
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 IN TOURISM

a cura di Prof. Luigi Vallillo



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TECNOLOGIE
INNOVATIVE
PER I BENI E
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MSC
CRUISES

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 IN TOURISM

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

CUT PRICE	GLACIER
TELE-SALES	COSY
POINT-OF-SALE	ONLINE
ADVERTISING	MARKET SEGMENT
SLOGAN	EXTRAORDINARY
FAMILIARIZATION TRIP	CENTENARY
CHALLENGING	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.

verb
adverb
noun
pronoun
adjective
vowel
consonant

Diapositiva 10

C3 Carmen; 02/02/2018

C4 Carmen; 02/02/2018

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

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?

Pattern B

verb
adverb
noun
pronoun
adjective
vowel
consonant

Diapositiva 12

- C5 Carmen; 02/02/2018
- C6 Carmen; 02/02/2018

GRAMMAR EXERCISES

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



GRAMMAR EXERCISES

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.



GRAMMAR EXERCISES

Find the right possessive pronoun:

Personal Pronoun		Possessive Pronoun	
1.	I		.
2.	you		.
3.	he		.
4.	she		.
5.	it		.
6.	we		.
7.	you		.
8.	they		.



GRAMMAR EXERCISES

Planning Food for a Party

Jose: We need a great idea for the food for the party. Who has a suggestion? Rick, what about you?

Rick: Sure, I have an idea. ❶ My idea is to serve egg sandwiches.

Jose: I like ❷ _____ idea because eggs are pretty easy to cook. Does anyone else have a different idea?

Rick: Well, Susan has an interesting idea.

Jose: Really? Susan, what's ❸ _____ idea?

Susan: ❹ _____ idea is to serve cheeseburgers.

Jose: 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.



GRAMMAR EXERCISES

Jose: Great, let's hear it. Hey, where is Ben?

Susan: I don't know. I'm surprised he isn't here.

Jose: Susan, since Ben isn't here, can you tell us ⑤ _____ idea for the party food?

Susan: He wants all the guests to cook ⑥ _____ favorite food and bring it to the party.

Jose: Oh, right. In the U.S., that's called a potluck dinner.

Rick: Hey, don't forget Martha and Lim. They have an idea for the party, too.
⑦ _____ idea is to serve pizza.

Jose: I really like pizza. In fact, it's ⑧ _____ favorite food. I like ⑨ _____ 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. ⑩ _____ suggestion of a potluck party is the best.





HOMEWORK

Students create a promotional campaign for MSC.

CONTATTI

LUIGI VALLILLO

Cell. 081408849

Email napoli@britishinstitutes.org



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