

HOW ARE YOU TODAY?



WARM-UP

If you could go on your dream holiday tomorrow, what are the first 5 things you would need to plan or book?



ACTIVITY 1: DISCUSSION

Discuss the questions in groups.

1. How do you decide where to travel and when?
2. How do you organize your schedule when you travel?
3. Have you ever used the services of a tourism professional?



ACTIVITY 2: TEXT

Complete the text with words from the box.

components - fixed - tour - package - transportation

What do tour operators do?

Tour operators basically bring together _____, transfers, accommodation, meals, attractions, and other services to make a _____ holiday or package _____, which is to say that for a _____ price the customer buys all the main _____ of their holiday.



ACTIVITY 3: TEXT

Match the concepts from box A with the definitions from box B

A

1. Specialist tour operators:
2. Inbound tour operators:
3. Mass market tour operators:
4. Domestic tour operators:

B

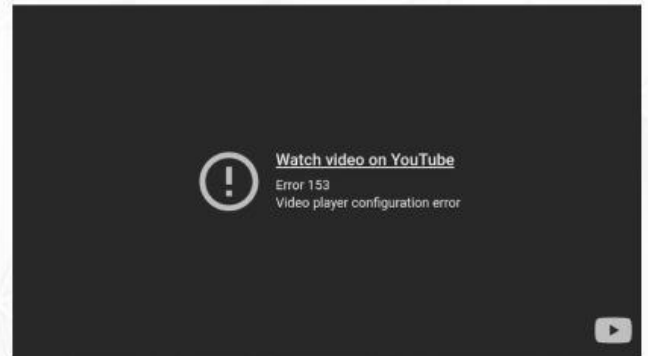
- a) _____ produce packages for tourists coming into a country from abroad.
- b) _____ create package holiday for people travelling to the world's most popular and most economical destinations.
- c) _____ specialize in packages for people travelling inside their own country.
- d) _____ offer packages to people with specific interests such as sailing or climbing.



ACTIVITY 4: VIDEO COMPREHENSION

Watch the interview to a real tour operator and answer the following questions.

1. Why did he decide to open a new tour in 2014?
2. Why is it important for the tourism industry to be creative these days?
3. Can you think of a place that can be better exploited?



ACTIVITY 5: ONE MINUTE PITCH

You are a new Specialist Tour Operator.

Your task is to create a **one-minute pitch** for a new, creative **'package tour'** you are offering. You must mention:

1. Your company's **specialty** (e.g., hiking, food, history, photography).
2. At least **three components** of your package (e.g., transportation, accommodation, a specific activity).
3. Why your tour is **unique** and **creative**.

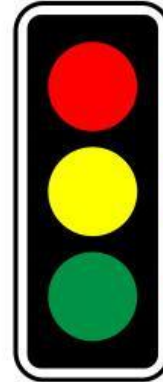


Class End

- Define and utilize the core lexicon of the tour operating sector.

- Differentiate between the four main types of tour operators

- Synthesize the concept of a 'creative package tour' by designing and describing a simple holiday package



I achieved 1 objective

I achieved 2 objectives

I achieved every objective