Summer school

Faculty of Foreign Languages, Mediterranean University, Montenegro

**REFLAME YOUR ENGLISH FOR TOURISM**

**LSP Summer school**

**An intensive course in *English for Copywriting in Tourism and Hospitality* – B2/C1.1 level**

**Course duration:** 10 working days (40 hours)

**Target group and aims:**

**The *English for Copywriting in Tourism and Hospitality* Course is aimed at –**

* **Students of tourism and hospitality who aspire to work in Hotels’ Sales and Marketing Departments or for National or Local Tourism Boards,**
* **Tourism and Hospitality Professionals already working in Sales and Marketing Departments in hotel industry or for National or Local Tourism Boards,**
* **SME Entrepreneurs who own hospitality family business (small hotels) or private accommodation facilities,**
* **Copywriters and marketers who want to start career in copywriting in tourism niche.**

The course is designed to help promote a coastal destination or hotel by learning how to write convincing copy materials for tourism and hotel websites, landing pages, (content marketing) blogs, (sales) offers, Facebook and Instagram sponsored advertisements, Facebook and Instagram posts, engaging emails and newsletters in order to attract potential customers, make them familiar with the offer, convert them into paying guests and ultimately, make profit for their organization by SIMPLY using words that persuade.

**This course:**

* offers insights into English language for tourism and lists verbal and structural choices and techniques used across different tourism and hospitality promotional texts that are published online, but in different formats, with the aim to encourage the reader to make a booking,
* lists and offers many opportunities to practise both the most frequent words and those less frequent words that are used to communicate a destination and hotel ’uniqueness’ and ’authenticity’ and ‘exclusivity’,
* offers the break-down of different copy structures, proven storytelling techniques and formulas by using authentic copywriting materials,
* encourages the course participants to compile his or her own copywriting portfolio (a range of various copies) to get a job in Marketing Departments across the hospitality industry and thus, propel his or her copywriting career in tourism and hospitality.
* provides the examples of real hotel promotional texts, email marketing texts, and content marketing texts.
* offers hands-on practice opportunities for copywriting for real hotels and destinations: final project in which the marketing copies for a real Montenegrin hotel will be compiled and tested.

**Prerequisites for the course enrolment:**

The B1, but preferably B2, level of general English is needed to follow the course material.

**Learning outcomes:**

**At the end of the course, the course participants will be able to:**

* understand which verbal techniques and language structures are used in tourism and hospitality promotional texts and for what reasons.
* use the storytelling techniques and formulas to build trust and nurture relationship with a potential customer and help them finalize the purchase (make a reservation in a hotel or pick a destination that is being offered),
* compile a portfolio of various tourism- and hotel-related business communication messaging (copies for hotel website, landing page, Facebook and Instagram sponsored advertisements, Facebook or Instagram hotel businesses posts) so that they can showcase their copywriting abilities and possibly get chance to be hired by tourism and hospitality businesses.