



OKTOBERFEST (GERMANY)



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Before You Read

Discuss.

1. Why do traditional festivals continue to attract millions of visitors?
2. How can festivals represent a country's culture?
3. Should governments invest money in cultural events?

Reading

Oktoberfest: Tradition in a Modern World

Oktoberfest has grown from a small royal wedding celebration in 1810 into one of the world's best-known cultural festivals. Every year, millions of visitors travel to Munich to experience Bavarian traditions, music, food, and hospitality.

Although many people associate Oktoberfest with beer, the festival offers much more. Traditional brass bands perform throughout the event, families enjoy amusement rides, and local food plays an important role. Visitors also experience regional customs, clothing, architecture, and music that have been passed down through generations.

Like many large festivals, Oktoberfest also faces modern challenges. Organisers must manage large crowds, protect public safety, reduce waste, and minimise environmental impacts. Public transport, recycling programmes, and careful planning help the festival remain successful while respecting the local community.

Today, Oktoberfest demonstrates how a traditional celebration can preserve history while adapting to the needs of modern society. It continues to attract visitors not only because of its entertainment, but because it offers an authentic cultural experience.

Vocabulary in Context

Match the words with their meanings.

Word	Meaning
hospitality	to protect and keep
authentic	a person who plans an event
adapt	real and genuine
preserve	connected to a particular area
organiser	friendly treatment of guests
regional	to change to suit new situations

Reading Comprehension

1. How did Oktoberfest begin?
2. Why do millions of people visit Munich each year?
3. Besides food, what cultural experiences can visitors enjoy?
4. What challenges do organisers face?
5. How has Oktoberfest changed over time?
6. Why does the festival remain popular?

Analysis - Discuss

1. Why is preserving culture important?
2. Should festivals change over time?
3. How can tourism benefit local communities?
4. What makes a festival authentic?

Teacher's Key

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