



# SELLING DREAMS

## UNIT MENU

**Grammar:** tense review

**Vocabulary:** money matters, describing locations

**Professional skills:** marketing

**Case study:** design a tour

## Speaking

### DREAM VACATIONS

- 1 What kinds of 'dream' could be associated with each photo, e.g. adventure, luxury, fun, relaxation?



A



B



C



D

## Listening

### SELLING THE HAWAIIAN DREAM

- 2 **1.1** Vy-Anh Nguyen is a student of tourism in California. Listen to her interview Teresa Koh from the Hawaii Tourism Authority. What are the **FOUR** main things she wants to know?
- 3 Listen again and answer the questions.
- 1 What question did the survey ask American travellers?
  - 2 What did the survey show about Hawaii?
  - 3 Put these markets in order of importance for the tourism industry in Hawaii.  
 \_\_\_ Canada    \_\_\_ Oceania    \_\_\_ Europe    \_\_\_ USA (West coast)    \_\_\_ Japan  
 \_\_\_ USA (East coast)
  - 4 Complete the profile of the two types of luxury traveller.
    - a Rich baby boomers are typically \_\_\_\_\_ and \_\_\_\_\_ about the experience they want.
    - b Young professionals have \_\_\_\_\_ but very little \_\_\_\_\_.
  - 5 What does the special Hawaii travel agent programme teach agents to do?

## GRAMMAR: TENSE REVIEW – PRESENT AND PAST TENSES

- 1 Use the **present simple** to talk about facts and situations that are generally true and the **present continuous** to describe ongoing projects and temporary events. Compare these sentences:  
*Globally, TUI Travel **employs** over 590,000 people.*  
***They're developing** new products all the time.*
- 2 Use the **past simple** to refer to a definite moment or period in the past and the **past continuous** to describe an ongoing situation in the past. Compare:  
*Thomas Cook **organized** the first package tour in 1841.*  
*People **were travelling** abroad more often.*
- 3 Use the **present perfect** to talk about a situation that began in the past and that either continues in the present or is relevant to the present moment.  
*She's **been** with us for five years. She's **worked** on many different projects.*
- 4 Use the **passive** when it is not known or it is not important who performs an action. Compare:  
*The national park **was established** in 2008.*  
*The area **has been developed** as a holiday destination.*

See Grammar reference, page 113.



- 4 Study the Grammar box and complete the history of Thomson/TUI with the correct active or passive form of the verbs in brackets.



## Thomson/TUI – Packaging dreams

The history of Thomson Holidays <sup>1</sup> \_\_\_\_\_ (begin) in 1965, when the entrepreneur Lord Thomson <sup>2</sup> \_\_\_\_\_ (buy) three travel companies – Britannia Airways, Riviera Holidays and Skytours. It was the right time to invest in tourism. Over the previous decade, demand for holidays in the sun had risen steadily and the package holiday industry <sup>3</sup> \_\_\_\_\_ (boom). Lord Thomson continued to develop the concept and <sup>4</sup> \_\_\_\_\_ (introduce) winter sun and cruise package holidays to the UK mass market.

In 1972, the three travel companies were merged into one company – the Thomson Travel Group – and the brand name 'Thomson Holidays'

<sup>5</sup> \_\_\_\_\_ (create). The Thomson Travel Group

<sup>6</sup> \_\_\_\_\_ (launch) on the London Stock Exchange in 1998 with a valuation of £1.7 billion. The group <sup>7</sup> \_\_\_\_\_ (acquire) by a German corporation in 2000 and renamed TUI AG. Thomson Holidays then <sup>8</sup> \_\_\_\_\_ (become) part of TUI UK.

Despite intense competition, TUI UK's market share <sup>9</sup> \_\_\_\_\_ (grow) and the company has continued to be successful. Recently, the group <sup>10</sup> \_\_\_\_\_ (launch) a new graduate training development programme, which is considered to be one of the best in the industry. Thomson <sup>11</sup> \_\_\_\_\_ still \_\_\_\_\_ (package) dreams for the mass market at the beginning of the 21st century and if you <sup>12</sup> \_\_\_\_\_ (look) for a career in tourism, it could be a good place to start.

## Vocabulary

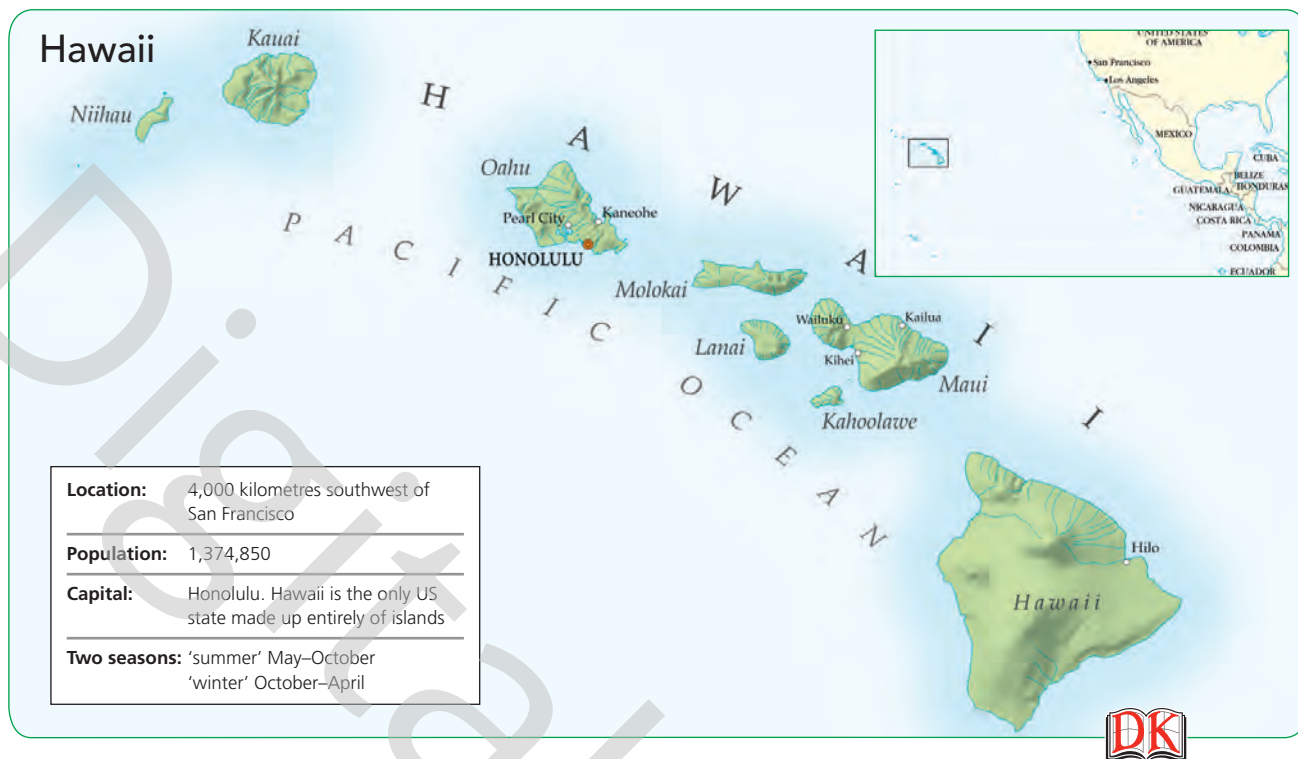
## VERBS AND NOUNS

- 5 Some common travel and tourism words from these pages 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 There's a package waiting for you in reception.  
The role of a tour operator is to package transport, accommodation and activities into one product.
- 2 The \_\_\_\_\_ for cruises aimed at the under-40s segment is growing.  
In order to \_\_\_\_\_ the destination, we need to identify its unique features and selling points.
- 3 The programme includes a guided \_\_\_\_\_ around the Kennedy Space Center.  
The Japanese group wish to \_\_\_\_\_ around Europe for two weeks.
- 4 The \_\_\_\_\_ in eco-tourism has created job opportunities.  
The Chinese market will probably continue to \_\_\_\_\_ over the next ten years.
- 5 I \_\_\_\_\_ to see the manager now. I will not take 'no' for an answer.  
Like every industry, tourism is based on supply and \_\_\_\_\_.
- 6 They have decided to \_\_\_\_\_ a new advertising campaign to boost sales.  
Journalists have been invited to the \_\_\_\_\_ of the tour operator's own TV channel.

# TROPICAL PARADISE



## Vocabulary

### DESCRIPTIVE ADJECTIVES AND NOUNS

- 1 Read the text from a brochure about Hawaii. 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 easy choosing which island to visit on your first trip but you'll find there are no wrong answers.

Explore off-the-beaten-track destinations, from secluded beaches to isolated villages that you won't find on a 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.

- 2 Work in pairs. Think of at least TWO more adjectives to describe the following nouns from the text. The adjectives must be positive and you can't use the same adjective for more than one noun. Share your ideas with the class.

1 beach 2 mountain 3 island 4 water 5 suntan 6 village

- 3 Match the nouns in the box with ONE of the sets of adjectives 1–6 below. Use a dictionary to help you.

accommodation beach mountains road village volcano

1 _____	2 _____	3 _____	4 _____	5 _____	6 _____
sandy	spectacular	active	remote	luxurious	steep
deserted	surrounding	dormant	pretty	comfortable	scenic
golden	majestic	extinct	quiet	spacious	winding



- 4 ))) 1.2 Put the adjectives from Exercise 3 into the correct group according to their stress pattern. Then listen and check your answers. Repeat the words.

1 □	2 □□	3 □□	4 □□□	5 □□□□	6 □□□
steep	sandy	extinct			

- 5 The adjectives in **bold** in the text are in the wrong place. Put them in the right places.

A Big Island holiday is truly inspiring. It boasts the world's most <sup>1</sup>~~quiet~~<sup>active</sup> volcano and more than 80 beaches, some of which are <sup>2</sup>**active** and difficult to access down <sup>3</sup>**luxurious** winding roads. There's a wide choice of accommodation ranging from reasonably-priced condominiums to <sup>4</sup>**surrounding** villas in <sup>5</sup>**steep** villages with stunning views of the <sup>6</sup>**deserted** mountains.

## Writing

### ADDING INTEREST

- 6 The extract below is correct but can be made more attractive to the reader. Replace the words in *italics* with the words in the box. Use each word once only.

cascading exotic lush luxury perfect scenic second to none  
sparkling spectacular white sandy

### Koh Samui Weddings

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

## Speaking

### DREAM PACKAGE TOURS

- 7 Work in groups of three. Student A, look at the information below. Student B, turn to File 1, page 102. Student C, turn to File 5, page 104. You are an independent travel consultant. Students B and C are tour operators who want to recruit you as an agent for the package they have on offer. Use the questions below to help you find out more about each package. Choose the one that sounds the best and most attractive.

- What is the name of the destination?
- How do visitors get there?
- What are its geographical features?
- Where do visitors stay?
- What is the main leisure activity?
- What are the other attractions?
- What does the package consist of?
- How much does it cost?

### RESEARCH

#### INTERNATIONAL OPERATORS

Choose a destination from the online brochure of a major international operator, e.g. Thomson, Kuoni, Thomas Cook. Look at some of the holidays available to this destination and list the adjective + noun phrases used to describe the place, facilities and activities on offer.

# PROFESSIONAL SKILLS

## MARKETING

### Listening

#### THE MARKETING MIX

- 1 Kenji Ischikawa is a specialist in the promotion of tourism products. He is giving a talk on the subject of 'the four Ps' in the marketing mix. Before you listen, match the adjectives with the meanings. Use a dictionary to help you.

- |                      |   |
|----------------------|---|
| 1 tangible (adj)     | a It goes bad and you can't use it after a certain time, e.g. fresh food.     |
| 2 intangible (adj)   | b You can see and touch it, e.g. an object such as a car or a hotel building. |
| 3 perishable (adj)   | c It doesn't go bad with time, e.g. tinned food.                              |
| 4 imperishable (adj) | d You can't see or touch it, e.g. an idea or a service.                       |

- 2 ))) 1.3 Listen to the first part of the talk. Which two 'Ps' is Kenji Ischikawa talking about? Complete the first column in the table.

- 3 ))) Listen again and complete the examples in the second column.

The marketing mix	Examples
P	tangible: intangible: perishable:
P	in the past: at present:

What other examples of *intangible* and *perishable* products can you think of?

- 4 ))) 1.4 Listen to the second part of the talk. Complete the table with the remaining two 'Ps' and the examples.

The marketing mix	Examples
P	direct marketing: sales promotions:
P	value for money: competition:



**5 Which of the four Ps do the questions 1–8 relate to? Write each question under the correct heading in the Professional skills box.**

- 1 What are its unique features?
- 2 Is location a key factor?
- 3 What are the best channels of distribution?
- 4 What kind of discounts will there be?
- 5 What needs and wants does it satisfy?
- 6 How can potential customers best be targeted?
- 7 How will competing products affect whatever is charged?
- 8 What is the most suitable type of media for advertising the product?

**PROFESSIONAL SKILLS: MARKETING**

**1 The product**

Who is the product aimed at?

What extra features should it include: insurance, optional excursions, etc.?

What are its unique features?

**2 The place**

Where can customers find out about the product?

**3 The promotion**

What sort of brand image should be created?

**4 The price**

What factors influence the pricing policy?

What price will the market bear?

Will there be local or national variations?

## Speaking

### MARKETING MIX ANALYSIS

**6 Work in pairs or small groups. Choose a holiday package to analyse. EITHER use the Ang Thong or the Vanuatu tropical paradise packages on pages 102 and 104 OR find a package on the internet.**

- 1 Analyse the marketing mix for the package.  
Discuss the marketing mix questions from Exercise 5.

**Ang Thong**



- 2 Decide which target market the package caters for best. Prepare a full profile of the four Ps – the product, place, promotion and price – for this product. Use your own ideas and make your own recommendations.
- 3 Present your ideas to the class.

**Vanuatu**





# CASE STUDY DESIGN A TOUR

## CASE STUDY MENU

Aim: To put together and present a wedding package in the Virgin Islands.

- 1 Read about a wedding and honeymoon package tour operator.
- 2 Listen to a discussion about a wedding package.
- 3 Read the customer and supplier profiles.
- 4 Cost a package for the customers. Present it to the class.

## Evermore Tours brochure

- 1 Read the extract from the brochure of Evermore Tours. What does the company do?



Evermore Tours offers you the opportunity to pledge your love for one another, surrounded by family and friends, in one of the world's most beautiful locations.

You say 'I do' and we do the rest. The Virgin Islands are famous for their fantastic, palm-fringed beaches and amazing scenery. We take away all the stress of organizing the most important day of your life, leaving you free to make the most of the experience and all at a cost that might just surprise you. Not only are our all-in weddings stress-free but you might be surprised to find that they can cost much less than a wedding at home.



## The wedding package

- 2 ))) 1.5 The owners of Evermore Tours are meeting to finalize the contents of their Virgin Islands package. Listen and tick (✓) the topics they discuss.

☐ transport    ☐ legal requirements    ☐ pricing    ☐ the wedding co-ordinator  
☐ guest list    ☐ FAQs    ☐ accommodation    ☐ cost of weddings abroad

- 3 ))) Listen again. Are the statements true (T) or false (F)?

- 1 The couple and guests will arrange and pay for their own flights. T / F
- 2 Evermore Tours have already costed the price of local transport. T / F
- 3 They want to make a profit margin of 30%. T / F
- 4 A wedding abroad is only about 13% more expensive than at home. T / F
- 5 All payments will be made in the same currency. T / F



## TASK



We would like to invite 20 people from our friends and family in New York and Tokyo to come to our wedding. We want them to share our special day with us and also give them a holiday to remember ...

Look at the customer profile and requirements. Put together an Evermore Tours wedding package for Rafael Martinez and Keitko Takatsu.

- Design an itinerary for the whole seven days of the package. Remember to include:
  - arrival and departure times
  - itinerary for the wedding day
  - services and extras
  - details of accommodation
  - details of wedding ceremony
  - description of location and venue
- Work out the total price Evermore Tours should charge. Remember to allow a comfortable profit margin.
- Present your package to the class. Describe what will happen on each day. Remember to make it sound as attractive as possible.

### Clearwater Beach Hotel

7-night package for two persons includes:

- 7 nights in a deluxe studio with king-size bed, private bathroom and balcony with ocean and garden views
- Full breakfast and candlelit evening meal on the terrace

Price: \$6,650

*(the manager said he could give us a 20% discount)*

### Virgin Flowers Inc

Wedding bouquets – \$200–\$350

Bridesmaids' bouquets – \$100–\$150

### Mamadoo

Virgin Island Catering Services

Wedding Specialists

Wedding cake: \$10 per person – minimum \$50

Buffet meal: \$60–\$95 per person

### Virgin Islands of the United States

Marriage licence fee – \$125

Fee for ceremony – \$150

### Clearwater Beach Resort

7 nights, \$1,490 per apartment. 4 guests per apartment. A daily maid service. All hotel services and sport facilities are available free of charge.

### Leilani McCleary – Photographer

2-hour photoshoot – \$500, \$135 for each additional hour. This includes a custom-designed CD.

### Wedding Dreams

Let us create your own website for invitations and a photo album – \$250.

## Writing a description for a brochure

- Write a description of 'Our Virgin Islands wedding package' for the Evermore Tours brochure (200–250 words). Use the model in the Writing bank on page 96 to help you.

### UNIT 1: KEY WORDS

accommodation attraction boom  
brochure consultant costing demand  
destination launch market package  
promote resort supplier tour  
See DVD-ROM Mini-dictionary