has on different days and so on.



How to describe it?

The bar chart shows the reasons why domestic travellers visited London in 2019 and 2022. The data is shown as a percentage.

In both years compared, more than half of domestic tourists visited London for business reasons, with a significant increase in 2022. The proportion of leisure visitors to London has also increased over the period, accounting for around a quarter of all arrivals in both years.

Another quarter of visitors to London in these years came for other reasons, mostly for educational purposes. However, the proportion of these visitors has fallen slightly over the last three years and, in particular, the proportion of those coming for reasons other than work, leisure and education is extremely low in 2022.

When describing a bar graph, you have more options, as sometimes it is only possible to describe ratios or proportions, but in the example above, you can also see an increasing or decreasing trend alongside the proportions. The relevant expressions are therefore different and can be used as for a pie chart or a line graph.

1.4.2 Describing visual aids

Starting the presentation

Introduction	Topic	Circumstances
This graph shows ...	the results of our products ...	over 10 years.
The diagram outlines ...	rates of economic growth ...	between 1990 and 1996.
This table lists ...	the top ten agencies ...	in the industrial world.
This pie chart represents	the company's turnover ...	for this year in our sector.
This line chart depicts ...	the changes in sales ...	over the past year.
This chart breaks down ...	the sales of each salesman ...	during the past ten weeks.

Indicating upward movement

Verbs (to ...)	Nouns (a/an ...)
increase, raise, go up, grow, extend, expand, progress, boom, climb, jump, skyrocket, reach a peak, peak, reach an all-time high	increase, raise, upswing, growth, extension, expansion, progression, boom, jump, peak

Indicating downward movement

Verbs (to ...)	Nouns (a/an ...)
decrease, cut, reduce, fall, drop, go down, decline, collapse	decrease, cut, reduction, fall, drop, downswing, decline, collapse, dramatic fall

Indicating no movement

Verbs (to ...)	Nouns (a/an ...)
keep ... stable, remain stable, stabilize hold ... constant, stay constant	stability

Indicating a change of direction

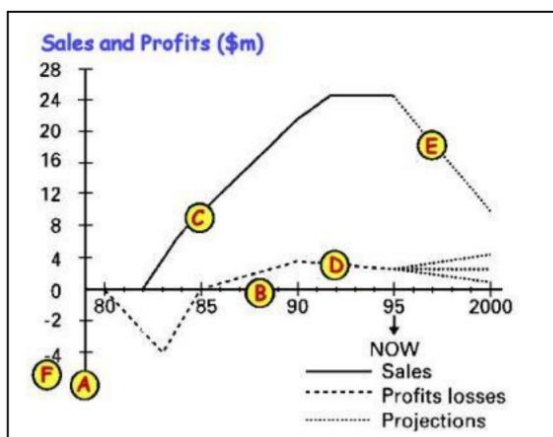
Verbs (to ...)	Nouns (a/an ...)
level off/out, flatten out, stop falling/rising, stand at, remain steady, stop falling and start rising	levelling-off, change

Indicating the degree or the speed of change

Degree of change	Speed of change
sharply, dramatically, enormously, tremendously, remarkably, considerably, significantly, noticeably, slightly, partly, hardly, minimally, barely, scarcely	rapidly, quickly, swiftly, suddenly, steadily, gradually, slowly

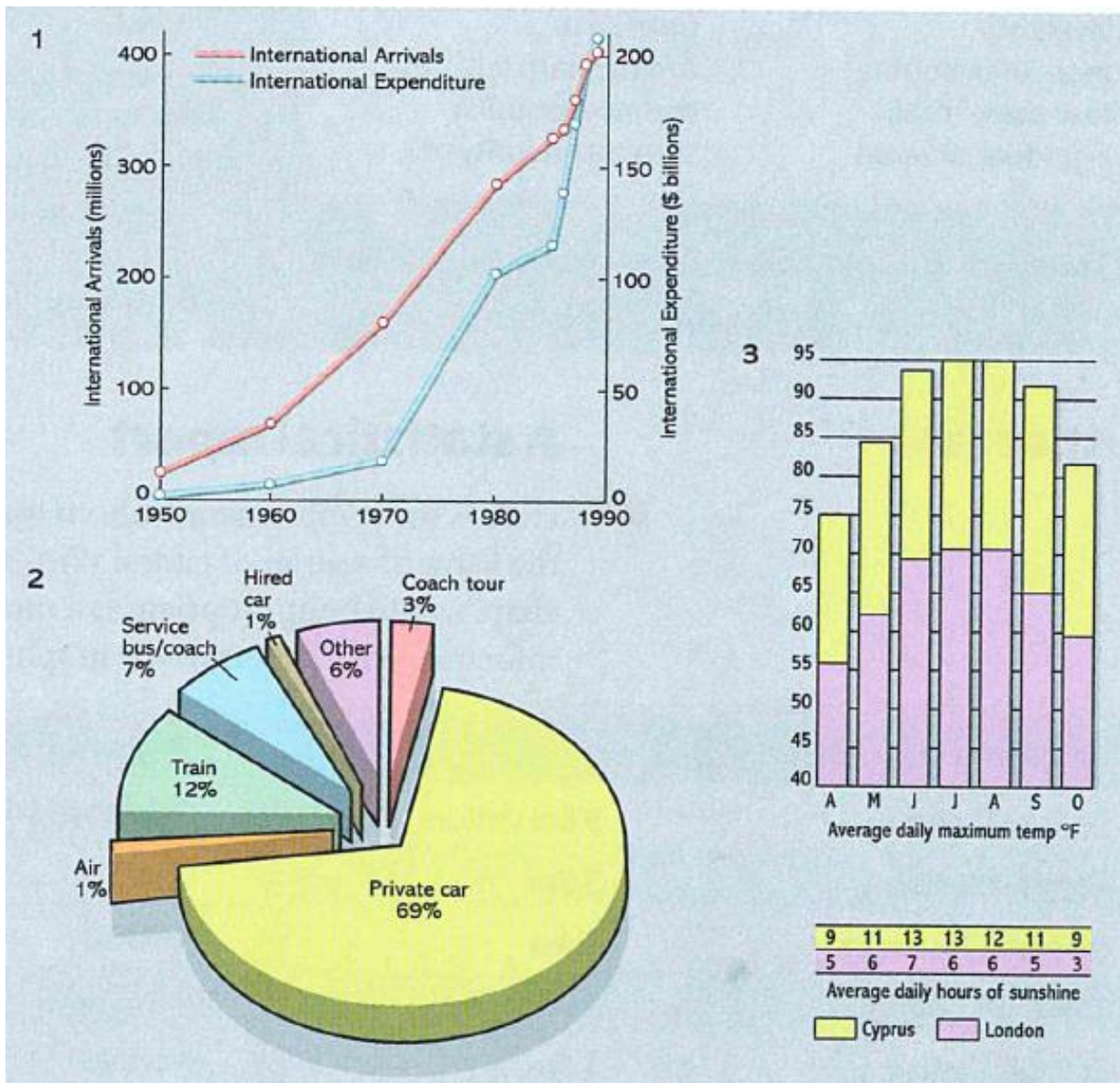
Exercise 3:

- _____ the horizontal axis (or the x axis)
- _____ the vertical axis (or the y axis)
- _____ the scale
- _____ a solid line
- _____ a broken line
- _____ a dotted line



The following three graphs and charts give different statistical information related to tourism and travel.

Decide what is the most important fact shown in each graph or chart. Why is the information presented in these different ways?



Source: Harding, Keith. Going International – English for Tourism.

Now answer these questions:

1. What was the total international expenditure¹ on tourism in 1985?
2. Which decade saw the biggest increase in international arrivals?
3. What is the most popular form of transport used by tourists in Britain?
4. Which is the hottest month in Cyprus?

¹ spending, paying out, wasting

Exercise 4: Now describe previous three graphs and charts. Use the words and expressions from the list to complete the sentences.

- went up gradually
- levels of
- more than double
- rose dramatically
- a gradual increase
- a small percentage of
- from ... to ...
- a fairly sharp fall
- the most popular
- the vast majority of

There was _____ in international arrivals between 1950 and 1960
 _____ 25.3m _____ 69.3m.

International expenditure on tourism _____ from 1950 to 1970 and then
 _____ from 1970 to 1980.

_____ tourists in Britain travel by car.

_____ tourists in Britain travel by coach.

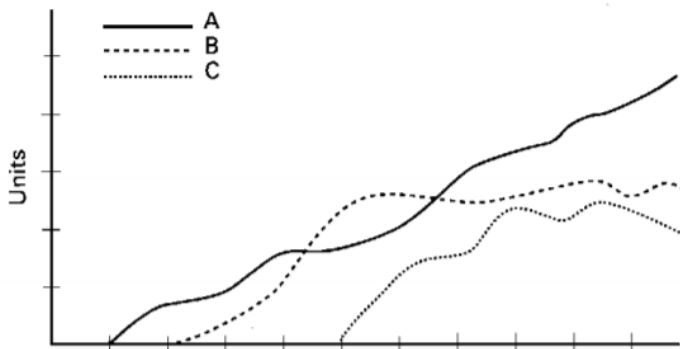
_____ mode of transport in Britain is by private car.

There is _____ in the temperature in Cyprus in October.

The temperature in Cyprus _____ in July and August at 95 degrees.

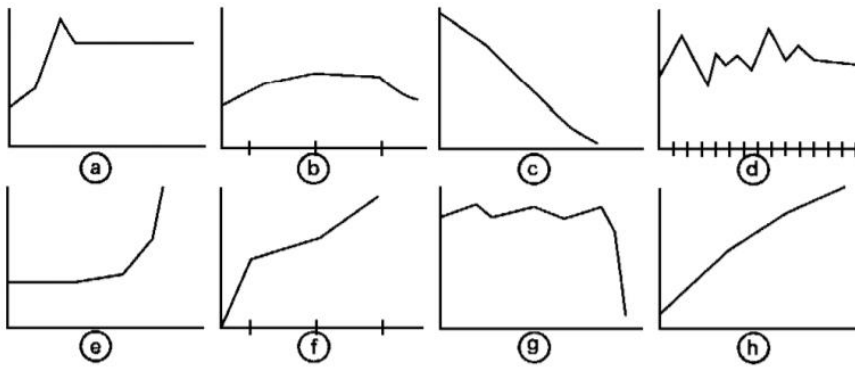
The number of hours of sunshine in Cyprus in July is _____ that in London.

Exercise 5:



1. The compares three products: A, B and C.
2. The shows time over ten years while the shows sales in number of units.
3. As you can see, product A is represented by the
4. The performance of Product B is shown by the
5. And a has been used to show the results of Product C.
6. Clearly, is the most successful product
7. Sales of Product B in recent years while sales of Product C
8. On the contrary, product A has shown a

Exercise 6:



1. ___ The investment level rose suddenly.
2. ___ The sales of our products fell slightly in the final quarter.
3. ___ The Research and Development budget has stabilized over the past few years.
4. ___ At the end of the first year, sales stood at 50 per cent of the present level.
5. ___ The price reached a peak before falling a little and then maintaining the same level.
6. ___ There has been a steady increase in costs over several years.
7. ___ The sudden collapse in share prices has surprised everyone.
8. ___ The value of the shares has shown a steady decline.

1.4.3 Create a statistical report

ASSIGNMENT 3:

Here is some information about tourism in Britain. At the moment it is in the form of a series of tables. Decide which type of graph or chart would be appropriate as a more visual way of presenting the information. Draw graphs or charts and write a brief report to accompany your visual aids. The report should include all the important information. Use phrases from the previous exercises and be ready to present one of your graphs or charts to the class.

1 - Top visited attractions in London

	2010 visitors (millions)	2015 visitors (millions)	2021 visitors (millions)
British Museum	5,8	6,8	1,3
Tate Modern	5	4,7	1,1
The National Gallery	4,9	5,9	0,7
Natural History Museum	4,6	5,2	1,6
Tower of London	2,4	2,7	0,5
Royal Botanic Gardens	1,1	1,6	1,9
Windsor Great Park	/	/	5,4
	23,8	26,9	12,5

Source: <https://www.alva.org.uk/details.cfm?p=423>

2 - Tourist spending breakdown in 2019

	million £
Accommodation	9,8
Eating out	6,4
Shopping	5,3
Travel within the UK	3,3
Entertainment	3,2
	28

3 - Recent trends in tourism

	2010	2015	2019
Visits (millions)			
domestic	9	13	15
inbound	21	23	26
all	30	36	41
Nights (millions)			
domestic	71	91	64
inbound	165	192	225
all	236	283	289
Expenditure (£ - million)			
domestic	7	8	8
inbound	10	15	20
all	17	23	28

Source: <https://www.visitbritain.org/inbound-tourism-trends>

2. SLOVENIA

2.1 COUNTRY, PEOPLE, FACTS

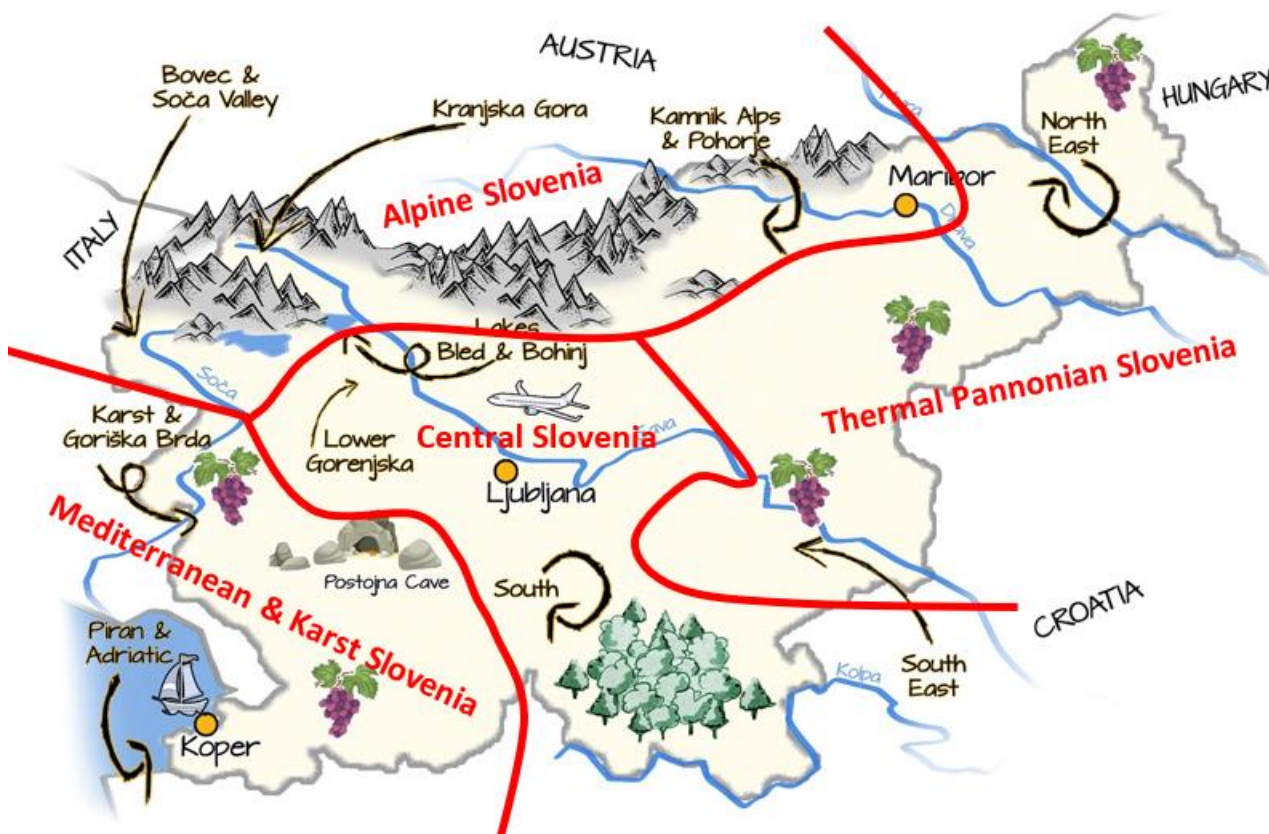
Slovenia, officially the Republic of Slovenia, is a coastal Alpine country in southern Central Europe bordering Italy to the west, the Adriatic Sea to the southwest, Croatia to the south and east, Hungary to the northeast, and Austria to the north.

GEOGRAPHY

Four major European geographic regions meet in Slovenia: the Alps, the Dinarides, the Pannonian plain, and the Mediterranean. Slovenia's highest peak is Triglav (2,864 m); the country's average height above the sea level is 557 metres. Around one half of the country (10,124 km²) is covered by forests; this makes Slovenia the third most forested country in Europe, after Finland and Sweden. Remnants of primeval forests are still to be found, the largest in the Kočevje area. Grassland covers 5,593 square kilometres of the country and fields and gardens 2,471 square kilometres. There are also 363 square kilometres of orchards and 216 square kilometres of vineyards.

Its climate is Submediterranean on the coast, Alpine in the mountains and continental with mild to hot summers and cold winters in the plateaus and valleys to the east. The average temperatures are -2°C in January and 21°C in July. The average rainfall is 1,000 millimetres for the coast, up to 3,500 millimetres for the Alps, 800 millimetres for south east and 1,400 millimetres for central Slovenia.

Natural Regions



Adapted from: <https://www.thinkslovenia.com/info-activities/area-guides>

HISTORY

The territory of present-day Slovenia has been inhabited since prehistoric times. One of the most important finds, dating back to the Old Stone Age, is what is probably the oldest musical instrument in the world – a whistle from the Divje babe Cave near Cerklje. Experts estimate that the whistle is about 55,000 years old.

There are many caves in Slovenia that served as a refuge for prehistoric man in which archaeologists have discovered interesting finds of stone and bone weapons and tools. During the Late Stone Age, pile-dwellers lived in the Ljubljana Marshes; their wooden dwellings were built on piles driven into the water or swampy ground. Their main activities were hunting, fishing, animal husbandry and farming. In 2002, archaeologists excavated a wooden wheel with an axle, which is one of the oldest wheels ever discovered in the world. It is more than 5,000 years old.

Starting at the end of the 2nd century BC, the Roman Empire expanded into present-day Slovenian territory. In many towns or *civitas* the inhabitants traded extensively, engaged in handicraft, and those living by the sea were seafarers, olive growers and salt producers. The most important Roman towns in present-day Slovenia were Emona (Ljubljana), Petovio (Ptuj), Celeia (Celje) and others.

In the 7th century, Carantania was established in the area between the Drava, Danube, and Mura Rivers. The centre of Carantania was Krn Castle on the border of Gosposvetsko polje in present-day Austrian Carinthia.

Later, the present-day Slovenian territory was included in the Holy Roman Empire of German nationality. The most powerful feudal family were the Counts of Celje, who ruled almost the entire Slovenian territory in the 14th century.

The Middle Ages was marked by the colonisation of large parts of Slovenian territory by newcomers from the Germanic world. South Germanic influences from the north were intertwined with Venetian influences from the west, which is also reflected in the many Romanesque and Gothic buildings.

The period from the end of the 15th century to the end of the 16th century was marked by Turkish invasions, urban development, peasant uprisings, the influence of the Renaissance and humanism, and the Protestant Reformation. During this time, the first books in Slovenian (Primož Trubar, 1550) and the translation of the Bible (Jurij Dalmatin, 1584) were the beginning of the development of Slovenian literature, which is one of the pillars of the Slovenian national identity.

During the reign of the Austrian Empress Maria Theresa in the 18th century, present-day Slovenia progressed in many activities: agriculture, fruit growing and animal husbandry. Primary education in Slovenian began to develop (1774). Her successor, Joseph II, liberated the peasants, which was the basis for the economic progress of Slovenian lands. At the end of the 18th century, enlightened intellectuals made every effort to bring the Slovenian language to the level of German and Italian. Many books were published, including a new translation of the Bible, the first scientific history of the Slovenian nation, the first theatre plays and newspaper in Slovenian.

Slovenia's territory in the first half of the 19th century was marked by the construction of the Vienna–Trieste railway (completed in 1857) and the strengthening of the national identity. The poet Dr France Prešeren put the Slovenian language on the map of culturally highly developed nations.

The period before the First World War was a time of intense economic development and enhanced political activity in Slovenia. The first political parties were formed. The First World War greatly affected Slovenia and its inhabitants. The Isonzo Front (1915–1917) in the western part of Slovenia was one of the bloodiest battlefields of the First World War. At the end of 1918 Slovenians were part of the Kingdom of Serbs, Croats, and Slovenes (later Yugoslavia).

During the Second World War, the Slovenian territory was divided into German, Italian and Hungarian occupation zones. After the war, Slovenia became one of the six Yugoslav republics. Yugoslavia remained a

one-party state of diversity as regards national, economic, social, religious, and other aspects. After the death of Tito, who ruled as a lifelong dictator with the help of the Party and the army, Yugoslavia sank even deeper into a multinational crisis.

At the end of the 1980s, a political spring began in Slovenia, and, at the end of 1989, the establishment of the democratic opposition Demos was established. Demos won the first multi-party election in the spring of 1990. Following the plebiscite on Slovenia's independence in December 1990, Slovenia won the 1991 Slovenian War of Independence, gained international recognition and became a full member of the UN, and joined the European Union and NATO in 2004. Slovenia adopted the euro in 2007.

POLITICS

Slovenia is a parliamentary democracy republic with a multi-party system. The head of state is the president, who is elected by popular vote and has an important integrative role. The president is elected for five years and at maximum for two consecutive terms. The president has a representative role and is the commander-in-chief of the Slovenian armed forces.

The executive and administrative authority in Slovenia is held by the Government of Slovenia (Vlada Republike Slovenije), headed by the Prime Minister and the council of ministers or cabinet, who are elected by the National Assembly (Državni zbor Republike Slovenije).

ETHNIC COMPOSITION OF SLOVENIA

Slovenia's main ethnic group is Slovenians. Nationalities from the former Yugoslavia (Serbs, Croats, Bosniaks & Muslims, Macedonians and Montenegrins by nationality) and the Hungarian, Italian and Roma minorities form 4,7 % of the population. Ethnic affiliation of 12.2 % was either undeclared or unknown. This last number rose dramatically after Slovenias independence in 1991.

Ethnic group	census 1981		census 1991		census 2002	
	Number	%	Number	%	Number	%
Total	1,838,381		1,913,355		1,964,036	
Slovenes	1,668,623	90,8	1,689,657	88,3	1,631,363	83,1
Ethnic groups from bordering countries (Croats, Hungarians, Italians, Austrians)	64,797	3,5	63,835	3,3	44,324	2,3
Ethnic groups from ex Yugoslavia/Balkan peninsula (Serbs, Bosniacs, Romani, Macedonians, Albanians, Montenegrins)	23,076	1,3	41,080	2,1	48,080	2,4
Unknown/undeclared/others	40,199	4,4	80,489	6,3	256,340	12,2

Source: Statistical Office of the Republic of Slovenia, Census of population, households and housing 2002.

RELIGION

Christianity is the predominant religion in Europe, as well as in Slovenia. All three largest groups of Christians being the Catholic Church, Protestantism, and the Eastern Orthodox are represented here but the vast

majority of the Christians in Slovenia are Catholics. The recorded number of atheists rose dramatically between 1991 and 2002 as well as the number of people who did not answer the question.

Religious group	Population % 2002
Christianity	60.9%
Catholicism	57.8%
Protestants	0.8%
Orthodox Christian	2.3%
Other religion	2.5%
Atheists	13.7%
Unknown/not answered	22.9%

Source: Statistical Office of the Republic of Slovenia, Census of population, households and housing 2002.

THE HUMAN DEVELOPMENT INDEX (HDI)

HDI is a statistic composite index of life expectancy, education, and per capita income indicators, which are used to rank countries into four tiers of human development (very high, high, medium, low).

The index is based on the human development approach, often framed in terms of whether people are able to "be" and "do" desirable things in life.

Be: well fed, sheltered, healthy ...

Do: work, education, voting, participating in community life ...

Highest ranking countries are Norway, Switzerland, Australia, Ireland and Germany. Slovenia is ranked on the 25th place with the HDI very high.

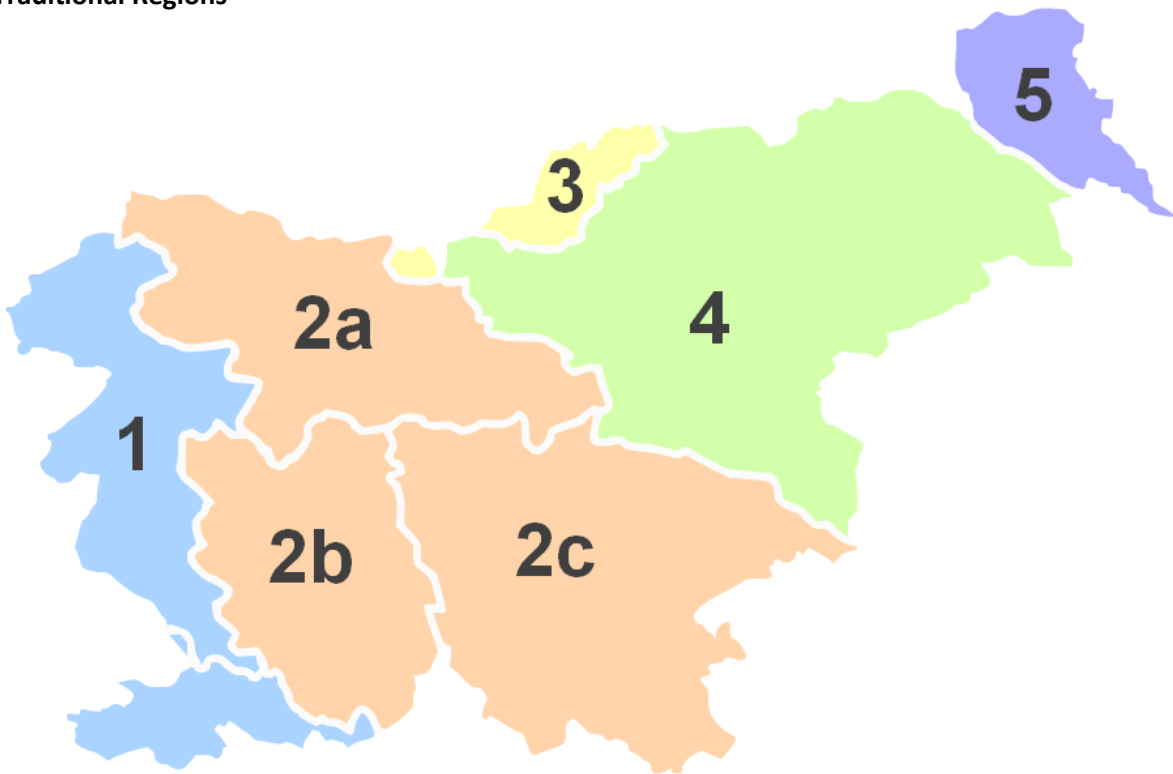
Rank	Country	Human Development Index (HDI) (value)	Life expectancy at birth (years) SDG3	Expected years of schooling (years) SDG 4.3	Mean years of schooling (years) SDG 4.6	Gross national income (GNI) per capita (PPP \$) SDG 8.5
1	Norway	0.953	82.3	17.9	12.6	68,012
2	Switzerland	0.944	83.5	16.2	13.4	57,625
3	Australia	0.939	83.1	22.9	12.9	43,560
4	Ireland	0.938	81.6	19.6	12.5	53,754
5	Germany	0.936	81.2	17.0	14.1	46,136
25	Slovenia	0.896	81.1	17.2	12.2	30,594

Source: Human Development Indices and Indicators: 2018 Statistical Update.

According to the latest data published in 2020 total life expectancy in Slovenia is 80.6 years (77.8 years for men and 83.4 years for women). Slovenia's position worsened, dropping from the 27th in 2018 (81,5 years) to 32th in 2020. The five leading causes of death are coronary heart disease, stroke, lung cancers, prostate cancer and breast cancer.

ADMINISTRATIVE DIVISIONS

Traditional Regions



Source: https://en.wikipedia.org/wiki/Slovene_Littoral

Slovenia is traditionally divided into regions.

- 1 Slovenian Littoral (*Primorska*)
- 2 Carniola
 - a – Upper Carniola (*Gorenjska*)
 - b – Inner Carniola (*Notranjska*)
 - c – Lower Carniola (*Dolenjska*)
- 3 Carinthia (*Koroška*)
- 4 Styria (*Štajerska*)
- 5 Prekmurje

Goriška and Slovenian Istria are usually considered together as the Littoral Region.

White Carniola (*Bela krajina*), otherwise part of Lower Carniola, is usually considered a separate region, as is Zasavje, which is otherwise a part of Upper and Lower Carniola and Styria.

2.2 TOURISM IN SLOVENIA

2.2.1 NATURAL HERITAGE OF SLOVENIA

Natural heritage refers to the sum total of the elements of biodiversity, including flora and fauna, ecosystems and geological structures.

Alpine Slovenia offers a world of friendly mountains, hills, green valleys, rivers, lakes and waterfalls. Lake Bled, lake Bohinj and Soča valley are nestled in the Triglav National Park on the north-western part while on the north-eastern part of the region dome shaped hills meet Maribor with the oldest vine in the world.

The Mediterranean & Karst Slovenia uncovers the secrets of caves which support many endemic and endangered species, including the Cave Salamander Proteus. Postojna Cave is the most visited cave in Europe. Škocjan Caves are an exceptional system of limestone caves with many waterfalls and one of the largest known underground chambers. The site is one of the most famous in the world for the study of karstic phenomena and is included on the World Heritage List of Unesco. This area is also home to famous white Lipizzaner horses.

Thermal Pannonian Slovenia is an agricultural area with sunny hills and springs of healing waters.

Green trails around **Central Slovenia** lead to places of UNESCO heritage of humanity and primeval forests. Together with the Krokar primeval forest, which is inscribed in the UNESCO World Heritage List, the Kočevje Region makes for a truly mystical forest landscape. Europe's most self-sustaining forest habitat is known as bear country. The Bela krajina region along the legendary border River Kolpa in the very south of Slovenia amazes with images of meadows full of silver birches.

2.2.2 TANGIBLE CULTURAL HERITAGE OF SLOVENIA (TCH)

Numerous buildings, parks, monuments, settlements, libraries, museums and other landmarks are included into Slovenian tangible cultural heritage which is protected by law and should be protected by people.

Slovenia's architectural heritage includes 2,500 churches, 1,000 castles, ruins, and manor houses, farmhouses, and special structures for drying hay, called hayracks.



Source: <https://www.sloveniaholidays.com/poudarjene-vsebine/predjamski-grad/9126>; <https://en.wikipedia.org/wiki/Hayrack>

Museums in Ljubljana and elsewhere feature unique historical items such as the Divje Babe Flute and the oldest wooden wheel in the world. The Franja Partisan Hospital which operated during World War II in a hidden gorge of a wild stream with difficult access is an incredible symbol of humanity and unique example

of the medical treatment of people under exceptional circumstances and has been a worthy aspect of European heritage for a long time.

Artistic objects like paintings or statues are also on view in museums and art galleries, literature is available in libraries and bookstores all over the country.

Ljubljana as a settlement has medieval, Baroque, Art Nouveau, and modern architecture. Plečnik's Ljubljana is a phenomenon. The original approach of the famous architect Jože Plečnik to buildings and urban planning between both wars enabled him to create the most wonderful architectural images of Ljubljana. Many other settlements are a part of Slovenian cultural heritage with their unique public places, objects and functions. When you visit Idrija, you will notice the heritage of the former mercury mine at every step. The people of Idrija have turned the mining tradition into interesting tourist experiences to bring the spirit of the old days closer to each visitor.

IMPORTANT:

Cultural heritage in general consists of the products and processes of a culture that are preserved and passed on through the generations. Some of that heritage takes the form of cultural property, formed by tangible artefacts such as buildings or works of art.

Many parts of culture, however are intangible, including song, music, dance, drama, skills, cuisine, crafts and festivals. They are forms of culture that can be recorded but cannot be touched or stored in physical form, like in a museum, but only experienced.

2.2.3 INTANGIBLE CULTURAL HERITAGE OF SLOVENIA (ICH)

UNESCO defines the intangible culture as practices, representations, expressions, knowledge, skills that communities recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

An intangible cultural heritage is sometimes called living cultural heritage.

In Slovenia it is usually divided in the following areas:

- oral traditions and folk literature (e.g. storytelling)
- performances and presentations (theatre e.g. Škofja Loka Passion Play, singing, instrumental music)
- customs and habits (seasonal customs e.g. Kurentovanje or Mardi Gras at Cerknica)
- knowledge and practices concerning the environment
- traditional craftsmanship (e.g. lacemaking from Idrija, traditional salt making)
- cultural environment

Among the 500 elements corresponding to 122 countries on the **UNESCO Representative List of the Intangible Cultural Heritage of Humanity** there are also the ones related to Slovenia:

- the Škofja Loka Passion Play (inscribed in 2016),
- the Door-to-door rounds of Kurenti (2017),
- the Bobbin LaceMaking (2018)
- and the Art of dry stone walling, knowledge and techniques (Croatia, Cyprus, France, Greece, Italy, Slovenia, Spain and Switzerland) (2018).

Source: <https://ich.unesco.org/en/lists>

PERFORMANCES AND PRESENTATIONS

Festivals and events are among the fastest-growing segments of tourism. Many local and national festivals have grown to attract visitors from abroad.

Door-to-door rounds of Kurenti – the most important carnival event in Slovenia



Kurentovanje is one of Slovenia's most popular and ethnologically significant carnival events. The carnival lasts for approximately eleven days, starting on Saturday, a week before Shrove Sunday, when only traditional carnival masks form a procession on the streets of Ptuj and when the Prince of the Carnival is given the honour to rule the town during the carnival period. Each day performances of masks and many other entertaining events take place on the square in front of the Town Hall and in the carnival tent. All these activities culminate in the Saturday's procession of traditional, and typically carnival masks, children's carnival

parade, the burial of Carnival and the return of power to the Mayor of the town.

This rite of spring and fertility is celebrated in Ptuj, the oldest documented city in the region, and draws around 20,000 participants each year.

Its main figure, known as Kurent or Korent, is the best-known traditional carnival figure of the entire region, as well as in all of Slovenia. The name is probably derived from the common noun kurant - 'messenger',

In today's festival, groups of kurents wear massive sheepskin garment. Around its waist hangs a chain with huge bells attached—the resulting noise does a great job of "chasing away winter", which is, ostensibly, the Kurent's function. The Kurent also wears heavy boots and special red or green leg warmers, while the head is covered by a towering furry hat festooned with ribbons, and a mask typically sporting a long, red tongue.

A wooden club with hedgehog skins attached is normally carried in the left hand. In this way, the presence of Kurent announces the end of winter and beginning of spring. Being a kurent was at first a privilege offered only to unmarried men, but today, married men, children and women are also invited to wear the outfit.

Adapted from: <https://visitptuj.eu/dozivite-ptuj/kultura-in-dediscina/festivali-in-prireditve/kurentovanje/>

TRADITIONAL CRAFTSMANSHIP

Idrija bobbin lace

Another typical Slovenian activity, mostly in the Idrija region, is lace. For centuries, Idrija lace, created with needle, bobbin and thread, has been a synonym for quality, prestige and an established reputation.

Cloths and napkins, curtains and bed linen, clothes and ornaments for clothes, even earrings, necklaces and gloves, as well as business gifts are all products made of Idrija lace. The traditional Idrija Lace Festival takes place in Idrija every summer in June.

During the festival visitors can observe lacemakers creating their laces. Lacemaking competitions, exhibitions and workshops are also held during the festival.



Adapted from: https://www.gov.si/assets/ministrstva/MK/DEDISCINA/NESNOVNA/RNSD_SI/Rzd-02_00028.pdf

Bee-keeping and beehive panels

Bee-keeping is one of the most traditional activities in Slovenia. Slovenia is the only European Union member state to have protected its native bee, the Carniolan bee. Slovenian honey is a product of protected geographical indication, ensuring the highest quality of our honey. Slovenian beekeepers have decided to use a protected Slovenian honey jar in its original form and volume of 720 ml. Slovenian beekeepers can also



boast a relatively rich selection of different honeys (flower honey, forest honey, acacia honey, linden honey, spruce honey). Another special feature of Slovenian beekeeping that has gained international recognition is the art of painting beehive panels, something not known anywhere else in the world.

Adapted from: https://www.gov.si/assets/ministrstva/MK/DEDISCINA/NESNOVNA/RNSD_SI/Rzd-02_00066.pdf

Apart from beehive panels and Idrija lace, what else can Slovenia offer to its visitors from its rich cultural heritage?

The Škofja Loka Passion Play, Mardi Gras at Cerknica, Shrovetide marriage to a pine tree, Traditional production of sea salt, Hunting Culture, Slovenian folk-pop music, Folkloric dance, Classical Riding School at Lipica Stud Farm, Medieval programme at Bled Castle, Making Prekmurje decorated Easter eggs, Making Ljubljana Palm Sunday bunches, Ribnica woodenware, Lectarstvo, Bell-ringing, Charcoal making, Dry stone walling, Shingling, Traditional cuisine, etc.

2.2.4 SLOVENIAN CUISINE (as a part of ICH)

Slovenian gastronomy is as diverse as its scenery. Due to its historical and regional diversity, the dishes vary from region to region. Slovenia also borrowed recipes from its neighbors.



"Bograč" - goulash with potatoes originates from the Hungarian goulash (named after the clay cauldron called "bogracs"),

the "žlinkrofi" of Idria were adapted from Italian ravioli.



The North-Eastern part - Styria and Prekmurje is famous for its low hills, vineyards, and flat lands of the Pannonian Lowland. Pumpkin oil is the area's specialty, excellent for salad dressings. Traditional meals "to be eaten by spoon" ("na žlico") are: Styrian Sour Soup, Potato Soup with Milk, Bograč, Styrian Bean Goulash, Bujta Repa (vegetable hot pot with pickled grated turnip and porridge). On Sundays, a traditional family meal is Turkey with Mlinci (unleavened flat bread).

This region has many popular desserts, among which a juicy layer cake "Prekmurska gibanica" is the most famous and protected by the "Recognised trademark of traditional reputation", so it can only be manufactured under this name after the original recipe. It is made from filo pastry with four different fillings: walnut, cottage cheese, poppy seed, and apple, each in separate layers, Potica and Povitica (leavened dough thinly rolled, layered with walnuts, poppy seeds or tarragon)

In **the South-Western, Mediterranean area of Slovenia - the Littoral** people have always been influenced by the sea, which has also been the main source of food. Anchovy, bass, and grey mullet are only a few of the many kinds of fish eaten daily in the area, along with Brodet (fish soup), served with polenta, Black Cuttlefish Risotto, Jota a popular hot pot, made from sauerkraut, cooked beans, potatoes and cured bacon.

Another special feature of the South-West is the Karst area – a windy, dry land with numerous caves famous for the salted pork leg "Pršut" or Karst Prosciutto which is cured in the Bora wind.

The mountains of the Alpine region - Upper Carniola offered shelter to sheep, cattle and goats, so people used their milk to produce the best cheeses. In the valleys housewives prepared a great variety of buckwheat and corn dishes as accompaniment to meat.

The most widely known specialty from this area is "Kranjska klobasa" (Carniolan Sausage) which name became protected in 2015. It is a small sausage generally served whole. It contains at least 75 to 80% pork (aside from bacon) and at most 20% bacon. It may contain as much as 5% water, the sea salt from Sečovlje salt pans, little garlic, and black pepper. The meat and the bacon must be cut in small pieces and stuffed into pork intestine. They are formed in pairs of 12 to 16 cm lengths and a weight of 180 to 220 grams. Pairs are linked together with a wooden skewer. The sausages are hot smoked and heat-cured at about 70 °C.

Another famous treat of the region is "Kremna rezina" or Bled cream cake. It combines a crisp crust with layers of vanilla custard and whipped cream, making it quite difficult to eat elegantly.

Inner Slovenia and Lower Carniola are famous for beans and meat dishes, oven roasts are a must in this area, washed down with their patented light red wine »Cviček«, a blend of four red and white sorts of grapes (Modra Frankinja, Žametna Črnina, Kraljevina, Welsh Riesling).

The most typical and symbolic Slovenia's dessert is "Potica", traditionally prepared for festivities and celebrations such as Christmas and Easter. It is made of dough and filled with various fillings. We know more than 80 different types of fillings, from which tarragon, walnut, cracknels and poppy seeds are the most famous.

Another famous dish from the region is »Štruklji«, the roulade-shaped dumplings. It may look like an Austrian strudel, but štruklji is uniquely Slovenian and can be filled with savoury or sweet combinations. There's a ton of different fillings, the most popular are the ones with curd cheese, tarragon, walnuts, apples, and poppy seeds. They can be eaten as an individual dish or a side dish. It should be noted that štruklji was once only served on festive occasions.

Some famous dishes from the **Carinthia** region are "Žganci" or Mush, one of the simplest and most popular Slovenian farm dish. Especially those made from buckwheat flour and richly dressed with cracknels. If you leave out the cracknels, you get a very healthy dish that goes especially well with sour milk, mushroom soup, cabbage or a chicken stew.

Adapted from: <https://www.slovenia.info/uploads/publikacije/okusiti-slovenijo/okusiti-slovenijo-sl.pdf>

2.2.5 SPA TOURISM IN SLOVENIA

The favourable conditions for the development of thermal spas and spa tourism are mostly due to the geographical position of Slovenia. According to that position Slovenia has established a marketing system with 4 macro destinations.

Their names contain the names of globally recognisable geographic units (the Alps, the Mediterranean, Pannonian Plains).

- Mediterranean Slovenia
- Alpine Slovenia
- Thermal Pannonian Slovenia
- Central Slovenia & Ljubljana



Thermal Pannonian Slovenia also includes the product-related name “thermal,” as this enables a greater level of product identification by the providers of the central product in this area. The key ingredient of this macro destination is thermal water of varying properties and temperature, depending on the region and the individual spa, and, of course, mineral water. These include the world-famous water from Radenska and Donat Mg magnesium-rich mineral water.

Unlike other healthcare institutions, medical treatment in Slovenian natural health resorts is always connected with the use of natural therapeutic factors. These do not only include thermal, thermal-mineral, and mineral drinking water, but also climatic factors at suitable elevations, peat, seawater, salt pan mud, aerosols for inhaling, mud with healing properties, and other mineral peloids. Each therapeutic factor has been thoroughly studied, and their effects have been proven. Specialised doctors and balneologists advise their use according to specific medical needs of the individual. Far removed from the city bustle, Slovenian health spas have developed new methods of health treatment using natural healing agents, as well as various preventive programmes based on modern medicine, and, of course, considering the modern way of life and the pace set by our work, career, stress and other factors influencing our everyday lives.

All Slovenian natural health resorts are ideal for treating rheumatic conditions and musculoskeletal injuries, and most are also good for treating neurological diseases and neurotic disorders. Many health resorts are known for treating cardiovascular diseases, skin diseases, metabolic diseases, and disorders of the kidneys, the urinary tract, and the respiratory organs. In connection with various indications, specialist clinics and consultation offices have opened in all health resorts. Some spas include comprehensive medical centres, and others have centres for specific conditions and diseases.

Here are some Slovenian health resorts listed:

- The **Radenci Health Spa** is one of Slovenia’s most famous spas. The combination of the favourable climate and the famous thermal spring is particularly suitable for the treatment of cardiovascular conditions, kidney ailments and rheumatism.
- The Pannonian plain hosts the health resort of **Terme Lendava**, whose healing water is of fossil origin. As the water is rich in paraffin, it is especially soothing to the skin and suitable for treatment of rheumatic conditions.
- One of the most recently established spas, **Terme Ptuj**, has the healing water, rich in sodium hydrocarbonate at 39 degrees Celsius. This water is especially suitable for the treatment of, and recovery from rheumatic ailments and post-operative conditions.
- In **Topolšica thermal spa** the healing water was discovered in the 16th century and has been found to help treat problems with joints, minor cardio-vascular problems, and post-operative recovery.

- The **Zreče Thermal Spa** helps treat difficulties related to post-operative conditions, rheumatic ailments, and diseases of the peripheral nervous system.
- The **Rogaška Health Spa** is famous all over the world for its Donat Mg mineral water, unique in the world for its rich magnesium content. The health spa has always been famous for its beneficial effects in treating gastroenterological disorders, metabolic diseases, and psychosomatic conditions.
- The healing properties of the springs at **Laško Thermal Spa** are well known, as people have been coming to them for relief since ancient times. The beneficial properties of the springs were discovered by the Romans. In the Middle Ages missionaries would stop here and rest, and during the reign of the Austro-Hungarian emperor Franz Joseph a popular resort sprang up here.
- The thermal spa of **Terme Dobrna** is particularly suitable for the treatment of gynaecological, rheumatic and orthopaedic disorders, and neurological conditions.
- In the heartland of Dolenjska we can find the thermal spa of **Dolenjske toplice**, where, according to historical records, a thermal spa existed from the 13th century. The thermal water, with a temperature of 36 degrees Celsius, is particularly rich in calcium and magnesium, and is used for treating rheumatic diseases, post-operative conditions and gynaecological disorders.
- **Šmarješke Toplice** is a new health spa with modern medical facilities. The calcium and magnesium-rich water has proven beneficial in treating cardio-vascular diseases, diseases of the central and peripheral nervous system, and sports injuries.
- **Terme Čatež** is Slovenia's largest natural health spa. According to the first records mentioning the place, the local population began to dig holes and bathe in the hot water in the 19th century. Since then, the region has witnessed the development of one of the largest tourist resorts in Slovenia. The thermal water is the thermal spa's greatest treasure, with a temperature ranging from 42 to 63 degrees Celsius at source.
- **Terme Olimia** was once better known as Atomske toplice. Its thermal water is used to treat rheumatic and skin diseases, cardiovascular diseases, and for relieving stress.
- Near the coast, we find thermal spas **Terme Portorož** and **Zdravilišče Strunjan**. Both are located near the sea, so you can also enjoy the beneficial properties of the seawater. At Strunjan they treat pulmonary diseases, osteoporosis and rheumatic conditions.

With their traditions, Slovenian health resorts have always been connected with the preservation and restoration of health. In the last few decades, their placement in the environment, natural factors and modern professional approach have also made them places for self-discovery. Wellness with pampering, relaxation and treatment programmes are supplemented by selfness programmes – selfness is a lifestyle which puts physical and mental health, and good energy at the centre.

We inflict most diseases upon ourselves – with the imbalance of the body and spirit. Therefore, Slovenian health resorts and spas have carefully developed programmes and experiences which redirect us back to ourselves. Massages, therapies, baths, and pampering include specific local elements, such as honey, forest berries, beer, sea algae, chocolate, herbs with healing properties, and wildflowers. The ritual of spinning air in saunas and the sounds of Tibetan bowls during massages can also be experienced.

The most beautiful green areas of Slovenian spas and health resorts are a great location for relaxation exercises, such as yoga, breathing and relaxation exercises on the seashore, barefoot walks on sensory trails and energy points. Activities in nature, so typical for all of Slovenia, are included in various programmes at health resorts and spas. In many spas, you can hire poles for Nordic walking and learn how to do this activity on special trails with an instructor. You can also hire a bike and outdoor facilities for various activities that are available in the vicinity. Some health resorts are in the vicinity of golf courses.

At health resorts, special attention is paid to healthy nutrition and the provision of suitable dietetic menus for the various needs and wishes of guests. When dishes are prepared, special attention is paid to the effects of vital food and its local origin.

Adapted from: <https://slovenia-terme.si/>

3. CAREERS IN TOURISM

The tourism industry includes **accommodations, food and beverage services, recreation and entertainment, transportation, and travel services.**

The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, transportation, cruise line, traveling and additional fields within the tourism industry.

The common factor in all these tourism industry jobs is interest and concern for helping customers and clients to enjoy their leisure time or outings.

The majority of the jobs in tourism have one thing in common: **contact with the public.** Anyone who has chosen a career in tourism should enjoy working with people and be tolerant of their vices, since the irritations of travel can bring out the worst qualities in some people. In many of the jobs in which it is necessary to deal with people, language skill is necessary. Jobs of this kind include travel agency employees, ticket and reservations agents, airline flight personnel, front-desk employees in hotels, tour conductors or guides, adventure tour guides, waiters, barmen, attractions operations manager, massage therapists, personal trainers, spa managers and so on.

Careers are divided into different categories:

- 1) **Front-of-the-house jobs vs back-of-the-house jobs**
- 2) **Management jobs vs production jobs vs merchandising jobs**
- 3) **Skilled jobs vs semi-skilled jobs vs unskilled jobs**

3.1 PERSONNEL STRUCTURE IN TOURISM

The difference in **quality** between hotels is not only a matter of **equipment or furnishings.** The **proportion of employees to guests and guest rooms** is also a matter of great importance.

- A small massage salon usually employs the owner and the therapist in one person, so there is no reception desk, no spa manager and no support staff like cleaner.
- A small motel may only have three employees, often a husband and wife who own and manage the hotel and a maid to do the housekeeping chores.
- A large commercial hotel usually employs one employee per guest room.
- In a luxury hotel, there may be three employees for every guest room.

The larger and more luxurious the establishment, the greater is the variety of jobs that it offers.

TASK: Place **headwaiter** in every category.

Do the same with **pool cleaner** in a spa resort.

1A FRONT-OF-THE-HOUSE JOBS

The front of house staff members are the face of the establishment. They are the employees that customers meet.

- | | |
|---|------------------------|
| - MANAGER or general manager, managing director, F&B manager, spa manager, wellness centre manager, event manager, recreation manager ... | - DOORMAN |
| - FINANCIAL PERSONNEL | - CONCIERGE |
| - RECEPTIONIST | - HEAD WAITER/HOUSTESS |
| - BELLMAN | - WAITER |
| - PORTER | - BARTENDER |
| | - BUSSERS |
| | - MASSAGE THERAPIST |
| | - FITNESS INSTRUCTOR |

- SPA THERAPIST
- PERSONAL TRAINER
- ANIMATOR
- WELLNESS CONSULTANT
- ESTHETICIAN
- TRAVEL AGENT
- TOUR GUIDE
- FLIGHT ATTENDANT
- VALET DRIVER
- SECURITY
- and others.

TASK: What are each working position's obligations?

Dorman, porter, bellman – what are the differences?

1B BACK-OF-THE-HOUSE JOBS

From the point of view of the customer, the most important part of the hotel is the guest room. This makes the housekeeping department of primary importance in the operation of any hotel, from the smallest motel to the most deluxe establishment.

- BOOKKEEPER
- EXECUTIVE HAUSKEEPER
- CHAMBERMAID
- MAINTANANCE
- TECHNICIAN
- INTERIOR DECORATER
- HEAD GRAUNDKEEPER
- GARDENER
- LAUNDRY LADY
- CHEF
- SOUS CHEF
- COOK
- KITCHEN HELPER
- DISHWASHER
- DIETICIAN
- STOREKEEPER
- SPA ATTENDANT
- TOUR OPERATER
- SECURITY
- and others.

2A MANAGEMENT JOBS

They include the owner and managers, who establishe the overall policies and see that they are carried out. In most establishments they play a direct part in the daily operations such as merchandising, financial record-keeping, and supervising the personnel.

Responsibilities:

- organizing and directing the establishment
- controlling budget and formulating financial plans
- security, marketing and advertising the business
- meeting with customers, contractors and suppliers
- hiring, training, reviewing and overseeing staff members
- attending to problems or customer complaints and comments
- addressing maintenance and upkeep
- meeting safety, health and licensing regulation

2B PRODUCTION JOBS

Those jobs create or produce.

2C MERCHANDISING JOBS

They sell or promote.

3A SKILLED JOBS

Requires special training, education, or experience. The training may be obtained at school or through apprenticeship.

3B SEMI-SKILLED JOBS

They also require training, but the duties are usually such that they can be learned through on-the-job training or a short vocational course.

3C UNSKILLED JOBS

They demand little or no training. All these employees are supervised by experienced personnel who give them necessary training and instructions.

Food and Beverage Manager: The customary title for the individual in charge of foodservice in a large hotel.

Apprentice: A beginner who works under a trained and experienced person until learning a skill; many chefs go through a long apprenticeship before they qualify as head cooks.

Wages and salaries: Payment for work. Wages are paid on an hourly, daily or weekly basis; salaries are calculated on a weekly, monthly, or yearly basis.

Shift: A work period, often for eight hours. Because hotels operate twenty-four hours a day, many jobs are scheduled on a morning, evening, or night shift basis.

Switchboard: The control point for a telephone system.

Linens: Articles traditionally made of linen, but today more often made of cotton: sheets, pillowcases, towels etc.

Laundry and Valet Service: Laundry service includes washing and valet service includes dry cleaning and ironing. In many hotels the laundry and valet service takes care of the needs of the guests and the hotel itself.

Exercise 1: Decide whether the following statements are true (T) or false (F) and correct the false ones.

1. ___ Jobs in tourism can be grouped in categories of management, production, and merchandising.
2. ___ The manager of an independently owned establishment is seldom involved in the day-to-day operations.
3. ___ Chefs are concerned only with cooking and do not have managerial responsibilities.
4. ___ Dining room personnel in a restaurant are responsible for providing good service and a pleasant atmosphere.
5. ___ Waiters and bussers can receive their training on the job.
6. ___ The spa trainees must have a degree.
7. ___ All wellness centres employ full-time accountants.
8. ___ Dieticians do not need any special training.
9. ___ The experience gained from working at different jobs in a restaurant can often lead to the skill and opportunity necessary to start an independent operation.

Exercise 2: What do you think the following people do? Match the descriptions to their job titles:

- | | |
|------------------------------|--|
| A. food and beverage manager | F. hotel manager |
| B. chambermaid | G. housekeeper |
| C. spa supervisor | H. hotel receptionist |
| D. concierge | I. esthetician |
| E. general manager | J. bellhops (also pageboy) and porters |

Peter Hobbs has been appointed _____ of the Blue Hotel in Malaysia. He is responsible for the overall operation of the hotel establishment. He holds ultimate authority over the hotel operations and reports directly to the hotel owner.

Karen Miller has moved into the position of _____ at the Blue hotel. She oversees all aspects of running the hotel, from housekeeping and general maintenance to budget management and marketing. She is also involved in the day-to-day running of the hotel, often dealing directly with guests.

Mark Anderson has moved to the new role of _____. He is responsible for a variety of tasks dealing with the serving and preparation of food. He ensures customer's demands are met and meals are served in a timely and satisfactory manner. He decides what products are to be purchased. He also has to ensure that everything is in accordance with local and national safety standards in order to keep high food safety.

Jason Hill got the job in the hotel industry as a _____. He is sometimes referred to as a desk clerk. He is responsible for making guests feel welcome. He deals with room bookings, cancellations and payments, and handles general requests made by guests during their stay. He works at the front desk of the hotel – in the main area of the hotel lobby.

_____ and _____ usually work in hotels rather than motels. In some hotels the duties of both are similar; however, _____ usually work inside the hotel, whereas _____ work outside. They help guests with their luggage while checking in and out, open doors, show guests to their rooms, and make sure that everything in the room is in order. They check the lights, ventilation, and heating and show guests how to use the air conditioner, television, and telephone. If any equipment is not working properly, they report this to the maintenance department so that it can be repaired as soon as possible. In large hotels _____ are supervised by a bell captain.

Anna Connaly became _____ C _____ last year and leads the spa team, which provides exceptional customer service and ensures the smooth running of the spa. She is a key link in the hierarchical structure of the spa between the therapists and the spa manager.

Mary Ko is a _____. She cleans the hotel rooms.

Rosemary Kerr is a _____. She is the manager of all the chambermaids in the hotel. She is responsible for organising the staff to make sure that all the rooms are kept clean, tidy and welcoming.

Pam Nowak is a skincare expert. Her duties include advising clients on the appropriate procedure, preparing a hygienic environment prior to the procedure and offering treatments such as facials, extractions, microdermabrasion, chemical peels and waxing. She is employed in the position of _____ I _____.

John Primmer joined the hotel as a _____. He deals with any request a guest may have. He makes reservations, arranges spa services, recommends restaurants, night life hot spots, books transportation (limousines, airplanes, boats, etc.), and assists with various travel arrangements and tours of local attractions. Actually, he has to make the impossible possible.

Exercise 3: Personal qualities

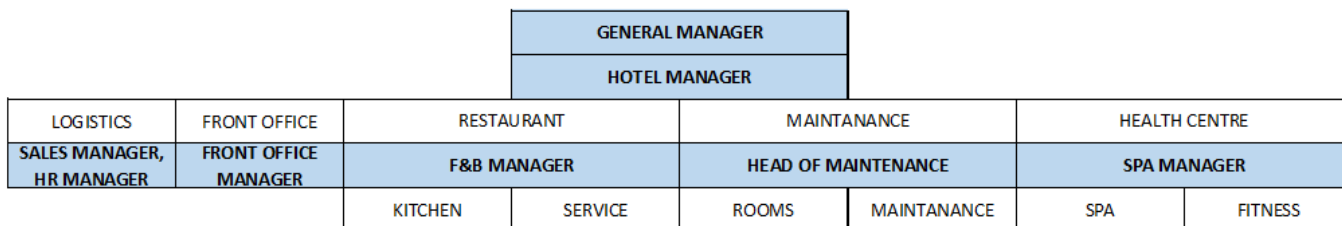
Say which, in your opinion, are

a - always good,	b - sometimes good,	c - always bad.

aggressive, approachable, arrogant, attractive, bossy, calm, confident, disorganised, efficient, enthusiastic, friendly, grumpy, helpless, highly intelligent, humorous, irritable, learned, nervous, persuasive, polite, responsible, rude, shallow, shy, tidy, untrustworthy, well-informed

Exercise 4: Look at the organization chart of a medium-sized hotel (next page). Write each job listed below under the appropriate hotel department.

baggage handler, banquet coordinator, barista, bartender, bellhop, busser, chambermaid, concierge, dishwasher, esthetician, event manager, financial accountant, fitness instructor, floor supervisor, florist, hair technician, handyman, head waitress, housekeeper, hydrotherapist, janitor, laundry worker, linen supervisor, locker room attendant, marketing consultant, massage therapist, nail technician, pastry chef, personal coach, porter, receptionist, reservation agent, sous chef, valet driver, waiter



Exercise 5: Match the words with the definitions below.

- | | | | |
|------------------|----------------------|---------------------|------------------|
| 1. pick-up point | 4. gratuity ("grat") | 7. hospitality desk | 10. rooming list |
| 2. voucher | 5. pax | 8. commission | |
| 3. transfer | 6. incentive tour | 9. panoramic tour | |

- a) abbreviation for "passengers" in the travel industry _____
- b) place, usually at a hotel or conference, where visitors can get help and advice _____
- c) place where the guide and coach meet the passengers _____
- d) a percentage paid to someone for bringing customers to a shop or other service _____
- e) written details of which rooms visitors are staying in at a hotel _____
- f) a general sightseeing trip _____
- g) a ticket which a guide can use instead of cash to take a group into a famous place _____
- h) a trip offered to a group of employees as a reward for good work _____
- i) taking a group of visitors from their place of arrival to their hotel _____
- j) money given to someone to say "thank you" for good service _____

Exercise 6: Match the words to their definitions.

- | | |
|------------------------|---|
| A. tailor-made | 1. a statement of how much something will cost _____ |
| B. an itinerary | 2. specially made for a particular purpose _____ |
| C. a quotation (quote) | 3. a detailed plan or route of a journey _____ |
| D. communicate | 4. to speak to people in other organizations in order to exchange information with them _____ |
| E. to issue | 5. to produce or provide something official (document ...) _____ |
| F. overseas | 6. in, from or to other countries _____ |

Practise these words by filling in the gaps.

1. The tour operator will arrange transport and plan your _____.
2. Most low-cost carriers don't _____ paper tickets.
3. First I called my local travel agency. They gave me a _____ of £2,390 for two people. I went to another agency, because I was sure I could get a better price.
4. _____ means exactly what it says – where you travel, how you travel, and what you do when you get there, is entirely up to you.
5. Tour operator jobs can be an exciting career choice. Among other things, tour operators _____ with hotels, airlines and other transport companies.
6. Slovenia is popular with skiers and Slovenia is actively promoting this industry to _____ visitors as well.

3.2 CAREERS SPECIFIC TO THE WELLNESS INDUSTRY

Wellness has been around for millennia but, only in recent years has it become a more recognised professional industry.

There are some industries where wellness is already established and has created its own category within that industry: retail, beauty, fashion, fitness, food & drink, technology, corporate wellness, medical & therapy, events, travel/hospitality and spa industry.

There are also industries, where wellness is already starting to impact but is not yet quite as integrated as the above industries: advertising, marketing, design, PR, social media, education and training providers, publishing (magazines/newspapers) and property (wellness real-estate).

With this professionalism of the industry comes opportunity. Wellness, in itself, is now categorised as its own industry.

3.2.1 Management

Spa and Wellness Management positions may include **Spa Supervisor, Assistant Spa Manager, Spa Manager, Spa Operations Manager, Spa Treatments Manager, Assistant Spa Director, Spa Director** or **Director of Spa and Wellness**; with career paths usually flowing in that order depending on the size of the spa and wellness facility. Managers or supervisors are usually responsible for day-to-day activities including human resources management, marketing, business planning and development, reception and guest management, retail management, financial management, facilities maintenance, food and beverage management, product and process knowledge and fitness management.

Prior to management positions in spas and wellness centres, it is common to have experience working in customer spas or therapy spas. These positions may require a university degree, but they can be in a variety of fields and on-the-job experience can replace the need for a university degree.

3.2.2 Customer Service

Spa and Wellness Customer Service positions may include **Spa Receptionist, Spa Coordinator, Spa Concierge, Spa Guest Service Representative**, and **Spa Reservationist**. In general, these are entry-level jobs that directly affect the day-to-day operations of the spa and wellness centre. Customer service tasks in a spa may include reception duties, guest counselling and programming, selling treatments and products, and preparing rooms and equipment.

3.2.3 Support Staff

Spa Attendants or **Locker Room Attendants** provide critical support to spa and wellness facility operations.

Spa Support Staff positions do not generally require formal training or education, however the ability to communicate and work with others is generally required.

3.2.4 Spa and Wellness Therapy

Spa and Wellness Therapy positions include **Massage Therapist, Estheticians, Nail Technicians, Hair Technicians**, or complementary therapies. These positions have a direct impact on the guests well-being by providing the services for spa and wellness facilities. Massage Therapists usually provide massages and body treatments; Estheticians provide skin care and waxing services; Nail Technicians provide hand and foot treatments; Hair Technicians provide hair services and treatments; and complementary therapies include **traditional Chinese medicine, Ayurvedic treatments, naturopathy, hydrotherapy**, and other forms of local or traditional treatments.

Spa and Wellness Therapy positions usually require a license or certification to be able to practice the specific therapy and most spa and wellness facilities also have their own training program reviewing their specific treatment offerings. Within the spa and wellness facility, **Spa Therapists** may advance to training or lead positions and eventually into **Spa Management**.

3.2.5 Fitness Opportunities

Spa and wellness facilities often include a traditional gym or various recreational activities for guests to enjoy. These fitness opportunities are integral to a wellness lifestyle and provide guests with the physical activity they need to stay well. Fitness positions can include **Fitness Attendant, Wellness or Fitness Coordinator, Fitness Instructor or Group Fitness Instructor, Recreation Supervisor or Manager, Fitness Manager, Activities Director or Program Director, Director of Recreation or Fitness, and Corporate Fitness or Recreation Manager**.

Similar to that of therapy and guest service positions, fitness opportunities within spa and wellness facilities can often lead to management positions. Entry level positions do not usually require formal training or education, while **Fitness Instructor** or **Personal Trainer** positions require certification or degrees in the specific type of instruction being provided. Management positions may require an academic degree.

3.2.6 Health and Medical Wellness

According to the Medical Wellness Association, medical wellness is "an approach to delivering health care that considers multiple influences on a person's health and consequently multiple modalities for treating and preventing disease as well as promoting optimal well-being". This approach may happen within a Medical Center or within a spa setting. Services can include **acupuncture, aquatic therapy, Ayurvedic treatments, behavioral therapy, body assessments, chiropractic treatment, equestrian therapy, medical consultation and treatment, nutritional diagnosis and guidance, personal coaching, preventative and integrative, relationship therapy, spiritual development, stress management, or trauma therapy**.

Medical wellness careers can also begin by working at reception and eventually gaining certification in specific health fields or treatments.

3.3 APPLYING FOR A JOB

Wherever you apply for a job inside any member state of EU, one of the most important issues is to be able to present your qualifications and skills clearly and to make them easily understood to your potential employer.

Brussels is promoting a standardized CV format known as Europass to make it easier to secure a job in other EU states. Europass is also used by people who wish to enter education and training programmes. Europass consists of five documents.

The first two documents can be completed by yourself:

- Europass Curriculum Vitae (CV) and
- Europass Language Passport (if requested as a separate file).

A CV (Curriculum Vitae) – *US term: resume* – is a list of your personal details, education history, qualifications, experience and interests - in other words: a story of your life from a professional point of view.

Before you start: Five basic principles for a good CV (as recommended by Europass)

1. Concentrate on the essentials

- Employers generally spend less than one minute reading a CV before deciding to reject it.
- Be brief: two A4 pages are usually more than enough, irrespective of your education or experience.
- Is your work experience limited? Describe your education and training first; highlight volunteering activities and placements or traineeships.

2. Be clear and concise

- Use short sentences. Avoid clichés. Concentrate on the relevant aspects of your training and work experience.
- Give specific examples. Quantify your achievements.
- Update your CV as your experience develops.

3. Always adapt your CV to suit the post you are applying for

- Highlight your strengths according to the needs of the employer and focus on the skills that match the job.
- Explain any breaks in your studies or career giving examples of any transferable skills you might have learned during your break.
- Before sending your CV to an employer, check again that it corresponds to the required profile.
- Do not artificially inflate your CV; if you do, you are likely to be found out at the interview

4. Pay attention to the presentation of your CV

- Present your skills and competences clearly and logically, so that your advantages stand out.
- Put the most relevant information first.
- Pay attention to spelling and punctuation.
- Retain the suggested font and layout.

5. Check your CV once you have filled it in

- Do not forget to write a cover letter.
- Correct any spelling mistakes, and ensure the layout is clear and logical.
- Have someone else re-read your CV so that you are sure the content is clear and easy to understand.

You may start your presentation with some **Personal Statement**, which is commonly a second part of a cover letter. You better prepare your cover letter according to professional correspondence rules and not as a Europass file. The layout is not the same! Check the communication chapter in this study material.

Personal Statement – not obligatory, but makes the difference

It is good to have a clear bold paragraph that grabs the reader and makes them want to find out more. It should be positive and serious but show you are well prepared and a good fit for the job. It should help you stand out from the crowd and convince an employer you want the role. This may also be titled '**Personal Profile**', '**Capability Statement**', '**Career Objective**', etc. Choose whichever heading is most suitable. It may also be combined under one heading with your Career Overview.

It is important that it relates to the job ad.

Career Overview – not obligatory, but makes the difference

A career overview or snapshot is a summary of your core skills, experience and competencies, usually for people who have been working in a profession for many years. It outlines in a snapshot, what you have to offer. It might also be titled '**Profile**', '**Summary of Skills & Experience**', '**Career Summary**', etc.

It may also be combined under one heading with your Personal Statement.

CURRICULUM VITAE – Required categories

Personal details

- Don't forget the additional fields.

Education

- Provide details of your education with **most recent first**.
- Include your academic and professional qualifications.
- The full name of the course you studied.
- The full name of the institution you studied with.
- What skills you learned from the course.
- Your achievement - results in the course if the achievements good.

Employment History

- List the **most recent employment first** and work through your employment history job by job. For each:
 - List the period of employment.
 - Name the company that you worked for.
 - Include the title of your position.
- Describe your achievements and responsibilities. Use brief bullet points and use quantifiable measures. This allows the reader to scan and match your experience to the role easily.
- If you have a long employment history, just include those jobs in your history that are relevant to the job you are apply for.

Skills and strengths

- List out your skills in different areas:
- Computer literacy. List software that you are proficient in.
- Written and communication skills – give brief detail.
- Foreign languages and level of fluency.
- Key 'soft' skills or competencies with some brief examples (eg people management, business development, project management etc).
- Awards received.
- Membership of professional associations or relevant bodies.
- Accreditations attained by relevant professional organisations.

Interests

Include things you like to do, particularly if they are employment-related. It is not a 'must' in the resume. The resume can give your reader a more rounded picture and something more personal may distinguish you.

References

This section should be placed at the end of the resume. It is not necessary to list referees on your resume. You should state that referees are available on request. A referee is someone you worked for or with who knows the quality of your work. If it is your first job, this might be someone who is a teacher or mentor. Make sure they are easy to contact if they are included and provide their contact details.

The following web-page offer samples of CV's and other documents, which are coordinated at the European level:

<https://europa.eu/europass/en>

Sample CV:



Petra Novak

Nationality: Slovenian

 (+386) 123456

Date of birth: 10 Oct 2000

Gender: Female

 Email address: petra.novak@student.vsgt.si

 Address: Slovenska 100, 2000 Maribor (Slovenia)

WORK EXPERIENCE

Spa therapist and guest service representative

*Hotel HABAUK ***** [1 Sep 2021 – Current]

Address: Pohorska ulica 59, 2000 Maribor (Slovenia) - www.terme-maribor.si

City: Maribor

- providing spa therapies - massages and hydrotherapies
- responsible for spa reception and treatment coordination
- in charge of 3 therapists + spa attendants, trainees and interns
- promoting the spa facilities and arranging spa services for costumers
- interaction with the hotel manager and human resources

Spa receptionist

*Mercure Maribor City Center**** (ex Piramida)* [1 Sep 2019 – 31 Aug 2021]

Address: Ulica heroja Šlandra 10, 2000 MARIBOR Maribor (Slovenia) - www.terme-maribor.si

City: Maribor

Country: Slovenia

- Business or sector: Accommodation and food service activities

- greeting of all guests
- answering phone calls
- assisting guests with questions regarding spa services and products
- booking all appointments
- checking the guest into the computer system
- charging for services performed

Waitress

different bars and pubs in Maribor and near vicinity [20 Jun 2016 – 27 Feb 2019]

Country: Slovenia

- Welcome and acknowledge the guests
- Answer telephones
- Taking beverage orders and serving them to guests
- Mix and garnish beverages according to recipe and portion control standards
- Ensuring that the bar and lounge stations are fully stocked, clean and tidy
- Process and collect payments from guests
- Clear tables and prepare for service by polishing cutlery, glassware, crockery

EDUCATION AND TRAINING

Higher technician in hospitality and tourism / Higher technician in wellness operations *VOCATIONAL COLLEGE OF HOSPITALITY AND TOURISM MARIBOR* [1 Oct 2020 – Current]

Address: Cafova ulica 7, 2000 MARIBOR Maribor (Slovenia)

www.vsgt.si

Level in EQF: EQF level 5

National classification: SQF level 6 Number of credits: 120

Communication
Enterprise and marketing management
Sustainability
Culinary and service skills
Tourism and wellness
Wellness nutrition / emotional wellness
Physical wellness

Master craftsman's Certificate - Massage therapist *Center Republike Slovenije za poklicno izobraževanje* [Jun 2021]

Address: Kajuhova 32 u, 1000 Ljubljana (Slovenia)

<https://cpi.si/>

Level in EQF: EQF level 4

Gastronomy and tourism technician *Secondary Vocational School for Catering and Tourism Maribor* [1 Sep 2016 – 26 Jun 2020]

Address: 2000 Maribor (Slovenia)

<https://www.ssgt-mb.si/>

Level in EQF: EQF level 4

National classification: SQF level 5

- English, German and Spanish language
- sustainable tourism and gastronomy strategies
- fundamentals of catering

VSGT Maribor translates as **Vocational College of Hospitality and Tourism Maribor** and is always referred to as a College, not a school.

The short cycle higher vocational education descriptor corresponds to learning outcomes for **EQF level 5** as opposed to SQF level 6. See table below.

EQF - European Qualifications Framework is not the same as **SQF - Slovenian Qualifications Framework**

	SQF	EQF
Basic school leaving certificate with lower educational criteria	1	1
Basic school leaving certificate	2	2
Final examination certificate - short upper secondary vocational education	3	3
Final examination certificate - upper secondary vocational education	4	4
Vocational matura certificate	5	4
General matura certificate	5	4
Master craftsman's examination certificate	5	4
Diploma – short-cycle higher vocational education	6	5
Bachelor's degree (Professional /VS/ or Academic /UN/)	7	6
Master's degree	8	7
Research master's degree	9	8
Doctorate	10	8

Adapted from: https://www.nok.si/sites/www.nok.si/files/dokumenti/zakljucno-porocilo-si-2014_0.pdf

AND NOW A MAKE-OR-BRAKE PART OF YOUR CV, which you usually leave nearly blank!

LANGUAGE SKILLS

Mother tongue(s): Slovenian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

German

LISTENING C1 READING C1 WRITING B2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Spanish

LISTENING B1 READING B1 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION B1

DIGITAL SKILLS

Microsoft Office / Outlook / Social Media / Zoom

ORGANISATIONAL SKILLS

Organisational and managerial skills

Write down the areas in which you have already excelled as a leader or organiser of activities, for example:

- as a waitress in a small bar, I was responsible for managing a team
- I was responsible for the timely delivery of ordered materials

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

Write down the areas in which you have already excelled as a leader or organiser of activities, for example:

- as a waitress in a small bar, I was responsible for communicating with guests, dealing with complaints
- I was in charge of all marketing campaigns, I took care of social media posts

JOB-RELATED SKILLS

Job related skills

You should write down what your specific expertise is in the field you are applying for, for example:

- I am a latte artisan.
- I have a good knowledge of Styrian wines
- I am an expert in classical and sports massages
- and much more ...

Read the (fictional) job advertisement below.



FALKENSTEINER HOTELS & RESIDENCES

Falkensteiner is one of the most successful family-run holiday hotel groups in Central Europe, with 30 hotels, apartments and residences in seven countries and more than 2,000 employees. It has become the benchmark against which other hotels are measured. Staying at The Falkensteiner means enjoying the ultimate in style, service and sophistication.

We are opening a hotel in Ljubljana, offering rooms for 300 guests. We invite experienced and hard-working colleagues to join our team in several areas:

- RECEPTION,
- FOOD & BEVERAGE,
- HOUSEKEEPING,
- SPA,
- SALES AND MARKETING.

Entry requirements:

- experience in working with people (the more you have, the higher your starting position can be).
- excellent communication skills
- fluency in English (knowledge of several languages is an advantage)
- flexibility and ability to work under pressure

Interested candidates can send their updated CV to:

HR department, Janez Direktor, Falkensteiner Hotel Ljubljana, Ulica 100, 1000 Ljubljana

ASSIGNMENT: Read the advertisement and apply for the job.

- Write a cover letter (you can find a sample in communication chapter).
- Download a template from the website and create your own Europass CV.

The company offers several jobs, so you need to choose the one you are most interested in and have the most experience with. Tailor your CV accordingly.

4. SPAS AND HEALTH RESORTS

Discussion

- How many different spa establishments can you think of?
- Where do you think people use wellness services the most (in the local area, on holiday, do they go on holiday specifically for these services, etc.)?
- Have you ever booked a room in a hotel?
- How did you choose the hotel? What you paid most attention to when choosing a hotel?
- Describe the worst experience you have had in a hotel.
- Are the hotel ratings (e.g. 3-star hotel, 5-star hotel) important in attracting visitors?
- Discuss ratings with reference to pricing and room rates.
- Do you know what a 5-star hotel offers?

4.1 SPA CATEGORIES

Day Spas

Day spas don't offer overnight accommodations but do have a wide range of spa services. They usually have massage, facials, manicures and pedicures and treatments like wraps or scrubs on their menus. Many also offer saunas, steam rooms, hydrotherapy and more. If you don't want to travel but need a spa escape, day spas are your answer. Many have half or full day packages and can accommodate small groups.

Destination Spas

When you think of a "spa getaway," you're probably imagining a stay at a destination spa. While there aren't many true destination spas, the experience is life changing and their devotion to wellness has a big impact on the industry. Expect to find lots fitness activities, healthy living, nutrition and cooking classes and wellness lectures, hiking along with a world-class spa. Most destination spas offer immersive experiences, meaning healthy meals and snacks, classes and accommodations are included in the daily rate.

Resort and Hotel Spas

As resorts and hotels add exceptional spas and wellness programming to their amenities, the line is blurring between destination spas and spa resorts/hotels. However at a resort, you'll find more alcohol and opportunities to party, along with spas, fitness centers, hiking and outdoor sports, swimming, etc. In other words, you will find more wellness options at a healthy hotel but still be able to indulge in a hamburger and fries. Wellness-focused resort spas and hotels may also be a better choice for families and business travelers who need office and meeting facilities.

Mineral and Thermal Springs Spas

A mineral spring is a source of thermal or seawater containing naturally occurring elements from surrounding rocks, sand and soil, used in hydrotherapy or spa treatments. Mineral springs spas use the mineral-rich waters in hydrotherapy or thalassotherapy, which is a range of treatments that use seawater, seaweed and other natural elements from the ocean for therapeutic benefits.

Medical Spas

A medical spa offers treatment to individuals with detailed health problems by combining medication for treatment with everyday spa procedures. These spas appoint a doctor to supervise the spa procedures.

Adapted from: <https://www.spafinder.com/blog/spa/what-is-a-spa-the-top-four-categories/>

4.2 HOTEL VOCABULARY

ACCOMMODATIONS OFFERED BY HOTELS

A number of standard terms are used in the lodging industry to describe types of room accommodations.

single room	is a room occupied by one person
double room	is a room with one large bed for two persons
twin room	is a room with two single beds for two persons
triple room	is a room for three persons
four-bedded room/quad	is a room for four persons
duplex	is a two-storey suite connected by a stairway
suite	consists of two or more rooms that are rented as a unit
junior suite	is a large room with a partition separating the bedroom from the sitting area
studio	a one-room apartment
standard room	a lesser quality, lower priced room at a hotel.
superior room	in a hotel, a more desirable and more expensive room, perhaps with a better view or other amenities.
adjoining rooms	the rooms are next to each other, and there is no door inside to connect them
connecting rooms	the rooms have a door on the inside that connects them, without having to step out into the hallway and then into the other room

FACILITIES AND SERVICES IN THE HOTEL

facilities	These are features provided for the comfort and convenience of guests, like a gym, swimming pool, or beauty salon.
amenities	The facilities and features of a hotel surroundings - things that make one comfortable and at ease (theatres, museums, cinemas, sport centres, parks, shopping malls ...)
services	These are similar to facilities, but are provided by people. If you want to have your clothes washed, you can ask for the laundry service, and if you would like your children looked after while you are out, you can use the baby sitting service.
restaurant or room service	Most hotels also have catering facilities where food and drink are provided, such as a restaurant (serving meals), bar (serving mainly drinks) or room service (where meals are delivered to your room).
room facilities	These are provided inside each hotel room for the guest's convenience. For example if you want easy access to snacks and drinks, then you can use the mini bar, or you make international calls with an International direct dial telephone.
business centre	Many hotels also cater to business travellers by providing a Business Centre with photocopying, fax, e-mail and other business services.
spa centre	A spa is a location where mineral-rich spring water (and sometimes seawater) is used to give medicinal baths.
pool	Hotel pools are designed to enable swimming or other leisure activities.
airport transfer	This service means that the hotel provides transport to and from the airport. The hotel might also offer a shuttle service to take guests to major shopping areas and tourist attractions.

FOOD PLANS

Room only
Bed and breakfast
Half board
Full board
All-inclusive

Adapted from: Duckworth, Michael. *High Season*

READING

Hotel Hacienda Los Laureles ***** Superior, Oaxaca, Mexico

The 5 star luxury hotel Hacienda Los Laureles nestles between the foothills of the Sierra Juarez mountains in the south of Mexico. The city of Oaxaca is located to the south of Mexico City.

The Hacienda Los Laureles hotel was once a typical Mexican hacienda dating back to the 18th century. Today it is a romantic hotel in the Oaxaca suburban area with its village-like atmosphere, cobblestone alleys and rural lifestyle. The luxury hotel in Mexico lies surrounded by an extensive lush garden, which features a swimming pool, a sunbathing area and a beautiful terrace.

Guests of the 5 star hotel in Oaxaca may choose between 23 rooms, each of these overlooking and providing direct access to the garden of the Hacienda Los Laureles. Wake up on your vacation in Mexico to splendid views across sweeping lawns, tropical flowers and trees as well as to the local birds' singing. Beyond the garden you will see the Oaxaca valley and the mountains. The spacious rooms are furnished in a typical colonial style. Plenty of wood, white-washed walls and light brown color tones put the finishing touches to their simple but very attractive interior designs. In addition, loving details such as large TV screens, fluffy bathrobes, hairdryers, and exclusive brand toilet articles contribute to a comfortable stay at the Hacienda Los Laureles Hotel.

The small spa area of the Hacienda Los Laureles spa hotel is a tempting place to indulge not only in the most modern but also most ancient relaxation techniques. Along with classical massages, aroma therapy and cardio fitness the spa hotel provides the opportunity to experience the relaxing effects of a traditional Indian steam bath. At siesta time you can take a nap on the poolside in the peaceful garden. On top of all this the country house hotel Hacienda Los Laureles includes an excellent indoor and outdoor restaurant. You will be delighted by the international and Mexican dishes prepared from the fresh and tasteful produce of the local farms.



(source: <http://en.escapio.com/hotel/hotel-hacienda-los-laureles>)

EXERCISE 1: Which of the things are mentioned in the article?

1. shuttle service ____
2. hotel facilities ____
3. free drinks ____
4. parking options ____

5. wellness treatments ____
6. history of the building ____
7. cuisine type ____
8. wireless local area network ____

EXERCISE 2: Find words (in the above text) to mean:

1. to settle snugly or comfortably _____
2. a large estate especially in a Spanish-speaking country _____
3. large or magnificent in scale, roomy _____
4. being light and soft or airy, puffed up _____
5. restricted in distribution, special, expensive _____
6. very old, from long ago _____
7. an afternoon nap or rest _____
8. agricultural products, fresh fruits and vegetables _____

EXERCISE 3: Match the words or phrases 1 – 7 to their definitions.

- | | |
|--------------------|---|
| 1. amenities | A. (of a bathroom) joined onto a bedroom and for use only by people in that bedroom |
| 2. vending machine | B. local facilities such as stores and restaurants |
| 3. valet service | C. a small fridge and cooking area |
| 4. a key card | D. cleaning, laundering, or repairing of guests' clothes |
| 5. en suite | E. a machine that distributes snacks and beverages when you insert coins |
| 6. adjoining rooms | F. two hotel rooms next to each other |
| 7. kitchenette | G. a card with a magnetic strip for opening a door |

EXERCISE 4: Complete the sentences using the words listed in the box below.

indoor pool	room service	en suite bathrooms	corporate event
hotel premises	access	hotel policy	

1. Hello, is there _____? I'd like to order a bottle of champagne and two cheese and fruit plates.
2. The normal _____ is not to charge for children if they are under twelve years of age.
3. Is it possible to have an extra towel? I'd like to use the _____.
4. I'm afraid I can't help you now. I'm busy organizing a _____. Can you call me back later?
5. I'm surprised you had to go down the corridor. I thought all hotel rooms these days had _____ as standard.
6. Disabled visitors are welcome. There is a good wheelchair _____ to most facilities.
7. Please note that smoking is not permitted on the _____.

4.3 HOTEL CLASSIFICATION

There are different classifications of hotels according to different basis. The most widespread and widely known classification is the one based on level of service.

World-class service: Also known as **five-star luxury hotels**, these hotels cater to top business executives, entertainers, high-profile political figures and wealthy clients. They offer world-class restaurants and lounges, butler service, concierge services and even private restaurants.

Mid-range service: Mid-range or **3 to 4-star hotels** are of interest to most travellers. These types of hotels do not provide sophisticated services and are adequately staffed. They also provide uniformed service, room service for food and drinks, in-room entertainment, Wi-Fi, etc.

Budget/limited service: These hotels offer clean, comfortable, safe and affordable rooms, meeting guests' basic needs. Budget hotels are of particular interest to budget travellers who want a room with the minimum services and amenities needed for a comfortable stay, without unnecessarily paying extra for expensive services.

The star classification of hotel is carried out by the Ministry of Tourism.

1 Star - Has limited facilities and services. Appeals to "budget minded" tourists.

Basic accommodations with minimal on-site facilities. On-site dining is usually not available. Public access and guest reception may not be available at all hours. Daily housekeeping service may not be offered. Guestrooms are small and functional, and may or may not have private bathrooms, TVs, or in-room telephones.

2 Star - Appeals to tourists looking for more than basic accommodation. Has expanded facilities and "higher level" of comfort.

These budget properties offer clean accommodations. Most offer 24-hour reception, daily housekeeping service, TVs, telephones, clothes racks or small closets, and private bathrooms—possibly with showers only. On-site dining is usually limited to a Continental breakfast. They usually don't provide bell staff or full service.

3 Star - Accommodation is deemed "very good". More spacious public areas and higher quality facilities and a greater variety of services.

Properties in this classification place a greater emphasis on comfort and service, with many offering an on-site restaurant and bar. Baggage assistance is often available. Guestrooms typically feature more space, comfortable seating, and better-quality bedding. Bathrooms are often larger, with shower/tub combinations and expanded counter space. Some hotels feature multiple restaurants, uniformed bell staff, and enhanced lobbies with upscale decor and live plants. Resorts often feature attractive pool areas and small spa facilities or massage treatment rooms.

4 Star - "Up-scale in all areas" and accommodation is "refined and stylish". Service is deemed responsive and has an extensive array of facilities.

These upscale establishments usually offer a fine-dining restaurant, lounge, and room service with extended hours. Service features usually include baggage assistance, concierge service, and valet parking. Public spaces and guestrooms are thoughtfully designed and constructed with high-quality materials. Guestrooms generally offer high-quality bedding and bath products, and a wide array of amenities. Personalized service

aims to anticipate guest needs. Some hotels feature full-service spas, tennis courts, golf access, child-care services, and upgraded pools with poolside food servers

5 Star - Reflects characteristics of "luxury and sophistication". Facilities are deemed "world class in every manner" and services are deemed meticulous and "exceeding all guests' expectations".

Amenities typically include gourmet dining, luxury spas, and full-service health clubs. Staff members are generally polished and anticipate guest needs. Features may include butler service on all or select floors. Guestroom decor is elegant. Electronic features sometimes include bedside controls for drapes, lighting, and surround-sound. Oversized bathrooms are often clad in marble, with premium spa-brand toiletries, and fresh flowers or live plants. Five-star resorts typically offer signature golf courses, tennis centers, health clubs with personal trainers, luxurious spas, cultural activities, and children's day camps.

4.4 ASSIGNMENTS

ASSIGNMENT 1:

Choose a hotel you are familiar with or you like best. Write some information for a brochure.

Give some details on the following questions:

- Where is the hotel located?
- What are the rooms equipped with?
- What facilities, amenities and services does it offer?
- How is the wellness offer taken care of?

ASSIGNMENT 2:

You work as a spa receptionist at an imaginary seaside resort.

A wealthy couple wants to spend a week there and your job is to convince them the resort can provide everything for their comfort.

Write an e-mail as a response to their enquiry. Describe the resorts location, facilities and services, and include all relevant tourist information regarding the hotel.

For both assignments use professional terminology!

5. WELLNESS TOURISM

Wellness industry is the next trillion-dollar industry globally, the Health and Wellness market space is dominated mostly by beauty and anti-aging product sales at \$679 billion, followed by fitness and mind + body exercise (\$390 billion) and health eating, nutrition and weight loss sales (\$277 billion).

But what is the definition of wellness? More than ever before, we hear this word in the news, on billboards, in conversation and even at work. Interestingly, there is no universally-accepted definition of wellness.

Health is more of a medical term and describes the physical and mental state of a person. It usually denotes a lack of disease or abnormality.

Wellness, on the other hand, is defined as the overall process of maintaining a general state of good health.

As defined by the World Health Organization (WHO), wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life, "a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity".

Wellness is an active **process** of becoming **aware** of and making **choices** toward a more **successful** existence.

- Process means that improvement is always possible.
- Aware means that we are continuously seeking more information about how we can improve.
- Choices means that we consider a variety of options and select those in our best interest.
- Success is determined by each individual to be their collection of life accomplishments.

Wellness is first and foremost a choice to assume responsibility for the quality of your life. It begins with a conscious decision to shape a healthy lifestyle.

The European Wellness Union defines it more specifically, when they include physical and spiritual fitness and movement, mental stamina, positive work positions, harmonious private life and in balance and harmony with nature.

How to define and understand Wellness relates to the needs and requirements of the individual person. It is, in other words, up to each individual person how best to achieve peace of mind and which techniques and therapies are right in order to achieve complete fulfilment. If we understand the needs of our body's it is possible to obtain contentment and harmony in both body and soul.

Source: <https://www.advantagebhs.org/news.cms/2015/31/definition-of-wellness>

Brainstorming: What is the Slovenian definition of wellness?

Individual work: Your favourite wellness topic!

5.1 WHAT IS WELLNESS TOURISM?

Wellness tourism advocates suggest that vacations improve physical well-being, happiness, and productivity, mentioning that health-oriented trips give travellers a fresh perspective and positively affect creativity, resilience, problem solving, and capacity for coping with stress. Yet the health benefits of wellness vacations expected and reported by vacationers have proved difficult to quantify.

In a sense, people who take any kind of vacation for leisure, rest, and relaxation are improving their wellness as part of tourism. However, this broad definition is not particularly useful for governments and businesses

seeking to target consumers and to develop and promote this sector. Therefore, the Global Wellness Institute (GWI) has established a definition that captures the motivations and characteristics of people engaging in wellness tourism, so that businesses and other stakeholders can understand and tap into its vast opportunities.

The GWI defines wellness tourism as travel associated with the pursuit of maintaining one’s personal wellbeing, therefore it is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities.

With so much unwellness embedded in today’s travel, wellness tourism brings the promise of combating those negative qualities and turning travel into an opportunity to maintain and improve our holistic health.

Wellness Travel Can Improve Rather Than Harm Your Health

Unwell Travel	Wellness Travel
 Unhealthy & over-eating	 Rest & rejuvenation
 Travel stress	 Disease prevention & management
 Excessive drinking	 Extend & discover healthy lifestyles
 Poor sleeping	 Authentic & transformative experiences
 Disruption of fitness routine	 Meaning, connection, & joy

This definition of wellness tourism is derived from GWI’s definition of wellness: the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. This is consistent with the World Health Organization’s definition of health as a state of complete physical, mental, and social wellbeing. It goes beyond mere freedom from disease or infirmity and emphasizes the proactive maintenance and improvement of health and wellbeing.

One way to understand wellness is to consider health as a continuum that extends from illness to a state of optimal wellbeing. On one end, patients with poor health engage the medical paradigm to treat illnesses; they interact reactively and episodically with doctors and clinicians who provide care. On the opposite end, people focus proactively on prevention and maximizing their vitality. They adopt attitudes and lifestyles that prevent disease, improve health, and enhance their quality of life and sense of wellbeing. In other words, wellness is proactive, preventive, and driven by selfresponsibility. Wellness tourism is the extension of this consumer value and worldview.

Sources: [https://globalwellnessinstitute.org/wp-content/uploads/2018/11/GWI_GlobalWellnessTourismEconomyReport.pdf](https://globalwellnessinstitute.org/wp-content/uploads/2018/11/GWI_GlobalWellnessTourismEconomyReport.pdf;).; <http://www.who.int/about/mission/en/>

5.2 WELLNESS TOURISM VS. MEDICAL TOURISM

Terms “medical” and “wellness tourism” are commonly misunderstood. Many people don’t know the difference between the two. However, these tourism types differ significantly in their objectives and destinations.

A good way to understand the difference is to look at our health and wellbeing on a continuum:



MEDICAL TOURISM	WELLNESS TOURISM
Travel to receive treatment for a diagnosed disease or condition	Travel to maintain, manage or improve health and wellbeing.
Motivated by a desire for lower costs, higher quality, better access ...	Motivated by a desire for healthy living, disease prevention, stress reduction, management of poor lifestyle habits ...
Activities are reactive to illness, medically necessary, invasive and/or executed and overseen by a professional doctor (surgeries, dental care ...).	Activities are proactive, voluntary, noninvasive and nonmedical in nature and are not necessarily provided by conventional medical experts. (SPA treatments and rituals, balanced diet seminars and fitness events ...).
There is also some overlapping: the traveller is always motivated by health interests and some treatments can be put into both categories, for example, DNA testing or executive checkups.	

Both of these tourism types have different criteria to be considered when choosing the destination to visit for treatments and/or activities.

For Medical Tourism

- High quality treatment is the most important factor, but not the only one to consider when choosing a destination for a medical trip.
- Travelling distance should be also considered. Less hours in a plane saves energy and reduces the chance of complications before and after a surgery.
- In addition to the price of the treatment itself, the local costs of living, rent, transportation and food largely contribute to the total expenditures and have to be considered.
- What is more, English-speaking staff in medical sector and no big cultural differences can be important to help you feel more relaxed and make your trip easier.

For Wellness Tourism

- When going for a wellness retreat, the decision can be taken less seriously.
- Authentic natural resources, such as mineral or hot springs, activity facilities - such as hiking trails or sandy beaches, fresh air or warm climate play a bigger part in the decision making.
- The number of sights of your interest could also be important. Travelling for wellness is a good opportunity to explore the country you’ve never been to (but always wanted to go). Think of the natural or cultural heritage it has to offer.
- If you are a foodie, local cuisine definitely contributes to the joy of your trip. When planning, don’t forget to check seasonal ingredients and culinary traditions of the country.

Adapted from: <https://globalwellnessinstitute.org/what-is-wellness/>

5.3 WELLNESS TRAVELLERS AND WELLNESS OFFERS

There is a common misconception that wellness travellers are a small, elite and wealthy group of leisure tourists who visit destination spas, health resorts or yoga and meditation retreats. In fact, wellness travellers comprise a much broader and more diverse group of consumers with many motivations, interests and values.

GWI identifies two types of wellness travellers:

- **Primary wellness traveller:** A traveller whose trip or destination choice is primarily motivated by wellness.
- **Secondary wellness traveller:** A traveller who seeks to maintain wellness while traveling or who participates in wellness experiences while taking any type of trip for leisure or business.

Importantly, primary and secondary wellness travel can be done by the same person on different trips, and these two types of wellness travel reinforce one another. Over time, some secondary wellness travellers will decide to take a primary wellness trip, as their interest in and experience with wellness grows. For example, a person who visits a day-use hot spring during a family vacation (secondary wellness travel) may later be motivated to plan a weekend getaway staying at a hot spring resort (primary wellness travel).

Like other forms of specialty travel, wellness travel is not a cookie-cutter or one-size-fits-all experience. Every destination has its own distinct flavours in relation to wellness, linked with its local culture, natural assets, foods, etc. Some travellers may be satisfied with a generic massage, exercise class or smoothie. The more discerning and sophisticated wellness travellers—especially those in the millennial generation—are interested in what the destination offers that is different from someplace else. These unique and authentic experiences can be built upon indigenous healing practices; ancient/spiritual traditions; native plants and forests; special muds, minerals, and waters; vernacular architecture; street vibes; local ingredients and culinary traditions; history and culture; etc. Because each destination is different, there is always something unique to offer wellness travellers.

Every destination has something unique to offer:



Source: <https://globalwellnessinstitute.org/what-is-wellness/what-is-wellness-tourism/>

5.4 THE ECONOMIC BENEFITS OF WELLNESS TOURISM

The wellness tourism economy is much larger than a narrowly-defined set of typical wellness businesses, such as spas, wellness retreats, thermal/mineral springs and boot camps. Wellness travellers (especially secondary wellness travellers) are looking to continue their wellness lifestyle during travel, and this lifestyle may encompass healthy eating, exercise/fitness routines, mind-body practices, nature experiences, connections with local people and culture, etc., thereby creating opportunities for businesses such as yoga studios, gyms and fitness centres, healthy food stores/markets, events, arts and crafts, museums and many others.

In addition to wellness experiences, all wellness tourists need:

- transportation,
- food and lodging,
- and they will likely seek out shopping or
- entertainment.

All of these businesses—whether they are wellness-specific or not—benefit from wellness tourism and are part of the wellness tourism economy. There are numerous opportunities to infuse wellness into all kinds of amenities and services, which can help businesses differentiate, provide more value, and capture higher spending by wellness travellers. Examples include airport spas that target wellness travellers in transit; wellness-centred hotels for those who want better sleep and regular fitness routines; specialty restaurants serving healthy, organic or local cuisine; transportation companies that use clean fuels or low-/zero-emission vehicles; or gift shops that sell products that are connected to unique local wellness traditions.

Wellness tourism may help destinations mitigate the negative impacts of mass tourism or over-tourism. Because wellness travellers tend to be high-spenders and favour experiences that are authentic and unique, there is less pressure for destinations to engage in a “race to the bottom” strategy that competes on price and quantity.

Wellness tourism also provides destinations with an opportunity to reduce the seasonality of visitor flows. For example, ski destinations can attract wellness travellers interested in hiking and other outdoor activities in the summertime, while beach destinations can appeal to travellers who are looking for a more tranquil environment to de-stress or take a retreat in the wintertime.

Source: https://globalwellnessinstitute.org/wp-content/uploads/2018/11/GWI_GlobalWellnessTourismEconomyReport.pdf

6. WELLNESS, FITNESS, AND LIFE STYLE MANAGEMENT²

TEST YOUR KNOWLEDGE FIRST

1. Which of the following lifestyle factors is the leading preventable cause of death for Americans?
 - a. excess alcohol consumption
 - b. cigarette smoking
 - c. obesity

2. People who regularly eat dinner or breakfast in restaurants double their risk of becoming obese.
True False

3. Which of the following health-related issues affects the greatest number of college students each year?
 - a. sleep problems
 - b. colds/flu/sore throat
 - c. stress
 - d. concern for a friend or family member

4. What is "health"?
 - a. A reflection of a smiling face and the symbol of economic prosperity.
 - b. A state of body and mind in a balanced condition.
 - c. A state of complete physical, mental and social well-being.

5. One can of Soda a day increases your chances of getting type 2 diabetes by 22%.
True False

6. Working past age 65 is linked to a shorter life, a study found.
True False

7. Eating too much meat can accelerate your body's biological age.
True False

8. You can burn 50% more fat by exercising in the morning on an empty stomach.
True False

9. Which activity lowers stress hormones levels and boosts the immune system?
 - a. laughter
 - b. taking naps
 - c. singing
 - d. reading

10. Road traffic accidents kill more people around the world than malaria.
True False

Answers: page 56

² Adapted from: Roth Fahey, Insel: Fit & Well, McGraw-Hill

6.1 THE DIMENSIONS OF WELLNESS

The **six-dimensional model of wellness** was developed by Dr. Bill Hettler, co-founder of the National Wellness Institute. All dimensions are interconnected and they contribute to healthy living. Applying a wellness approach can be useful in nearly every human endeavor (attempt, effort).

This holistic model explains:

- how a person contributes to his or her environment and community, and how to build better living spaces and social networks;
- the enrichment of life through work, and its interconnectedness to living and playing;
- the development of belief systems, values, and creating a world-view;
- the benefits of regular physical activity, healthy eating habits, strength and vitality, as well as personal responsibility, self-care and when to seek medical attention;
- self-esteem, self-control, and determination as a sense of direction;
- creative and stimulating mental activities, and sharing your gifts with others.



Source: <https://nationalwellness.org/resources/six-dimensions-of-wellness/>

PHYSICAL DIMENSION OF WELLNESS

The physical dimension recognizes the need for regular physical activity. Physical development encourages learning about diet and nutrition while discouraging the use of tobacco, drugs and excessive alcohol consumption. Optimal wellness is met through the combination of good exercise and eating habits. As you travel the wellness path, you'll strive to spend time building physical strength, flexibility and endurance while also taking safety precautions so you may travel your path successfully, including medical self-care and appropriate use of a medical system. The physical dimension of wellness entails personal responsibility and care for minor illnesses and also knowing when professional medical attention is needed. By traveling the wellness path, you'll be able to monitor your own vital signs and understand your body's warning signs. You'll understand and appreciate the relationship between sound nutrition and how your body performs. The physical benefits of looking good and feeling terrific most often lead to the psychological benefits of enhanced self-esteem, selfcontrol, determination and a sense of direction. Physical wellness follows these tenets (principles, believes):

- It is better to consume foods and beverages that enhance good health rather than those which impair it.
- It is better to be physically fit than out of shape.

Examples of qualities and behaviours associated with this dimension of wellness:

Eating well, exercising, avoiding harmful habits, practicing safer sex, recognizing symptoms of disease, getting regular checkups, avoiding injuries

EMOTIONAL DIMENSION OF WELLNESS

The emotional dimension recognizes awareness and acceptance of one's feelings. Emotional wellness includes the degree to which one feels positive and enthusiastic about one's self and life. It includes the capacity to manage one's feelings and related behaviors including the realistic assessment of one's limitations, development of autonomy, and ability to cope effectively with stress. The well person maintains satisfying relationships with others. Awareness of, and accepting a wide range of feelings in yourself and others is essential to wellness. On the wellness path, you'll be able to express feelings freely and manage feelings effectively. You'll be able to arrive at personal choices and decisions based upon the synthesis of feelings, thoughts, philosophies, and behavior. You'll live and work independently while realizing the importance of seeking and appreciating the support and assistance of others. You'll be able to form interdependent relationships with others based upon a foundation of mutual commitment, trust, and respect. You'll take on challenges, take risks, and recognize conflict as being potentially healthy. Managing your life in personally rewarding ways, and taking responsibility for your actions, will help you see life as an exciting, hopeful adventure. Emotional wellness follows these tenets:

- It is better to be aware of and accept our feelings than to deny them.
- It is better to be optimistic in our approach to life than pessimistic.

Examples of qualities and behaviours associated with this dimension of wellness:

Optimism, trust, self-esteem, self-acceptance, self-confidence, ability to understand and accept one's feelings, ability to share feelings with others

INTELLECTUAL DIMENSION OF WELLNESS

The intellectual dimension recognizes one's creative, stimulating mental activities. A well person expands his or her knowledge and skills while discovering the potential for sharing his or her gifts with others. Using intellectual and cultural activities in the classroom and beyond the classroom combined with the human resources and learning resources available within the university community and the larger community, a well person cherishes intellectual growth and stimulation. Traveling a wellness path, you'll explore issues related to problem solving, creativity, and learning. You'll spend more time pursuing personal interests and reading books, magazines, and newspapers, while keeping abreast of current issues and ideas. As you develop your intellectual curiosity, you'll actively strive to expand and challenge your mind with creative endeavors. Intellectual wellness follows these tenets:

- It is better to stretch and challenge our minds with intellectual and creative pursuits than to become self-satisfied and unproductive.
- It is better to identify potential problems and choose appropriate courses of action based on available information than to wait, worry, and contend with major concerns later.

Examples of qualities and behaviours associated with this dimension of wellness:

Openness to new ideas, capacity of question, ability to think critically, motivation to master new skills, sense of humor, creativity, curiosity, lifelong learning

SOCIAL DIMENSION OF WELLNESS

The social dimension encourages contributing to one's environment and community. It emphasizes the interdependence between others and nature. As you travel a wellness path, you'll become more aware of your importance in society as well as the impact you have on multiple environments. You'll take an active part in improving our world by encouraging healthier living and initiating better communication with those around you. You'll actively seek ways to preserve the beauty and balance of nature along the

pathway as you discover the power to make willful choices to enhance personal relationships and important friendships, and build a better living space and community. Social wellness follows these tenets:

- It is better to contribute to the common welfare of our community than to think only of ourselves.
- It is better to live in harmony with others and our environment than to live in conflict with them.

Examples of qualities and behaviours associated with this dimension of wellness:

Communication skills, capacity of intimacy, ability to establish and maintain satisfying relationship, ability to cultivate support system of friends and family

SPIRITUAL DIMENSION OF WELLNESS

The spiritual dimension recognizes our search for meaning and purpose in human existence. It includes the development of a deep appreciation for the depth and expanse of life and natural forces that exist in the universe. Your search will be characterized by a peaceful harmony between internal personal feelings and emotions and the rough and rugged stretches of your path. While traveling the path, you may experience many feelings of doubt, despair, fear, disappointment and dislocation, as well as feelings of pleasure, joy, happiness and discovery. These are all important experiences and components to your search and will be displayed in the value system you will adapt to bring meaning to your existence. You'll know you're becoming spiritually well when your actions become more consistent with your beliefs and values, resulting in a "world view." Spiritual wellness follows these tenets:

- It is better to ponder the meaning of life for ourselves and to be tolerant of the beliefs of others than to close our minds and become intolerant.
- It is better to live each day in a way that is consistent with our values and beliefs than to do otherwise and feel untrue to ourselves.

Examples of qualities and behaviours associated with this dimension of wellness:

Capacity of love, compassion, forgiveness, altruism, joy, fulfilment, caring to others, sense of meaning and purpose, sense of belonging to something greater than oneself

OCCUPATIONAL DIMENSION OF WELLNESS

The occupational dimension recognizes personal satisfaction and enrichment in one's life through work. At the center of occupational wellness is the premise that occupational development is related to one's attitude about one's work. Traveling a path toward your occupational wellness, you'll contribute your unique gifts, skills, and talents to work that is both personally meaningful and rewarding. You'll convey your values through your involvement in activities that are gratifying for you. The choice of profession, job satisfaction, career ambitions, and personal performance are all important components of your path's terrain. Occupational wellness follows these tenets:

- It is better to choose a career which is consistent with our personal values, interests, and beliefs than to select one that is unrewarding to us.
- It is better to develop functional, transferable skills through structured involvement opportunities than to remain inactive and uninvolved.

Examples of qualities and behaviours associated with this dimension of wellness:

Satisfaction on work, occupational development, ambitions, ability to contribute with one's gifts and skills

TEST YOUR KNOWLEDGE – ANSWERS from page 53:

1. b. Smoking causes about 440,000 deaths per year; obesity more than 100,000; and alcohol, as many as 85,000. 2. TRUE.
3. c. About 27% of college students suffer so much stress that it affects their academic performance.
4. c 5. TRUE 6. FALSE. It is linked to a longer life. 7. TRUE 8. FALSE. You can burn 20% more fat.
9. a. Laughter. 10. TRUE

Other Aspects of Wellness

Many experts consider environmental wellness and financial wellness to be additional important dimensions of wellness.

Environmental wellness inspires us to live a lifestyle that is respectful of our surroundings. This realm encourages us to live in harmony with the Earth by taking action to protect it. Environmental well-being promotes interaction with nature and your personal environment. Everyone can have a strong environmental conscious simply by raising their awareness, recycling, reducing pollution and waste and maintaining sustainable development.

Financial Wellness involves the process of learning how to successfully manage financial expenses. It includes balancing your income and expenditures, staying out of debt, saving for the future, and understanding your emotions about money. Money plays a critical role in our lives and not having enough of it impacts health as well as academic performance. Financial stress is repeatedly found to be a common source of stress, anxiety and fear. Keeping track of expenses, making a budget, and sticking to it are important skills to have in order to be financially responsible and independent

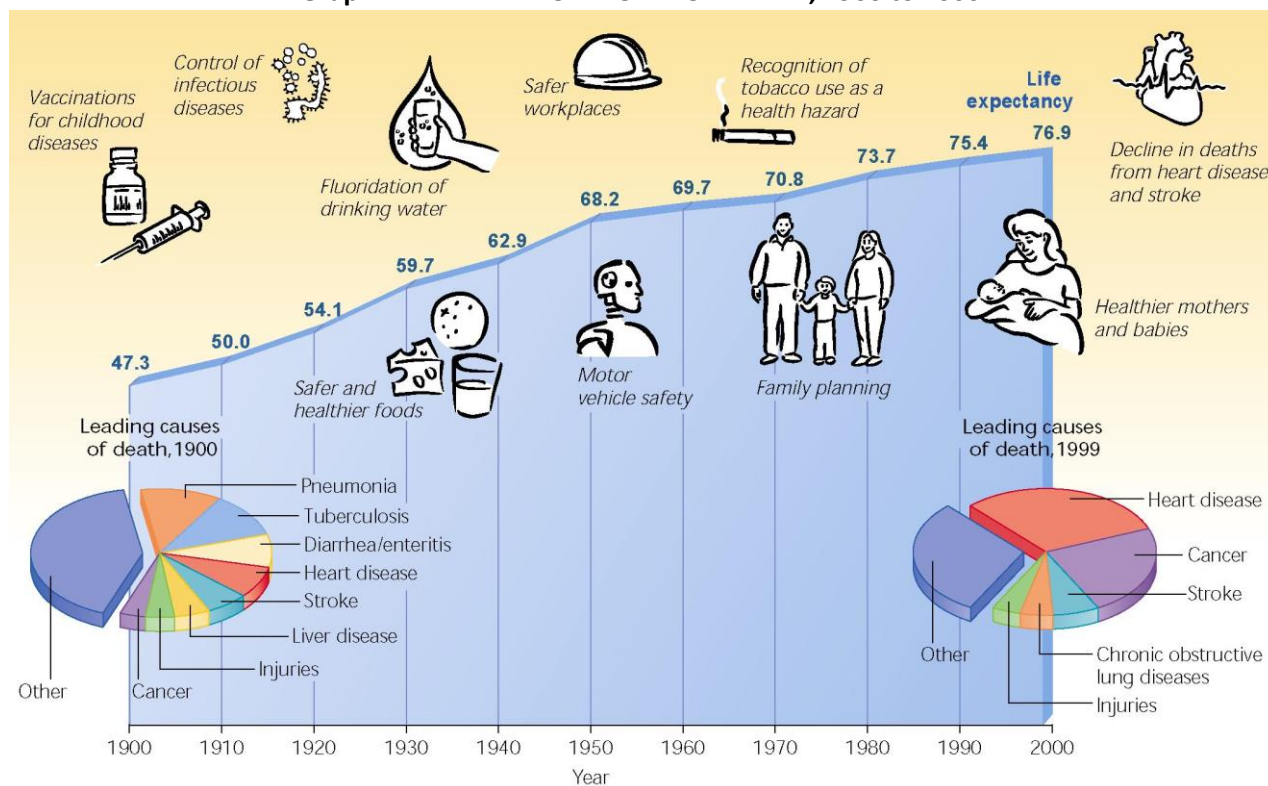
Adapted from:

https://cdn.ymaws.com/members.nationalwellness.org/resource/resmgr/pdfs/sixdimensionsfactsheet.pdf?_gl=1*bi9sxc*_ga*ODc3NTIxMDMzLjE2NTM0ODAxNjM.*_ga_H93QPV9JN3*MTY1MzQ4MDE2Mi4xLjEuMTY1MzQ4MDI2Mi4w&_ga=2.146486130.795575623.1653480163-877521033.1653480163

6.2 SOME VERY IMPORTANT HEALTH STATISTICS

Wellness is a fairly new concept. A century ago, people considered themselves lucky just to survive to adulthood (Graph 1.1).

Graph 1.1: LIFE EXPECTANCY FROM BIRTH, 1900 to 2000.



Source: National Center for Health Statistics. 2009. Deaths: Preliminary data for 2007. National Vital Statistics Reports

A child born in 1900, for example, could expect to live only about 47 years. Many people died from common infectious diseases (such as pneumonia, tuberculosis, or diarrhea) and poor environmental conditions (such as water pollution and poor sanitation). Since 1900, however, life expectancy has nearly doubled, due

largely to the development of vaccines and antibiotics to fight infections and to public health measures to improve living conditions.

Today, a different set of diseases has emerged as our major health threat, and heart disease, cancer, and stroke are now the three leading causes of death (Table 1.2). Treating such chronic diseases is costly and difficult. The good news is that people have some control over whether they develop chronic diseases. People make choices every day that increase or decrease their risks for such diseases.

Table 1.2: LEADING CAUSES OF DEATH – countries with HDI “very high”

RANK	CAUSE OF DEATH	PERCENTAGE OF TOTAL DEATHS*	LIFESTYLE FACTORS
	All causes	100.0	
1	Heart disease	25.4	D I S A
2	Cancer	23.1	D I S A
3	Stroke	5.5	D I S A
4	Chronic lower respiratory diseases	5.3	S
5	Unintentional injuries (accidents)	4.8	I S A
6	Alzheimer's disease	3.1	D I S
7	Diabetes mellitus	3.0	
8	Influenza and pneumonia	2.2	S
9	Kidney disease	2.0	D I S A
10	Septicemia (systemic blood infection)	1.4	A
11	Intentional self-harm (suicide)	1.4	A
12	Chronic liver disease and cirrhosis	1.2	A
13	Hypertension (high blood pressure)	1.0	D I S A
14	Parkinson's disease	0.8	
15	Assault (homicide)	0.7	A
	All other causes	19.2	

Key: **D** Diet plays a part **S** Smoking plays a part
I Inactive lifestyle plays a part **A** Excessive alcohol use plays a part

*Percentages may not total 100% due to rounding.

SOURCE: National Center for Health Statistics. 2009. Deaths: Preliminary data for 2007. National Vital Statistics Report

These lifestyle choices include behaviors such as smoking, diet, exercise, and alcohol use. As Table 1.3 makes clear, lifestyle factors contribute to many deaths, and people can influence their own health risks.

Table 1.3: KEY CONTRIBUTORS TO DEATH – countries with HDI “very high”

	PERCENTAGE OF TOTAL DEATHS PER YEAR
Tobacco	18.1
Obesity*	4.6
Alcohol consumption	3.5
Microbial agents	3.1
Toxic agents	2.3
Motor vehicles	1.8
Firearms	1.2
Sexual behavior	0.8
Illicit drug use	0.7

SOURCES: Centers for Disease Control and Prevention. 2005. Frequently Asked Questions About Calculating Obesity-Related Risk.

The need to make good choices is especially true for teens and young adults. For young people age 15–24, for example, the top three causes of death are accidents, homicide, and suicide (Table 1.4).

Table 1.4: LEADING CAUSES OF DEATH AMONG PEOPLE OF AGE 15-24 – countries with HDI “very high”,

RANK	CAUSE OF DEATH	PERCENTAGE OF TOTAL DEATHS
1	Accidents:	45.4
	Motor vehicle	31.1
	All other accidents	14.3
2	Homicide	15.6
3	Suicide	11.9
4	Cancer	4.8
5	Heart disease	2.9
	All causes	

SOURCE: National Center for Health Statistics. 2009. Deaths: Preliminary data for 2007. National Vital Statistics Report

What to do?

Wellness is a personal concern, but all the governments have financial and humanitarian interests in it, too. A healthy population is the nation’s source of vitality, creativity, and wealth. Poor health drains the nation’s resources and raises health care costs for all.

The mankind should globally achieve those four goals:

- **Eliminate preventable disease, disability, injury, and premature death.** This goal involves activities such as taking more concrete steps to prevent diseases and injuries among individuals and groups, promoting healthy lifestyle choices, improving the nation’s preparedness for emergencies, and strengthening the public health infrastructure.
- **Achieve health equity** (fairness, justice), eliminate disparities, **and improve the health of all groups.** This goal involves identifying, measuring, and addressing health differences between individuals or groups that result from a social or economic disadvantage.
- **Create social and physical environments that promote good health for all.** This goal involves the use of health interventions at many different levels (such as antismoking campaigns by schools, workplaces, and local agencies), improving the situation of undereducated and poor people by providing a broader array of educational and job opportunities, and actively developing healthier living and natural environments for everyone.
- **Promote healthy development and healthy behaviors across every stage of life.** This goal involves taking a cradle-to-grave approach to health promotion by encouraging disease prevention and healthy behaviors in people of all ages.

6.3 BEHAVIORS THAT CONTRIBUTE TO WELLNESS

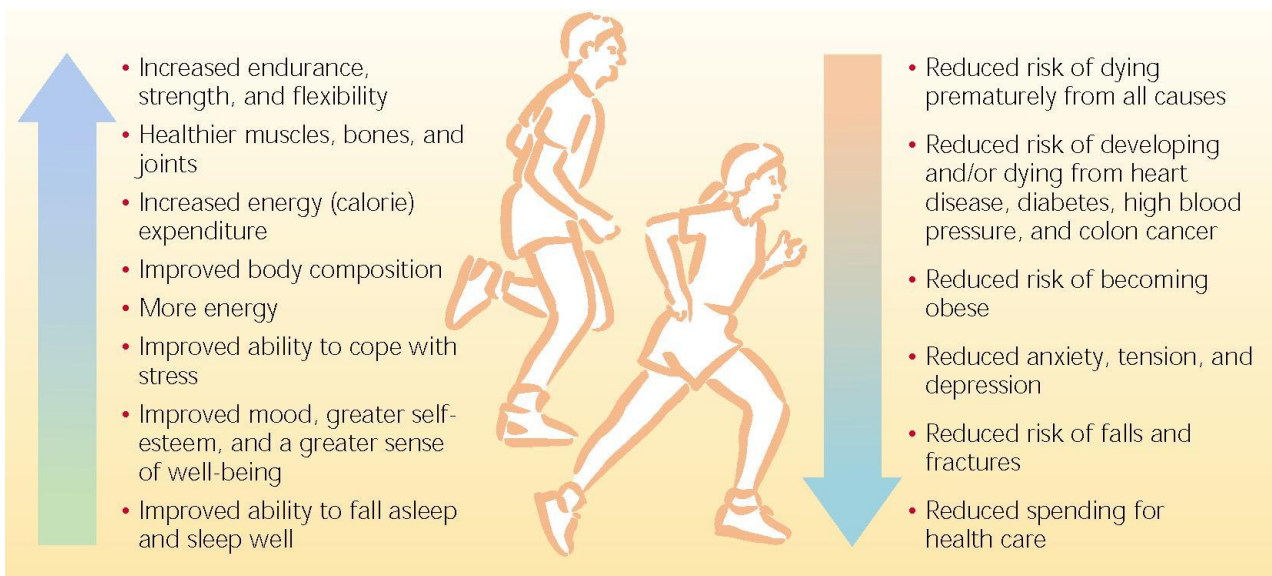
A lifestyle based on good choices and healthy behaviours maximizes quality of life. It helps people avoid disease, remain strong and fit, and maintain their physical and mental health as long as they live. The most important behaviors and habits are introduced here.

Be physically active

The human body is designed to work best when it is active. It readily adapts to nearly any level of activity and exertion. Physical fitness is a set of physical attributes that allow the body to respond or adapt to the demands and stress of physical effort. The more we ask of our bodies, the stronger and more fit they become. When our bodies are not kept active, however, they deteriorate. Bones lose their density, joints stiffen, muscles become weak, and cellular energy systems begin to degenerate. To be truly well, human beings must be active. Unfortunately, a sedentary lifestyle is common among people today. According to

recent estimates from the Healthy People 2010 program, fewer than one-third of adults regularly engage in some sort of moderate physical activity. A 2007 study by the National Center for Health Statistics (NCHS) found that nearly 40% of adults get no leisure-time activity at all. The benefits of physical activity are both physical and mental, immediate and long-term (Figure 1.5). In the short term, being physically fit makes it easier to do everyday tasks, such as lifting; it provides reserve strength for emergencies; and it helps people look and feel good. In the long term, being physically fit confers protection against chronic diseases and lowers the risk of dying prematurely. Physically active people are less likely to develop or die from heart disease, respiratory disease, high blood pressure, cancer, osteoporosis, and type 2 diabetes (the most common form of diabetes). As they get older, they may be able to avoid weight gain, muscle and bone loss, fatigue, and other problems associated with aging.

Figure 1.5: BENEFITS OF REGULAR PHYSICAL ACTIVITY.



Choose a healthy diet

In addition to being sedentary, many people have a diet that is too high in calories, unhealthy fats, and added sugars and too low in fiber, complex carbohydrates, fruits, and vegetables. Like physical inactivity, this diet is linked to several chronic diseases. A healthy diet provides necessary nutrients and enough energy without providing too much of the dietary substances linked to diseases.

Maintain a healthy body weight

Overweight and obesity are associated with a number of disabling and potentially fatal conditions and diseases, including heart disease, cancer, and type 2 diabetes. Worldwide obesity has nearly tripled since 1975. In 2016, more than 1.9 billion adults (39% of world's population) were overweight. Of these over 650 million (13% of world's population) were obese. 40 million children under the age of 5 and over 340 million children and adolescents aged 5–19 were overweight or obese in 2016. Overweight and obesity are the fifth leading risk for global deaths. At least 2.8 million adults die each year as a result of being overweight or obese.

Healthy body weight is an important part of wellness—but short-term dieting is not part of fitness or wellness. Maintaining a healthy body weight requires a lifelong commitment to regular exercise, a healthy diet, and effective stress management.

Manage stress effectively

Many people cope with stress by eating, drinking, or smoking too much. Others don't deal with it at all. In the short term, inappropriate stress management can lead to fatigue (tiredness, exhaustion), sleep disturbances, and other symptoms. Over longer periods of time, poor stress management can lead to less efficient functioning of the immune system and increased susceptibility to disease. Learning to incorporate effective stress management techniques into daily life is an important part of a fit and well lifestyle.

Avoid tobacco and drug use and limit alcohol consumption

Tobacco use is associated with 8 of the top 10 causes of death; tobacco kills more than 8 million people each year. More than 7 million of those deaths are the result of direct tobacco use while around 1.2 million are the result of non-smokers being exposed to second-hand smoke. 65 000 children die each year from illnesses attributable to second-hand smoke. There are more than 7000 chemicals in tobacco smoke, of which at least 250 are known to be harmful and at least 69 are known to cause cancer. The economic costs of tobacco use are substantial and include significant health care costs for treating the disease caused by tobacco use as well as the lost human capital that results from tobacco-attributable morbidity and mortality. Excessive alcohol consumption is linked to 6 of the top 10 causes of death. Worldwide, 3 million deaths every year result from harmful use of alcohol. Alcohol consumption causes death and disability relatively early in life. In the age group 20–39 years approximately 13.5 % of the total deaths are alcohol-attributable. There is a causal relationship between harmful use of alcohol and a range of mental and behavioural disorders, other noncommunicable conditions as well as injuries. Beyond health consequences, the harmful use of alcohol brings significant social and economic losses to individuals and society at large. Some 31 million persons have drug use disorders. Almost 11 million people inject drugs, of which 1.3 million are living with HIV, 5.5 million with hepatitis C, and 1 million with both HIV and hepatitis C.

Protect yourself from disease and injury

The most effective way of dealing with disease and injury is to prevent them. Many of the lifestyle strategies discussed here help protect you against chronic illnesses. In addition, you can take specific steps to avoid infectious diseases, particularly those that are sexually transmitted.

Take other steps toward wellness

Other important behaviors contribute to wellness, including these:

- Developing meaningful relationships
- Planning for successful aging
- Learning about the health care system
- Acting responsibly toward the environment

The role of other factors in wellness

Heredity (genetics), the environment, and adequate health care are other important influences on health. These factors can interact in ways that raise or lower the quality of a person's life and the risk of developing particular diseases. For example, a sedentary lifestyle combined with a genetic predisposition for diabetes can greatly increase a person's risk for developing the disease. If this person also lacks adequate health care, he or she is much more likely to suffer dangerous complications from diabetes. But in many cases, behavior can tip the balance toward health even if heredity or environment is a negative factor. Breast cancer, for example, can run in the family, but it is also associated with overweight and a sedentary lifestyle. A woman with a family history of breast cancer is less likely to die from the disease if she controls her weight, exercises, performs regular breast self-exams, and consults with her physician about mammograms.

6.4 REACHING WELLNESS THROUGH LIFESTYLE MANAGEMENT

As you consider this description of behaviors that contribute to wellness—being physically active, choosing a healthy diet, and so on—you may be doing a mental comparison with your own behaviors. If you are like most young adults, you probably have some healthy habits and some habits that place your health at risk. For example, you may be physically active and have a healthy diet but indulge in binge drinking on weekends. You may be careful to wear your seat belt in your car but smoke cigarettes or use chewing tobacco. Moving in the direction of wellness means cultivating healthy behaviors and working to overcome unhealthy ones. This approach to lifestyle management is sometimes called **behavior change**.

As you may already know from experience, changing an unhealthy habit can be harder than it looks. When you embark on a behavior change plan, it may seem like too much work at first. But as you make progress, you will gain confidence in your ability to take charge of your life. You will also experience the benefits of wellness—more energy, greater vitality, deeper feelings of appreciation and curiosity, and a higher quality of life.

The rest of this chapter outlines a general process for changing unhealthy behaviors that is backed by research and that has worked for many people.

1. Getting serious about your health

Before you can start changing a wellness-related behavior, you have to know that the behavior is problematic and that you can change it. To make good decisions, you need information about relevant topics and issues, including what resources are available to help you change.

2. Examine your current health habits

Have you considered how your current lifestyle is affecting your health today and how it will affect your health in the future? Do you know which of your current habits enhance your health and which detract from it? Begin your journey toward wellness with self-assessment: **Think about your own behavior, complete the self-assessment in Lab 1.2**, and talk with friends and family members about what they've noticed about your lifestyle and your health.

3. Choose a target behavior and learn about it

Changing any behavior can be demanding. Therefore, it's a good idea to start small, by choosing one behavior you want to change—called a target behavior—and working on it until you succeed. Your chances of success will be greater if your first goal is simple, such as resisting the urge to snack between classes. Once you've chosen a target behavior, you need to learn its risks and benefits for you—both now and in the future. Ask these questions:

- How is your target behavior affecting your level of wellness today?
- What diseases or conditions does this behavior place you at risk for?
- What effect would changing your behavior have on your health?

4. Find Help

Have you identified a particularly challenging target behavior or mood—something like alcohol addiction, binge eating, or depression? Help may be needed to change behaviors or conditions that are too deeply rooted or too serious for self-management.

5. Building Motivation to Change

Knowledge is necessary for behavior change, but it isn't usually enough to make people act. Millions of people have sedentary lifestyles, for example, even though they know it's bad for their health. This is particularly true of young adults, who may not be motivated to change because they feel healthy in spite of

their unhealthy behaviors (see the box “Wellness Matters for College Students”). To succeed at behavior change, you need strong motivation.


6. Examine the pros and cons of change

Health behaviors have short-term and long-term benefits and costs. Consider the benefits and costs of an inactive lifestyle:


- Short-term, such a lifestyle allows you more time to watch TV and hang out with friends, but it leaves you less physically fit and less able to participate in recreational activities.
- Long-term, it increases the risk of heart disease, cancer, stroke, and premature death.

To successfully change your behavior, you must believe that the benefits of change outweigh the costs.

IN FOCUS



Wellness Matters for College Students



If you are like most college students, you probably feel pretty good about your health right now. Most college students are in their late teens or early twenties, lead active lives, have plenty of friends, and look forward to a future filled with opportunity. With all these things going for you, why shouldn't you feel good?

A Closer Look


Although most college-age people look healthy, appearances can be deceiving. Each year, thousands of students lose productive academic time to physical and emotional health problems—some of which can continue to plague them for life.

The following table shows the top 10 health issues affecting students' academic performance, according to the 2008 National College Health Assessment II.

HEALTH ISSUE	STUDENTS AFFECTED (%)
Stress	27.2
Sleep difficulties	19.3
Anxiety	18.2
Cold/flu/sore throat	15.4
Work	13.1
Concern for a troubled friend or family member	11.3
Depression	11.2
Internet use/computer games	10.8
Relationship difficulties	10.7
Extracurricular activities	10.3

Each of these issues is related to one or more of the six dimensions of wellness, and most can be influenced by choices students make daily. Although some troubles—such as the death of a friend—cannot be controlled, other physical and emotional concerns can be minimized by choosing healthy behaviors. For example, there are many ways to manage stress, the top health issue affecting students. By reducing unhealthy choices (such as using alcohol to relax) and by increasing healthy choices (such as using time management techniques), even busy students can reduce the impact of stress on their life.

The survey also estimated that, based on students' reporting of their height and weight, more than 31% of college students are either overweight or obese. Although heredity plays a role in determining one's weight, lifestyle is also a factor in weight and weight management. In many studies over the past few decades, a large percentage of students have reported behaviors such as these:



- Overeating
- Snacking on junk food
- Frequently eating high-fat foods
- Using alcohol and binge drinking

Clearly, eating behaviors are often a matter of choice. Although students may not see (or feel) the effects of their dietary habits today, the long-term health risks are significant. Overweight and obese persons run a higher-than-normal risk of developing diabetes, heart disease, and cancer later in life. We now know with certainty that improving one's eating habits, even a little, can lead to weight loss and improved overall health.

Other Choices, Other Problems

Students commonly make other unhealthy choices. Here are some examples from the 2008 National College Health Assessment II:

- Nearly 47% of students reported that they did not use a condom the last time they had vaginal intercourse.
- About 16% of students had 7 or more drinks the last time they partied.
- Almost 17% of students had smoked cigarettes at least once during the past month.

What choices do you make in these situations? Remember: It's never too late to change. The sooner you trade an unhealthy behavior for a healthy one, the longer you'll be around to enjoy the benefits.

SOURCE: American College Health Association. 2009. *American College Health Association—National College Health Assessment II: Reference Group Data Report Fall 2008*. Baltimore, Md.: American College Health Association.

TASK:

Labs 1.1 and 1.2 will help you evaluate your behaviors as they relate to wellness.



LAB 1.1 Your Wellness Profile

Consider how your lifestyle, attitudes, and characteristics relate to each of the six dimensions of wellness. Fill in your strengths for each dimension (examples of strengths are listed with each dimension). Once you've completed your lists, choose what you believe are your five most important strengths, and circle them.

Physical wellness: To maintain overall physical health and engage in appropriate physical activity (e.g., stamina, strength, flexibility, healthy body composition).

Intellectual wellness: To pursue and retain knowledge, think critically about issues, make sound decisions, identify problems, and find solutions (e.g., common sense, creativity, curiosity).

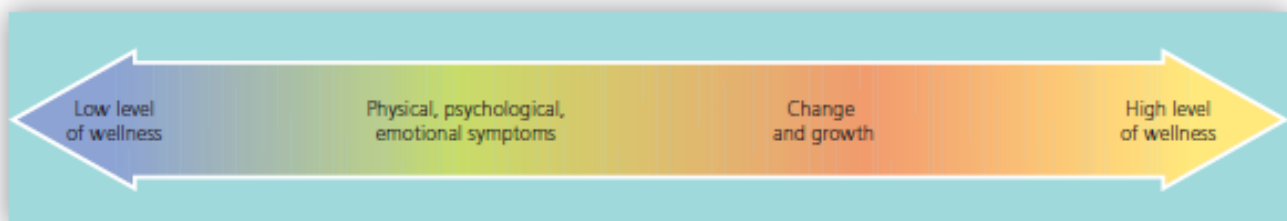
Spiritual wellness: To develop a set of beliefs, principles, or values that gives meaning or purpose to your life; to develop faith in something beyond yourself (e.g., religious faith, service to others).

Emotional wellness: To have a positive self-concept, deal constructively with your feelings, and develop positive qualities (e.g., optimism, trust, self-confidence, determination).

Interpersonal/social wellness: To develop and maintain meaningful relationships with a network of friends and family members, and to contribute to your community (e.g., friendly, good-natured, compassionate, supportive, good listener).

Environmental wellness: To protect yourself from environmental hazards and to minimize the negative impact of your behavior on the environment (e.g., carpooling, recycling).

Next, think about where you fall on the wellness continuum for each of the dimensions of wellness. Indicate your placement for each—physical, emotional, intellectual, interpersonal/social, spiritual, and environmental—by placing Xs on the continuum below.



Based on both your current lifestyle and your goals for the future, what do you think your placement on the wellness continuum will be in 10 years? What new health behaviors will you have to adopt to achieve your goals? Which of your current behaviors will you need to change to maintain or improve your level of wellness in the future?

Does the description of wellness given in this chapter encompass everything you believe is part of wellness for you? Write your own definition of wellness, including any additional dimensions that are important to you. Then rate your level of wellness based on your own definition.

Using Your Results

How did you score? Are you satisfied with your current level of wellness—overall and in each dimension? In which dimension(s) would you most like to increase your level of wellness?

What should you do next? As you consider possible target behaviors for a behavior change program, choose things that will maintain or increase your level of wellness in one of the dimensions you listed as an area of concern. Remember to consider health behaviors such as smoking or eating a high-fat diet that may threaten your level of wellness in the future. Below, list several possible target behaviors and the wellness dimensions that they influence.

For additional guidance in choosing a target behavior, complete the lifestyle self-assessment in Lab 1.2.



LAB 1.2 Lifestyle Evaluation

How does your current lifestyle compare with the lifestyle recommended for wellness? For each question, choose the answer that best describes your behavior; then add up your score for each section.

Exercise/Fitness

	Almost Always	Some times	Never
1. I engage in moderate exercise, such as brisk walking or swimming, for 20–60 minutes, three to five times a week.	4	1	0
2. I do exercises to develop muscular strength and endurance at least twice a week.	2	1	0
3. I spend some of my leisure time participating in individual, family, or team activities, such as gardening, bowling, or softball.	2	1	0
4. I maintain a healthy body weight, avoiding overweight and underweight.	2	1	0

Exercise/Fitness Score: _____

Nutrition

1. I eat a variety of foods each day, including seven or more servings of fruits and/or vegetables.	3	1	0
2. I limit the amount of total fat and saturated and trans fat in my diet.	3	1	0
3. I avoid skipping meals.	2	1	0
4. I limit the amount of salt and sugar I eat.	2	1	0

Nutrition Score: _____

Tobacco Use

If you never or no longer use tobacco, enter a score of 10 for this section and go to the next section.

1. I avoid using tobacco.	2	1	0
2. I smoke only a pipe or cigars, or I use smokeless tobacco.	2	1	0

Tobacco Use Score: _____

Alcohol and Drugs

1. I avoid alcohol, or I drink no more than one (women) or two (men) drinks a day.	4	1	0
2. I avoid using alcohol or other drugs as a way of handling stressful situations or the problems in my life.	2	1	0
3. I am careful not to drink alcohol when taking medications (such as cold or allergy medications) or when pregnant.	2	1	0
4. I read and follow the label directions when using prescribed and over-the-counter drugs.	2	1	0

Alcohol and Drugs Score: _____

Emotional Health

1. I enjoy being a student, and I have a job or do other work that I enjoy.	2	1	0
2. I find it easy to relax and express my feelings freely.	2	1	0
3. I manage stress well.	2	1	0
4. I have close friends, relatives, or others whom I can talk to about personal matters and call on for help when needed.	2	1	0
5. I participate in group activities (such as community or church organizations) or hobbies that I enjoy.	2	1	0

Emotional Health Score: _____

Safety

	Almost Always	Sometimes	Never
1. I wear a safety belt while riding in a car.	2	1	0
2. I avoid driving while under the influence of alcohol or other drugs.	2	1	0
3. I obey traffic rules and the speed limit when driving.	2	1	0
4. I read and follow instructions on the labels of potentially harmful products or substances, such as household cleaners, poisons, and electrical appliances.	2	1	0
5. I avoid smoking in bed.	2	1	0

Safety Score: _____

Disease Prevention

1. I know the warning signs of cancer, heart attack, and stroke.	2	1	0
2. I avoid overexposure to the sun and use sunscreen.	2	1	0
3. I get recommended medical screening tests (such as blood pressure and cholesterol checks and Pap tests), immunizations, and booster shots.	2	1	0
4. I practice monthly skin and breast/testicle self-exams.	2	1	0
5. I am not sexually active, or I have sex with only one mutually faithful, uninfected partner, or I always engage in safer sex (using condoms), and I do not share needles to inject drugs.	2	1	0

Disease Prevention Score: _____

Scores of 9 and 10 Excellent! Your answers show that you are aware of the importance of this area to your health. More important, you are putting your knowledge to work for you by practicing good health habits. As long as you continue to do so, this area should not pose a serious health risk.

Scores of 6 to 8 Your health practices in this area are good, but there is room for improvement.

Scores of 3 to 5 Your health risks are showing.

Scores of 0 to 2 You may be taking serious and unnecessary risks with your health.

Using Your Results

How did you score? In which areas did you score the lowest? Are you satisfied with your scores in each area? In which areas would you most like to improve your scores?

What should you do next? To improve your scores, look closely at any item to which you answered "sometimes" or "never." Identify and list at least three possible targets for a health behavior change program. (If you are aware of other risky health behaviors you currently engage in, but that were not covered by this assessment, you may include those in your list.) For each item on your list, identify your current "stage of change" and one strategy you could adopt to move forward (see pp. 15–19). Possible strategies might be obtaining information about the behavior, completing an analysis of the pros and cons of change, or beginning a written record of your target behavior.

Behavior	Stage	Strategy
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

SOURCE: Adapted from *Healthstyle: A Self-Test*, developed by the U.S. Public Health Service. The behaviors covered in this test are recommended for most Americans, but some may not apply to people with certain chronic diseases or disabilities or to pregnant women, who may require special advice from their physician.

7. NUTRITION³

Life can be hectic, and sometimes it is hard to take the time to make healthy food choices. But making wise food choices—along with regular physical activity—can offer big benefits, now and in the future. Good nutrition may help you lower your risk of some chronic diseases, have healthy pregnancies and healthy babies, and reach and stay at a healthy body weight. Healthy eating habits can help you feel your best—today and every day.

Healthy eating plan

You might feel confused by all the conflicting information you hear about what to eat. However, in reality, a healthy eating plan can help you make wise food choices.

A healthy eating plan includes:

- fruits and vegetables,
- whole grains,
- fat-free or low-fat versions of milk, cheese, yogurt, and other milk products,
- lean meats, poultry, fish, dry beans and peas, eggs, and nuts.

What should you limit? Your healthy eating plan should be low in:

- saturated fat,
- trans fat,
- cholesterol (koh-LESS-tur-ol),
- salt (sodium),
- added sugars,
- alcohol.

If you are a vegetarian, you can still have a healthy eating plan, even if you avoid some foods.

Healthy eating also means there is a balance between the number of calories you eat and the number of calories you burn. Your body burns calories two ways:

- through daily routine activities and body functions, such as sitting, moving around, breathing, and digesting,
- with physical activity, such as walking, biking, or other forms of exercise.

What is a calorie?

A calorie is a measure of the energy used by the body and of the energy that food supplies to the body. Carbohydrates, proteins, fats, and alcohol all have calories. Your caloric needs are determined by your age, your size, how physically active you are, whether you are pregnant or breastfeeding, and other special conditions. Your caloric needs also depend on whether you want to lose or gain weight or keep your weight where it is.

What are nutrients?

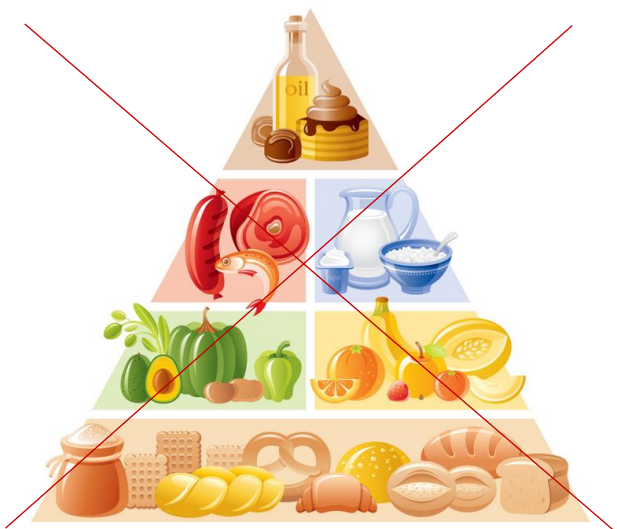
Nutrients are substances found in food that nourish your body. Carbohydrates, proteins, and fats are all nutrients. Vitamins and minerals are also nutrients. It is best to get nutrients from foods instead of vitamin and mineral supplements. That is because foods provide a number of other substances that keep you healthy. But sometimes you might need to take a supplement, such as when you're pregnant.

³ Adapted from: <https://www.hsph.harvard.edu/nutritionsource/>

7.1 THE FOOD PYRAMID

THE »OLD« FOOD PYRAMID

The food pyramid was introduced by the governments in the 1970s to provide general-guidance. It's been a big player in the way that most people eat over the past few decades, and it's set the scene for how we talk about the "average" diet.



The prescriptions that the food pyramid provides are simple:

1. carbs make up the majority of the diet,
2. followed by fruit and vegetables,
3. moderate amounts of dairy and fish,
4. relatively small amounts of meat,
5. and very little fats and sugars.

This isn't wrong about everything, but there is a lot of misinformation there. This is because it was a system pushed by politicians, not nutritionists or other experts in the field.

Source: <https://www.istockphoto.com/search/2/image?phrase=food+pyramid+healthy+nutrition+diagram>

What's Wrong with it?

- To start with, the food pyramid promotes dependence on simple carbohydrates which is an awful idea. Carbs aren't bad by themselves but over-eating a carb-heavy diet is a huge risk for diabetes. Unsurprisingly, the type-2 diabetes numbers have shot up since the 1970s and its one of the top-10 killers in the developed countries.
- There are also huge problems with some of the foods that are limited – some great foods that are restricted. The most obvious of these are fats – even healthy ones. They may be high in calories, but healthy fats like nuts and seeds should be a big part of your diet and are great for heart health.
- Beyond this, reducing the intake of dry beans, pulses, seeds, nuts, and beyond is a real problem. These are some of the healthiest carb and fat sources, but the food pyramid suggests restricting them while eating a lot of servings of bread, cereals and pasta. This is the exact opposite of what the nutritional science says.
- And yet another problem - ones diet should not be the same as everyone else's. It's not as simple as eating a set amount of servings of each type of nutrient. The amount of proteins, fats, and carbs that you need are totally different to someone who runs ironman races, or an Olympic weightlifter, or a strongman. So why would you use the same diet template as everyone else?

The lesson from the old food pyramid is that you probably shouldn't let politicians tell you what you should be eating. There's a lot of money and politics in food and agriculture – politicians aren't going to be an objective source or educated on nutrition science.

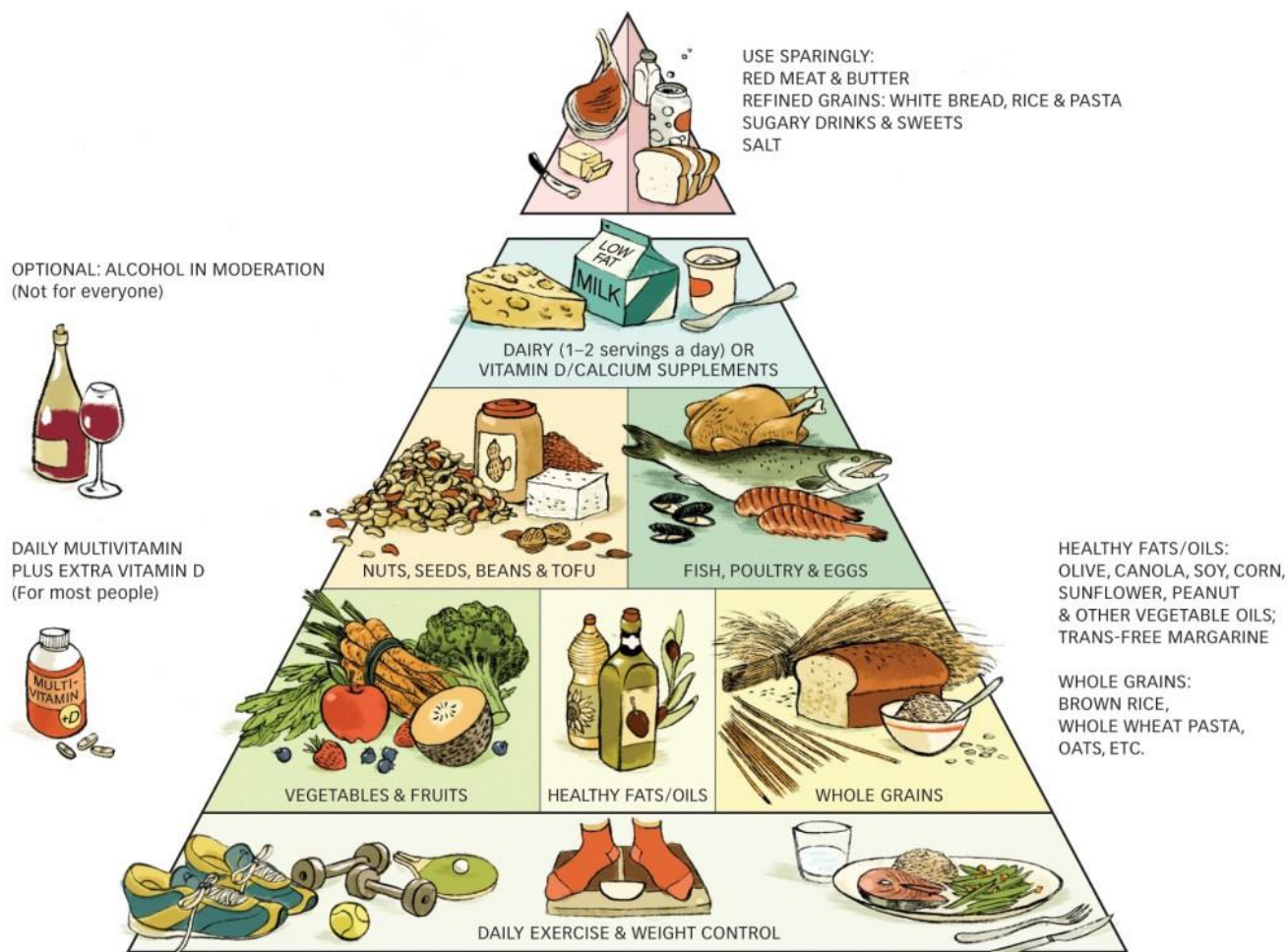
THE »NEW« HEALTHY EATING PYRAMID

Generations of Europeans and Americans are accustomed to the food pyramid design, so Harvard School of Public Health prepared the so called **Healthy Eating Pyramid** and **Healthy Eating Plate** which are much more balanced and provide much healthier guidance to our eating habits. They summarize the best dietary information available today. They aren't set in stone, though, because nutrition researchers will undoubtedly turn up new information in the years ahead.

The **Healthy Eating Pyramid**⁴ also addresses other aspects of a healthy lifestyle—exercise, weight control, vitamin D, and multivitamin supplements, and moderation in alcohol for people who drink—so it's a useful tool for everyone.

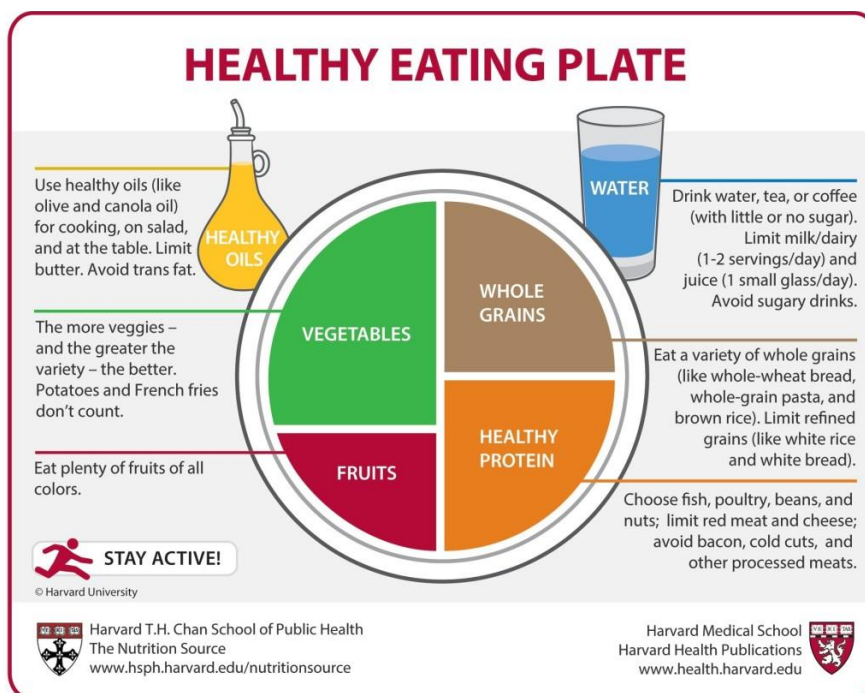
THE HEALTHY EATING PYRAMID

Department of Nutrition, Harvard School of Public Health



⁴ Copyright © 2008. For more information about The Healthy Eating Pyramid, please see The Nutrition Source, Department of Nutrition, Harvard T.H. Chan School of Public Health, www.thenutritionsource.org, and Eat, Drink, and Be Healthy, by Walter C. Willett, M.D., and Patrick J. Skerrett (2005), Free Press/Simon & Schuster Inc.”

The **Healthy Eating Plate**⁵ can be used as a guide for creating healthy, balanced meals. Put a copy on your refrigerator to serve as a daily reminder:



- Vegetables and fruits: ½ of your plate
- Whole grains: ¼ of your plate
- Protein: ¼ of your plate
- Healthy plant oils: in moderation, but remember that low-fat does not mean “healthy.”)
- Stay active: the red figure running across the Healthy Eating Plate’s placemat is a reminder that staying active is also important in weight control.

The main message of the Healthy Eating Plate is to focus on diet quality.

The type of carbohydrate in the diet is more important than the amount of it, because some sources of carbohydrate—like vegetables (other than potatoes), fruits, whole grains, and beans—are healthier than others.

The Healthy Eating Plate also advises consumers to avoid sugary beverages, a major source of calories usually with little nutritional value.

The Healthy Eating Plate encourages consumers to use healthy oils, and it does not set a maximum on the percentage of calories people should get each day from healthy sources of fat. In this way, the Healthy Eating Plate recommends the opposite of the low-fat message promoted for decades.

⁵ Copyright © 2011, Harvard University. For more information about The Healthy Eating Plate, please see The Nutrition Source, Department of Nutrition, Harvard T.H. Chan School of Public Health, www.thenutritionsource.org, and Harvard Health Publications, www.health.harvard.edu.

7.2 YOUR QUICK REFERENCE TO THE BASICS OF NUTRITION⁶

Here is a summary of the 5 essential nutrients that provide energy: PROTEIN, CARBOHYDRATES, FATS, VITAMINS and MINERALS. (The sixth one is water, but there is not much to discuss about it.)

7.2.1 Protein

Protein is an essential macronutrient and is found throughout the body—in muscle, bone, skin, hair, and virtually every other body part or tissue.



It makes up the enzymes that power many chemical reactions and the hemoglobin that carries oxygen in your blood. At least 10,000 different proteins make you what you are and keep you that way.

Protein is a key part of any diet. The average person needs about 8 grams of protein every day for every 10 kilograms of body weight. Because protein is found in an abundance of foods, many people can easily meet this goal. However, not all protein “packages” are created equal. Because foods contain a lot more than protein, it’s important to pay attention to what else is coming with it. That’s why the Healthy Eating Plate encourages choosing healthy protein foods.

Protein from plants:

- legumes: lentils, beans, peas, soybeans (and products made from soy: tofu, tempeh, etc.), peanuts.
- nuts and seeds: almonds, pistachios, cashews, walnuts, hazelnuts, hemp seeds, squash and pumpkin seeds, sunflower seeds, flax seeds, sesame seeds, chia seeds.
- whole grains: kamut, teff, wheat, quinoa, rice, wild rice, millet, oats, buckwheat.
- other: corn, broccoli, asparagus, brussels sprouts, and artichokes.

Animal protein:

- Generally, poultry (chicken, turkey, duck) and a variety of seafood (fish, crustaceans, mollusks) are your best bet. Eggs can be a good choice, too.
- If you enjoy dairy foods, it’s best to do so in moderation (think closer to 1-2 servings a day; and incorporating yogurt is probably a better choice than getting all your servings from milk or cheese).
- Red meat—which includes unprocessed beef, pork, lamb, veal, mutton, and goat meat—should be consumed on a more limited basis. If you enjoy red meat, consider eating it in small amounts or only on special occasions.
- Processed meats, such as bacon, ham, sausages, salami, canned meat and cold cuts should be avoided because they have been “transformed through salting, curing, fermentation, smoking, or other processes to enhance flavor or improve preservation.”

⁶ Adapted from <https://www.glanbianutritionals.com/en/nutrition-solutions>; <https://mynutrition.wsu.edu/home/>

7.2.2 Carbohydrates

Foods high in carbohydrates are an important part of a healthy diet. Carbohydrates provide the body with glucose, which is converted to energy used to support bodily functions and physical activity.

What's most important is the type of carbohydrate you choose to eat because some sources are healthier than others. The amount of carbohydrate – high or low – is less important than the type of carbohydrate in the diet. For example, healthy, whole grains such as whole wheat bread, rye, barley and quinoa are better choices than highly refined white bread or French fries.

The best carbohydrates are those that are **unprocessed (unrefined)** or minimally processed and contain a lot of fiber, like vegetables, fruits, beans, and whole grains. These types of carbohydrates take longer to break down into glucose and give you the most nutrients by delivering vitamins, minerals, fiber, and a host of important phytonutrients. Phytonutrients are chemicals produced by plants to stay healthy. They are not considered nutrients that are essential for life, like carbohydrates, protein, fats, vitamins and minerals, but they sure affect human health with their antioxidant and anti-inflammatory activities. They enhance immunity and intercellular communication, repair DNA damage from exposure to toxins, detoxify carcinogens and alter estrogen metabolism. A good way to tell if a fruit or vegetable is rich in phytonutrients can be by its color - look for foods with strong colours and shades like berries, dark greens, melons and spices. These foods are also rich in flavor and aroma. But some phytonutrient-rich foods have little color, like onions and garlic, and you don't want to discount them.



Unhealthier sources of carbohydrates are **refined** carbohydrates. These have been **processed** to remove parts of the grain and have had sugar added. Common examples of refined or processed carbohydrates are white bread, cakes, cookies, breakfast cereals, flavoured chips, candy bars and soft drinks. None of these foods are naturally occurring, and they are full of artificial preservatives. These items contain easily digested carbohydrates that may contribute to weight gain, and promote diabetes and heart disease.

The Healthy Eating Plate recommends filling most of your plate with healthy carbohydrates – with vegetables (except potatoes) and fruits taking up about half of your plate, and whole grains filling up about one fourth of your plate.

7.2.3 Fats

Fats are an important part of a healthy diet. When it comes to dietary fat, what matters most is the type of fat you eat. Contrary to past dietary advice promoting low-fat diets, newer research shows that healthy fats are necessary and beneficial for health.

When food manufacturers reduce fat, they often replace it with carbohydrates from sugar, refined grains, or other starches (stiffenings). Our bodies digest these refined carbohydrates and starches very quickly, affecting blood sugar and insulin levels and possibly resulting in weight gain and disease.

“Good” unsaturated fats lower disease risk. Foods high in good fats include vegetable oils (such as olive, canola, sunflower, soy, and corn), nuts (peanuts, walnuts, almonds, pistachios), seeds, and cold-water fish. Cold-water fish contain more omega-3 fatty acids, which are essential fats that promote good cardiovascular health (salmon, tuna, sardines, mackerel).

Saturated fats, while not as harmful as trans fats, by comparison with unsaturated fats negatively impact health and are best consumed in moderation.

“Bad” fats — trans fats — increase disease risk, even when eaten in small quantities. Foods containing trans fats are primarily in processed foods made with trans fat from partially hydrogenated oil. Fortunately, trans fats have been eliminated from many of these foods.

DIETARY FATS				
UNSATURATED FATS		SATURATED FATS		TRANS FATS
MONOUNSATURATED FATS	POLYUNSATURATED FATS	ANIMAL FATS	VEGETABLE FATS	
-olive oil -canola oil -peanut oil -sesame oil -avocado -most nuts	-corn oil -soybean oil -sunflower oil -seeds -cold-water fish	-poultry skin -fatty meat -butter -tallow/lard -full creamy dairy product	-palm oil -coconut -3in1 or 2in1 beverages -creamers -condensed milk	-hydrogenated vegetable oils (margarine) -fast foods -pastries/cakes -deep fried food

Rather than adopting a low-fat diet, it's more important to focus on eating beneficial “good” fats and avoiding harmful “bad” fats. Choose foods with “good” unsaturated fats, limit foods high in saturated fat, and avoid “bad” trans fat.



The story of trans fats

Trans fats are a nutrition no-no. Yet they're in demand for many and varied quality reasons. For instance, they make food taste crisp and crunchy, they are more stable so food lasts longer on the shelves, and they cost less.

However, they're a hazard for your heart and are now thought to be a trigger for inflammation and metabolic syndrome.

These fats lurk in many foods. There are two ways in which trans fats are created:

Naturally: They are made by bacteria that live in the forestomach (or rumen) of cattle, sheep, goats and deer. This means that they occur naturally in meats such as beef, lamb, goat and venison, as well as dairy products that come from these animals such as milk, cheese, butter and cream. For centuries, human beings have been consuming them in small amounts, so the consumption of trans fats is not new. There is no evidence that the natural forms of trans fat is dangerous.

Industrially: Way back in the 1970s, animal fats were accused of contributing to heart disease and cancer, thanks to their saturated fat content. To address this health scare, manufacturers then switched to vegetable oils which were perceived as healthy because they contained little saturated fats. However, manufacturers had to find a way to make them solid to help with texture, spreadability and crispness. Hydrogenation of fats made this possible by changing the molecular structure of the fatty acids.

Most animal fats like butter naturally contain around 3 per cent of their total fat as trans fat. If you compare this to a hydrogenated commercial shortening (the worst type of margarine) which is used in baking, you will be alarmed to find that it contains a high 30 per cent as trans. That's 10 times more than that naturally occurring in animal fats - and that's why health professionals are worried about trans fats.

Worst food with trans fats:



- **dripping and tallow** from lamb or beef
- **movie popcorn** - popcorn itself is a healthy snack, but »movie popcorn« is coated in solid coconut fat (just the smell of it when you enter a shopping mall should warn you)
- **blended vegetable oil** - cheap supermarket oil has trans fats produced during the refining and heating stages
- **solid cooking margarines** (shortening) e.g. Rama, Zvijezda ...
- **fried salty snack foods**
- **crackers, biscuits, cookies, doughnuts**
- any **deep-fried fast food** items (these foods have been deep-fried in partially hydrogenated oils unless they tell you otherwise)
- **pastries and pies** (croissants ...)
- **packet cake mixes**
- some **non-dairy coffee whiteners** - simply check the ingredient listing for "partially hydrogenated oils"

How to avoid consuming trans fats?

- Use oils instead of margarine.
- Don't buy commercial cakes and biscuits, bake these at home.
- Don't buy pastry.
- Avoid deep-fried fast food unless you know a low-trans oil has been used.



Trans fats are now banned in many countries, but not everywhere.

You should read the nutrition facts label every time you are buying processed food and choose the ones with healthier ingredients.

Source: <https://www.europarl.europa.eu/news/en/headlines/society/20161024STO48355/trans-fats-five-things-to-know-ahead-of-this-week-s-plenary-vote>

The story of cholesterol

Cholesterol is a waxy, fat-like substance that's found in all the cells in your body. Your body needs some cholesterol to make hormones, vitamin D, and substances that help you digest foods. Your body makes all the cholesterol it needs. Cholesterol is also found in foods from animal sources, such as egg yolks, meat, and cheese.

If you have too much cholesterol in your blood, it can combine with other substances in the blood to form plaque. Plaque sticks to the walls of your arteries. This buildup of plaque is known as atherosclerosis. It can lead to coronary artery disease, where your coronary arteries become narrow or even blocked.

There are 3 main types of cholesterol:

»**GOOD CHOLESTEROL**« - **HDL** stands for high-density lipoprotein. It carries LDL cholesterol from other parts of your body back to your liver. Your liver then removes the cholesterol from your body. A healthy HDL cholesterol level may protect against heart attack and stroke. Studies show that low levels of HDL cholesterol increase the risk of heart disease.

»**BAD CHOLESTEROL**« - **LDL** stands for low-density lipoprotein. A high LDL level leads to the buildup of plaque in your arteries. This condition narrows the arteries and increases the risk for heart attack, stroke and peripheral artery disease, or PAD.

TRIGLYCERIDS are the most common type of fat in the body. They store excess energy from your diet. A high triglyceride level combined with high LDL (bad) cholesterol or low HDL (good) cholesterol is linked with fatty buildups within the artery walls, which increases the risk of heart attack and stroke.

What causes high cholesterol?

Your body naturally produces all the LDL (bad) cholesterol it needs. Some people inherit genes from their ancestors that cause them to have too much cholesterol. Nevertheless, for most people, the cause of high LDL cholesterol is an unhealthy lifestyle:

- unhealthy diet,
- lack of physical activity,
- smoking or exposure to tobacco smoke and
- excess weight.

Stopping or reversing these unhealthy lifestyle factors can help improve your cholesterol numbers.

Source: https://health.gov/sites/default/files/2019-09/2015-2020_Dietary_Guidelines.pdf

7.2.4 Vitamins

Vitamins are an essential, noncaloric, organic nutrient needed in tiny amounts in the diet. Their role is to help make possible the processes by which other nutrients are digested, absorbed, and metabolized or built into body structures.

Each organism has different vitamin requirements. For example, humans need to get vitamin C from their diets — while dogs can produce all the vitamin C that they need.

For humans, vitamin D is not available in large enough quantities in food. The human body synthesizes the vitamin when exposed to sunlight, and this is the best source of vitamin D.

Different vitamins play different roles in the body, and a person requires a different amount of each vitamin to stay healthy.

Vitamins fall into 2 classes:

FAT SOLUBLE	WATER SOLUBLE
<div data-bbox="296 779 647 913" data-label="Image"> </div> <p data-bbox="193 958 778 1198">The fat-soluble vitamins A, D, E and K are not needed in the diet daily, because they are stored in liver and fatty tissues until needed. If too much is consumed, they can reach toxic levels. Deficiencies of these vitamins can occur when people eat diets that are extraordinarily low in fat.</p>	<div data-bbox="911 779 1369 922" data-label="Image"> </div> <p data-bbox="837 958 1445 1198">Vitamins C and B can not be stored for a long time. They are absorbed from food easily and excreted easily in urine. Cooking and washing cut foods with water can leach these vitamins out. Foods never deliver a toxic dose of them but large doses concentrated in some vitamin supplements can reach toxic levels.</p>

FAT-SOLUBLE VITAMINS	
Why is it important?	Sources
<p data-bbox="193 1417 320 1440">Vitamin A</p> <div data-bbox="193 1462 887 1827" data-label="Image"> </div> <p data-bbox="193 1854 906 1955">Vitamin A is very important for vision, maintenance of skin, immune defenses, growth (bones and body), normal development of cells and reproduction.</p>	<p data-bbox="970 1417 1241 1440">Good sources include:</p> <ul data-bbox="970 1473 1422 1809" style="list-style-type: none"> - vegetables and fruits, especially the ones coloured orange or dark green (spinach, broccoli, collard greens, carrots, sweet potatoes, pumpkins, mango, cantaloupe (orange melon), apricots) - active vitamin A is found in foods of animal origin (liver, fish oil, milk, fortified cereals, eggs, butter)

Vitamin D



It helps your body create and maintain strong bones, teeth and muscles. A lack of vitamin D can lead to bone deformities in children.

Your body can make vitamin D after your skin is exposed to sunlight without sunscreen for 10 to 15 minutes twice a week. But be sure to use sunscreen after your 15 minutes of exposure and at all other times.

Foods with vitamin D:

- salmon, sardines, tuna,
- egg yolks,
- mushrooms,
- shrimps
- milk fortified with vitamin D (most milk is fortified.)

Vitamin E



Vitamin E is a group of powerful antioxidants that protect your cells from oxidative stress.

If you don't get enough, you may become more prone to infections, experience impaired eyesight or suffer from muscle weakness.

Good sources include:

- raw vegetable oils (sunflower oil, almond oil, hazelnut oil, olive oil) contain substantial vitamin E, but high temperatures destroy it
- almonds, hazelnuts, pine nuts, peanuts, brazil nuts
- salmon, trout, snails, octopus, lobster, goose meat
- mango, kiwifruit, blackberries, avocado, apricots, raspberries.



Vitamin K



Vitamin K is needed for blood clotting, which means it helps wounds heal properly. There's also some evidence vitamin K may help keep bones healthy.

Vitamin K is mainly found in plant-sourced foods, especially dark, leafy green vegetables (kale, spinach, broccoli, brussels sprouts)

Some meat and dairy products can also deliver some amount of vitamin K (beef liver, goose liver, pork chops, hard cheeses).

WATER-SOLUBLE VITAMINS	
Why is it important?	Sources
<p>Vitamin C</p>  <p>It's well known for being a potent antioxidant, as well as having positive effects on skin health and immune function. Deficiency symptoms are bleeding gums, loose teeth, bruises, infections, swollen ankles and wrists, anemia, red spots on skin, weakness</p>	<p>The human body cannot produce or store vitamin C. Therefore, it's essential to consume it regularly in sufficient amounts.</p> <ul style="list-style-type: none"> - rose hips - guavas - sweet peppers (red and green) - citrus fruits (oranges, lemons, grapefruit) - berries (blackcurrants, strawberries) - green vegetables (parsley, kale, broccoli, brussels sprouts)
<p>B complex vitamins: (thiamine (B1), riboflavin (B2), niacin (B3), pantothenic acid (B5), pyridoxine (B6), biotin (B7), folate (B9) and cobalamin (B12)).</p>  <p>It participates in the release of energy from the energy nutrients.</p> <p>Deficiency symptoms: loss of appetite and weight, depression, forgetfulness, abnormal heart action, teary red eyes</p>	<p>Aside from B12, your body cannot store these vitamins for long periods, so you have to replenish them regularly through food:</p> <ul style="list-style-type: none"> - salmon - leafy greens (spinach, lettuce, collard) - liver and other organ meats - eggs - milk - beef - oysters, clams and mussels - legumes (chickpeas, green soybeans, green peas, kidney beans, lentils) - yeast

7.2.5 Minerals

"Each mineral plays a role in hundreds of body functions. It may take just a very small quantity of a particular mineral, but having too much or too little can upset a delicate balance in the body," says Dr. Bruce Bistrian, chief of clinical nutrition at Beth Israel Deaconess Medical Center. Indeed, some of them are so important that we can't live without them.


Essential minerals — that is, those necessary for human health — are classified into two equally important groups: major minerals and trace minerals.

The major minerals, which are used and stored in large quantities in the body, are calcium, chloride, magnesium, phosphorus, potassium, sodium, and sulfur.

The trace minerals are just as vital to our health as the major minerals, but we don't need large amounts. Minerals in this category include chromium, copper, fluoride, iodine, iron, manganese, molybdenum, selenium, and zinc.

The major minerals	
Why is it important?	Sources
<p>Calcium</p> <p>Calcium is probably best known for preventing osteoporosis, but it's necessary for much more than strong bones and teeth. Your body also needs calcium for blood clotting and normal nervous system and muscle function.</p>	<p>Calcium is found in the largest amounts in dairy products, such as milk, cheese, and yogurt. Other foods that contain calcium: nuts, green leafy vegetables, fish where you eat the bones (sardines, pilchards), and fortified foods such as breakfast cereal.</p>
<p>Chloride</p> <p>Chloride is an interesting major mineral. Your body needs it to create gastric juices and it's found right alongside sodium in the fluid surrounding the cells. In fact, chloride works together with sodium to help keep your body fluids in balance.</p>	<p>Dietary chloride is found in table salt (sodium chloride) and many vegetables, including celery and tomatoes.</p>
<p>Magnesium</p> <p>Magnesium is necessary for biochemical functions that control many actions in your body, including proper muscle contractions and nerve impulses. It's also necessary for blood sugar control, regulation of blood pressure, and maintaining healthy strong bones.</p>	<p>Magnesium is found primarily in nuts, seeds, whole grains, legumes, and dark green vegetables. It's also found in yogurt, salmon, fortified breakfast cereal, bananas, and potatoes.</p>
<p>Phosphorus</p> <p>Phosphorus is involved in several biological processes, including bone mineralization and energy production.</p>	<p>Dairy foods, nuts, meat, and fish are particularly rich sources of phosphorus</p>
<p>Potassium</p> <p>Potassium is needed for normal nervous system function, muscle contraction, and can have a profound effect on your health. Proper levels of potassium are also extremely important in maintaining normal heart rhythm, and either a deficiency or excess of this mineral can result in life-threatening arrhythmias or respiratory failure.</p>	<p>Potassium-rich foods include fruits and vegetables (such as bananas and potatoes), as well as legumes, milk, nuts, and meats.</p>

<p>Sodium</p> <p>Sodium works along with chloride to maintain fluid balance outside the cells. Sodium intake is important for regulating blood pressure. Sodium deficiency is rare, and in fact, getting too much sodium is a much more widespread problem. Consuming too much sodium may elevate blood pressure in some people.</p>	<p>Sodium is found along with chloride in table salt and it's naturally found in small amounts in a variety of foods. But, most sodium comes from processed foods that contain salt or preservatives made with sodium.</p>
<p>Sulphur</p> <p>Sulfur is needed for the synthesis of glutathione, which acts as one of the most potent and important antioxidants, protecting your cells from damage. It is necessary for insulin production, which allows body cells to use glucose as energy. Sulphur is important with the synthesis of callagen, so it helps with healthy hair, nails and skin.</p>	<p>Occurs in foods as part of protein: meats, poultry, fish, eggs, milk, legumes, nuts, garlic, onions.</p>



Taking vitamin and mineral supplements

If you take vitain and mineral supplements, talk to your taking supplements is right for you. Sometimes dietary supplements can interact with your medicines or affect your health in unwanted ways.

7.2.6 Alcoholic beverages

There is a lot of mixed messages about alcohol. On the one hand, moderate amounts have been linked to health benefits. On the other, it is addictive and highly toxic — especially when you drink too much.

Alcohol is the oldest and one of the most popular psychoactive substances in the world. It can have powerful effects on your mood and mental state. Alcohol abuse is disastrous for health - heavy drinking is the most common form of drug abuse which can have catastrophic health effects, impacting your entire body and causing a range of health problems.

For example, it can cause

- liver damage (including cirrhosis),
- brain damage,
- heart failure,
- diabetes,
- cancer and infections.

Alcohol is the second most calorie-rich nutrient after fat — packing about 7 calories per gram. However, studies investigating the link between alcohol and weight have provided inconsistent results. It seems that drinking habits and preferences may play a role. For example, moderate drinking is linked to reduced weight gain, whereas heavy drinking is linked to increased weight gain.

The relationship between alcohol and heart disease is complex and depends on several factors. Light to moderate drinking is linked to a reduced risk of heart disease, while heavy drinking appears to increase the risk. There are several possible reasons for the beneficial effects of drinking moderately. Moderate alcohol consumption may:

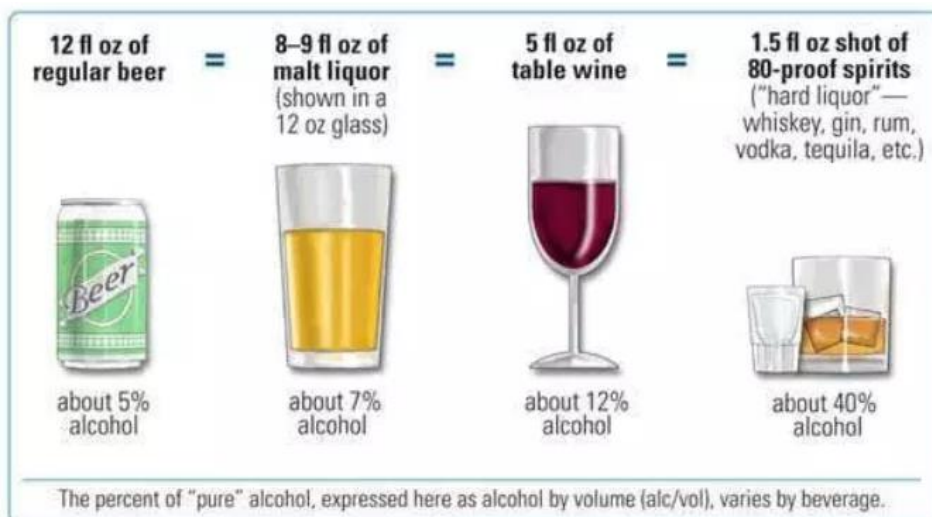
- raise “good” HDL cholesterol in your bloodstream,
- decrease blood pressure, a major risk factor for heart disease,
- lower your blood concentration of fibrinogen, a substance that contributes to blood clots often leading to impaired brain function,
- cut the risk of diabetes, another major risk factor for heart disease,
- temporarily reduce stress and anxiety.

What you drink matters less than how much you drink. However, some alcoholic drinks are better than others.

Red wine appears to be particularly beneficial because it is very high in healthy antioxidants. In fact, red wine is linked to more health benefits than any other alcoholic beverage. That said, consuming high amounts does not provide greater health benefits. Heavy drinking causes health problems — regardless of the type of beverage.

Recommendations for alcohol intake are usually based on the number of standard drinks per day. This image shows the standard drink amount for some popular alcoholic drinks:

Converted: 350 ml 260 ml 150 ml 40 ml



Source: <https://mvccutah.com/blog/index.php/2020/01/06/dry-january/>

Alcohol affects everyone. How much you drink is your choice, but you should know that drinking is never free of risk. The less you choose to drink, the lower your risk of harm from alcohol. For some people, not drinking at all is the safest option.

Moderate drinking is defined as one standard drink per day for women and two for men.

7.3 USING THE NUTRITION FACTS LABEL

The Nutrition Facts label found on packaged foods and beverages is your daily tool for making informed food choices that contribute to healthy lifelong eating habits.

Nutrition Facts	
4 servings per container	
Serving size 1 1/2 cup (208g)	
Amount per serving	
Calories	240
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 430mg	19%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 11g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: BULGUR WHEAT, SAUCE (WATER, HALF AND HALF [MILK, CREAM], PARMESAN CHEESE [PASTEURIZED SKIM MILK, CULTURES, SALT, ENZYMES], CHEDDAR CHEESE [PASTEURIZED MILK, CULTURES, SALT, ENZYMES], OLIVE OIL, BUTTER, SUGAR, XANTHAN GUM, SPICE), LENTILS, CORN, GREEN BEANS, RED BEANS, POTATOES.
CONTAINS: WHEAT, MILK.

Nutrients

The Nutrition Facts label can help you **learn about the nutrient content** of many foods in your diet.

- **The Nutrition Facts label must list:** total fat, saturated fat, *trans* fat, cholesterol, sodium, total carbohydrate, dietary fiber, total sugars, added sugars, protein, vitamin D, calcium, iron, and potassium.
- **The Nutrition Facts label may also list:** monounsaturated fat, polyunsaturated fat, soluble fiber, insoluble fiber, sugar alcohols, vitamins (biotin, choline, folate, niacin, pantothenic acid, riboflavin, thiamin, and vitamins A, B₆, B₁₂, C, E, and K) and minerals (chloride, chromium, copper, iodine, magnesium, manganese, molybdenum, phosphorus, selenium, and zinc).

The Nutrition Facts Label can also help you **monitor nutrients** you want to get less of and those you want to get more of.

Nutrients to get less of:

Saturated fat, sodium, and added sugars.

Most Americans exceed the recommended limits for these nutrients—and diets higher in these nutrients are associated with an increased risk of developing some health conditions (such as cardiovascular disease and high blood pressure).

Compare and choose foods to **get less than 100% DV of these nutrients each day.**

Nutrients to get more of:

Dietary fiber, vitamin D, calcium, iron, and potassium.

Many Americans do not get the recommended amount of these nutrients—and diets higher in these nutrients can reduce the risk of developing some health conditions (such as cardiovascular disease, osteoporosis, anemia, and high blood pressure).

Compare and choose foods to **get 100% DV of these nutrients on most days.**

Ingredient List

In addition to the Nutrition Facts label, the ingredient list is also a helpful tool. The ingredient list shows each ingredient in a food by its **common or usual name**. Ingredients are listed in **descending order by weight**, so the ingredient that weighs the most in the product is listed first, and the ingredient that weighs the least is listed last.

Source: <https://www.fda.gov/food/nutrition-education-resources-materials/new-nutrition-facts-label>

7.4 REACHING AND STAYING AT A HEALTHY WEIGHT

To reach and stay at a healthy weight, you need both healthful eating and physical activity. These two strategies work well together.

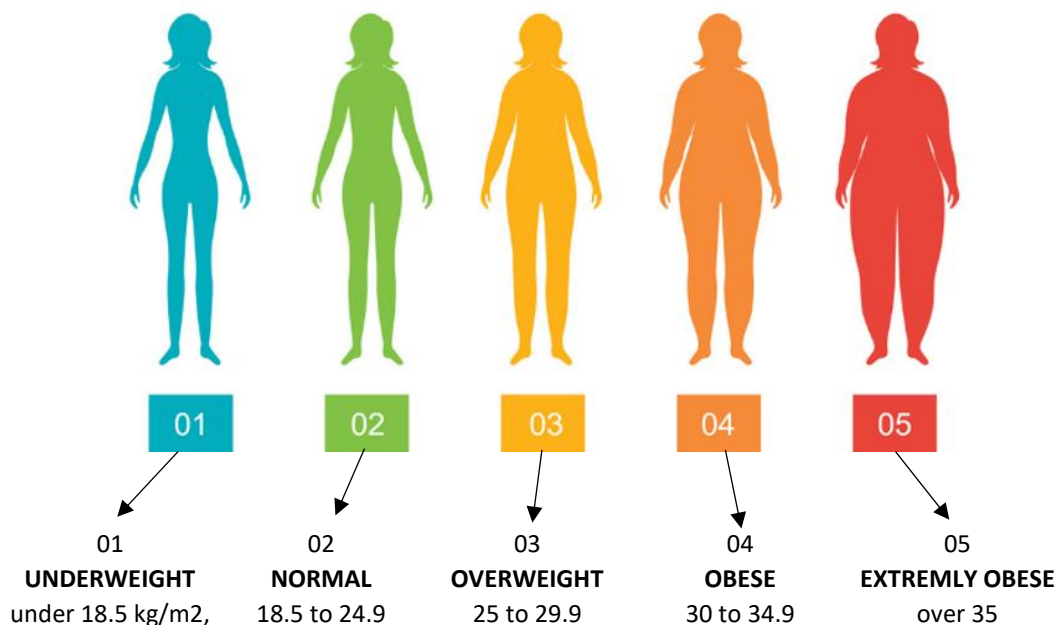
Many people are overweight. Being overweight or obese may increase your risk of heart disease, high blood pressure, type 2 diabetes, and other conditions. You can keep from gaining weight by balancing the number of calories you eat and drink with the number of calories you burn with physical activity and body functions. To lose weight, you need to use more calories than you eat and drink.

How do you know whether you're overweight? One way is to check the **Body Mass Index**.

The body mass index (BMI) is a value derived from the mass (weight) and height of an individual. The BMI is defined as the body mass divided by the square of the body height, and is universally expressed in units of kg/m², resulting from mass in kilograms and height in metres:

$$BMI = \frac{\text{body mass in kilograms}}{\text{square of the body heights in meters}}$$

Commonly accepted BMI ranges are:



BMI's under 20.0 and over 25.0 have been associated with higher all-cause mortality, increasing risk with distance from the 20.0-25.0 range. The prevalence of overweight and obesity is the highest in the Americas and lowest in South East Asia.

Check your BMI:

My BMI is ($\frac{\text{your kilograms}}{\text{square of your heights in meters}}$) ----- = _____ Range: _____

Source: <https://www.euro.who.int/en/health-topics/disease-prevention/nutrition/a-healthy-lifestyle/body-mass-index-bmi>

8. WELLNESS TREATMENTS AS ADVERTISED ON DESTINATIONS⁷

8.1 DETOXIFICATION TREATMENTS

Today's lifestyles fill our bodies with toxins, from car pollution and food additives to tobacco and alcohol. Even the water we drink can have toxins that accumulate in tissues. Detoxification treatments have been formulated to cleanse your body and revitalize you with surprising results. Now is the time to regain your energy and feel good about yourself!

Rasul⁸

A traditional way of cleansing the body, using different kinds of mud and chalk, with pleasant herbal steam and warm rain from the ceiling vaulted with stars. Your skin will regain its elasticity and its sense of vitality. Benefits: deep cleaning, detoxifying, relaxing

Steambath

Benefit from the combination of steam and aromatic, detoxifying therapeutic herbs from the offers deep cleansing for the skin and helps you breath more easily. Benefits: detoxifying, helping fat loss, inhalation

Oriental Bath

Begin your treatment with deep relaxation and cleansing in eucalyptus steam, followed by a unique exfoliating massage with invigorating ingredients that leaves the skin smooth and replenished. Continue with a thermal water skin and hair mud mask all over the body. Benefits: rejuvenating, deep cleansing. relaxing, promoting harmony

Aromatherapy

Combine the benefits of essential oils extracted from plants, leaves, barks, roots and flowers, with treatments such as massage and body wraps. This therapy stimulates the nasal/olfactory senses, mental responses and circulatory functions. Benefits: de-stressing, relaxing, calming

Body peeling

This process of removing a thin layer of dry skin cells with a special mixture of sea salt and essential oils will leave your skin smooth and relaxed. It will help you reap the benefits of other treatments. Benefits: detoxifying, deep cleansing

Salt therapy

Revitalize your skin with a wonderful combination of scrub and massage, which includes peeling with salt mixed with essential oils and moisturizing body cream. It cleans pores and contributes to recover lost firmness. Ending with a thermal hot hydro massage, it leaves your skin soft and silky. Benefits: deep cleaning, soothing, hydrating, relaxing

⁷ Different destinations have been checked on their official web pages.

⁸ Rasul is a natural mineral clay. It is combined with water to clean the body and has been used by North African women for centuries to care for their skin and hair. Rasul contains silica, iron, magnesium, potassium, sodium, lithium and trace elements.

Body Scrub

Body scrub uses sugar crystals, herbal extracts and natural essential oils that will remove dead skin cells and revitalize the skin thanks to its active ingredients. Ingredients may vary.

Ginger Body Scrub is based on ginger extracts, and it is especially indicated for smoothing and firming the skin. Ginger is a known antioxidant that has positive rejuvenating effects on the skin.

Chocolate Body Scrub with chocolate granules removes dead cells and enriches the skin with vitamins.

Benefits: deep cleansing, toning, soothing, encouraging fat loss, revitalizing the skin

8.2 FACIAL TREATMENTS

Your face is being assaulted on a daily basis by a number of factors including sunlight, air pollution, sweat and dirt, adding years to your appearance and tiring you out. Daily worries and stresses also affect the face negatively.

Anti-Wrinkle Facial

Anti-wrinkle facial treatments are rich in vitamins and natural oils. They will increase elasticity, in addition to refreshing and cleansing the skin. They usually contain a gentle mask and a relaxing face massage tailored especially to skin's needs.

Benefits: prevent wrinkles, regenerating, deep cleaning, hydrating, immediate long-lasting glow

Deep Cleansing Facial

This treatment will cleanse, tone, exfoliate and moisturize your skin, as well as remove impurities from the pores and reawaken your face with a special mask. The treatment will leave your face looking brighter and younger.

Benefits: deep cleaning, hydrating

Facial tightening with ampoules

Anti-wrinkle and firming facial treatment. It includes a strong lifting mask and elastin, or collagen ampoules depending on the age and needs of the skin. The massage with the anti-wrinkle cream in combination with the selected cartridge offer a fresh and glowing face, significantly improved from the signs of the year.

Benefits: toning, firming

Customized Facial Aromatherapy Massage

A relaxation massage of the face and neck area for invigoration, hydration and tightening of the facial muscles. Employs essential oils that will leave you refreshed and your skin silky.

Benefits: relaxing, nourishing, de-stressing

Chocolate face treatment

Benefit from comprehensive facial care with a mask of dark chocolate and a massage with white chocolate to revive, renew and improve the skin. The treatment removes excess oil and promotes a young glow, thanks to natural active ingredients.

Benefits: hydrating, revitalizing, firming

Whitening Face Treatment

Vitamin C and combined with enhanced bleach, it provides brightness and antioxidant protection.

Benefits: hydration, whitening, against dark spots

8.3 MESSAGES

Massage is the manipulation of soft tissues in the body. Massage techniques are commonly applied with hands, fingers, elbows, knees, forearms, feet, or a device. The purpose of massage is generally for the treatment of body stress or pain. A person who was professionally trained to give massages was traditionally known as a **masseur** (male) or a **masseuse** (female), but now the title **massage therapist** has been recognized as a business norm.

Studies show that 30 minutes of massaging stimulates the secretion of endorphins in the blood, representing a 'natural drug' in the body which bring about happiness and relaxation. Tense muscles, aching joints, bad posture and anxiety can all be treated through quality massages. From a full body massage to reflexology, and from Ayurvedic Indian massage to Hawaiian, these massages will help you rediscover a healthy body and bring balance to your life. They will certainly put you on the road to healing.

Swedish or Classic massage⁹

This relaxation-focused form of massage is what most people think of first when they think about massage. It is the standard type of massage offered in most clinics, gyms, spas, and wellness centers, Swedish massage is virtually synonymous with massage therapy. Swedish massage is based on the Western concepts of anatomy and physiology, compared to the energy-centric style more common in Asian forms of massage. Using lotion or oil, massage therapists typically begin with broad general strokes and then transition to specific strokes to address problem areas.

It is a powerful massage that can vary from light to vigorous. This treatment uses more pressure than other massages and is more powerful for dealing with deep-rooted muscular pains, aches and problems.

It uses five basic styles of strokes:

- sliding or gliding, (long smooth strokes)
- kneading, rolling, lifting
- rhythmic tapping,
- friction (cross fiber or with the fibers)
- and vibration (rocking and shaking movements).

Benefit: Besides helping to relax the muscles and ease superficial tension, Swedish massage may also help boost circulation throughout the body, reduce pain and prevent joint stiffness.

Try it if: you're new to massage or you're looking to relieve light to moderate tension in your back and shoulders.

Deep-tissue massage (a variant on Swedish massage)

As its name suggests, deep-tissue massage aims to relieve tension in the deeper layers of muscle tissue and fascia. As such, it uses more intense kneading techniques than Swedish.

Benefits: Deep-tissue massage is ideal for releasing chronic tension and may also help improve range of motion.

Try it if: you suffer from chronic aches and pains or want more pressure than classic Swedish massage offers.

⁹ The term "Swedish" massage is recognized in English and Dutch speaking countries, and in Hungary. Elsewhere the style is referred to as "classic massage".

Sports massage (a variant on Swedish massage)

Specifically designed with athletes in mind, sports massage is a variation on Swedish massage that aims to address aches caused by repetitive motion and help active people make a quicker recovery from stress and injury.

Benefits: Quicker workout recovery times, better range of motion, and improved performance are just a few of the benefits reported by those who receive regular sports massages.

Try it if: you play sports or frequently work out and want to keep your body in top condition.

Aromatherapy Massage (a variant on Swedish massage)

An aromatherapy massage is a Swedish massage with scented plant oils (known as essential oils) added to the massage oil. Extracted from flowers and other plant parts, essential oils offer a pleasing scent and are believed to have healing properties. Lavender and rose, for instance, are known to promote relaxation. Although oils may be selected to address specific needs, the therapist typically uses pre-blended oils to relax, energize, or uplift. The soothing effects of aromatherapy massage can benefit a variety of conditions, including headaches, insomnia, certain digestive disorders, back pain, and even premenstrual symptoms.

Shiatsu (from Japan)

In the Japanese language, shiatsu means "finger pressure". Shiatsu techniques include massages with fingers, thumbs, feet and palms; assisted stretching; and joint manipulation and mobilization. This "finger pressure" should correct internal malfunctions, promote and maintain health, and treat specific diseases. The techniques used in shiatsu include stretching, holding, and most commonly, leaning body weight into various points.

Benefits: Shiatsu massage is regarded as an excellent form of stress release as it promotes good circulation and the production of oxytocin.

Try it if: you need to seriously de-stress and relax. Or, if you're curious about Eastern types of massage and need a good introduction.

Tui na (from China)

The name comes from two of the actions: **tui** means "to push" and **na** means "to lift and squeeze." Tui na is a Chinese manual therapy technique that includes many different types of strokes, aimed to improve the flow of chi through the meridians¹⁰. The practitioner may brush, knead, roll, press, and rub the areas between each of the joints, to get the energy moving in the meridians and the muscles. Techniques may be gentle or quite firm.

In ancient China, medical therapy was often classified as either "external" or "internal" treatment. Tui na was one of the external methods, thought to be especially suitable for use on the elderly population and on infants. In modern China, many hospitals include tui na as a standard aspect of treatment, with specialization for infants, adults, orthopedics, traumatology, cosmetology, rehabilitation, and sports medicine. In the West, tui na is taught as a part of the curriculum at some acupuncture schools.

Thai massage or Nuat Phaen Thai (Thai-style massage from Thailand)

Traditional Thai massage is generally based on a combination of Indian and Chinese traditions of medicine. It combines both physical and energetic aspects. It is a deep, full-body massage progressing from the feet

¹⁰ The meridian system is a concept in traditional Chinese medicine (TCM) about a path through which the life-energy known as "qi" flows. Despite ongoing research into the existence of meridians, no convincing scientific evidence has been put forward for their existence.

up, and focusing on sen or energy lines throughout the body, with the aim of clearing blockages in these lines, and thus stimulating the flow of blood and lymph throughout the body. It draws on yoga, acupressure and reflexology. It uses no oils or lotions. The recipient remains clothed during a treatment.

A full Thai massage session may last two hours and includes rhythmic pressing and stretching of the entire body. This may include pulling fingers, toes, ears, cracking knuckles, walking on the recipient's back, and moving the recipient's body into many different positions. Thai Massage involves several stretching movements that improve body flexibility, joint movement and also improve blood circulation throughout the body.

Lomilomi massage (from Hawaii)

This rhythmic rocking style massage comes from Hawaii. Movements sweep the length of the body like a synchronized dance to produce health and relaxation across the body.

While often pleasant, this style of massage which is now a common and popular massage modality throughout the world, especially in Hawaii, Japan, Europe and Australia, is very different from authentic lomilomi. The traditionally used word lomi means "to knead, to rub, or soothe; to work in and out, as the paws of a cat." Practitioners use the palms, forearms, fingers, knuckles, elbows, knees, feet, even sticks and stones. Lomilomi practices vary by family, and island.

Many traditionally taught lomilomi practitioners find it virtually impossible to offer authentic lomilomi in a spa setting and are unwilling to work in most spas or massage offices. They prefer to treat selected clients quietly and privately, often in-home settings. Lomilomi practitioners may also ask their clients to pray, meditate, change their diets, or take other action as part of their health improvement process.

Benefits: De-stressing and soothing

Hot stone massage

Rather than relying solely on their hands to work out stubborn knots, the massage therapist places heated basalt stones on the back to help melt tight areas.

Benefits: Besides helping to relieve tense areas, the heat from the stones can help improve blood flow.

Try it if: you suffer from hard-to-loosen trouble spots and like the therapeutic heat.

Reflexology

Reflexology is a specialized form of foot massage, during which, practitioners stimulate precise points on the feet that are believed to correlate to other organs and bodily systems.

Benefits: Traditionally, reflexology is believed to help correct imbalances throughout the body. But like any foot massage, it's also great for relieving tension brought on by wearing high heels or being on your feet all day.

Try it if: you're curious as to how reflexology can reveal other issues with your health OR if you just need an excuse to put your feet up for a while.

Foot massage

Just what it sounds like: a relaxing massage for the feet.

Benefits: Unlike reflexology, which specifically aims to target other areas of the body, a traditional foot massage simply aims to provide relaxation to over-worked feet.

Try it if: you have a job that requires you to stay on your feet all day.

Trigger point massage

Like deep-tissue massage, trigger point massage aims to dispel chronic tension located deep in the muscles. But while deep-tissue is ideal for tension spread out over a large area, trigger point is better for pain that radiates from a very specific spot (or spots). This treatment involves deactivating trigger points that may cause local pain or refer pain and other sensations, such as headaches, in other parts of the body.

Benefits: Eases pain caused by sciatica, rotator cuff issues, stiff joints, plantar fasciitis, and other specific issues.

Try it if: you suffer from any of the above ailments AND you can handle some tough love (trigger point massage has a reputation for being a little painful). Manual pressure, vibration, injection, or other treatment is applied to these points to relieve myofascial pain.

Lymphatic drainage

Manual lymphatic drainage is a technique used to gently work and stimulate the lymphatic system, to assist in reduction of localized swelling. The lymphatic system is a network of slow-moving vessels in the body that carries cellular waste toward the heart, to be filtered and removed. Lymph also carries immune system agents. Manual lymphatic drainage claims to improve waste removal and immune function.

8.4 SAUNA

The Sauna as known in the western world today originates from Finland. There are built-in saunas in almost every house in Finland. It featured a fireplace where stones were heated to a high temperature. Water was thrown on the hot stones to produce steam and to give a sensation of increased heat. This would raise the apparent temperature so high that people could take off their clothes.

There are several different types of saunas.

Finnish Sauna

The wood burning sauna is the original Finnish sauna type. The wood is used to heat the sauna by burning it in the stove. The necessary temperature is reached by controlling the amount of fire in the stove. Nowadays, the majority of destinations uses the electrically heated Finnish sauna, which has been available since the 1950s. This type of sauna is efficient, safe, stylish and easy to use. Ideal temperature in this type of sauna is between 70 and 100°C while humidity is not higher than 15%. The control over the temperature experienced can be achieved by choosing a higher-level bench for those wishing a hotter experience or a lower-level bench for a more moderate temperature. A good sauna has a relatively small temperature gradient between the various seating levels. Doors need to be kept closed and used quickly to maintain the temperature inside. Throwing some water on the heated rocks controls humidity in the sauna.

How to use it?

- Drink at least one full glass of water, accompanied by a light snack.
- Take a quick shower prior to using the sauna.
- Enter and exit quickly. Saunas are airtight, to keep the heat inside.
- It is never appropriate to sit directly on the bench. Make sure to bring a towel you can sit on and take it with you when you leave.
- Don't stretch out if the sauna is crowded.
- If the temperature is too hot or cold for you, keep in mind that you can adjust the temperature to your personal liking by changing your seat level.
- Keep conversation low, saunas are designed for relaxation.
- After 15 minutes time or sooner (if not feeling comfortable) exit and rinse off in a quick shower.

- The Finnish sauna tradition often ends with a plunge in freezing cold water. This may not be appropriate for everyone. You can cool down in a cold pool or by rolling in snow or just use a cool-to-cold shower. For some people it is even better to let their body temperature return to normal gradually to avoid dizziness.
- Drink at least one full glass of water before and after using a sauna, to avoid dehydration.
- Lie down and relax for as long as you need to.
- Once your body feels completely cooled down (not less than 20 minutes), you can re-enter the process or exit the building.

Steam Sauna – Steam Room

This type resembles Turkish-style spa rather than a sauna. Steam rooms are small, airtight, and designed from materials (such as tile, acrylic, or glass) which can withstand wet heat. The walls sometimes reflect the spirit of the Orient. Steam rooms are similar to saunas. Both encourage you to sit in a small, heated room, and both claim your health will benefit. The big difference is in the type of heat that they provide. A sauna uses dry heat, usually from hot rocks or a closed stove. Steam rooms are heated by a generator filled with boiling water.

While a sauna may help relax and loosen your muscles, it won't have the same health benefits of a steam room. The key to the steam room's unique health benefits is the humidity.

Steam rooms are kept at around 45°C. Because their humidity hovers at around 100 percent, they may feel much hotter than saunas, which are kept between 70 and 100°C, with a humidity rate of 5 to 10 percent.

It's not unusual to see a sauna and steam room located next to each other in a health club. Since saunas use dry heat and steam rooms use wet heat, they look and feel differently from each other. Both provide relaxation and varying types of health benefits. Personal preference and your needs may determine which you enjoy most.

How to use steam room?

The rules are basically the same as with Finnish sauna with some slight differences:

- Leave your towel outside and thoroughly wash the bench with a hose water. The moist, wet tile in the steam room can be a breeding ground for germs and bacteria.
- After leaving the steam room take a cool shower, then rest and allow your body to return to normal temperature.
- Even though your skin will remain wet, you may become dehydrated in a steam room. Drink water before and after using.

Infrared Sauna – Heat Therapy Room

Infrared heating system is based on the person's body heat rather than on the air heating. That is the reason why this type of sauna is also known as a "heat therapy room". A traditional sauna uses heat to warm the air, which warms your body. An infrared sauna heats your body directly. It uses infrared light to produce radiant heat that is absorbed by the surface of the skin. This means that the sauna doesn't heat up the air as hot as a traditional sauna. These types of saunas don't produce steam - there is no exact heating element to pour water on - nevertheless they are still very successful at making a given person sweat as the infrared travels much deeper into the body. This allows them to promote much vigorous sweat at a much lower temperature.

Infrared sauna offers many health benefits. Some of these benefits include detoxification, pain relief, weight loss, anti-aging benefits, improved circulation, and lower blood pressure. Some people even believe that absorbing infrared is much more effective at depleting the body's toxins. This hasn't been scientifically proven but is something to keep in mind. Since this is so, many people are moving towards these types of sauna heaters.

Sauna Benefits

Detoxification

One of the ways the body flushes out toxins is by expelling sweat. In the span of just one day, some humans may encounter more than 10 different types of chemicals. Using most soaps, driving to work, eating processed foods, and using cleaning products are just a few examples of actions that bring about chemical exposure. The body converts these toxins into substances that are water soluble, which pass through the skin's pores in sweat. If a person sits in a sauna long enough to sweat, this is a good way to get rid of harmful toxins.

Stronger Immune System

Another benefit of heat is that it helps the body create more white blood cells. These cells are responsible for attacking infections and diseases that infiltrate the body. A person with a higher count of white blood cells will stay healthier and heal faster from illnesses.

Improving Circulation

When heat comes into contact with muscle fibers, it increases blood flow to the muscles. Better circulation of the blood means more oxygen will reach the tissues. The body also uses oxygen to help push toxins out of deeper areas of the muscles. Optimal circulation is important for good cardiovascular health. In addition to these benefits, increased circulation also helps the body create more energy. A person with more energy and less muscular toxins will feel refreshed after stepping out of a sauna.

Stress Relief

If left untreated, stress will take a negative toll on the body. Although it is something that nearly every person faces, some people handle stress better than others. People who find it difficult to cope with the effects of stress may benefit from using a sauna. The muscles often tense up when a person feels stressed, and the heat from a sauna can help relax tight muscles. For stress that comes with depression, it is important to consult a physician. In addition to treating the effects of stress, the underlying cause should be identified and treated.

Sauna safety tips

Here are some important safety measures you should follow and be aware of:

- Despite their benefits, saunas may not be appropriate for everyone. Check with your doctor before using a sauna, especially if you have uncontrolled high blood pressure, diabetes, heart failure, abnormal heart rhythm, or unstable angina. If you have any of these health conditions, limit your sauna use to five minutes per visit, and make sure to cool down slowly.
- Don't use a sauna if you take medications which interfere with your body's ability to regulate temperature, or medications which make you drowsy.
- Don't use a sauna if you're ill.
- Drink at least one full glass of water before and after using a sauna, to avoid dehydration.
- Don't drink alcohol before, during, or after sauna use.
- Don't use recreational drugs before, during, or after sauna use.
- Don't eat a large meal prior to using a sauna.
- It is recommended not to sit in a sauna for more than 10 to 15 minutes at a time. If you're new to the sauna experience, listen to your body and start slowly (for no more than 5 to 10 minutes per session). You can build up your tolerance for the heat over multiple visits.
- Never let yourself fall asleep in a sauna.
- Exit the sauna if you feel dizzy or ill.

8.5 BODY TREATMENTS & WRAPS

Even experienced spa-goers don't always understand body wraps. Body wraps serve unique purposes, and it's important to understand the difference between detox and hydrating wraps.

What Happens During a Body Wrap?

A body wrap should begin with exfoliation, and a salt scrub or body polish is much superior to dry brushing. The customer lies down on whatever he/she will eventually be wrapped in—often plastic or mylar, but sometimes towels or sheets. It's also best for a massage therapist to do the body wrap because they naturally incorporate massage techniques as they apply the product. But most spas give the stand-alone body treatments to the esthetician as well. Once the product is on, the customer is wrapped to stay warm, usually for 20 minutes. Oftentimes the therapist leaves the room, but sometimes they stay and give a scalp massage. When the time is up, the body mask has to come off. This is why this process often takes place in wet rooms, equipped with a shower, or wet table. After drying off, there's usually an application of lotion to moisturize the skin.

Detox wraps use a variety of products such as algae, seaweed, mud, clay, or gel to help rid the body of toxins. When the product is applied to the body, it's called a body mask. After the product is applied, you are wrapped in plastic and covered with a blanket for about 20 minutes. These products work by stimulating your circulation, drawing out impurities, and giving your body minerals it might be missing. Afterward, the body mask is washed off and the esthetician will apply lotion (though not through a massage).

Hydrating body wraps use creams and gels to soften, soothe, and hydrate the skin. Again, it's important to get a body scrub beforehand so the rich cream doesn't sit on the outermost dead skin cells. Usually, the spa will use a super-luxurious body cream from its line. Generally, with a hydrating wrap, the therapist just massages in the body cream. You don't want to wash it off.

A hint: Hydrating wraps are great for the middle of the winter when your skin is dry and flaky. It's time to exfoliate and hydrate. Aloe vera wraps (popular in the Caribbean) can also help your skin recover from too much time in the sun.

8.6 AQUA FITNESS/WATER AEROBICS

Water aerobics (waterobics, aquatic fitness, aqua fitness, aquafit) is the performance of aerobic exercise in shallow water. Done mostly vertically and without swimming typically in waist deep or deeper water, it is a type of resistance training. Most water aerobics is in a group fitness class setting with a trained professional teaching for about an hour. The classes focus on aerobic endurance, resistance training, and creating an enjoyable atmosphere with music.

While similar to land aerobics (it focuses on cardiac training), water aerobics differs in that it adds the component of water resistance. Although heart rate does not increase as much as in land-based aerobics, the heart is working just as hard and underwater exercise actually pumps more blood to the heart. Exercising in the water is not only aerobic, but also strength-training oriented due to the water resistance. Moving your body through the water creates a resistance that will activate muscle groups.

The performance of movement while suspended in water where the feet cannot touch the bottom surface, resulting in a non-impact, high-resistant, total body exercise workout, is known as deep water aerobics. Benefits of this method include less stress on the back, hips, knees and ankles.

Benefits

There are many benefits of working out in swimming pools. Not only is it easier to stay cooler in a pool, but the workout itself has massive perks. Here are some additional benefits:

- Water aerobics is beneficial to a multitude of participants because the density of the water **allows easy mobility** for those with arthritis, obesity, and other conditions.
- Pool workouts are a great way **to build up cardio endurance**. When in cooler water, the blood moves through the body at a faster rate to warm it up. When coupled with an aerobic program the result is an improved cardiovascular performance over time.
- Over time water aerobics can lead to a **reduction of blood pressure** and resting heart rate, which will improve health overall.
- The benefits of water resistance training include the activation of opposing muscle groups for a balanced workout. The push and pull of the water allow both **increased muscle training** and **a built-in safety barrier for joints**. In fact, before water aerobics water, injury therapy used the benefits of water. The water also helps to reduce lactic acid buildup.
- Another obvious benefit to water exercise is **the cooling effect of the water** on the system. The average temperature in a group fitness pool will force the body to burn calories to stay at homeostasis while also maintaining a cool, comfortable atmosphere with less sweat noticeable to the participant. Exercise in water can prevent overheating through continuous cooling of the body.
- Older people are more prone to arthritis, osteoporosis, and weak joints therefore water aerobics **is the safest form of exercise** for these conditions. Research studies can teach us about the benefits the elderly can receive by participating in water aerobics. In a study done in Brazil¹¹, the test subjects did experience improved aerobic capacity, muscle endurance, and better overall life quality. The water also provides a stable environment for elderly with less balance control and therefore prevents injury.
- Like any regular exercise, pool workouts are great **stress relievers**. The exercise stimulates the brain to release chemicals that make the body feel good. When performing pool exercises in warmer water temperatures, the movement of water against and over the body results in both massage and relaxation. This calming effect can decrease, or eliminate the pain resulting from a workout.

8.7 YOGA

Yoga is not a contest or a "quick fix." Yoga is a scientific system of physical and mental practices that originated in India more than three thousand years ago. Its purpose is to help each one of us achieve our highest potential and to experience enduring health and happiness. With Yoga, we can extend our healthy, productive years far beyond the accepted norm and, at the same time, improve the quality of our lives. Because Yoga works on so many different levels, it has great potential as an effective therapy for chronic diseases and conditions that do not respond well to conventional treatment methods. For this reason, children with Down Syndrome and other developmental disabilities who practice Yoga often surprise their parents and teachers with their quick mastery of basic motor, communicative, and cognitive skills. The same Yoga routine can help children with learning disabilities develop greater concentration, balance, and composure in their daily lives. Everyone gains some level of benefit. The only requirements are proper instruction and regular practice.

¹¹ Rica, R. (2013). "Effects of water-based exercise in obese older women: Impact of short-term follow-up study on anthropometric, functional fitness and quality of life parameters". *Geriatrics & Gerontology International*, 13(1).

9. COMMUNICATION

9.1 LETTERS AND E-MAILS

E-mail has become a widely used medium for sending messages and documents. But letters, especially official, still have not lost their importance although they are not sent by post so frequently as a few years ago. It should be noted that formal e-mails are very much similar to formal letters. They should both be written politely and carefully, and there is no use of contractions, e.g. "We do not" and not "We don't".

Formal letter layout

The example below shows a general layout for a formal letter.

	Sender's address – without name Phone Number E-mail address
	Date
Recipient's name and address ATTN:	
SUBJECT / REFERENCE / Re: Opening salutation	
Letter text	
<ul style="list-style-type: none">- Introductory sentence.- Body- Final paragraph, complimentary close – include information on how you will follow up. (We look forward to ...)	
Salutation / signing off	
<i>Signature</i> (your name by hand) Sender's name (typed out) The title of the person in the company	
Encl.	

Below is a summary of some writing tips, rules and abbreviations used in formal letters and e-mails. Read and discuss them.

• Date

Dates are written differently in British English and in American English.

British English – day/month/year (e.g. 27/3/19)

American English – month/day/year (e.g. 3/27/19)

It is better to write the date in full to avoid confusion (30 September 2019 or September 30, 2019).

• Salutation

Dear Sir – if you do not know the name, but know it is a man

Dear Madam – if you do not know the name, but know it is a woman

Dear Sir/Madam – if you do not know who you are writing to or if they are a man or woman

Dear Mr Smith – for men

Dear Mrs Peterson – for married women

Dear Miss Peterson – for unmarried women

Dear Ms Peterson – for married or unmarried women

• Body of the letter – Expressions to use

a) To make the first contact: *I am writing to inform you/apply for/request ...*

b) To respond with a reference: *With reference to ...*

c) To answer a letter: *Thank you for your letter of May 14th concerning ... In reply to your letter ...*

d) To confirm a telephone call: *Further to our telephone conversation ... Following our phone conversation ...*

...

e) For requesting: *I would be grateful if... I would appreciate it if ... Could you please ...*

f) for making excuses: *I regret that ... I am sorry to inform you ... I am afraid that ... I apologise for ... Unfortunately, we have to inform you that ...*

g) For confirming: *I am pleased to confirm that ... This is to confirm that ... I would like to confirm my reservation/my order ...*

h) Attaching and enclosing documents: *I attach ... I enclose ... Please find enclosed ... Enclosed, you will find ...*

...

• Closing phrases

Please contact me/us again if you need any more information/if you have any questions. If I can be of any further assistance, please do contact me again. I look forward to hearing from you/to seeing you/to welcoming you ...

• Signing off

Yours faithfully – if you did not know the name in the salutation

Yours sincerely – if you knew the name in the salutation

Best wishes/Best regards/Kind regards – more informal, if the person is a close business contact

Common abbreviations

- **Attn** – for the attention of (= to be read by): Sales Dept, attn M. Reeves
- **Re** – at the beginning of a business letter to introduce the subject that it is about
- **Ref.** – used to identify a document cc (carbon copy) – a copy is being sent to the named people (e-mails)
- **enc./encl.** – enclosed; if another document is being sent in the same envelope, enc. or encl. is written in the bottom left-hand corner.
- **pp/p.p. (per pro)** – If someone signs the letter on behalf of someone else the initials p.p. (per pro) should be used before the name to indicate this.

PRACTICE: Read the following e-mails. Answer them. Include enough information according to what you have been asked.

Dear Sir or Madam

I noticed your hotel in the "Hotels of London" guide and wish to reserve a single room from August 11th to 19th (eight nights). I would like to be introduced with the spa offer of your hotel, if it is available. Furthermore, I would like to reserve a different type of massage for every evening I am staying there if you are free for this period, so make some suggestions. Please let me know the price for the massages, the terms of paying, and whether you require a deposit.

Yours faithfully,
George Peterson

1

Dear Sir

Our company is organising a conference next month in Liverpool. We are looking for a hotel which could provide meeting rooms and accommodation for 120 delegates from 26th May to 2nd June.

Your hotel received strong recommendations because of its excellent conference facilities. We would therefore like to choose your hotel as the venue for the conference, but we need some more information about other facilities. Would you please answer these additional questions about your hotel: does it have a fitness centre for at least 50 people, what kind of pool facilities are available, is there sauna in the hotel and what physical activities are possible outside the hotel?

I would appreciate your answers and any other information you can provide about your hotel by 15th March.

I look forward to hearing from you.

Yours faithfully,
Cathy Johansson
Conference Manager

2

Apologise for the difficulties Peter Rumor and his wife had during their stay in the hotel, explain the reasons, and offer some compensation.

Dear Sir, I am writing to complain about our recent stay at your hotel.

My wife and I have recently returned from your hotel. Although the travel agent assured us that the hotel was 5-star, the level of your all-inclusive service was extremely bad. The nutrition value of the meals was very poor, and the service was slow. Massage therapist Maya was late all the time and even rude when we made complaints about that. The pools were not cleaned at all and the tennis court was never available on time.

I think that you should consider an appropriate refund because of the bad service we received during our stay.

Yours faithfully,
Peter Rumor

3

Answer the following letter. Unfortunately, there are no body wraps available at your spa. Offer some treatments with similar benefits.

Dear Sir,

I'd like to reserve two detox wraps during my stay at your hotel. The evenings I am available are Monday at 5 or 6 p.m. or Tuesday between 4 and 8 p.m.

Best regards,
Regina Miles

4

9.2 MAKING AND TAKING TELEPHONE CALLS

Telephone conversation plays an important role in the tourism and hospitality industry. People want to get some information, make bookings, cancel a booking, or they just call for other reasons. It's important to be able to talk to people and always be polite and professional.

Telephone numbers

Each figure is said separately. There is usually a pause after groups of three or four (not two) figures. When the same figure comes twice, British people usually say double.

BrE 506 4322 *five oh six, four three double two*
AmE 506 4322 *five zero six, four three two two*

Spelling names and e-mail addresses

You will often need to spell something out over the phone, or you will ask your guests/customers to spell their names for you. How good is your pronunciation of letters?

When speaking on the telephone and spelling a name or address, it is important to pronounce letters carefully and even to provide clarification e.g., V as in Victor.

- E-mail addresses are read as follows:

www.oup.com	double-U, double-U, double-U dot o-u-p dot com
mary@log-farm.com	Mary at log dash farm dot com
smithj@oup.co.uk	Smith J at O-U-P dot co dot U-K

- Note also the names of symbols in “urls” (internet addresses):

/	forward slash (slash)
@	at
\	back slash
_	underline (underscore)
:	colon
-	dash
.	dot

PRACTICE

1. Spell your full name and your e-mails address to your fellow student.
2. Think of three hotels you are familiar with. Spell their names, addresses, e-mail addresses and their websites. Use English Phonetic Spelling as well.
3. Read the following e-mail and website addresses:

<https://vsgt.si/>
info@hotel.mons.si
www.gh-union.si/
central.hotel@gh-union.si
www.turizem-kras.si/
tickets@cd-cc.si
kongres@cd-cc.si

MULTI-WORD VERBS - commonly used in telephone conversations

call back/ring back – to return a phone call

cut off – to interrupt someone by breaking the connection

get through – to make contact on the phone

speak up – to speak more loudly

hang on – to wait a moment

hang up/ring off – to end a conversation by putting a receiver down or switching the telephone off

hold on – to wait a moment

look up – to look for information in a phone book ...

pick up – to take hold of/lift the phone

put on – to give somebody the phone so that they can talk to the person at the other end

put through – to connect a call to another telephone

EXERCISE 1: Complete the sentences with the most suitable phrasal verb.

1. The phone's ringing. – I'll _____ it _____.
2. Sorry, I've got to go now. I'll _____ you _____ later.
3. Could I speak to Ms Winters, please? – I'll _____ you _____.
4. I tried to call you several times last night, but I couldn't _____. There must have been something wrong with the lines.
5. I was going to explain the details when suddenly we were _____.
6. Could you _____ for a moment. I'll check the availability for you.
7. Why don't you _____ her number in the directory?
8. I was waiting for a couple of minutes but there was no answer, so I _____. Could you _____ Mary _____? I'd like to talk to her as well.
9. Sorry, I can't hear you very well. Could you _____?
10. It's a bad line. _____ and I'll ring you back.

EXERCISE 2: Complete the sentences with the appropriate pairs from the box.

spell + be	hold + through	speak + hear	hang + extension
got + read	say + catch	understand + mind	

1. I'm not sure if I _____. Would you _____ repeating it?
2. Please _____ up. I can't _____ you very well.
3. Could you _____ that again? I didn't _____ the last part.
4. Please _____ your surname again so I can _____ sure.
5. I think I've _____ it but let me just _____ it back to you.
6. Please _____ on a second. I'm putting you _____ right now.
7. _____ on a second. I'm looking for his _____ number.

EXERCISE 3: Match the words from A and B to make phrasal verbs. Replace the underlined words with the appropriate phrasal verb.

A speak call hang pass put	B on up through back up
-------------------------------	----------------------------

1. Hold on a moment, please. I'll connect you. _____.
2. It's a bad line. Could you speak louder? _____.
3. I'll return your call as soon as possible. _____.
4. I'll give him your message. _____.
5. Every time I call, he puts the phone down. _____.

Useful language

Who do we want to talk to

Good morning/afternoon. ... speaking. Could I please talk to Mr/Ms...?

Could you please put me through to Mr/Ms...?

Dialled the wrong number

Sorry, I've dialled the wrong number.

Sorry, wrong number.

Reason for our call

I'm calling about our latest e-mail/your complaint/offer/enquiry.

Who can I speak to about...?

Cannot hear well

Pardon? Your name, please?

Which company are you calling from?

Could you please speak more slowly/repeat that/spell your name?

Accepted a call intended for someone else

One moment, please. I'm putting you through to...

He/she is on the phone right now. Please stay on the line.

You can reach Mr/Ms... on his/her direct office number/mobile phone. The number is...

Mr/Ms... is away on business/at a meeting/having a lunch break. Would you like me to take a message?

Want to leave a message

Could you tell Mr/Ms... that I called?

Could Mr/Ms... call me back?

Can I leave a message? It's urgent.

Cannot give certain information

I'm awfully sorry, but I can't give you this information over the phone.

To get an answer to this question, please contact...

Suggest a meeting in person

Perhaps we could meet in person.

How about a meeting at our/your premises at ... a.m./p.m.?

Finishing the call

I look forward to seeing you/hearing from you soon.

Thank you very much. Goodbye.

9.3 ROLE PLAY AND DEBATING ACTIVITIES

9.3.1 Deal with a difficult customer

1. The impatient customer

- The situation: An impatient customer may have been waiting in line longer than usual, they may be running late to their next appointment, or maybe they're restless.
- How to handle it: Be clear and precise without being dismissive. Explain clearly why there was a wait or delay without going into detail. Make sure that the impatient customer knows that an effort has been made to resolve the situation. Also frame your answers in a positive light.

2. The indecisive customer

- The situation: An indecisive customer struggles to choose between several products or service options, but they may not communicate this concern to you.
- How to handle it: Ask specific questions about some of the most common factors that influence decision-making, including features, service levels and price. If you have literature available that can help them in their decision-making, refer them to these resources as well. Most importantly, listen carefully to their concerns.

3. The angry customer

- The situation: No matter the scenario or solution, an angry customer is simply not satisfied with the end result, and attempts to rectify the situation are not helping or are worsening the situation.
- How to handle it: Even if you don't think it's justified, start the interaction by apologising for the problem. Try to resolve the situation by addressing the pointed complaints they have about the topic at hand. Remember to keep the conversation short: the longer you stay, the more opportunity there is for complaints and the less time you have for other parties.

4. The demanding customer

- The situation: A demanding client takes a lot of your energy and time, often at the expense of other clients. They may be determined about the product or solution they want and not accept alternative solutions, even those that better suit their needs.
- How to handle it: Speak slowly and be patient. Hear their concerns and move swiftly to address them. Be transparent, too; answers to buy time or put off their needs while addressing other customers may not go over well.

5. The customer that demands a refund

- The scenario: This customer type is so disappointed or unhappy with the product or service that they are requesting their money back.
- How to handle it: Each company has their own refund policy, as well as regulations that determine what items can be taken back. While the best course of action is to provide a refund in full or in part, your company may want to offer a credit toward future purchases.

6. The unhappy customer

- The situation: Despite your best efforts to resolve their situation, the customer is still dissatisfied with the resolutions offered.
- How to handle it: An angry customer and an unhappy customer require a similar response. Begin with an apology, even if you don't feel like one is warranted. Briefly take stock of the solutions offered and attempt to offer something else; consult your company policies to determine what you can offer in this situation. During the conversation, don't dismiss their concerns or complaints; listen with a sympathetic and attentive ear.

9.3.2 Play out a scenario

CONVERSATION 1 – phone call

➤ Student A:

Naslednji teden (sreda, četrtek, petek) boste v Mariboru v hotelu City na kongresu in želite naročiti sprostitevno masažo, zato pokličete v njihov Spa:

- ne poznate masaž, pustili si boste svetovati
- nikakor nimate časa noben dan pred 18. uro
- na določena olja ste alergični
- povprašajte za priporočila glede restavracij z zdravo hrano v bližini

➤ Student B:

Zaposleni ste na recepciji Spa centra v hotelu City. Poslušajte študenta A in mu ponudite naslednje rešitve:

- vsaj 3 različne masaže, med katerimi bo lahko izbral
- Spa med tednom načeloma dela samo do 18. ure, a morate najti rešitev, da bo gost zadovoljen
- priporočite restavracijo in razložite, zakaj je hrana tam zdrava

CONVERSATION 2 - unhappy customer

➤ Student A:

Pojdite v Spa Lotus, kjer ste bili včeraj na masaži. Nezadovoljni ste s storitvijo, izmislite si neželene stranske učinke, ki so se vam pojavili preko noči. Bodite zoprni, ne zadovoljite se kar s prvim odgovorom ali predlogom, ki vam ga ponudijo. Nenehno se sklicujte na težave, ki jih imate, ne bodite pa nesramni.

➤ Student B:

Ste vodja Spa Lotus in vaša naloga je, da nezadovoljno stranko potolažite. Saj veste, nezadovoljna stranka lahko naredi veliko škode.

CONVERSATION 3 - impatient and unhappy customer

➤ Student A:

Ste moški, stari ste okoli 40 let in storitve osebnega trenerja ste poiskali, ker niste več v taki formi kot nekoč. Zanimarili ste se, nimate kondicije, naredite lahko največ 5 sklec, že hitra hoja vam povzroča težave. Pred mesecem dni vam je pripravil načrt vadbe, 1x tedensko vadite v njegovi prisotnosti, vi pa sicer vadite tudi sami še vsaj 3x tedensko. Radi bi se ponovno vrnili v formo, vendar se vam zdi, da v tem mesecu dni niste dosegli tega, kar želite. Ima vas, da bi vadbo opustili. Ni poceni, pridni ste, delate, vadite ... napredka pa ni in ni. Danes imate vadbo skupaj s trenerjem, obupani ste, prepričani ste, da cilja ne boste dosegli in da je bolje, da prekinete sodelovanje z njim.

➤ Student B:

Ste osebni trener, zavedate se tega, da bo vaša stranka potrebovala najmanj leto dni, da bo spet v kondiciji. Vidite, da se je v zadnjem mesecu dni napredek že začel kazati, stranka napreduje po načrtu, vendar so njegova pričakovanja žal nerealna in vse kaže, da bo program vadbe opustila. Vaša naloga je, da stranko motivirate in prepričate, da je na pravi poti.

9.3.3 Defend your position 1

Up to half of adults suffer from mental illness

Britain's National Health Service (NHS) suggests that up to half of adults have suffered from some form of mental illness at some stage in their life. Data from the Health Survey for England reveals that 25 per cent of all adults have been diagnosed with a mental health problem, while a further 18 per cent believe they have suffered from one but have not seen a doctor for diagnosis. Mental health expert Andy Bell said more needed to be done for people to get the help they need. Mr Bell said: "[These] figures are another wake-up call for the NHS to ensure that mental health support is available for people who need it when they need it. Timely access to effective mental health treatment saves lives." Researchers questioned 5,000 adults about their experiences. They found that 26 per cent of people said they had received a mental health illness diagnosis. According to the survey, depression was the most common form of mental illness, with 19 per cent of people saying they had suffered from the condition. Women are more likely to suffer from mental health problems than men. Over 40 per cent of middle-aged women have been diagnosed with an illness at some point in their life. A spokeswoman from the mental health charity Sane bemoaned the survey's findings. She said: "These are shocking figures...because the scale of mental illness is already known but too often ignored."

Sources: Telegraph.co.uk / BBC.com / Mirror.co.uk

True / False

- | | |
|---|-------|
| a) Britain's health service said half of British people are mentally ill. | T / F |
| b) Most people in Britain have had an undiagnosed mental illness. | T / F |
| c) A mental health expert said people needed to wake up. | T / F |
| d) Effective mental health treatment saves people's lives. | T / F |
| e) The most common mental health problem in Britain is depression. | T / F |
| f) Men in Britain suffer more mental health problems than women. | T / F |
| g) A charity worker said mental health issues are often ignored. | T / F |

Synonym Match

- | | | | |
|--------------|---------------|----------------|---------------|
| 1. reveals | 6. questioned | a. period | f. kind |
| 2. stage | 7. common | b. care | g. lamented |
| 3. form | 8. condition | c. illness | h. asked |
| 4. available | 9. bemoaned | d. shows | i. accessible |
| 5. treatment | 10. ignored | e. disregarded | j. prevalent |

Phrase Match

- | | |
|--------------------------------------|---------------------------|
| 1. some form | a. common form |
| 2. seen a doctor for | b. done for people |
| 3. more needed to be | c. for people who need it |
| 4. support is available | d. aged women |
| 5. effective mental health treatment | e. charity |
| 6. Researchers questioned | f. of mental illness |
| 7. depression was the most | g. in their life |
| 8. 40 per cent of middle- | h. 5,000 adults |
| 9. at some point | i. saves lives |
| 10. mental health | j. diagnosis |

Discussion – Student A

- a) How serious are mental health issues?
- b) Why are women more likely to develop mental health problems?
- c) What everyday things can affect our mental health?
- d) Why are older people more likely to develop mental health problems?
- e) What is the care like for people with mental health in your country?
- f) How would improving mental health care improve a country?
- g) Mental health is often missing from public health debates even though it's critical to wellbeing. (Diane Abbott) What do you think?
- h) What questions would you like to ask a mental health expert?

Discussion – Student B

- a) What do you think about what you read?
- b) Do you ever worry about your mental health?
- c) Should more money be spent helping people with mental health problems?
- d) What mental health conditions do you know about?
- e) How can we stay healthy mentally?
- f) How does depression affect people's lives?
- g) How do you know if you have a mental illness?
- h) "Mental health needs a great deal of attention. It's the final taboo and it needs to be faced and dealt with." (Adam Ant) What do you think?

Role Play

Role A – Medicine

You think medicine is the best way to help someone with a mental health problem. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the least effective of these (and why): exercise, therapy or a lifestyle change.

Role B – Exercise

You think exercise is the best way to help someone with a mental health problem. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the least effective of these (and why): medicine, therapy or a lifestyle change.

Role C – Therapy

You think therapy is the best way to help someone with a mental health problem. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the least effective of these (and why): exercise, medicine or a lifestyle change.

Role D – Lifestyle change

You think a lifestyle change is the best way to help someone with a mental health problem. Tell the others three reasons why. Tell them why their ways aren't so good. Also, tell the others which is the least effective of these (and why): exercise, therapy or medicine.

9.3.4 Defend your position 2

Diet soda

Many people drink diet sodas as part of their diet. They believe these drinks are healthier than fizzy drinks. However, according to a new study, "diet" versions of sugary drinks can be as bad for our heart as fizzy drinks that are loaded with sugar. The researchers who conducted the study said people should avoid diet sodas and other artificially sweetened beverages if they want to look after their health. They said the artificial sweeteners in diet drinks are not healthy. Dr Guy Mintz, a heart specialist, said: "The belief that artificial sweeteners are a safe substitute for sugar is fake news." He added: "Artificial sweeteners have been associated with weight gain, insulin resistance, and diabetes."

The research is published in the Journal of the American College of Cardiology. Researchers looked at health data from over 100,000 people in France. Participants in the study recorded their diet, activity level, and health status every six months. The researchers said: "Higher intakes of...artificially sweetened beverages were associated with a higher risk of cardiovascular disease, suggesting that artificially sweetened beverages might not be a healthy substitute for sugary drinks." They added: "Water, water, and more water should be the beverage of choice. Given childhood obesity, no sweetened or artificially sweetened beverage should be a staple in children's diets."

Sources: <https://medicalxpress.com/news/2020-10-artificially-sweetened-heart-healthier-sugary.html>

Vocabulary matching

1. diet	a. A type of something that is different from an earlier type or other types of the same type of thing.
2. fizzy	b. A disease in which the body cannot produce insulin and so puts too much sugar in the blood.
3. according to	c. A special course of food that someone eats.
4. version	d. As said or written by or in.
5. avoid	e. Of a drink containing bubbles of gas.
6. artificial	f. Keep away from or stop oneself from doing something.
7. diabetes	g. Made or produced by human beings rather than naturally.
8. published	h. A person who takes part in something.
9. participant	i. The official classification given to something.
10. status	j. A person or thing acting or serving in place of another.
11. beverage	k. Of an author or company printing a book, journal, piece of music, or other work for public sale.
12. cardiovascular	l. A main part of something, especially of a diet.
13. substitute	m. Relating to the heart and blood vessels.
14. staple osnovno živilo	n. A drink, especially one other than water.

Diet

Rank these diets. Put the best ways to diet at the top. Change partners often and share your rankings.

<input type="checkbox"/>	Be a vegetarian	<input type="checkbox"/>	No white bread or rice
<input type="checkbox"/>	Drink more water	<input type="checkbox"/>	No cakes of chocolate
<input type="checkbox"/>	Use smaller plates	<input type="checkbox"/>	Daily exercise
<input type="checkbox"/>	Cycle everywhere	<input type="checkbox"/>	Skip lunch

Synonym match

- | | |
|---------------|----------------|
| 1. believe | a. information |
| 2. study | b. synthetic |
| 3. conducted | c. replacement |
| 4. artificial | d. drinks |
| 5. associated | e. research |
| 6. data | f. food |
| 7. beverages | g. think |
| 8. substitute | h. fatness |
| 9. obesity | i. did |
| 10. diet | j. linked |

Substitutes

What healthy substitutes are there to these things? Which do you prefer? Why?

	Substitute	Which you prefer	Why
Coke			
Big Mac			
Chocolate			
Ice cream			
French fries			
White bread			

Role play

Role A – Being a Vegetarian

You think being a vegetarian is the best way to diet. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): cycling everywhere, skipping lunch or using smaller plates.

Role B – Cycling Everywhere

You think cycling everywhere is the best way to diet. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): being a vegetarian, skipping lunch or using smaller plates.

Role C – Skipping Lunch

You think skipping lunch is the best way to diet. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): cycling everywhere, being a vegetarian or using smaller plates.

Role D – Using Smaller Plates

You think using smaller plates is the best way to diet. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): cycling everywhere, skipping lunch or being a vegetarian.

9.3.5 Some useful expressions

CALCULATIONS

As an employee in tourism, you should be prepared to calculate and to explain your calculations. Here you can find the most common expressions used.

SIGN	is read as	SIGN	is read as
+	and	=	is / comes to / equals
—	less / minus	%	per cent
x	times	1,25	one point two five
÷	divided	€1,25	one euro and twenty-five cents

Match the calculations in column A with the answers in column B.

A	B
€45 + 10 %	is €11,70
€200 – 15%	comes to €49,50
€3,90 x 3	comes to €3 each
€12 ÷ 4	is €170
€121,25 x 4	is €485

Now decide which calculation is relevant and write it down, as you would say it.

One hot stone massage at the spa centre including the service charge.

The price for daily medical treatments from Monday to Friday.

The cost of three smoothies from the mini bar.

The price of a 3 months fitness centre membership with a corporate discount.

The cost per person of a ten-minute taxi ride shared by four people.

MEETINGS

Greeting	I'd like to start by welcoming... It's a pleasure to welcome...
Beginning	OK, shall we make a start? Let's get down to business. I declare the meeting open. Let's commence.
Purpose	Our aim today is... By the end of this meeting, we need to...
Agenda	As you'll see from the agenda... There're three items on the agenda. Is there any other business?
Time frame	The meeting is due to finish at... I'd like to finish by ... o'clock. I'd like to keep each item to ... minutes; otherwise we'll never get through the meeting.
Introducing our offer	You mentioned that you wanted to go over our offer and that you were especially interested in... Our most attractive feature is... If you take into consideration all the other services provided, our offer is great value. We're willing to give you a ...% discount if you buy over ..., since it is your first order with us. If you place regular orders, we could cover the insurance costs/costs of logistics.
Checking understanding	Could you clarify one point for me? It's about... Did you have ... in mind?
Asking for opinion	What do you think? What's your opinion? We haven't heard from... Can we hear what ... has to say?
Interrupting	Hold on... Could I just say something? Could I come in here for a moment?
Expressing opinion	I think/feel/believe... In my opinion, we should...
Concluding	If there are any other points of interest, we would be happy to send you additional material/to welcome you to our company. Should you have any further questions, please email me. It's been a pleasure talking to you. I look forward to doing business with you.

PRESENTATIONS

Greeting	Good morning ladies and gentlemen. It's an honour to have the opportunity to address such a distinguished audience. Welcome to... To begin, let's look at...
Introducing yourself	On behalf of myself and (name of the company) I'd like to welcome you. My name is... I know I've already met some of you, but just for the benefit of those I haven't, my name's...
Introducing the topic	Today, I'd like to outline... The purpose of this talk is to... I've divided my presentation into... parts/sections. They are... I'll give you the background and talk you through...
Drawing attention	Could I draw your attention to this slide/graph...
Inviting questions	If you have any questions, please don't hesitate to interrupt me. I'd be glad to answer any questions at the end of my talk. Please feel free to ask me any questions.
Possible answers	Sorry, I didn't catch the question. Could you please repeat it? That's confidential. I'm afraid I'm not at liberty to tell you. That's really not my field. But I can put you in touch with someone in my organisation. Well, I think that goes beyond the scope of today's presentation. Today I wanted to concentrate on..., not go into particulars

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