

# Tourism



Unit 2: Lesson 1B



Pre-Intermediate (A2-B1)



## Objectives



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In this lesson you are going to write a leaflet for tourists visiting your region or city.

After completing this lesson you should be able to:

- ▶ Design and create a leaflet about a tourist destination.
- ▶ Explore one very common language pattern.
- ▶ Compare your leaflet with a model leaflet.



# Tourism

## Design a leaflet for tourists

# A

# A

### Task.

Read this announcement from a local newspaper.

### DESIGN IT RIGHT - COMPETITION

We are the number ONE advertising agency for all of your local needs and we are looking for the next generation of marketing professionals. Are you young and creative? Are you passionate about your local area? Do you fit the bill?

If the answer is 'yes' to these questions, design a TOURIST LEAFLET and win yourself a trip to a destination of your choice in our region for a day for four people.

Send your entries to this email address as an attachment;

competition@designitright

# B

You have decided to enter the competition.

*Work in small groups.*

Talk about these things.

- ◆ The type of people who might visit your choice of place
- ◆ The destinations you should include in your leaflet
- ◆ Why tourists should go to these places
- ◆ Adjectives you could use to make your text interesting
- ◆ The use of a title-pictures-bullet points

# C

Look at this leaflet.



### Discover the city of the explorers

One of Europe's most picturesque and attractive capital cities, Lisbon is built on a series of hills with captivating views from every angle. Don't miss the many world heritage monuments and wander the ancient streets of the old quarters of Alfama and Bairro Alto. Lisbon is officially Europe's best value capital. The weather is mild even in winter and the surroundings offer the chance to relax on sandy beaches, visit fairy-tale castles and appreciate the stunning countryside. Don't miss out!

### Visit romantic Lisbon



How could you improve this leaflet?

Think about the ideas you discussed earlier.

# D

Create your leaflet.

Display your leaflet.

Read and evaluate the other leaflets.



# Tourism

# B

## How did you do?

### A

#### Task feedback.

Assess your classmates' leaflets.

Give each one a mark out of ten for each of these categories. The leaflet;

#### SCORE

Would persuade me to visit if I was a tourist.

☐

Was easy to read and informative.

☐

Was well-organized.

☐

Was visually attractive.

☐

Used noun phrases with adjectives accurately.

☐

### FEEDBACK

1. Suggest improvements based on your scores.
2. Suggest some corrections on the language used in the leaflets.
3. Vote on which entry would have the best chance of winning the competition.

### B

Read this model leaflet.



Goa is one of the high points of any visit to India. Located on the subcontinent's western coast the tiny island of Goa itself is a truly enchanting location for young and old alike. With its exotic landscapes, golden beaches, rolling hills, amazing sea food and its calm atmosphere, a visit to Goa is first choice for both Indian and foreign tourists. Refreshing for the body as well as the soul. Here are some of the high points:

- ◆ Goa's world-famous beaches cover about 128 kilometers of coastline with a full range of accommodation from luxury hotels to budget price beach huts available.
- ◆ Getting there is easy and affordable. Goa has a first-class international airport.
- ◆ There's no lack of cultural destinations to enjoy including the Bom Jesus Basilica, Fort Aguada and the wax museum with exhibits showing Indian culture and, of course, the fascinating Heritage Museum.
- ◆ Shopping in Goa is a real pleasure-from its centuries old traditional handicraft markets to its high-end stores.

*Don't miss out on the vacation destination of a lifetime.*



# Tourism

## Language patterns

# C

# A

**Task follow-on.**

Read the below information.

### ABOUT LANGUAGE

#### Key Patterns

- ◆ There a small number of patterns you can easily learn which will help you increase your vocabulary a lot.
- ◆ Here are some useful patterns to look out for;

*adjective + noun - a tiny island*

*verb + noun - visit India*

*verb + adverb - arrive safely*

*noun + noun - summer clothes*

# B

Look at these examples of one key pattern.

a picturesque city (adj + n.)  
an attractive capital (adj. + n. )



Work with a partner.  
Make a note of examples.

adj. + n.  
a coastal city  
good weather  
a historic town

Can you remember any other examples from earlier in the lesson?

# C

Combine words from each column to form phrases.

attractive  
captivating  
ancient  
old  
best-value  
sandy  
fairy-tale  
stunning

view  
castles  
city  
countryside  
streets  
capital  
quarter  
beaches

# D

Compare your ideas with this text.

### Discover the city of the explorers

One of Europe's most picturesque and **attractive** capital **cities**, Lisbon is built on a series of hills with **captivating views** from every angle. Don't miss the many world heritage monuments and wander the **ancient streets** of the **old quarters** of Alfama and Bairro Alto. Lisbon is officially Europe's **best-value capital**. The weather is mild even in winter and the surroundings offer the chance to relax on **sandy beaches**, visit **fairy-tale castles** and appreciate the **stunning countryside**. Don't miss out!

*Visit romantic Lisbon*

# Tourism

## Summing up



### Today you...

- ◆ read a text about a city and then produced a leaflet written to persuade tourists to visit your region or city.
- ◆ read a text about a tourist destination in India and analyzed a text from earlier in the lesson to help you notice examples of the pattern adj. + n.

### Homework Idea

Look at your leaflets again.

- ◆ Note down any adjective + noun combinations you find.
- ◆ Bring these to the next class.

Look at the text about Goa. Use a highlighter pen, find more examples and mark these.

Start a section of your folder or notebook for vocabulary on the topics 'places' and 'travel'.



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