

Travel Agent Presentation

FOREIGN LANGUAGE



Overview

Students become travel agents promoting a destination where the target language is spoken, practicing persuasive language and geographic vocabulary.

Steps for Teachers

1. Research countries and regions where the target language is spoken
2. Students select a destination and research attractions, climate, and activities
3. Students learn travel and tourism vocabulary in target language
4. Students write a persuasive travel presentation script
5. Students create backgrounds showing their destination
6. Students record their 'sales pitch' for the destination
7. Hold a class vote on most convincing travel presentation

Example

*A Spanish student promotes Costa Rica. Travel agent character with beach background:
'¡Bienvenidos a Costa Rica! ¿Quiere ver animales increíbles? Tenemos monos, tucanes, y perezosos. ¿Le gusta la playa? Nuestras playas son hermosas. ¿Prefiere la aventura? Puede hacer tirolesa en la selva tropical. El clima es perfecto todo el año. ¡Costa Rica tiene todo! Reserve su viaje hoy. ¡Pura vida!'*

Grading Rubric

Criteria	Excellent	Proficient	Developing
Persuasive Language	Convincing pitch with compelling reasons to visit	Reasonably persuasive presentation	Not convincing; lacks persuasive elements
Geographic Accuracy	Accurate information about destination	Mostly accurate destination information	Inaccurate or generic information
Tourism Vocabulary	Rich travel and activity vocabulary	Adequate tourism vocabulary	Very limited travel vocabulary
Enthusiasm	Enthusiastic delivery that excites viewers	Shows some enthusiasm for destination	Flat or unenthusiastic presentation