

ATTRACTIONS IN A CITY

Landmarks
Tourist trap
Downtown
Pedestrian zone
Promenade
Stronghold
Edifice
Maritime museum
Military museum
Wax museum
Museum of contemporary art
Natural history museum
Amusement park
Theme park
Adventure park

THEME PARKS

Ride
Roller coaster
Haunted mansion
Dark ride
White –knuckle ride
Flat ride
Tea-cup ride
Bumper cars

NATURAL HERITAGE

Valley
Plain
Gulf
Bay
Reef
Rock formation
Strait
Cape
Cliff
Gorge
Swamp/ marsh
Confluence

ACTIVITIES FOR TOURISTS

Trekking
Pony-trekking
White-water rafting

Angling
Fly-fishing
Corn maze
Caving
Ballooning
Snorkelling
Scuba-diving
Glass-bottom boat
Wind surfing
Clam digging
Kite flying
Orienteering
Geocaching
Bushcraft
Quad biking
Duck tours
Segway tours
Ziplining
Zorbing/sphering
Canopy walkways
Snow-shoeing
Dog-sledding
Heli skiing
Nordic skiing
Sledding
Traditional craft workshop

PERSONAL TRAITS

Punctual
Knowledgable
Committed
Approachable
Outspoken
Persuasive
Self-assured

SUSTAINABLE TOURISM

Economic leakage
Traffic congestion
Erosion
Local community
Green energy
Renewable sources of energy
Waste
Waste disposal

Garbage/Rubbish
Sewage treatment
Endangered species
Environmentally-friendly products
Green hotels

LANGUAGE OF PROMOTION

Lush garden
Picturesque village
Pristine beach
Scenic drive
Bustling city
Dramatic cliffs
Soaring mountains
Rugged mountains
Thriving community

PROMOTIONAL TOOLS

Advertising hoardings
Trade show
Influencer marketing
Endorsment
Press release
Press conference
Leaflet
Commercial
Point-of-sale promotion

FOOD AND BEVERAGE

Noodles with poppy seeds
Plum dumplings
Raw pepper
Chargrilled pepper
Stuffed pepper
Pickled cabbage
Mashed potatoes
Fillo dough
Salad dressing

Peel
Chop
Slice
Grate
Spread
Simmer

Stir
Dip
Melt
Fine dining restaurant
Steakhouse
Seafood restaurant
Tavern/inn
Food court/food hall
Pop-up restaurant

Executive chef
Sous chef
Pastry chef
Pantry cook
Server
Busser
Bartender
Host/hostess
Maitre d`hotel

REMUNERATION

Revenue
Fee
Wages
Gratuuity/tip
Perks
Subsidized accomodation

MONEY/DOCUMENTS

No-cash system
ATM/cash point
Deposit
Due date
Special rates
Invoice
Receipt
Bill

HOTEL RATES

Exorbitant/prohibitive
Upscale/upmarket
Downmarket
Budget hotel
Mid-range
Moderately-priced hotel

Supplement
Surcharge
Upgrading
Loyalty club