



Cartoline dall'Italia

Conoscere e promuovere le bellezze d'Italia

Vita contemporanea: Viaggi & Turismo
Roberta Pennasilico, NMHS



Video creation: example

Look at the example from Newz.it on Calabria region:

<https://www.youtube.com/watch?v=Y8fwf6RFWK8>

Promoting a tourist site:
the language of **Tourism**

Video advertising/1, Intermediate level: Guidelines



I NOSTRI SERVIZI

+39 392.99.24.699

OUR SERVICES

+39 320.97.34.430



Noleggio scooter (ultima generazione, nuovi o con pochissimi km)

Scooters rental (new generation, new or with only a few km).

Possibilità di consegna/riconsegna dei mezzi presso gli alberghi e b&b e aeroporto con un piccolo extra.



Optional service delivery/return of scooters in your hotels, b&b and at the airport with a little extra cost.

Noleggio biciclette elettriche

Electric bicycle rental.



Caschi jet o integrali igienizzati su richiesta.

Jet helmets or full sanitized helmets by request.



*Noleggio telecamere Go-pro.

**Go-pro video camera rental.*



* Noleggio navigatori Gps.

** Gps navigators rental.*



Role:

You are the manager of a travel agency. You just created a website to publicize your agency and you need to include an introductory video of about 2 minutes.

Audience:

You need to show your website and the video at a convention of travel agents.

Format:

It's a short video, so remember to present your reasons clearly, accurately and professionally.

Topic:

Give good reasons why to spend a vacation in your target country/region and to use your agency to arrange a trip there.

Strong Verb:

Give good examples of sites where your potential audience might spend a memorable vacation. Include sites with different options; include examples from various fields. Explain why your agency offers the best services.

in collaborazione con Sant'Anna Institute

Intermediate level video



Background lesson content:



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Structure: Focus on Imperative Tense and sector vocabulary about advertisement & past-times/leisure activities/food/sports/travel industry.

Communicative skills: Persuade professionals

Writing: Compose the original script for the video

Speaking: Present the skit in the target language

Reading: Study original brochures, sectoral magazines, professional descriptions of popular resorts, charts and surveys related to the industry of tourism.

Context: The mechanisms of advertisements, the sectoral language of tourism.

Culture: Research on real resorts, collect and select information to use for the script/video.

Advertising video/2, Advanced level

(use of multiple sector languages)



Role:

Imagine you write for a famous specialized sports magazine. You need to write a reportage on the best bike tracks in Italy and film a video clip in which you advertise your news article.

Audience:

Readers of the magazine, experts in cycling and lovers of alternative tour routes in Italy.

Format:

Your video should convince the audience that your reportage is accurate and alluring.

Topic:

Specialized sports and alternate itineraries.

Strong Verb:

Make sure that your ad sounds professional, by displaying knowledge of specific terminology related to the biking world and to the landscapes of Italy.

Advanced level



Presentation

Background lesson content:

Structures: Focus on sector language of sports, tourism and advertisement;

Communicative skills: Explaining content of a specialized topic

Writing: Prepare an alluring, detailed script for the video

Speaking: Video record the advertisement

Reading: Sports-related news articles and magazines, cultural readings about alternative tour routes

Context: Raise curiosity and interest for an unusual way to tour around the country

