

Applied English for Tourism 1

Intermediate

**Guillermo
Escolar**
E D I T O R

The audio and video tracks referred to in this manual can be downloaded from:
https://www.guillermoescolareditor.com/libro/applied-english-for-tourism-1_197220/

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UNIT 1

DREAMS & TOURISM NEUROMARKETING

1. SPEAKING¹



What makes a trip unforgettable? Follow these steps:

- a. Think & write: Think about the most memorable trip you've taken. What made it special? Write three elements that made that trip unforgettable for you. For example, meeting local people, visiting hidden places, doing something for the first time...

1. _____

2. _____

3. _____

- b. Share & discuss. Compare your ideas with a partner or in small groups. Did you have similar or different experiences? Were your trips more about the destination or the experience?

¹ All images in this book, unless expressly stated otherwise, have been generated with the assistance of artificial intelligence tools.

- c. Have a look at the following text titled “The magic of tailored travel”. What do you think the text will talk about? Choose one:
- a. Tourist attractions around the world
 - b. Problems with group travel
 - c. New trends in personalized tourism
 - d. Budget travel for young people



2. READING

2.1. Read the following text:

The magic of tailored travel

In today's highly competitive tourism industry, personalization has become the key to attracting modern travelers. Gone are the days of one-size-fits-all vacation packages. Today's tourists, particularly millennials and Gen Z travelers, are looking for unique, immersive experiences that align with their personal values and interests. Whether it's cooking with locals in Tuscany, hiking hidden trails in Patagonia, or practicing yoga in a Balinese rainforest, travelers are seeking more than just a destination — they're seeking stories to tell.

This growing demand has led to the rise of boutique travel agencies that specialize in customized trips. These agencies use technology, such as AI-based recommendation systems, to suggest experiences based on clients' travel history, preferences, and even social media activity. They also rely on local guides who provide authentic insights that larger tour operators may overlook.

Personalized travel isn't just about adding activities to an itinerary — it's about crafting a journey that resonates emotionally. For some, that might mean a honeymoon on a remote island; for others, a heritage tour exploring their family roots. Sustainability also plays a major role in these choices, with many travelers opting for eco-friendly accommodations and responsible tourism practices.

As the trend grows, industry professionals must learn to balance creativity with practicality, offering dreamlike experiences without sacrificing safety, budget, or logistical coherence. Selling dreams, in this context, means creating memories that last a lifetime — not just pictures for social media.

2.2. Choose the best option (A, B, C, or D). Only one option is correct.

1. What is the main focus of modern tourists according to the text?
- A. Price and convenience
 - B. Traditional sightseeing tours
 - C. Unique and meaningful experiences
 - D. Group discounts and travel insurance

2. Boutique travel agencies differ from larger tour operators because they:
 - A. offer cheaper packages
 - B. only cater to luxury travelers
 - C. follow fixed itineraries
 - D. provide customized and authentic services
3. According to the passage, how is technology used in personalized tourism?
 - A. To book cheap flights and hotels
 - B. To monitor customers' expenses
 - C. To recommend trips based on personal data
 - D. To advertise travel deals online
4. The text implies that travelers want to:
 - A. relax on beaches all day
 - B. document everything for work
 - C. engage emotionally with their journey
 - D. spend less time planning trips
5. Which of these is *not* mentioned as a personalized travel activity?
 - A. Horseback riding in Mongolia
 - B. Cooking with locals in Tuscany
 - C. Yoga in a Balinese rainforest
 - D. Hiking in Patagonia
6. What role do local guides play in the travel experience?
 - A. They book flights and accommodation
 - B. They handle all group logistics
 - C. They offer unique and personal insights
 - D. They work only with luxury tourists
7. What is the meaning of “resonates emotionally” in paragraph 3?
 - A. Matches someone's schedule
 - B. Creates a strong emotional connection
 - C. Involves a lot of traveling
 - D. Costs a lot of money
8. Why do travelers choose eco-friendly options, according to the text?
 - A. To travel more comfortably
 - B. Because they are cheaper
 - C. Due to sustainability concerns
 - D. Because they include free meals

9. The expression “Selling dreams” in the last paragraph means:
- A. Making up stories for tourists
 - B. Promising experiences that are unrealistic
 - C. Offering trips that become unforgettable memories
 - D. Marketing expensive luxury vacations
10. What is a challenge for tourism professionals in personalized travel?
- A. Reducing environmental impact
 - B. Increasing group sizes
 - C. Creating emotional trips while staying realistic
 - D. Hiring more travel agents



3. SPEAKING

What is your “dream trip”? Does it include adventurous, luxurious, relaxing or fun activities? What are the “dreams” associated with the following pictures?





4. LISTENING. AUDIO FILE 1

4.1. Listen to the podcast episode and complete the sentences with the correct information. Use no more than 3 words for each gap.

1. The host of the podcast is named _____, and he's a travel journalist and storyteller.
2. The episode is based on a random _____ conducted among travelers.
3. Amy Watkins is a _____ who lives in London.
4. Amy dreams of taking part in a traditional _____ in Japan.
5. John Ramirez wants to drive along the _____ from San Francisco to San Diego.
6. Priya Nair works for an _____ and loves ethical tourism.
7. Priya would like to hike to _____ and visit Brazil.
8. Liam O'Connor's dream includes _____ in the Great Barrier Reef.

9. Zanele Mokoena is an _____ from Cape Town.
10. Zanele wants to see the _____ from a glass igloo in Finland.

4.2. Write short answers (3–5 sentences) to the following questions. There are no right or wrong answers — just share your ideas clearly.

1. Which of the five dream trips mentioned in the podcast do you find most inspiring or interesting? Why?

2. In your opinion, how do personal values influence the way people choose to travel?

3. Describe your own dream trip and explain what makes it special for you.
