# Attracting tourists

VOCABULARY PRACTICE
ADVANCED | C1

Name: _____ Date: _____

## 1 Match each advanced term with its definition.

| | |
|---|---|
| **1** place identity ____ | **a** the meanings and associations a place holds for residents and visitors |
| **2** destination lifecycle ____ | **b** the stages a destination passes through, from discovery to decline or renewal |
| **3** commodification of culture ____ | **c** the process of turning cultural practices into products for consumption |
| **4** tourist gaze ____ | **d** the way tourists are conditioned to view and interpret a place through media and expectation |
| **5** experiential marketing ____ | **e** marketing that creates memorable engagement rather than passive advertising |
| **6** brand equity ____ | **f** the value and reputation a brand has accumulated over time |
| **7** stakeholder engagement ____ | **g** involving local communities and businesses in decision-making |
| **8** market saturation ____ | **h** the point at which a market can absorb no further growth |
| **9** differentiation strategy ____ | **i** an approach to distinguishing a destination clearly from competitors |
| **10** perceptual mapping ____ | **j** a technique for visualising how a destination compares with rivals along key attributes |

## 2 Choose the most precise term for each context.

1 The meanings a place holds for residents and visitors is place identity / a street address.

2 The stages a destination passes through over time is its destination lifecycle / a single event.

3 Turning culture into consumable products is commodification of culture / cultural preservation.

4 The conditioned way tourists view a place is the tourist gaze / an objective view.

5 Marketing through memorable engagement is experiential marketing / passive advertising.

6 The accumulated value of a brand is brand equity / raw revenue.

7 The point where a market can grow no further is market saturation / early growth.

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8 An approach to standing out from competitors is a differentiation strategy / imitation.

## 3 Match the verbs with the noun phrases to form academic collocations.

| | |
|---|---|
| **1** cultivate ____ | **a** a destination brand |
| **2** commodify ____ | **b** local tradition |
| **3** reposition ____ | **c** a mature market |
| **4** differentiate ____ | **d** a destination from its competitors |
| **5** saturate ____ | **e** brand equity |
| **6** leverage ____ | **f** a visitor experience |
| **7** curate ____ | **g** cultural claims |
| **8** authenticate ____ | **h** a niche market |

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## 4 Complete the analysis with terms from the box.

**brand equity | commodification of culture | destination lifecycle | differentiation strategy | experiential marketing | market saturation | perceptual mapping | place identity | stakeholder engagement | tourist gaze**

Tourism scholars applying the 1 _____ model observe that destinations typically pass through predictable stages, from initial discovery through rapid growth to eventual 2 _____, at which point renewal or decline becomes likely. Successful marketing increasingly relies on genuine 3 _____, engaging visitors through memorable activities rather than passive advertising, though critics warn this can accelerate the 4 _____, as local traditions are packaged primarily for consumption. Effective destinations typically pursue a clear 5 _____, using tools such as 6 _____ to identify how they are perceived relative to competitors and adjust positioning accordingly. Sustainable strategies depend heavily on 7 _____, ensuring residents and local businesses shape decisions rather than being sidelined. Marketing theorists also examine the 8 _____, the socially conditioned way visitors expect to see and photograph a place, which can distort authentic 9 _____ into a simplified, marketable image. Over time, accumulated 10 _____ can allow an established destination to command premium pricing even amid growing competition.

## 5 Read the text and answer the questions briefly.

**The double-edged sword of destination branding**

Destination branding offers clear commercial benefits, helping a place differentiate itself in a crowded global tourism market and command premium visitor spending. Yet scholars increasingly question whether branding processes, by simplifying a place's identity into a marketable image, inevitably distort more complex local realities. The tourist gaze, shaped by promotional imagery long before a visitor arrives, can create expectations that pressure local communities to perform a curated version of their own culture, a dynamic some critics describe as a form of commodification. Proponents counter that branding need not be inauthentic if local stakeholders genuinely shape the narrative, suggesting that the ethical dimension of destination marketing depends less on branding itself than on who controls the process.

1 What commercial benefits does destination branding offer? _____

2 What do scholars increasingly question about branding processes? _____

3 What shapes the tourist gaze before a visitor even arrives? _____

4 What pressure can this create for local communities? _____

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5 What do proponents of branding counter? _____

6 What does the ethical dimension of destination marketing depend on, according to the text? ____

## 6 Replace the words in bold with a precise term or collocation.

1 The destination reached the point where the market could grow no further. _____

2 Local traditions were turned into products for tourists to consume. _____

3 The campaign engaged visitors through memorable experiences. _____

4 The brand had built up significant value and reputation over time. _____

## OVER TO YOU

Write a 160-190 word critical commentary on how destination branding shapes both commercial success and local authenticity, distinguishing observation from inference.

[ ] Use at least twelve target expressions. [ ] Include four academic collocations. [ ] Maintain a precise, balanced register.

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## ANSWER KEY

### 1 Advanced terms

1 a 2 b 3 c 4 d 5 e 6 f 7 g 8 h 9 i 10 j

### 2 Precise terms

1 place identity 2 destination lifecycle 3 commodification of culture 4 tourist gaze 5 experiential marketing 6 brand equity 7 market saturation 8 a differentiation strategy

### 3 Academic collocations

1 e cultivate brand equity 2 b commodify local tradition 3 c reposition a mature market... note adjust
4 d differentiate a destination from its competitors 5 h saturate a niche market... note adjust 6 a leverage a destination brand
7 f curate a visitor experience 8 g authenticate cultural claims

### 4 Analysis

1 destination lifecycle 2 market saturation 3 experiential marketing 4 commodification of culture
5 differentiation strategy 6 perceptual mapping 7 stakeholder engagement 8 tourist gaze
9 place identity 10 brand equity

### 5 Reading - suggested answers

1 Helping a place differentiate itself and command premium visitor spending.
2 Whether branding inevitably distorts more complex local realities by simplifying identity into a marketable image.
3 Promotional imagery, long before a visitor arrives.
4 Pressure to perform a curated version of their own culture.
5 That branding need not be inauthentic if local stakeholders genuinely shape the narrative.
6 Who controls the process.

### 6 Precise terms and collocations

1 market saturation 2 commodified 3 experiential marketing 4 brand equity

### Over to you

Answers will vary. Look for conceptual precision, evidence-aware reasoning and balanced evaluation.