

English for Tourism Personnel





Unit 1

Selling Dreams



WHERE
WOULD YOU GO
ON YOUR

Dream
Vacation?

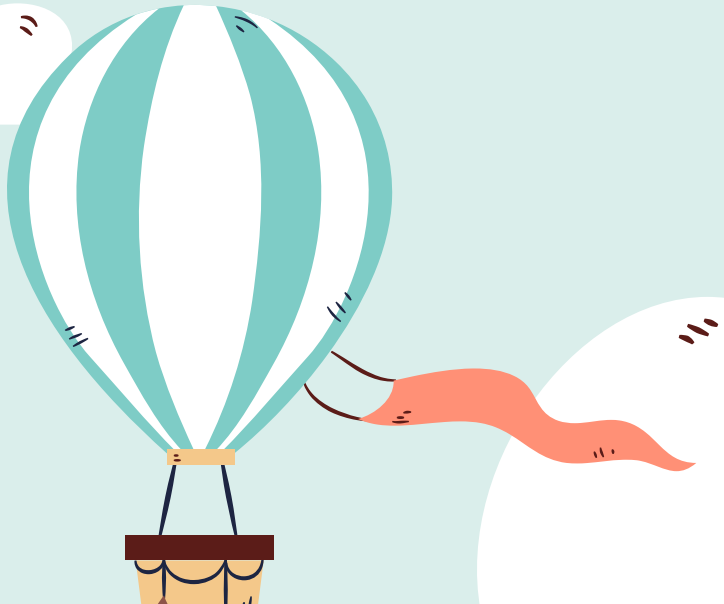
Dream Vacations



What kinds of 'dream' could be ...?



Selling the Hawaiian Dream



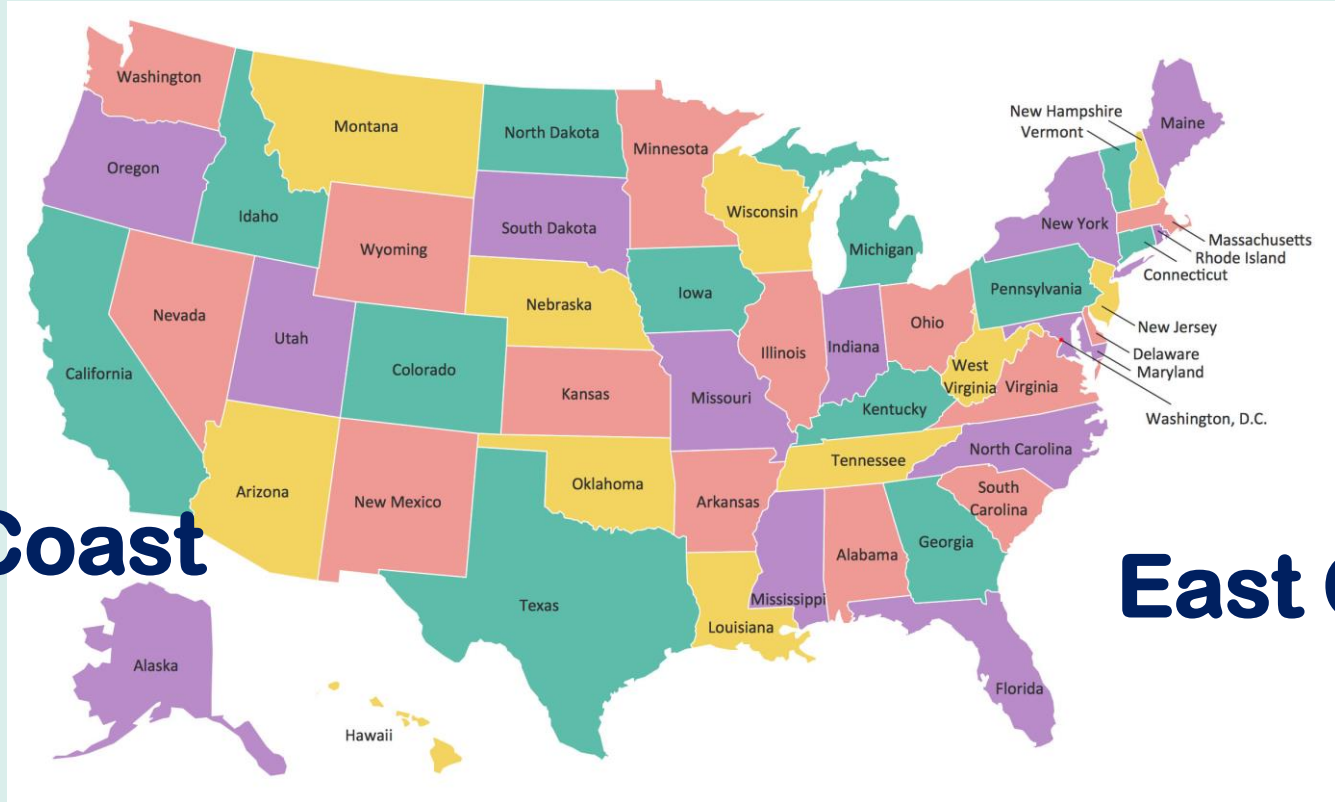
Selling the Hawaiian Dream (Cont.)

3. The markets that are important for the tourism industry in Hawaii:

1. USA (West coast)
2. USA (East coast)
3. Japan
4. Canada
5. Oceania



USA



West Coast

East Coast

Vocabulary (verbs and nouns)

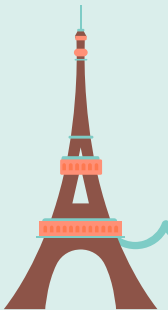
boom demand launch market package tour

1.1 There's package waiting for you in reception.

1.2 The role of a tour operator is to package transport, accommodation and activities into one product.

1.1 There's package (n.) waiting for you in reception.

1.2 The role of a tour operator is to package (v.) transport, accommodation and activities into one product.



Vocabulary (verbs and nouns)

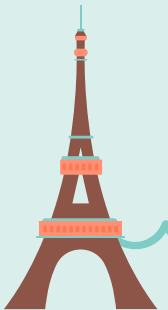
boom demand launch market package tour

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.

2.1 The **market (n.)** for cruises aimed at the under-40s segment is growing.

2.2 In order to **market (v.)** the destination, we need to identify its' unique features and selling points.



Vocabulary (verbs and nouns)

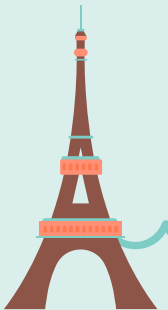
boom **demand** **launch** **market** **package** **tour**

3.1 The programme includes a guide _____ around the Kennedy Space Center.

3.2 The Japanese group wish to _____ around Europe for two weeks.

3.1 The programme includes a guided **tour (n.)** around the Kennedy Space Center.

3.2 The Japanese group wish to **tour (v.)** around Europe for two weeks.



Vocabulary (verbs and nouns)

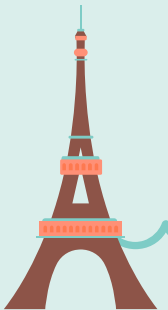
boom **demand** **launch** **market** **package** **tour**

4.1 The _____ in eco-tourism has created job opportunities.

4.2 The Chinese market will probably continue to _____ over the next ten years.

4.1 The **boom (n.)** in eco-tourism has created job opportunities.

4.2 The Chinese market will probably continue to **boom (v.)** over the next ten years.



Vocabulary (verbs and nouns)

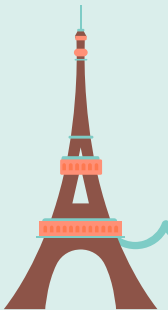
boom demand launch market package tour

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 _____.

5.1 I **demand (v.)** to see the manager now. I will not take 'no' for an answer.

5.2 Like every industry, tourism is based on supply and **demand (n.)**.



Vocabulary (verbs and nouns)

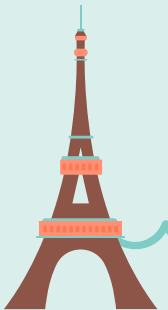
boom demand launch market package tour

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.

6.1 They have decided to **launch (v.)** a new advertising campaign to boost sale.

6.2 Journalist have been invited to the **launch (n.)** of the tour operator's own TV channel.



The background is a light teal color. It features stylized white clouds with small black outlines, positioned at the top and bottom. Teal wavy lines representing water are scattered throughout the scene, particularly near the top and bottom edges. The text "Tropical Paradise" is centered in a bold, orange font.

Tropical Paradise

Tropical Paradise



Lava ocean entry



Diamond head

1. Vocabulary (descriptive adj. + N.)



Your first trip to Hawaii



tropical paradise	spectacular Kilauea volcano
snow-capped mountains	off-the-beaten-track destinations
dramatic cliffs	secluded beaches
exotic wildlife	isolated villages
clear blue waters	romantic escapades
unspoiled tranquillity	unique islands





Kauai



dramatic cliffs



snow-capped mountain



Kauai
Wildlife



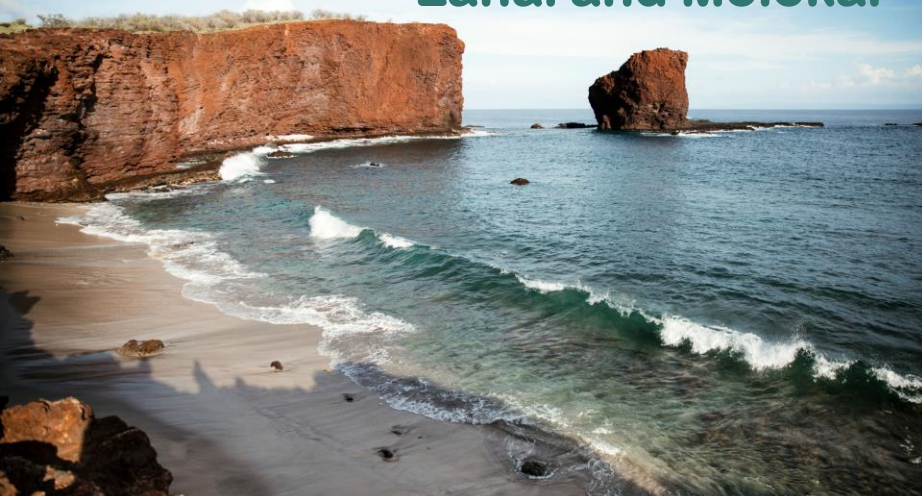
Waikiki beach on Oahu



clear blue waters



Lanai and Molokai





spectacular Kilauea Volcano

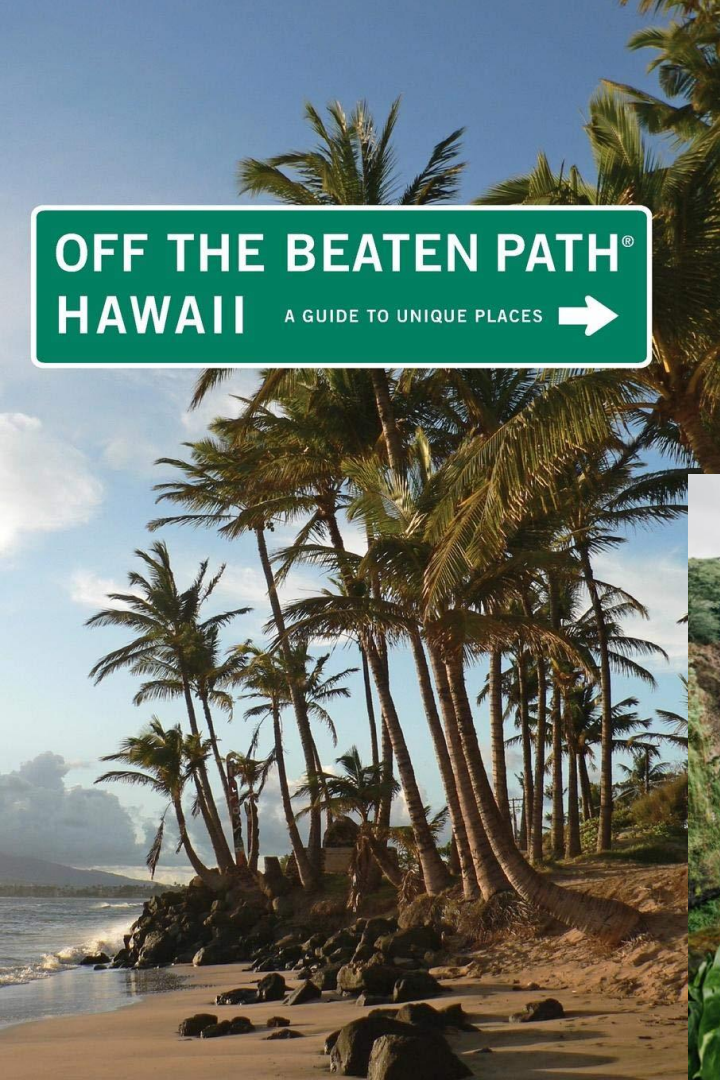


OFF THE BEATEN PATH® HAWAII

A GUIDE TO UNIQUE PLACES



off-the-beaten-track destinations





surfing

snorkeling



getting suntan
(sunbathing)

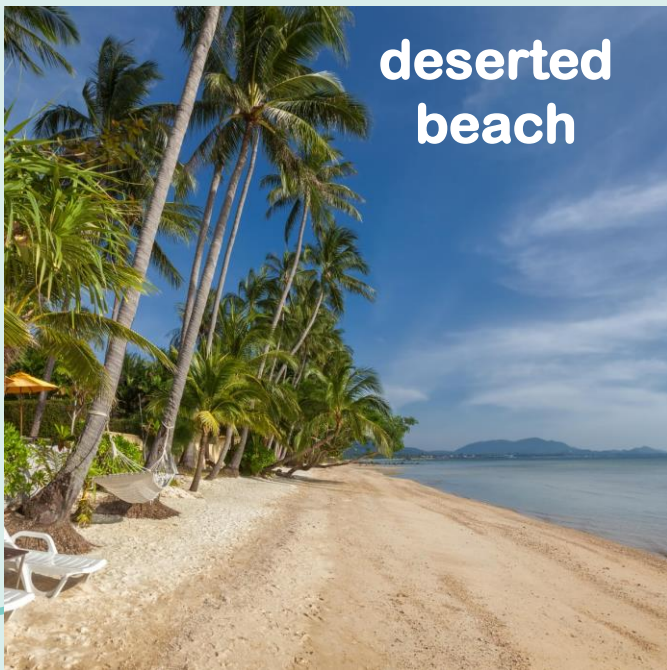


kayaking



3. Match the nouns and adjectives

accommodation beach mountains road village volcano



beach (n.)

sandy
(adj.)

deserted
(adj.)

golden
(adj.)

3. Match the nouns and adjectives

accommodation

beach

mountains

road

village

volcano

mountains (n.)

**spectacular
(adj.)**

**surrounding
(adj.)**

**majestic
(adj.)**



**majestic
mountain**

3. Match the nouns and adjectives

accommodation

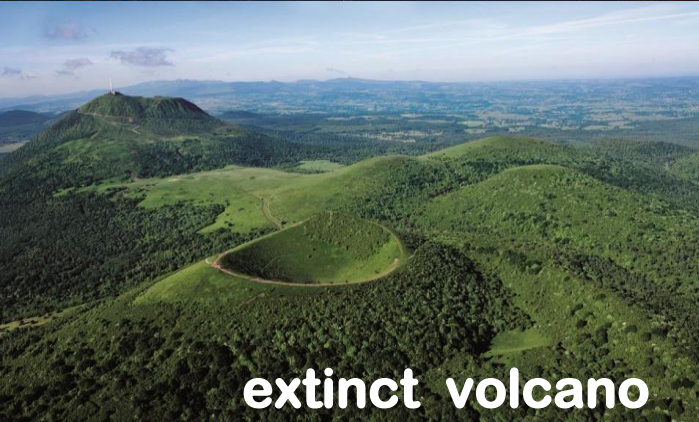
beach

mountains

road

village

volcano



volcano (n.)

**active
(adj.)**

**dormant
(adj.)**

**extinct
(adj.)**

3. Match the nouns and adjectives

accommodation beach mountains road village volcano

village (n.)

**remote
(adj.)**

**pretty
(adj.)**

**quiet
(adj.)**



remote village

3. Match the nouns and adjectives

accommodation beach mountains road village volcano



accommodation (n.)

luxurious
(adj.)

comfortable
(adj.)

spacious
(adj.)

3. Match the nouns and adjectives

accommodation

beach

mountains

road

village

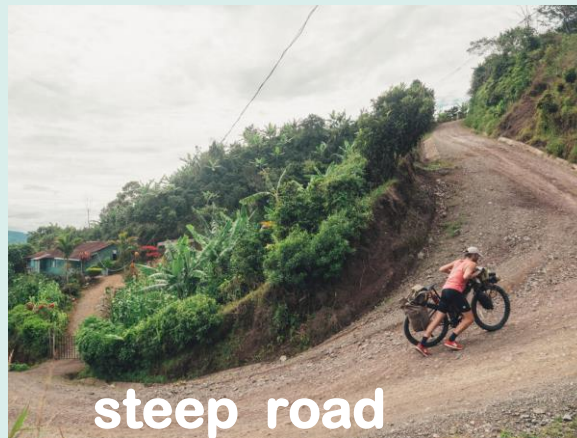
volcano

road (n.)

steep
(adj.)

scenic
(adj.)

winding
(adj.)



steep road





winding road



5. Put the adj. in the right places.



A Big Island holiday is truly inspiring. It boasts the world's most **quiet** **active** volcano and more than 80 beaches, some of which are **active** **deserted** and difficult to access down **luxurious** **steep** winding roads. There's a wide choice of accommodation ranging from reasonably-priced condominiums to **surrounding** **luxurious** villas in **steep** **quiet** villages with stunning views of the **deserted** **surrounding** mountains.



Koh Samui Wedding

Make the extract more attractive
Replace the words in *italics>*
with the words from the box
(as homework)







Koh Samui Wedding



Getting married in Koh Samui is a dream come true. This ¹**different** destination, where the ²**nice** beaches fringed with coconut palms and ³**decent** hotels offering comfort and hospitality that are ⁴**of a high standard** is a ⁵**lovely** place for you and your loved one to celebrate your wedding. Swim in the ⁶**clear** lagoons, stroll in the ⁷**green** tropical gardens and trek out to the ⁸**high** waterfalls of Na Muang, and enjoy the ⁹**good** views and ¹⁰**pleasant** walks.



The background is a light teal color. It features several white, stylized clouds scattered across the top and bottom edges. Some clouds have small black marks resembling eyes. Teal-colored wavy lines representing water are also scattered across the background, primarily near the top and bottom edges.

Professional skills: Marketing

Selling Dreams: Marketing mix

The **four P**s

Product is, in fact, a product or a service:

- tangible: the actual food and drink served in a hotel restaurant
- intangible: the work/service of a waitress or bar staff serving a customer or the job of housekeeping
- perishable: a hotel room or airline seat after the specified date



Selling Dreams: Marketing mix

The **four Ps**

Place means deciding how the product will be distributed and where people will buy it:

- in the past: sold through travel agents –
travellers received an envelope full
of documents such as a letter of
confirmation, flight tickets and hotel
vouchers

- at present: book online directly with the
operator or airline



Selling Dreams: Marketing mix

The **four Ps**

Promotion means more than just advertising, customers need to be told that the product exists:

- direct marketing:

direct mail, websites, advertisements on TV and in the press, telemarketing, point-of-sale material (tour operator brochures)



- sales promotions:

offering discounts, promotional codes and loyalty programmes, e.g. airmiles



Selling Dreams: Marketing mix

The **four P**s

Price is the actual cost of a package and it is the customer's benefits to preserve:

- value for money: perceived benefits must be greater than the costs

- competition:

the price needs to be slightly cheaper or more or less the same as the price charged by the nearest competitor offering a similar product or service





Thank You

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