Holidays

VOCABULARY PRACTICE

UPPER-INTERMEDIATE | B2

Name: _____ **Date:** _____

1 Match each holiday-industry term with its meaning.

1 dynamic packaging	____	a work available only during parts of the year
2 price parity	____	b response intended to repair a service failure
3 non-refundable rate	____	c customer belief about what a stay will provide
4 occupancy rate	____	d accommodation and transport combined by the customer
5 overdevelopment	____	e price that cannot be recovered after cancellation
6 authentic experience	____	f experience presented as connected to local life or culture
7 seasonal employment	____	g consistency of price across sales channels
8 service recovery	____	h excessive construction harming a destination
9 guest expectation	____	i inaccurate overall impression created by advertising
10 misleading representation	____	j proportion of available rooms being used

2 Complete the hospitality collocations.

employment | expectation | packaging | parity | rate | recovery | representation | rate

1 offer dynamic _____

2 maintain price _____

3 sell a non-refundable _____

4 increase the occupancy _____

5 rely on seasonal _____

6 manage guest _____

7 deliver effective service _____

8 avoid misleading _____

3 Choose the most precise term for the context.

1 A traveller combines flights and hotels online: *dynamic packaging / full board*.

2 The same room price appears everywhere: *price parity / occupancy rate*.

3 Cancellation gives no refund: *non-refundable rate / supplement*.

4 A destination has excessive resort construction: *overdevelopment / seasonality*.

5 Staff apologise, refund and resolve a failure: *service recovery / price parity*.

6 Advertising creates an inaccurate overall impression: *misleading representation / guest expectation*.

7 A visitor seeks meaningful local participation: *authentic experience / exclusive access*.

8 Most hotel rooms are occupied: *high occupancy rate / dynamic packaging*.

Holidays

4 Complete the resort performance review with terms from the box.

authentic experience | dynamic packaging | guest expectation | misleading representation | non-refundable rate | occupancy rate | overdevelopment | price parity | seasonal employment | service recovery

The resort uses **1** _____ to combine flights and rooms while monitoring **2** _____ across platforms. A cheaper **3** _____ attracts early bookings, and the summer **4** _____ is high. However, reliance on **5** _____ affects workforce stability. Marketing promises an **6** _____, raising each **7** _____. Images must avoid **8** _____. Complaints require effective **9** _____, while regional planning should prevent **10** _____.

5 Read the text and answer the questions briefly.

What counts as authentic?
A tour operator advertised a village meal as an authentic encounter. Residents cooked traditional dishes, but the event timetable, seating and entertainment were designed mainly for visitor convenience. Some residents valued the income; others felt that everyday practices had become a performance. Authenticity was therefore not a fixed property of the event. It depended on who controlled its design, how benefits were shared and whether residents could refuse or change participation.

1 How was the meal advertised? _____

2 Which features were designed for visitors? _____

3 Why did some residents value the event? _____

4 What concern did others express? _____

5 Why was authenticity not fixed? _____

6 What three governance questions mattered? _____

6 Rewrite using the expression in capitals.

1 The guest will receive no money after cancelling. **NON-REFUNDABLE** ___

2 The hotel repaired the service failure effectively. **RECOVERY** ___

3 Advertising gave the wrong overall impression. **MISLEADING** ___

4 Too many resorts were built along the coast. **OVERDEVELOPMENT** ___

OVER TO YOU

Write a **120-150 word** evaluation of a holiday product or resort. Address pricing, expectations, advertising, authenticity, employment, service recovery and local impact.

[ ] Use at least ten target expressions. [ ] Distinguish marketing claims from evidence. [ ] Include guest and resident perspectives.

ANSWER KEY

1 Holiday-industry terms

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

2 Hospitality collocations

1 **packaging** 2 **parity** 3 **rate** 4 **rate** 5 **employment** 6 **expectation** 7 **recovery** 8 **representation**

3 Precise terms

1 **dynamic packaging** 2 **price parity** 3 **non-refundable rate** 4 **overdevelopment**
5 **service recovery** 6 **misleading representation** 7 **authentic experience** 8 **high occupancy rate**

4 Resort performance review

1 **dynamic packaging** 2 **price parity** 3 **non-refundable rate** 4 **occupancy rate** 5 **seasonal employment** 6 **authentic experience** 7 **guest expectation** 8 **misleading representation** 9 **service recovery** 10 **overdevelopment**

5 Reading - suggested answers

1 As an authentic encounter. 2 Timetable, seating and entertainment. 3 It provided income. 4 Everyday practices became a performance.
5 It depended on control, benefits and consent. 6 Who controlled it, how benefits were shared and whether residents could refuse or change it.

6 Rewriting - possible answers

1 It is a **non-refundable rate**. 2 The hotel delivered effective service **recovery**. 3 This was **misleading representation**. 4 The coast suffered **overdevelopment**.

Over to you: Answers will vary. Check commercial precision, evidence, stakeholder perspectives and local effects.