

## Unit 1: Selling Dreams

Some common travel and tourism words from these are both verbs and nouns. Complete the pairs of sentences below with the correct verb/noun pairs in the box.

boom	demand	launch	market	package	tour
------	--------	--------	--------	---------	------

- 1.1 There's \_\_\_\_\_ waiting for you in reception.
- 1.2 The role of a tour operator is to \_\_\_\_\_ transport, accommodation and activities into one product.
- 2.1 The \_\_\_\_\_ for cruises aimed at the under-40s segment is growing.
- 2.2 In order to \_\_\_\_\_ the destination, we need to identify its' unique features and selling points.
- 3.1 The programme includes a guide \_\_\_\_\_ around the Kennedy Space Center.
- 3.2 The Japanese group wish to \_\_\_\_\_ around Europe for two weeks.
- 4.1 The \_\_\_\_\_ in eco-tourism has created job opportunities.
- 4.2 The Chinese market will probably continue to \_\_\_\_\_ over the next ten years.
- 5.1 I \_\_\_\_\_ to see the manager now. I will not take 'no' for an answer.
- 5.2 Like every industry, tourism is based on supply and \_\_\_\_\_.
- 6.1 They have decided to \_\_\_\_\_ a new advertising campaign to boost sale.
- 6.2 Journalist have been invited to the \_\_\_\_\_ of the tour operator's own TV channel.

Find and underline all the combinations of descriptive adjective + noun.

### Your First Trip to Hawaii

The Hawaiian archipelago is a tropical paradise: the snow-capped mountains, dramatic cliffs and exotic wildlife on Kauai, the clear blue waters of Waikiki Beach on Oahu, the unspoiled tranquillity of Lanai and Molokai, and the spectacular Kilauea volcano on Hawaii's Big Island. It won't be choosing which island to visit on your first trip but you'll find there are no wrong answers.

Explore off-the-beaten-track destination, from secluded beaches to isolated villages that you won't find on postcard. Learn to surf, snorkel or kayak and earn your Hawaiian suntan. You'll find the itineraries on Hawaii are endless. From romantic escapades to family fun, from whale-watching to walking on a volcano, you can do it all or you can simply sit back and do nothing. Explore Hawaii's six unique islands and you're sure to find your first trip to Hawaii won't be your last.

Match the nouns in the box with ONE of the sets of adjectives 1-6 below.

accommodation	beach	mountains	road	village	volcano
---------------	-------	-----------	------	---------	---------

1. \_\_\_\_\_ sandy deserted golden
2. \_\_\_\_\_ spectacular surrounding majestic
3. \_\_\_\_\_ active dormant extinct
4. \_\_\_\_\_ remote pretty quite
5. \_\_\_\_\_ luxurious comfortable spacious
6. \_\_\_\_\_ steep scenic winding