

Master 2 Tourism and Hospitality Marketing	3 rd TD	Dr. GOURI M
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Exercise:

Create Your Own Tourist Office (group activity)

Objective:

To understand the role, structure, and functions of a tourist office through simulation and teamwork.

➤ Instructions for students:

- Divide the class into small groups (3–5 students).
- Each group represents a local tourist office for a chosen Algerian city.
- They must prepare a short presentation (5–10 minutes) covering:
 - The main tourist attractions of their region
 - The mission and objectives of their office
 - The services offered to visitors (information, booking, promotion, events, etc.)
 - The marketing tools they would use (website, brochures, social media, etc.)