

Marketing/Tourism: Destination marketing

Listening skills: Listening and noting points of interest

Speaking skills: Using notes for speaking; Describing aim and purpose



1 SPEAKING

a Look at the tourist destinations in the photos. Do you know where they are?

Why do you think a lot of tourists go there? Think about:

- history and culture
- going out
- sport and relaxing
- shopping
- nature
- atmosphere

b Think of a tourist destination in your own country.

- 1 Why do people go there?
- 2 Imagine you are going to market it. What makes this place attractive to visitors as a tourist destination?

2 LISTENING



Andy

a Listen to a fragment of a student's seminar about tourism and answer the questions.

- 1 What is 'destination marketing'? Choose the best answer.
 - a marketing a town or a region that tourists may want to visit
 - b marketing a hotel, a restaurant or a café in a tourist area
 - c marketing transport that tourists may use to get to a place
- 2 Andy talks about ways to use the internet effectively for marketing. Which of these ideas does he mention?
 - a getting visitors to comment on their experiences
 - b offering virtual tours of the destination
 - c getting young people to help design the website
 - d making the website clear and easy to use

b Listen again and make brief notes on the topics below.

- 1 the aim of destination marketing
- 2 tourists under 30
- 3 two features of a 'good' marketing website
- 4 research about 'experience marketing'
- 5 why VR is useful

c Look at your answers to 2a and 2b. Choose two points you think are interesting. Compare with other students. Say why you chose your points.

d CRITICAL THINKING NOTING POINTS OF INTEREST

When you listen to a seminar or lecture, it is good to pay attention to points that interest you, and either remember them or note them down. Do you think these sentences are true or false?

- 1 These are points you could ask a question about later.
- 2 You could find out more about these points later from reading.
- 3 It helps you to listen in a more active and focused way.
- 4 The interesting points are always the most important ones.


e Andy says at the end:

'... there are many others. Another very important point is ...'

What other ideas could he add about destination marketing? Think about:

- people
- companies
- social media
- analysing data
- offline advertising

3 LANGUAGE FOCUS Aim and purpose

- a  12.2 Look at these sentences from Andy's seminar. Complete the sentences with words or expressions from the box. More than one answer may be possible. Then listen and check.

aim of	in order to	so
so that	purpose of	way of

- The ____ destination marketing is to make your location seem more attractive, ____ you will increase the number of visitors who go there.
- We need to develop new ways of doing it, ____ keep up to date.
- It should also be clear, ____ it's easy to find the information.
- This is still quite new, but it's a very good ____ showing what a destination is like.
- The main ____ this is to let the visitor choose what they want to see.

b Answer the questions.

- In sentence 2, what single word could we use instead of *in order to*?
- Which expression in the examples means the same as *so*?
- Which word means the same as *aim*?
- Which expression is followed in the examples by verb + *-ing*?

c Complete these sentences about tourism with one word from the box.

aim	order	so	that	way
-----	-------	----	------	-----

- Most hotels offer cheaper prices out of season. The ____ of this is to keep the hotel full all year round.
- Many tourists go on package holidays, ____ they don't need to plan their own holiday.
- When you visit a foreign country, it's good to find out how people live. A good ____ of doing this is to stay with a local family in a homestay.
- Many tourists visit other countries simply in ____ to relax and have a change from their normal lives.
- Some cities in Europe are trying to limit tourist numbers, so ____ they don't destroy the character of the city.

4 PRONUNCIATION Words with the sound /ə/

- a  12.3 Listen to this sentence from Andy's seminar.


The aim **of** destination marketing is **to** make your location seem more attractive, **so that** you **will** increase **the** number **of** visitors who go there.

What do you notice about the sound of the words in **bold**? Three answers are correct.


- He says them quickly.
- They all have a long vowel sound.
- They are all unstressed.
- They all have a similar short sound.
- They all have different vowel sounds.

- b Look at this sentence. Underline the words which you think will have the sound /ə/.

OK, so destination marketing is important and we need to develop new ways of doing it in order to keep up to date, because tourism is changing all the time.

- c  12.4 Listen and check. Then practise saying the sentence.

5 SPEAKING

- a  Work in small groups. Look at Andy's notes below for another part of his seminar. What do you think he is planning to say? Try joining the ideas together into longer sentences. Use expressions from 3 to help you.

You should find out who will want to visit and why, so that you can target those groups.

Ideas for destination marketing

- Find out who will want to visit and why – target those groups
To do this: analyse data – regular visitors (how old? male/female? how they travel?)
- Use social media – reach the target audience
- Viral ads – people send them to their friends
- Advertise offline (magazines, TV) – reach people who don't often use the internet
Advertise in public places – people who travel to work
Airports – people who travel abroad
- Use travel websites (e.g. TripAdvisor) – reach people who don't know about you

STUDY SKILLS: USING NOTES TO PREPARE FOR SPEAKING

- a Look again at Andy's notes. Which of these does he include in them?
- Expressions which 'oil the wheels' of the presentation (like *It's important to ...* or *First of all ...*)
 - Key words (nouns and verbs) showing the main points
 - Linking words (like *in order to*, *so*, *also*)
 - Pronouns (like *you*, *it*) and modal verbs (like *should*, *can*)
- b To speak using the notes, what will you need to add?

- b  Together, practise giving the seminar to each other. Add some of these expressions:

My talk is about ... First of all, ... It's important to ...

It's a good idea to ... You can also ... Another key point is ...