**Topic:**

Using Mastercard/Visa for booking trips, getting the best hotel deals in Ecuador, and technical vocabulary.

**Grammar Focus:**

* **Future Perfect Continuous** (Subject + will + have + been + verb-ing)
* **Future Perfect Simple** (Subject + will have + past participle)

**Goal:**

Promoting a destination, digital marketing, and organizing excursions in eastern Ecuador.

**Activity Outline**

**1. Introduction (10 minutes)**

* **Example**: "By next month, we **will have completed** setting up a Mastercard and Visa payment system for our customers booking trips to eastern Ecuador. In two years, our digital marketing efforts **will have been promoting** the region for over a decade."
* **Technical Vocabulary**: Explain key terms (e.g., *booking*, *digital marketing*, *promotion*, *excursions*) and provide a glossary of 5–10 relevant words.

**2. Activity 1: Creating Future Statements (15 minutes)**

* **Instructions**: Write three sentences each using Future Perfect Simple and Future Perfect Continuous about promoting a tourist package to eastern Ecuador.
* **Example**:
	+ *Future Perfect Simple*: "By the end of 2025, we **will have secured** discounts with hotels in eastern Ecuador for our customers."
	+ *Future Perfect Continuous*: "By next summer, our social media campaigns **will have been reaching** potential travelers from around the world."
* **Output**: Students should create six sentences (three in each form).

**3. Activity 2: Hotel Deal Promotion (20 minutes)**

* **Instructions**: Imagine you’re working on a digital marketing campaign for hotel deals in eastern Ecuador.
* **Tasks**:
	+ Write an email or social media post promoting the use of Mastercard/Visa for hotel bookings. Include at least one sentence each with Future Perfect Simple and Future Perfect Continuous.
	+ Use at least three technical vocabulary words.
* **Example Post**: "By booking with Mastercard or Visa by November, you **will have saved** up to 15% on hotels in eastern Ecuador. By the end of the year, our team **will have been promoting** these incredible deals to ensure you have the best experience."

**4. Technical Vocabulary Evaluation (15 minutes)**

* **Instructions**: Match vocabulary words to their definitions, and use each word in a sentence about organizing an excursion.
	+ Vocabulary: *itinerary*, *reservation*, *destination*, *promote*, *discount*, etc.
* **Example**: "By the time our next excursion starts, I **will have finalized** the entire itinerary."

**5. Reflection and Submission (5 minutes)**

* **Instructions**: Students write a brief summary on how the use of Future Perfect Continuous and Simple helped in expressing future actions clearly in the context of promoting eastern Ecuador.

Here are some videos to support your lesson on the Future Perfect Continuous, Future Perfect Simple, and tourism topics like promoting a destination and digital marketing:

1. **Future Perfect Simple vs. Future Perfect Continuous**
This video provides a comparison of the two tenses, with examples to understand their specific uses and nuances. [Watch here](https://www.youtube.com/watch?v=fRGTQLdQ-oQ)​

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1. **Future Perfect Tenses Explanation**
Covers Future Perfect Simple and Future Perfect Continuous, with a focus on construction and usage that would be helpful for structuring sentences related to tourism promotions. [Watch here](https://www.youtube.com/watch?v=1oSL6kT-Sy4)​

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1. **Detailed Lesson on Future Tenses**
This lesson includes all aspects of the Future Perfect tenses with practical examples, making it easier for students to apply these tenses in tourism-related contexts. [Watch here](https://www.youtube.com/watch?v=UzSDBL3qGjU)​

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For additional resources on **digital marketing in tourism**, **destination promotion**, and **organizing excursions**, platforms like YouTube have playlists and webinars on tourism marketing strategies. Videos on channels such as "World Tourism Organization" or "Digital Marketing Institute" can provide real-world applications and examples for these topics.

These resources can help students understand grammar structures and apply them in the context of tourism promotion effectively. Let me know if you need more links for specific tourism marketing strategies!