**ENGLISH LANGUAGE IN TOURISM**

**TRAVEL AGENTS & TOUR OPERATORS**

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<tr>
<td></td>
<td>single/return ticket</td>
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</tbody>
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**MARKETING & PROMOTION**

| market research | upmarket | special offer |
| market segment | downmarket | trade fair |
| target group | SWOT analysis | launching promotional campaign |
| marketing mix | browser | sponsorship |
| press release | opinion poll | PR |
| | survey | adverse publicity |

**SPECIAL INTEREST TOURISM**

| niche tourism | cultural tourism | honey-mooners | self-catering holiday |
| adventure holiday | educational tour | trekking | snowboarding |
| agro-holidays | incentive travel | pilgrimage | weekend break |
| backpackers | conference coordinator | rambling holidays | whale-watching |
| city break | expedition | recreational activities | white-water rafting |
| cruise | gastronomy & wine tours | safari | windsurfing |
| | heliskiing | hikers | |
### TOURIST GUIDING & ATTRACTIONS

- Guided tour
- Escort
- Panoramic tour
- Itinerary
- Tornado tour
- Optional excursion
- Sightseeing
- Commentary
- On-site interpretation
- Open-top bus
- Coach
- Setting sail
- Transfer
- Freeway
- Pax
- Porterage
- Drop-off point
- Pick-up point
- En route
- Lanes
- Time at leisure
- Downtown
- Pedestrianization
- Park-and-ride
- Cycleway
- Tube fares
- Square
- Promenade
- Boulevard
- Piers
- Bridge span
- Look-out point
- Observatory
- Chinatown
- (Jewish) quarter
- Harbour
- Red-light district
- Constabulary
- Tourist spots
- City highlights
- Man-made place
- Game park
- Amusement park
- Theme park
- Rollercoaster
- Haunted house
- White-knuckle ride
- Sleigh ride
- Pirates
- Fiesta
- Picnic site
- Flea market
- Floating market
- Refreshment stands
- Vendour
- Shopping mall
- Bazaars
- Distillery
- Reclining of (past)
- Antiquities
- Legacy/heritage
- Archeological and biblical sites
- Visitor centre
- Maritime museum
- Mausoleum
- Old fort
- Shrine/temple/wat
- Mosque
- Belfry
- Repository
- Fortress
dome
- Arch
- Tomb
- Handicraft
- Carvings
- Masterpiece
- Monument
- Sculpture
- Display

### ACCOMMODATION AND FACILITIES

- Hotelier
- Hotel chain
- Vacancy
- Penthouse suite
- Hostel keeper
- Guesthouse
- Coaching inn
- Chalet
- Cottage
- Condo
- Lodge
- Serviced apartments
- Self-contained apartment
- B&B accommodation
- Double/twin room
- Triple room
- Family room
- Adjoining rooms
- Amenities
- En suite facilities
- Business facilities
- Sports facilities
- Room facilities
- Washing facilities
- Refurbishment
- Ceiling fan
- Bunk beds
- Patio
- Closet
- Full board
- Continental breakfast
- Buffet-style restaurant
- Catering
- Nursery
- Concierge
- Reception
- Hospitality desk
- Lounges
- Valet service
- Ski storage
- Laundry
- Gym
- Steam room
- Sauna
- Porch
- Lawns
- Car parking
- Golf course
- Shopping arcade
- Gift shop
- Beauty parlour
- Restroom
- Elevator
- Cable car
- Infrastructure
- Courtesy bus
- Shuttle

### SUSTAINABILITY & ENVIRONMENT

- Sustainable tourism
- Responsible tourism
- Green tourism
- Humidity
- Reliable climate
- Altitude
- River banks
- River frontage
- Landscape
- Glacier
- Mountain ranges
- Frontier
- Artificial gravity
- Cliff erosion
- Natural habitat
- Great barrier reef
- Greenery
- Bay
- Peninsula
- Thermal hot springs
- Limestone formations
- Waterfall
- Gorge
- Blue lagoon
- Settlement
- Densely populated
- Local inhabitants
- Outskirts
- Poor town planning
- Litter
- Pollution
- Rubbish
- Over-consumption
- High-rise hotel
- Eco-consciousness
- Chemically treated food
- Environmentally-friendly
- Water conservation
- Biodegradable
- Waste disposal
- Renewable resources
- Recycling
- Endangered species
- Diversity
- Environmentalist
- Environmental policies
- Solar energy
- Fuel
- Lead-free petrol
| affordable journey | glittering monument | plunge pool |
| à la carte dining | glowing pool pavilion | prestigious company |
| amazing beauty | gourmet restaurant | pristine bushveld |
| ancient site | hands-on museum | prohibitive costs |
| appealing destination | hard-packed ski-runs | quaint village |
| approachable guide | hearty lunch | rapid development |
| arduous walk | heliski connoisseurs | reasonably-priced hotel |
| art deco design | high-rise hotel | relaxed pace |
| articulate curator | high-spending tourist | remote village |
| aspirational campaign | horse-drawn coach | renowned game reserve |
| beamed snug | hospitable staff | restored building |
| breathtaking view | ideally-situated hotel | rock-bottom price |
| broken-down caravan | indecent traveller | ruined cities |
| budget travel | indigenous community | rural vistas |
| bustling city | indoor exhibition | sacred ceremonies |
| carefree vacation | insufficient investment | scarce resources |
| cobbled street | intimate setting | scenic drive |
| competitive price | invigorating climate | secluded beach |
| compulsory visa | keen walker | smart bedrooms |
| cosy evening | lively city | soaring mountains |
| crowded slopes | locally-produced food | souvenir-hunting tourist |
| countless bars | long-established hotel | spacious lobby |
| declining empire | low-rise hotel | spectacular scenery |
| delicious food | lush garden | splendid view |
| discerning traveller | luxuriant sea | starlit night |
| diversified terrain | magnificent dome | striking view |
| easygoing atmosphere | maiden voyage | stunning scenery |
| economical car | majestic mountains | stylish cocktail bar |
| eligible staff | marble exterior | superb nightlife |
| enlightened holidaymakers | marvellous beach | suspension bridge |
| ethnic side | medieval fortress | swelteringly hot market |
| exclusive haven | memorable experience | toll-free motorway |
| exhausting tour | moderately-priced hotel | trading port |
| exorbitant price | mountain splendour | turn-of-the-century ambience |
| exotic plants | mouth-watering dish | unbeatable bargain |
| extinct animals | national cuisine | undulating hills |
| fabulous resort | nautical flavour | unique souvenir |
| family-run hotel | numerate travel agent | unspoilt ecosystem |
| fascinating tour | open-air restaurant | urban planning |
| floodlit tennis court | outdoor jacuzzi | value for money tour |
| foreign-owned hotel | out-of-this-world experience | vast majority |
| freelance guide | outstanding vacation | welcoming cafes |
| frightening ride | picturesque coastline | well-appointed hotel |
| fully-furnished cabin | | well-stocked mini-bar |
| genuine interest | | wildlife getaway |