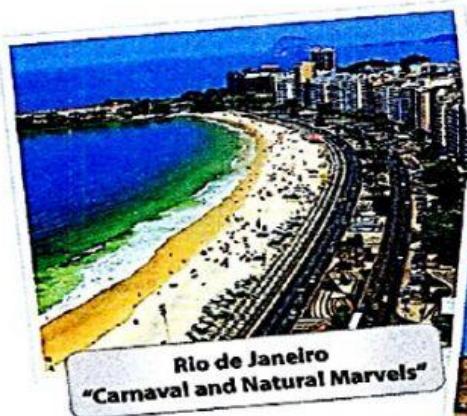


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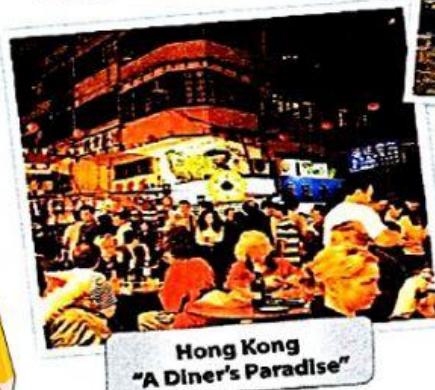
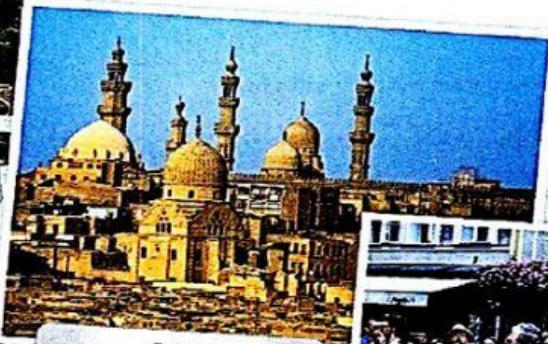


interchange 2 TOURISM CAMPAIGN

A PAIR WORK Look at the photos and slogans below. What do you think the theme of each tourism campaign is?



| possible themes | | |
|-----------------|---------|----------|
| art | food | nature |
| culture | history | shopping |
| entertainment | music | sports |



1.-

2.-

3.-

4.-

B GROUP WORK Imagine you are planning a campaign to attract more tourists to one of the cities above or to a city of your choice. Use the ideas below or your own ideas to discuss the campaign.

a good time to visit
famous historical attractions
special events or festivals
nice areas to stay
interesting places to see
memorable things to do

A: Do you know when a good time to visit Rio is?

B: I think February or March is a good time because ...

A:

B:

A:

B:

A:

B:

A:

B:

A:

B:

A:

B:

C GROUP WORK What will be the theme of your campaign? What slogan will you use?

Research a city and prepare a poster with photos and maps or create a slide show with presentation software.
display this work to the next class

