

Unit 1. Selling Dreams: Vocabulary, Grammar, and Practice

Key Vocabulary: Travel and Tourism

The following terms are essential in the context of travel, tourism, and marketing. Many of them function as both nouns and verbs.

Word	Usage Example
package	We bought a complete holiday package.
market	They market the resort as a luxury destination.
tour	She gave a tour of the volcano site.
boom	Tourism in the area experienced a boom.
demand	There is high demand for eco-tourism.
launch	They launched a new travel brochure.

Grammar Focus: Present and Past Tense Review

Understanding and correctly using verb tenses is essential for describing tourism experiences, marketing strategies, and company history.

Common Tenses Used:

- Simple Present
- Present Perfect
- Past Simple
- Past Continuous
- Passive Voice

Sentence	Tense and Use
The company was founded in 1990.	Passive Past Simple
They have launched a new campaign.	Present Perfect
Sales are increasing rapidly.	Present Continuous
Visitors spent over \$10 million last year.	Past Simple
Luxury resorts were built along the coast.	Passive Past Simple

Descriptive Language: Adjectives and Nouns

Use vivid and specific adjectives to bring destinations and experiences to life.

Examples:

- tropical paradise
- snow-capped mountains

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- exotic wildlife
- unspoiled tranquility
- secluded beaches
- spectacular volcano

Practice Activities

A. Vocabulary Practice: Verb or Noun?

Decide whether the following uses are verbs or nouns.

1. They offer attractive holiday packages. (_____)
2. They launched the tour last month. (_____)
3. The demand for luxury travel is growing. (_____)
4. They boom during the summer season. (_____)

Answer Key: 1. noun, 2. verb, 3. noun, 4. verb

B. Grammar Practice: Complete the Sentences

Complete the sentences with the correct form of the verb.

1. The company _____ (launch) a new island tour last year.
2. Visitors _____ (spend) more money this year than ever before.
3. A new five-star hotel _____ (build) near the coast.
4. We _____ (not/visit) Hawaii before our honeymoon.
5. They _____ (plan) a campaign when the budget was cut.

Sample Answers:

1. launched
2. have spent
3. was built
4. had not visited
5. were planning

C. Descriptive Writing Practice

Describe your ideal tropical holiday using at least five adjectives from the list below.
(50–75 words)

tropical, exotic, luxurious, relaxing, secluded, vibrant, picturesque, dramatic, clear, comfortable

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D. The Four Ps: Product, Price, Place, Promotion

Match the question to the correct 'P' of the marketing mix.

1. What unique experience does the package offer?
2. Where can customers book the tour?
3. What types of advertising are used?
4. How much does the full tour cost?
5. Are discounts or loyalty programs available?
6. Is the service perishable or intangible?

Answer Key:

1. Product
2. Place
3. Promotion
4. Price
5. Promotion
6. Product