CORSO DI ISTRUZIONE TECNICA SUPERIORE

TECNICO SUPERIORE PER IL TURISMO CROCIERISTICO INTERNAZIONALE

Figura nazionale 5.1.2 Tecnico Superiore per la Gestione di Strutture Turistico-Ricettive (VI livello EQF)



PROMOTING AND MARKETING INTOURISM

a cura di Prof. Luigi Vallillo



MATERIAL MADE BY TEACHER AND STAFF OF THE BRITISH INSTITUTES NAPOLI

- SOURCES
- ENGLISH FILE BOOK
- GOING INTERNATIONAL ENGLISH FOR TOURISM

Believe you can and you're halfway there.



PROMOTING AND MARKETING INTOURISM

Students focus on promoting and marketing in the tourism sector



LISTENING ACTIVITY



Selling a Holiday (Going International English for Tourism p.156/157)

Listen to these three conversations on the telephone. In each case the enquirer is asking for more details about one of the advertised holidays.

For each holiday, note down any information given about the following topics.

- -location, scenery, etc.
- accommodation and facilities
- length of holidays and itineraries on offer
- what to do and see
- meal arrangements

READING ACTIVITY

- Selling a Holiday (Going International English for Tourism p.154/155)

Types of advertising and promotion

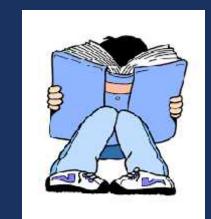
Look at these slogans and extracts from advertisements connected with tourism (1–11). Match them with the destinations and services (a–k) listed on the next page.



READING EXERCISE

Holiday advertisements

Here are some advertisements for specialist holidays. Read them quickly and identify the type of holiday being advertised in each one.



VOCABULARY

PLANNING A PROMOTIONAL CAMPAIGN

GLACIER
COSY
ONLINE
MARKET SEGMENT
EXTRAORDINARY
CENTENARY
BROWSE

GRAMMAR – POSSESSIVE ADJECTIVES

What are possessive adjectives?

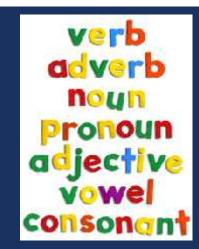
Possessive adjectives - my, your, his, her, its, our, your, their - modify the noun following

it in order to show possession.

Examples:

I'll get my bag.

Is this your luggage?



Diapositiva 9

C1 Carmen; 02/02/2018

C2 Carmen; 02/02/2018

GRAMMAR – POSSESSIVE PRONOUNS

Possessive Pronouns: Used in Sentences. Possessive pronouns include my, mine, our, ours, its, his, her, hers, their, theirs, your and yours - all words that demonstrate ownership. Here are some examples of possessive pronouns used in sentences: The kids are yours and mine.



Diapositiva 10

C3 Carmen; 02/02/2018

C4 Carmen; 02/02/2018

C8

GRAMMAR – POSSESSIVE NOUNS

The possessive form is used with nouns referring to people, groups of people, countries, and animals. It shows a relationship of belonging between one thing and another. To form the possessive, add apostrophe + s to the noun. If the noun is plural, or already ends in s, just add an apostrophe after the s.



Diapositiva 11

C7 Carmen; 02/02/2018

C8 Carmen; 02/02/2018

GRAMMAR – POSSESSIVE QUESTIONS

We use whose to ask questions:

Pattern A Pattern B

Whose coat is this? or Whose is this coat?

Whose book is that? or Whose is that book?

Whose bags are those? or Whose are those bags?



Diapositiva 12

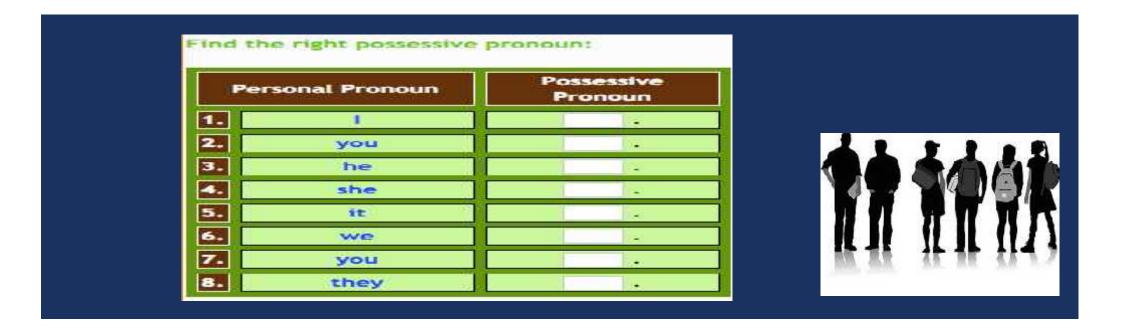
C5 Carmen; 02/02/2018

C6 Carmen; 02/02/2018

Read	the sentence. Choose the correct answer.	
a.	I don't like brother.	mine (my)
b.	She wears red shoes everyday.	her hers
C.	hair is really long.	Your You're
d.	I passed maths test.	my me
e.	I met new baby brother.	he's his
f.	Gran is a good cook, cakes are amazing.	she's her

- 1. The dogs / The dog's collar is blue.
- 2. Aaron's / Aarons friend is named Adam.
- 3. I really like my grandmothers / my grandmother's cookies.
- 4. If you want to go to the movies / the movie's we should go by car.
- 5. I really like to drink soda using spiral straws / straw's.
- 6. The birds / the bird's egg is blue.
- 7. I like the smell of roses / rose's.
- 8. Diamonds / Diamond's are a girls / girl's best friend.
- 9. David's / Davids mom is very tall.
- 10. My brothers / My brother's are twins.





Planning Food for a Party

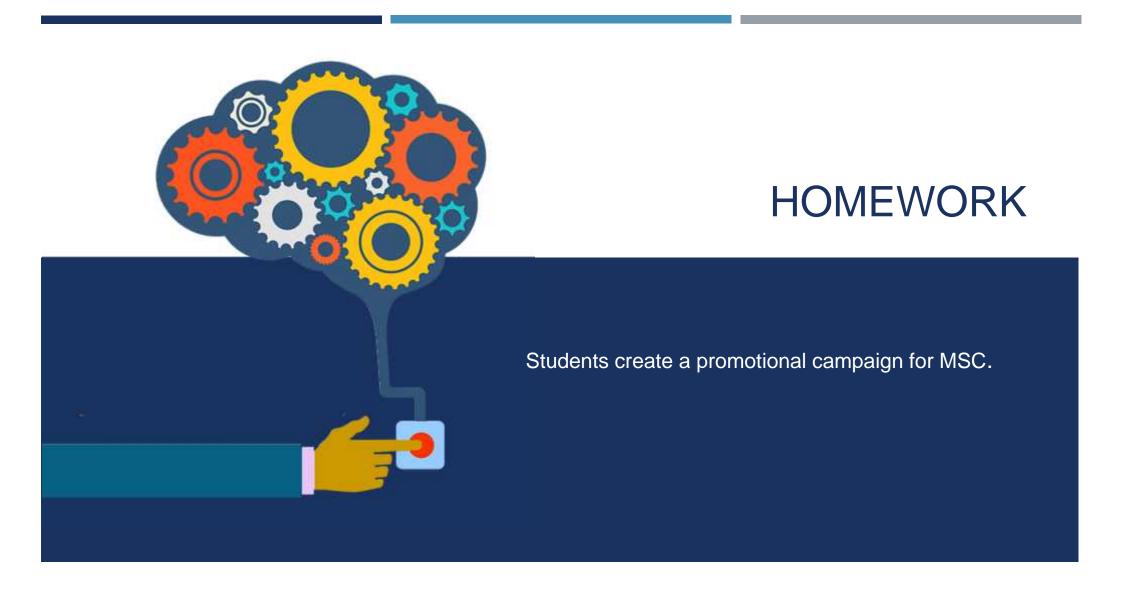
We need a great idea for the food for the party. Who has a suggestion? Rick, Jase: what about you? Sure, I have an idea.

My idea is to serve egg sandwiches. Rick: I like 2 _____ idea because eggs are pretty easy to cook. Does anyone else Jose: have a different idea? Rick: Well, Susan has an interesting idea. Really? Susan, what's @ _____ idea? Tose: idea is to serve cheeseburgers. Susan: 6 I love cheeseburgers, but that sounds like a lot of work. Someone has to cook the meat and then make the sandwiches. Does anyone else have an idea? Susan: Yes, Ben told me about a great idea that he has.



Great, let's hear it. Hey, where is Ben? Jose: Susan: I don't know. I'm surprised he isn't here. Susan, since Ben isn't here, can you tell us 6 idea for the party food? Tose: Susan: He wants all the guests to cook 6 ______ favorite food and bring it to the party. Oh, right. In the U.S., that's called a potluck dinner. Jase: Rick: Hey, don't forget Martha and Lim. They have an idea for the party, too. ____ idea is to serve pizza. I really like pizza. In fact, it's 8 _____ favorite food. I like 0 ____ idea, but we can't cook the pizzas here. We have to buy them from a restaurant. Susan: I think I like Ben's idea the best. @ _____ suggestion of a potluck party is the best.





CONTATTI

LUIGI VALLILLO

Cell. 081408849

Email napoli@britishinstitutes.org

