

Lesson Plan in Teaching  
Technology and Livelihood Education  
Tourism Promotion Services NC II

**I. Objectives**

At the end of the lesson, the students shall be able to:

- a. Identify possible tourist destination in Camarines Norte
- b. Demonstrate ways of promoting tourism products and services
- c. Determine the significance of providing destination information

**II. Subject Matter**

Topic: Promoting Tourism Products and Services

References: Training Regulations in Tourism Promotion Services NC II

Source and Provide Destination Information and Advice, D2.TTA.CL2.19

The Brand – An Increasing Factor of Tourist Destination’s Competitiveness

Domestic Tourism

Google.com

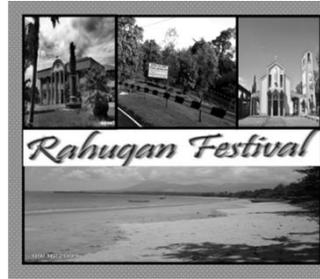
Youtube.com

Materials: task cards, pictures, video, flashdrive projector, reading materials, speaker  
bond paper, pencil, scissors, glue, oil pastel

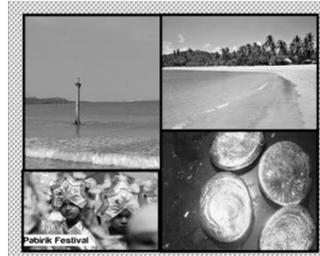
Values: teamwork, discipline

**III. Procedure**

Teacher’s Activity	Students’ Activity
<p><b>A. Routinary Activities</b></p> <ol style="list-style-type: none"> <li>1. Greetings Good morning class.</li> <li>2. <b>Prayer</b> Let’s pray. Mary conceive without sin.</li> <li>3. <b>Checking of Attendance</b> <i>(The teacher will give a piece of paper for the attendance)</i> Please sign in here for your attendance.</li> <li>4. <b>Review of the Past Lesson</b> What have we tackled last meeting?  Very good.</li> </ol> <p><b>B. Lesson Proper</b></p> <ul style="list-style-type: none"> <li>• <b>Motivation</b> Before we proceed to our topic for today, we’ll have a game first called “4 Pics 1 Place”. I will group the class into four. All you need to do is to guess what place is being described or shown in the pictures. The winners will get their prize later. Are you ready?</li> </ul>	<p>Good morning Ma’am.</p> <p>Pray for us who have recourse to thee.</p> <p>Last meeting, we have discussed workplace communication, team environment, career professionalism and occupational health and safety.</p> <p>Yes, Ma’am!</p> <div style="text-align: center;">  </div> <p style="text-align: right;">Daet</p>



Basud



Paracale



2  
San Lorenzo  
Ruiz



Mercedes

• **Presentation**

For now, I want you to watch this video.

(A Tourism Promotional Video:  
*It's More Fun in the Philippines – DOT Official*)

What can you say about the video?

Yes, correct! What do you think is the reason why is that video created?

Exactly! So what do you think will be our topic for today?

Yes, correct.

**1. Activity**

At this moment, you'll work again

It is all about tourism, Ma'am. It shows the different features and pride of the Philippines.

To promote the Philippines, Ma'am.

Promoting tourism products and services.

Yes, Ma'am.

as a group and after 15 minutes, you'll start the presentation. Don't make loud noise. If you have questions, just raise your hand. Are we clear?

*(Students will make their activity with the use of reading materials.)*

Group1  
Make a brochure that promotes Camarines Norte.

Group2  
Make a poster promoting Camarines Norte.

Group3  
Make a jingle promoting Camarines Norte.

Group4  
Make a role play showing a conversation of tourists and tour operators regarding the destination information.

*(After 15 minutes, every group will be given 5 minutes to present their works.)*

Criteria for Grading:

Criteria	Percent (%)
Content	50%
Creativity	30%
Teamwork	10%
Discipline	10%
TOTAL	100%

## 2. Analysis

Do you have any questions regarding our topic?

So what are the ways you can do to promote tourism products and services?

What else? What are the other ways a person or a company may do in order to promote a destination?

In what particular way?

Very good. So why is it important to provide destination information?

None, Ma'am.

Aside from talking with the tourists personally, we can promote tourism products and services via advertisement, making a brochure, via jingle, and even via poster.

They can also make a cyber-promotion where they will promote a place with the use of computer and internet.

They can post pictures and their promo in the different social media like Facebook, Twitter, Instagram and the likes.

It is very important so that tourists will know the features, products and services available in a particular destination.

<p><b>3. Abstraction</b> So now, can somebody please share what they have learned for today?</p> <p>Yes. So, is it important to provide destination information?</p> <p>That's right. And what are the ways in promoting tourism products and services?</p> <p>Very good. Another?</p> <p>Alright, thank you.</p> <p><b>4. Application</b> Do you think promoting Camarines Norte will benefit you or the other Cam. Norteneans?</p> <p>Very well said. Thank you.</p>	<p>Today I have learned some possible tourist destinations here in Camarines Norte. We have the beaches, falls, festivals and many more.</p> <p>Yes, Ma'am. Because destination information will be the basis or guide of the tourists.</p> <p>We can promote those in so many ways like talking to tourists personally, making advertisement and via cyber-promotion.</p> <p>We can also promote it by sharing our experiences with them who also wants to visit our province.</p> <p>Yes, Ma'am. It will definitely benefit us because when there is tourism, there are tourists. And when there are tourists, there'll be a need of services to promote it. And in that case, there'll be employment to help each and every one of us.</p>
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**IV. Evaluation**

- 1 – 3. Enumerate at least 3 tourist spot in Camarines Norte.
- 4 – 6. List down at least 3 ways of promoting tourism products and services.
- 7 – 10. Why is it important to provide destination information?

**V. Agreement**

- What are the considerations in the development of a tour package?
- What are the other sources of travel information?
- What is itinerary?

Ref: Domestic Tourism, pages 212-214

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