



Unit One: Culture & Travel

Teaching Design





CONTENT

Teaching Analysis

Teaching Strategy

Teaching Procedures

Teaching Highlights



01

Teaching Analysis

Teaching Analysis



Teaching Analysis

Teaching
Content

Target
Students

Teaching
Goals

Teaching Focus
and Difficulties



The Implementation Plan of the
National Vocational Education Reform



College English
Curriculum Standards



Training Program for
Professional Tourist Guides



Reform of Teachers,
Teaching Materials
and Teaching Methods



- Build a solid foundation of English
- Improve the comprehensive ability to use English
- Lay the foundation for the future specialized English learning



Teaching Analysis

Teaching
Content

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Teaching Focus
and Difficulties



Achievements of the Belt and Road Initiative

Teaching Analysis

Teaching
Content

Target
Students

Teaching
Goals

Teaching Focus
and Difficulties

Original Sections

Unit 1 Symbols of Culture
Text A: The First McDonald's Restaurant
Text B: Disney Mirrors American Culture
Practical Writing: Invitation Letters

Unit 2 Trends and Fads

Unit 3 A Successful Career

Unit 4 A Turn in Life

Unit 5 Parents' Love

Text A: Father Dearest

Text B: My Mother and I

Practical Writing: Writing Hotel Ads

Unit 6 Dreams

Unit 7 Pollution

Unit 8 Life and Success

Unit 9 Improvement in Appliances

Unit 10 Getting a Good Job

Present Sections

Unit 1
Culture & Travel

Unit 2 Internet

Unit 3 Dreams

Unit 4 Life

Unit 5 Job

- Reading : The First McDonald's Restaurant
阅读：第一家麦当劳餐厅 (2 periods)
- Talking Together: Ancient Architecture Mirrors
Chinese Culture
口语：古建筑映射中国文化 (2 periods)
- Practical Writing: Writing Hotel Advertisement
写作：写酒店简介 (2 periods)

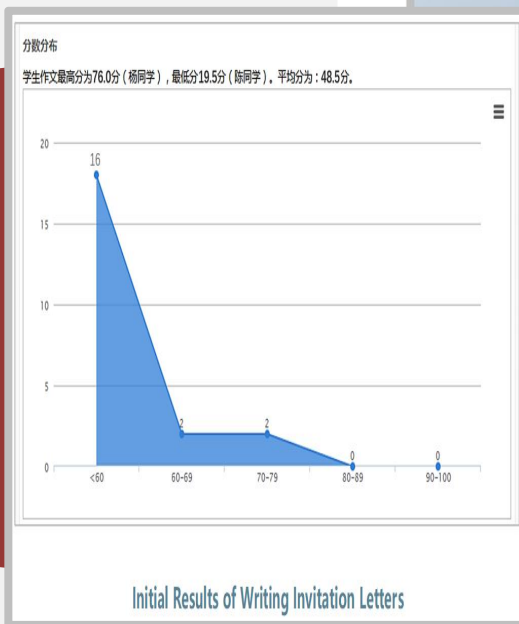
Teaching Analysis

Teaching
Content

Target
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Teaching Focus
and Difficulties



English Proficiency

Primary and Intermediate;
Have basic English learning skills;
Speaking and writing need to be improved

First year Tour Guide majors

Teaching Analysis

Teaching
Content

Target
Students

Teaching
Goals

Teaching Focus
and Difficulties



Learning Preferences



Prefer the topics related to daily life and the workplace communication;
Acknowledge the importance of guide-visitor communication, but haven't practiced in professional situations

Teaching Analysis

Teaching
Content

Target
Students

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Teaching Focus
and Difficulties



Information Literacy

Be proficient in using platforms and apps to assist learning

Teaching Analysis

Teaching
Content

Target
Students

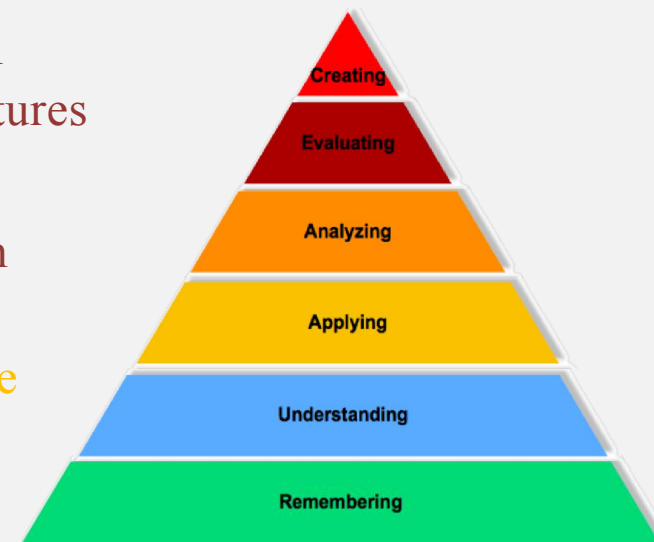
Teaching
Goals

Teaching Focus
and Difficulties

Cognitive
Goals: Bloom's
Taxonomy
(New Version)

Knowledge
Goals
Ability
Goals

- (1) **Master** key language for culture and travel
- (2) **Understand** the format and linguistic features of hotel advertisement
- (1) **Apply** key language to introduce Siheyuan and Hui-style architecture
- (2) Employ skimming and scanning to **analyze** “The First McDonald's Restaurant”
- (3) **Evaluate** different view points concerning “Preserve or Tear Down Ancient Buildings”
- (4) **Write** a hotel advertisement with six key points



Moral
Goals

- (1) Strengthen **customer-centric service awareness** and improve **service ability**
- (2) Raise **aesthetic and protection consciousness** of cultural relics and environment
- (3) Enhance **cultural confidence** and **patriotic love** for our country

Teaching Analysis

Teaching
Content

Target
Students

Teaching
Goals

Teaching Focus
and Difficulties

Teaching Focus

- (1) **Master** key language for culture and travel
- (2) **Understand the format and linguistic features** of hotel advertisement

Teaching Difficulties

- (1) Apply key language to **introduce Siheyuan and Hui-style architecture**
- (2) **Evaluate different view points** concerning “Preserve or Tear Down Ancient Buildings”
- (3) **Write hotel advertisement** with six key points

02

Teaching Strategy

Teaching Strategy



Wen Qiufang's POA: Production-oriented Approach

Motivating

Arouse students' interests by exposing them to the output tasks of the unit

- Watch videos concerning founders of McDonald's, Debate: Preserve or tear down ancient buildings? Situational tasks: Introduce Siheyuan or Hui-style architecture, write hotel advertisement

Enabling

Engage students in learning language points, professional skills and moral values

- Key language exercise; Watch videos concerning symbols of American culture, skimming, scanning, hotel advertisement, Siheyuan and Hui-style architecture Read and fetch materials on preserving or tearing down ancient buildings, Siheyuan and Hui-style architecture Make mind map

Assessing

Evaluate students learning outcomes by multiple means

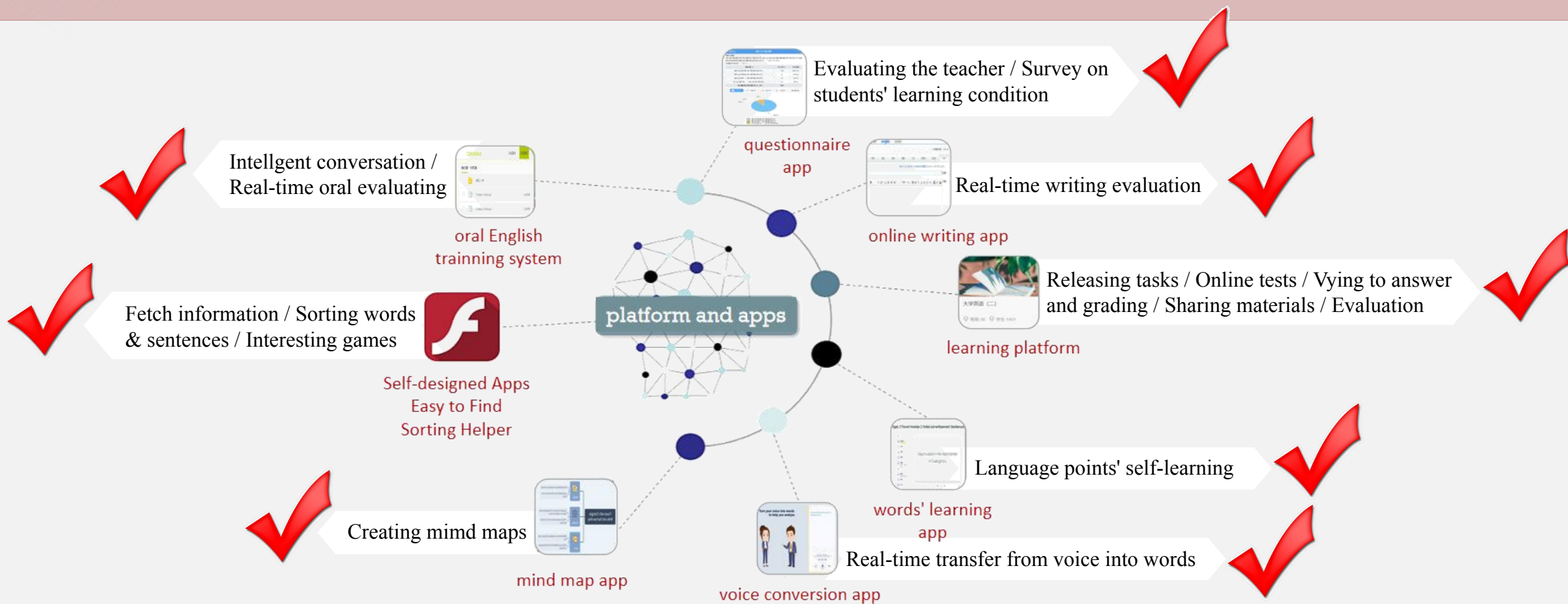
- Self-assessment Peer review Teacher feedback Online evaluation

Teaching Strategy

Teaching Method

Platform & Apps

Teaching Mode



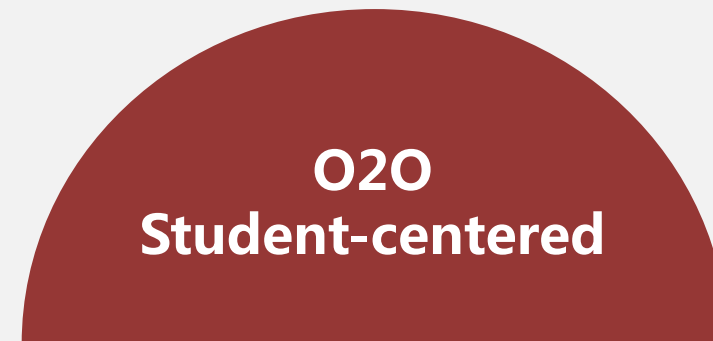
Teaching Difficulties

Teaching Strategy

Teaching
Method

Platform
& Apps

Teaching
Mode



Multi-dimensional
teaching

+

Traditional
class teaching

=

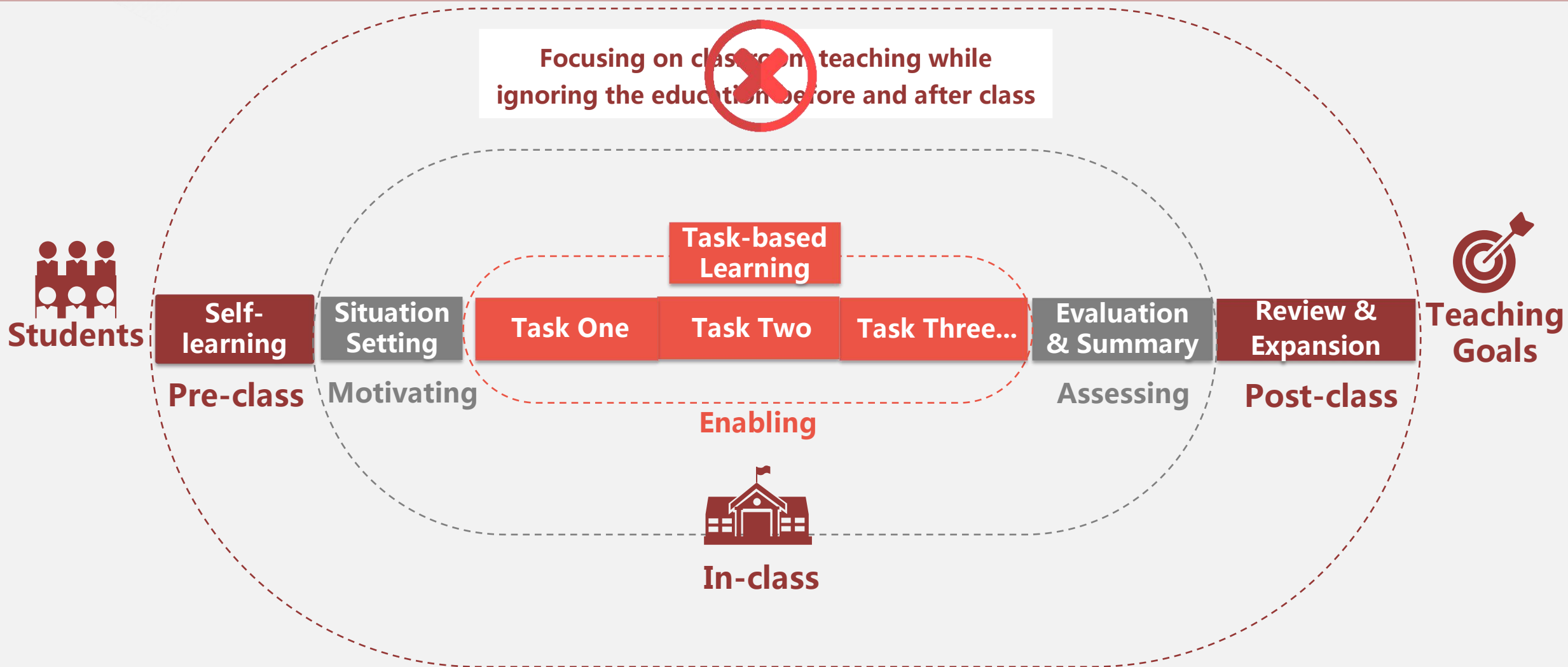
Combination of online and
offline teaching

Teaching Strategy

Teaching Method

Platform & Apps

Teaching Mode



03

Teaching Procedures

Teaching Procedures



Teaching Procedures

Unit 1 Culture & Travel

- Reading : The First McDonald's Restaurant
阅读：第一家麦当劳餐厅 (2 periods)
- Talking Together: Ancient Architecture Mirrors Chinese Culture
口语：古建筑映射中国文化 (2 periods)
- Practical Writing: Writing Hotel Advertisement
写作：写酒店简介 (2 periods)

Teaching Procedures

Writing

Reading

Speaking

Practical Writing: Writing Hotel Advertisements

Pre-class
Self-study

Key Language' Self-study & Effects' Analysis

Watching Videos & Summarizing Key Points

Demo Class

In-class
Teaching

First Period

Learning Format & Linguistic Features

Classifying Words, Sentences & Analyzing Sample

Analyzing Visitors' Requirements of Hotels

Matching Needs & Choosing Hotels

Second Period

Making Mind Maps with Six Key Points

First Writing of Hotel Advertisements

Post-class
Expansion

Review & Expansion

Second Writing After Teacher's Re-evaluation

Shooting Videos of Introducing Hotels

Assessing the Teacher & Students

Teaching Procedures

Writing

Reading

Speaking

Pre-class
Self-study



1. Self-study Key Language and Analyze Effects

Teaching Procedures

Writing

Reading

Speaking

Pre-class
Self-study

Topic 3 Travel Module Two Audio——酒店介绍



丁天赐

1801181204 提交于2019-04-29 22:18:23

77.5分

附件



00:00 / 00:26

别人给TA的评价

TA给别人的评价

丁天赐的成绩：77.5分，互评平均分：77.5分

[互评规则](#)

叶莲 1801183007

评分：62分

评语：个别单词发音可以更好，比如locating 可以分点总结要点，可以使用一些高级的连接词，不要总用and，会让人觉得没有新颖性

涂世纪 1801181303

评分：93分

评语：还不错，听起来挺舒服的。

2. Watch a Video & Summarize Key Points

In-class Teaching



第二届“一带一路”国际合作高峰论坛： 《共建“一带一路”倡议：进展、贡献与展望》报告

1. 文化交流形式多样



中国与中东欧、东盟等国家和地区共同举办文化年活动，形成了“丝路之旅”、“中非文化聚焦”等**10余个**文化交流品牌，在沿线国家设立了**17个**中国文化中心。

3. 旅游合作逐步扩大



与**57个**沿线国家缔结了涵盖不同护照种类的互免签订协定，与**15个**国家达成**19份**简化签证手续的协定或安排。



2018年中国出境旅游人数达**1.5亿**人次，到中国旅游的外国旅客人数达**3054万**人次。

Scenario Simulation Task

Motivating

As a future guide, select and introduce hotels for visitors from Belt, Road countries.

Enhance students' cultural confidence and patriotic love for our country.

Teaching Procedures

Writing

Reading

Speaking

In-class
Teaching

Demo Class

Enabling

Stay in the heart of Hong Kong.

Overlooking Victoria Harbour, Mandarin Oriental offers elegant rooms with 37-inch flat-screen TV, 10 dining options including Michelin Star restaurant Pierre, a spa and fitness center.

Mandarin Oriental Hong Kong is located in the heart of Central, a major business and shopping district. It's a 40-minute drive to the airport.

Spacious and elegant, rooms at Mandarin Oriental Hong Kong feature clear floor-to-ceiling windows with panoramic city and harbour views. Modern comforts like an iPod dock, flat-screen TV minibar are included.

Guests can make use of the steam room, jacuzzi and sauna at the spa. The fitness center has an indoor heated swimming pool.

Mandarin Grill and Bar serves fresh seafood and western dishes. Cantonese specialties can be sampled at Man Wah. All-day dining is available at cafe Causette. Mandarin Oriental Hotel also has 2 bars and a cake shop.

Understanding

Remembering

1. Learn Format & Linguistic Features

Teaching Procedures

Writing

Reading

Speaking

Demo Class

In-class Teaching

Enabling

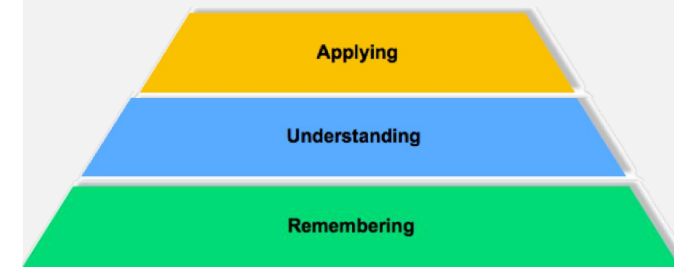
Time: 235S Present Score: 0 Total Score: 66

Round 1 Round 2 Round 3

Lake Hotel
A warm welcome from the heart of Lake Hotel staff!
30 air-conditioned rooms and one suite with satellite TVs and telephone.
Superb bathrooms.
Wine bar.
Restaurant offering Hangzhou, Sichuan and other Chinese food.
Conference room.
Laundry service.
Car, motorcycle and bicycle rentals.
Telephone and facsimile service.
Transportation from and to airport.
Single room: \$50 Double: \$55 Twin: \$70 Suite: \$166
Contact us: Tel: 0571-212250; 0571-212509
Fax: 0571-212250
Address: 99 # Lake Street, Hangzhou

price
location
staff
transportation
facility
service

Finish



2. Classify Words, Sentences & Analyze Sample

Teaching Procedures

Writing

Reading

Speaking

In-class
Teaching

Parents with Young Children
Facility, location

Seniors
Service, transportation



Six Common Requirements

Price
Facility
staff

Service
Location
transportation

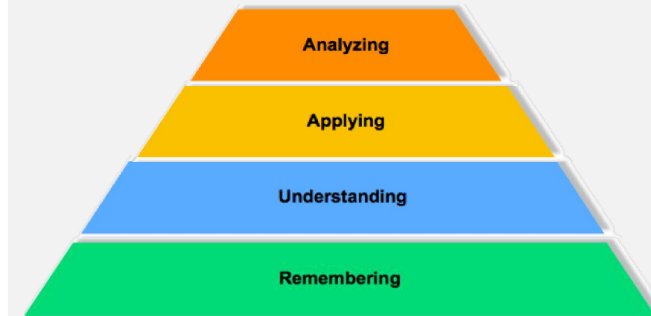


Couples
Facility, location

Businessmen
service, location

Enabling

Strengthen customer-
centric service
awareness



3. Analyze Visitors' Requirements of Hotels

Teaching Procedures

Writing

Reading

Speaking

In-class Teaching

Accurate match between potential customers and hotels.



- ◆ Beijing Downtown Travelotel
- ◆ Beijing Double Happiness Courtyard
- ◆ Jiangshan Garden Hotel

- ◆ Four Seasons Hotel Guangzhou
- ◆ LN Hotel Five
- ◆ City Comfort Inn Foshan Jiaokou Bus Terminal Branch

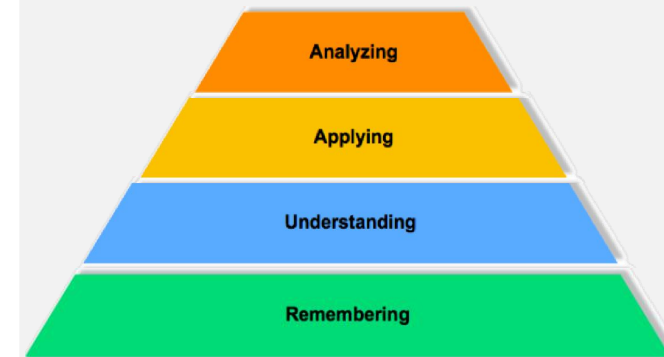
- ◆ Shanghai Daoli One Step Garden
- ◆ Thank Inn Plus Hotel Disneyland
- ◆ GreenTree Alliance Pudong New District Disneyland North Gate Hotel

- ◆ Travelling with Hotel Chengdu Wide and Narrow Alley
- ◆ Buddha Zen Hotel
- ◆ PATHFINDER Drea Hostel

4. Match Needs & Choose Hotels

Enabling

Improve customer-centric service ability



Teaching Procedures

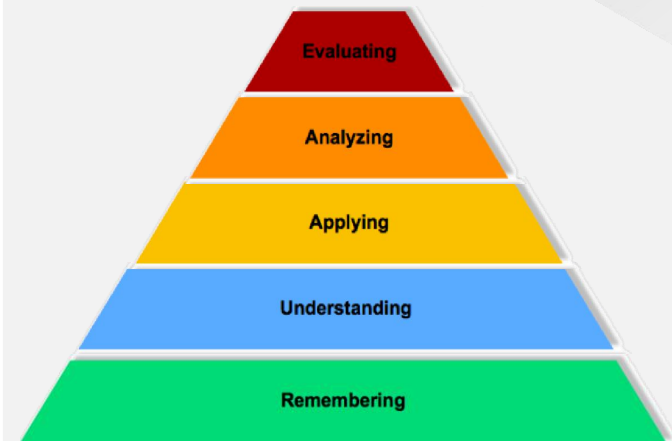
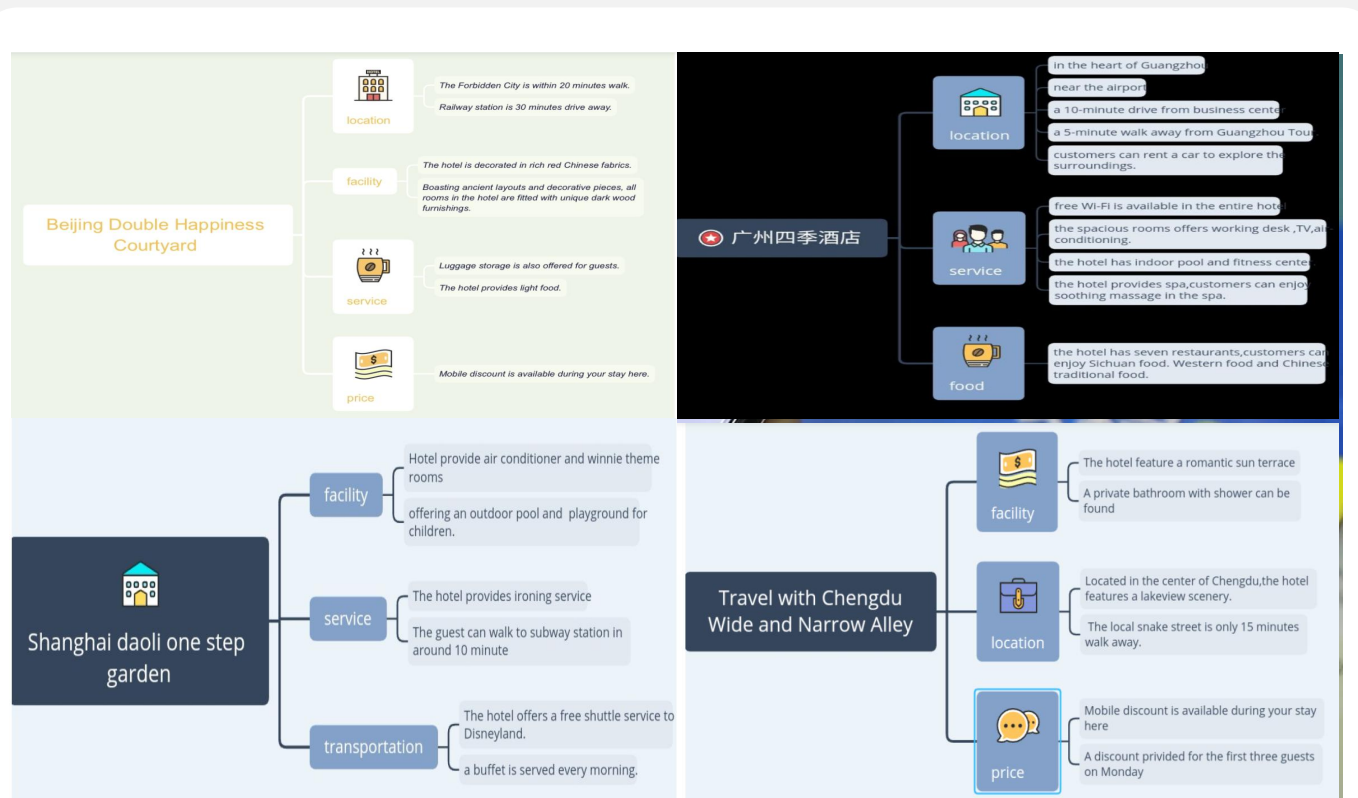
Writing

Reading

Speaking

In-class Teaching

Enabling



5. Make Mind Maps with Six Key Points

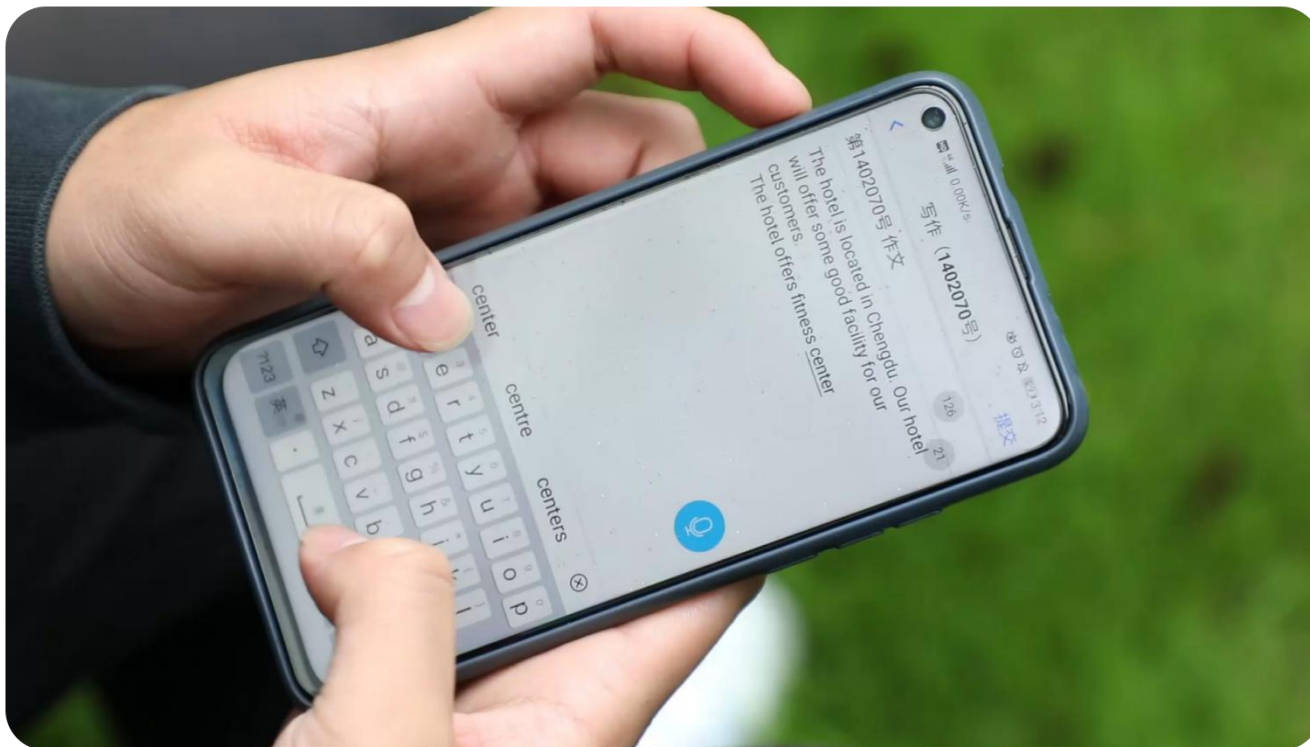
Teaching Procedures

Writing

Reading

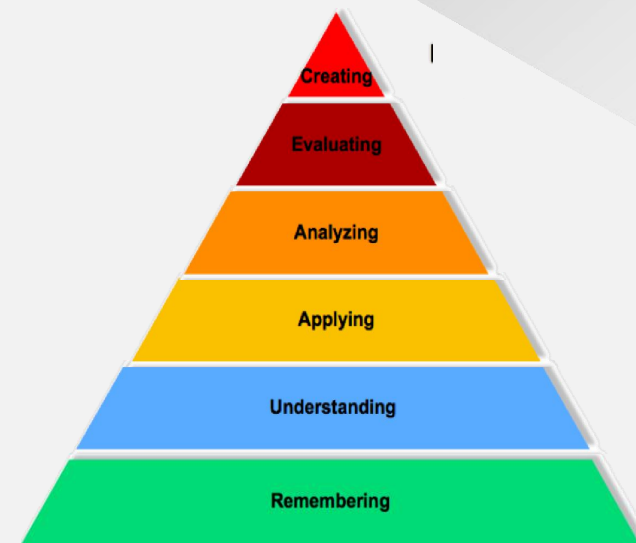
Speaking

In-class
Teaching



6. Write the First Draft of Hotel Advertisement

Enabling



Teaching Procedures

Writing

Reading

Speaking

Post-class
Expansion



← 上一篇

字数:55, 提交次数:1, 字体:大 中 小, 复制全文, 打印, 重置批改

按句点评 评论 1 条 推荐 要求 范文

评论本篇文章

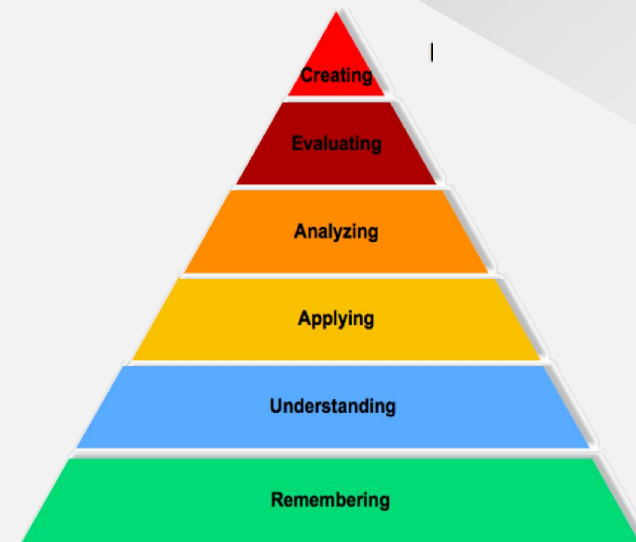
评论

(老师)

1. 字数不足, 需80-100词
2. 偏口语化, 请改书面用语。以酒店口吻介绍, 需把主语I, we改为酒店名称、设施、顾客做主语。
3. 专门词句使用太少, 需加强储备
4. 要点不足, 需分段介绍不同要点

1. Write the Second Draft of Hotel Advertisement

Enabling



Teaching Procedures

Writing

Reading

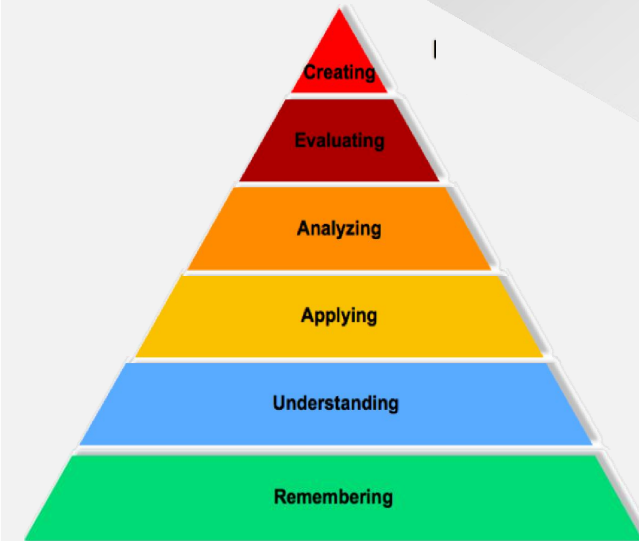
Speaking

Post-class
Expansion



2. Shoot Videos of Introducing Hotels

Enabling



Teaching Procedures

Writing

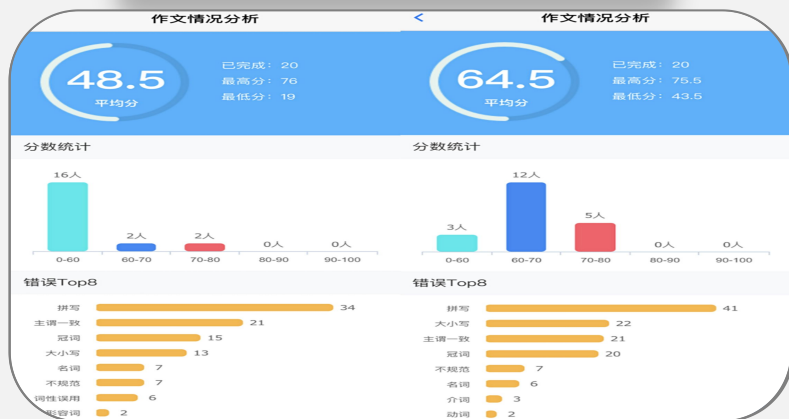
Reading

Speaking

Wen Qiufang's TSCA: Teacher-student Collaborative Assessment



Online Evaluation



Assessing

89分 已完成

评语
语音语调都非常棒，选择的酒店
细心地考虑到了商旅人员的需求，
介绍流利，有理有据，希望
借助Quizlet中老师自建学习集
纠正部分单词发音。

重新审阅

上一个作业 下一个作业

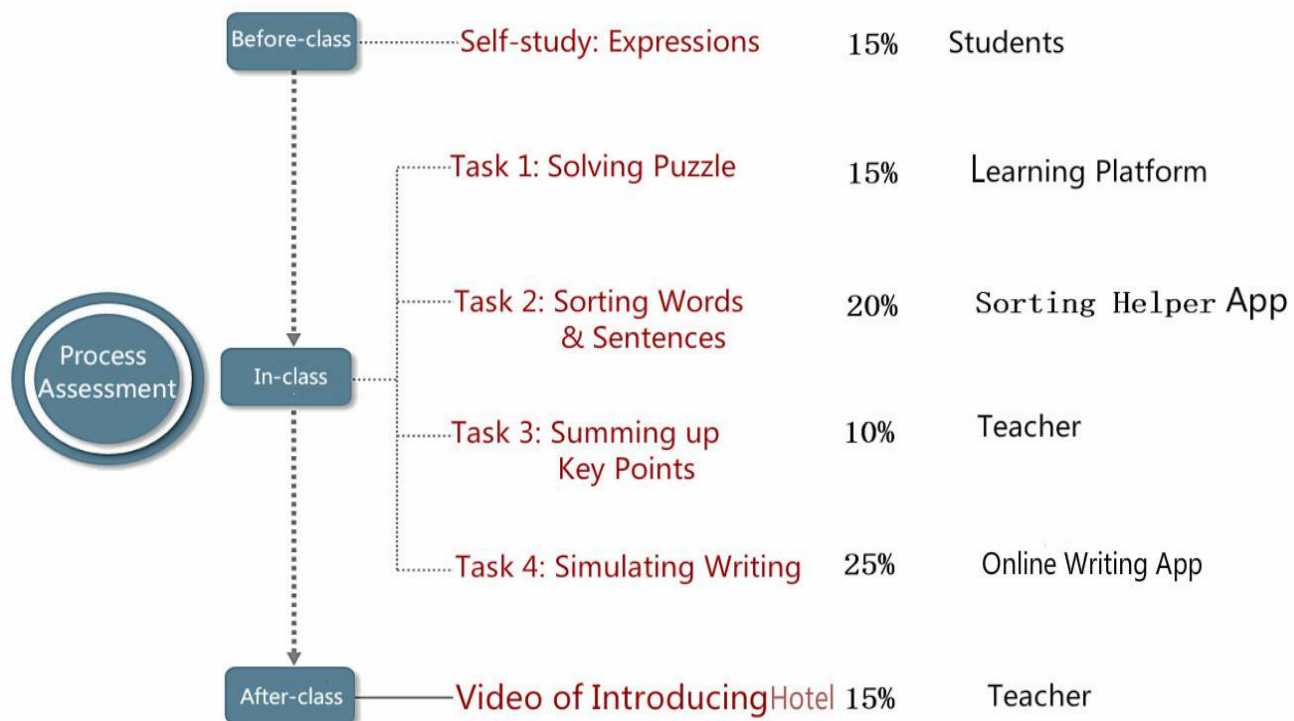
Teaching Procedures

Writing

Reading

Speaking

Assessing

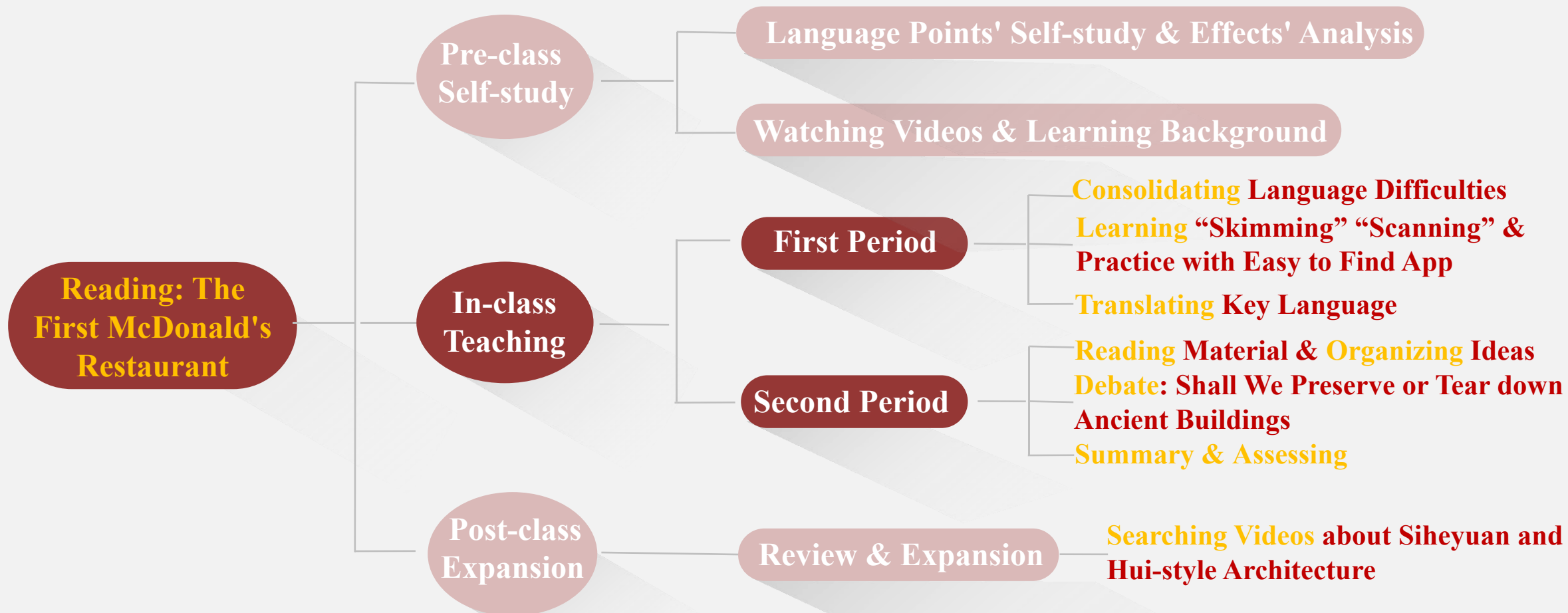


Teaching Procedures

Writing

Reading

Speaking



Teaching Procedures

Writing

Reading

Speaking



保护好古建筑、保护好文物就是保护历史、保存城市的文脉，保存历史文化名城的优良传统。

——习近平

1. Employ skimming and scanning to analyze “The First McDonald's Restaurant”
2. Evaluate different view points concerning “Preserve or Tear Down Ancient Buildings”
3. Raise protection consciousness of cultural relics

Teaching Procedures

Writing

Reading

Speaking

Speaking: Ancient Architecture Mirrors Chinese Culture

Pre-class Self-study

Discussing on Favorite Chinese Ancient Architecture

Collecting Materials & Learning Key Language

In-class Teaching

First Period

Consolidating Language Difficulties

Watching Videos & Preparing Situational Tasks

Reading & Fetching Related Information

Writing Introduction & Uploading to Fif System

Second Period

Listening, Repeating & Competing

Simulating Introducing Siheyuan & Hui-style Architecture

Summary, Evaluation

Post-class Expansion

Review & Expansion

Best Speaker's Preparation for Workplace Communication

Exchanging Tasks for Further Improvement

Exchanging Tasks for Further Improvement

Teaching Procedures

Writing

Reading

Speaking



Motivating

古建筑是科技文化知识与艺术的结合体，古建筑也是历史载体。
——习近平

Enabling

1. Apply key language to introduce Siheyuan and Hui-style architecture
2. Raise aesthetic consciousness of cultural relics

Assessing

3. Enhance cultural confidence and patriotic love for our country

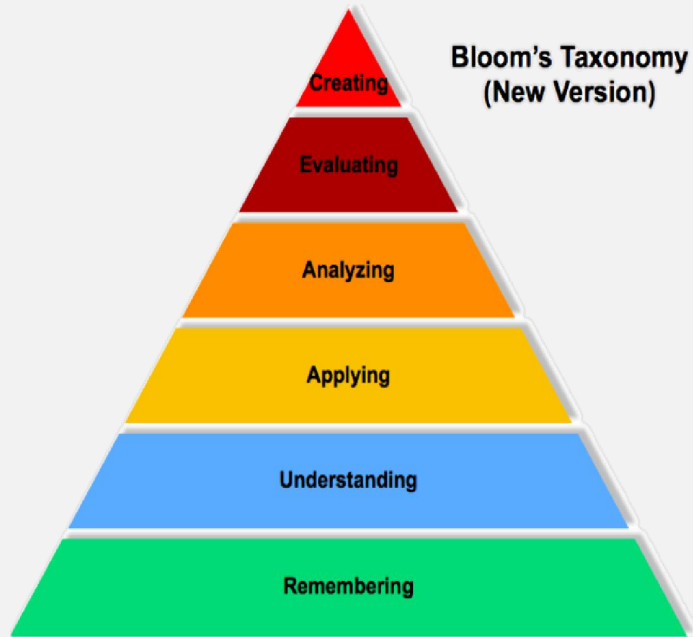
04

Teaching Highlights

Teaching Highlights



Teaching Highlights



Wen Qiufang's POA: Production-oriented Approach

Motivating

Arouse students' interests by exposing them to the output tasks of the unit

Enabling

Engage students in learning language points, professional skills and moral values

Assessing

Evaluate students learning outcomes by multiple means

1. Integrating Taxonomy , POA & O2O, Assiting Whole-person Education



Multi-dimensional teaching



Traditional class teaching



Combination of online and offline teaching

Teaching Highlights

01

Strengthen customer-centric service awareness and improve service ability

02

Cultivate aesthetic and protection consciousness of cultural relics

03

Strengthen cultural confidence and enhance patriotic love for our country

2. Carrying out Moral Education , Taking Students as Center

Teaching Highlights

2. Carrying out Moral Education , Taking Students as Center

The image is a composite of two parts. The left part is a diagram titled "Free Debate: 6 rounds". It shows two teams: the "Positive Team" on the left and the "Negative Team" on the right. Each team is represented by a blue banner with white text and a line of cartoon figures. The Positive Team banner says "P O S I T I V E" and the Negative Team banner says "N E G A T I V E". Below the teams is a red clock icon. The right part is a photograph of a classroom. A female teacher in a white shirt and blue bowtie is standing and speaking to a group of students. Behind her are two large digital screens. The left screen displays a video player with a blue background. The right screen shows a "Debate Rules" menu with options: "Lead in", "Debate Rules", "Debate" (highlighted with a red dot), "Analysis", and "Discussion". Small signs on the desk in front of the students are labeled "Positive" and "Negative".

Teaching Highlights



Group Representatives' Introductions of Hotel Advertisement

3. Improving Workplace Communication, Cultivating Application Ability

Teaching Highlights

查看成绩

刷新成绩

导出成绩

关闭

酒店介绍 第4课时成绩汇总

考核班级 18导游

全部老师

全部班级

显示换算后分数

输入姓名/学号搜索

学生	班级	作业 20%	其他 80%		汇总成绩
		Topic 3 Travel Module Two Introduction Video——酒店... 20%	Topic 3 Travel Module Two Writing篇章套写——酒店介... 60%	Topic 3 Travel Module Two Sorting Key Points要点梳理——酒店介绍.xls 20%	
丁天赐 1801181204	18导游	17	36.60	14.60	68
陈晶晶 1801181232	18导游	16.60	37.20	17.60	71
吴晓娟 1801181234	18导游	17	32.40	16.60	66
张芳慧 1801181245	18导游	17	38.70	17	73
杨东桓 1801181302	18导游	15.60	36	16.60	68
涂世纪 1801181303	18导游	16.60	45.30	17.60	80

Evaluate Students

4. Collecting Comprehensive Data, Combining Formative & Summative Assessment





Evaluate the Teacher

4. Collecting Comprehensive Data, Combining Formative & Summative Assessment



Teaching Highlights

01

Reorganized textbook is more logical and has five modules related to daily life and workplace communication.

02

Focus on the cultivation of listening, speaking, reading, writing and translation ability

03

Promote effective improvement of comprehensive English application ability

5. Reorganizing Teaching Content, Stimulating Study Interest



Unit One: Culture & Travel

Demo Class



Lead in

Expressions

Key points

Writing

Homework





Lead in

Expressions

Key points

Writing

Homework

8.2

Very Good

493 reviews

100% real guest experiences ⓘ

Write a review

Categories: [Show details](#)

Staff



8.7

Facilities



8.1

Cleanliness



8.4

Comfort



8.3

Value for money



8.1

Location



8.0

Free WiFi



7.8

Filters

All reviewers (492) ⓘ

All review scores (493) ⓘ

All languages (493) ⓘ

Time of year ⓘ

Select a topic to search reviews:

Breakfast +

Room +

Location +

Clean +

Bed +



Show more

Guest reviews

Sort reviews by: Most relevant ⓘ



Harry

New Zealand

Reviewers' choice Reviewed: July 20, 2019

Exceptional

10



Lead in

Expressions

Key points

Writing

Homework

The screenshot shows a hotel booking page for the Mandarin Oriental Hong Kong. On the left, there is a search sidebar with a yellow background. It includes a search bar with 'Hong Kong' entered, check-in and check-out date pickers, a room selection dropdown set to '2 adults - 0 children - 1 room', and a 'Search' button. Below the search bar is a map showing the hotel's location in Hong Kong with a 'Show on map' button. The main content area has a navigation bar with tabs for 'Info & prices', 'Facilities', 'House rules', 'The fine print', and 'Guest reviews (436)'. The hotel name 'Mandarin Oriental Hong Kong' is displayed with a 5-star rating and a 'Reserve' button. Below the name, there is an 'Airport shuttle' icon and the address '5 Connaught Road, Central, Hong Kong SAR, China - Excellent location - show map - 100 m from subway station'. A large image of the hotel lobby is shown, along with a review snippet that says 'Wonderful 9.3' and 'Celebrated honeymoon with a complimentary room upgrade and late checkout, we loved our experience! The breakfast buffet was delicious with lots of options for both myself and my...'. Another review snippet says 'Excellent location! (9.6)'. At the bottom, there are several smaller images showing different parts of the hotel, including a hallway and a room, with a '+51 photos' link.



Lead in

Expressions

Key points

Writing

Homework

Stay in the heart of Hong Kong.

Overlooking Victoria Harbour, Mandarin Oriental offers elegant rooms with 37-inch flat-screen TV, 10 dining options including Michelin Star restaurant Pierre, a spa and fitness center.

Mandarin Oriental Hong Kong is located in the heart of Central, a major business and shopping district. It's a 40-minute drive to the airport.

Spacious and elegant, rooms at Mandarin Oriental Hong Kong feature clear floor-to-ceiling windows with panoramic city and harbour views. Modern comforts like an iPod dock, flat-screen TV minibar are included.

Guests can make use of the steam room, Jacuzzi and sauna at the spa. The fitness center has an indoor heated swimming pool.

Mandarin Grill and Bar serves fresh seafood and western dishes. Cantonese specialties can be sampled at Man Wah. All-day dining is available at café Causette. Mandarin Oriental Hotel also has 2 bars and a cake shop.



Lead in

Expressions

Key points

Writing

Homework





Lead in

Expressions

Key points

Writing

Homework

Please find out the features of these pieces of hotel advertisements.

price

location

facility

transportation

staff

service



highlight

a green low carbon way

Providing customer-centric service doesn't mean describing all of these themes. We can choose some of them flexibly according to the customers' requirements.



Lead in

Expressions

Key points

Writing

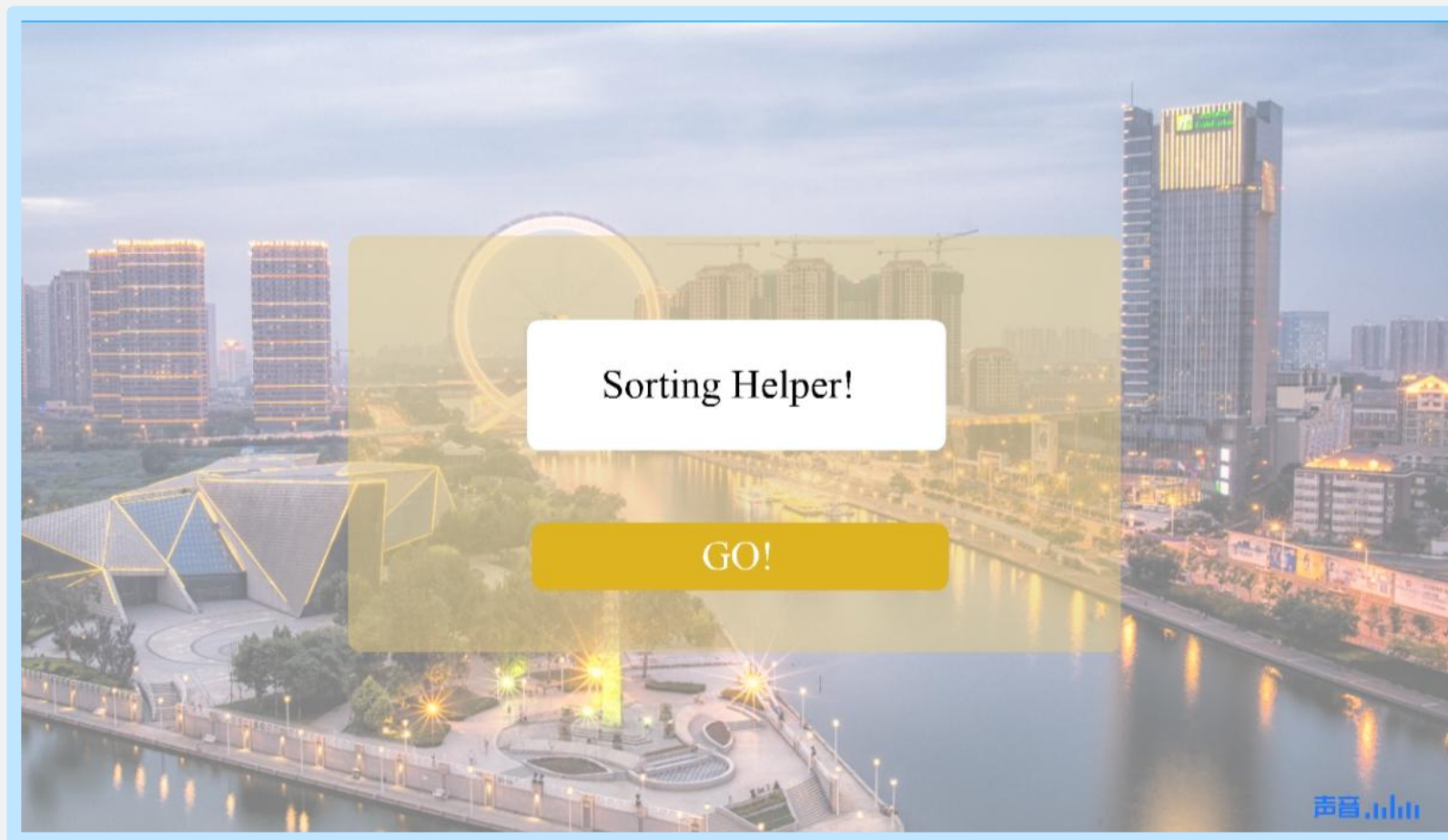
Homework

Sorting Helper helps you sort out words and sentences of hotel advertisement into 6 key parts through 3 rounds' games so as to know how to apply them into writing.

Round 1

Round 2

Round 3





Lead in

Expressions

Key points

Writing

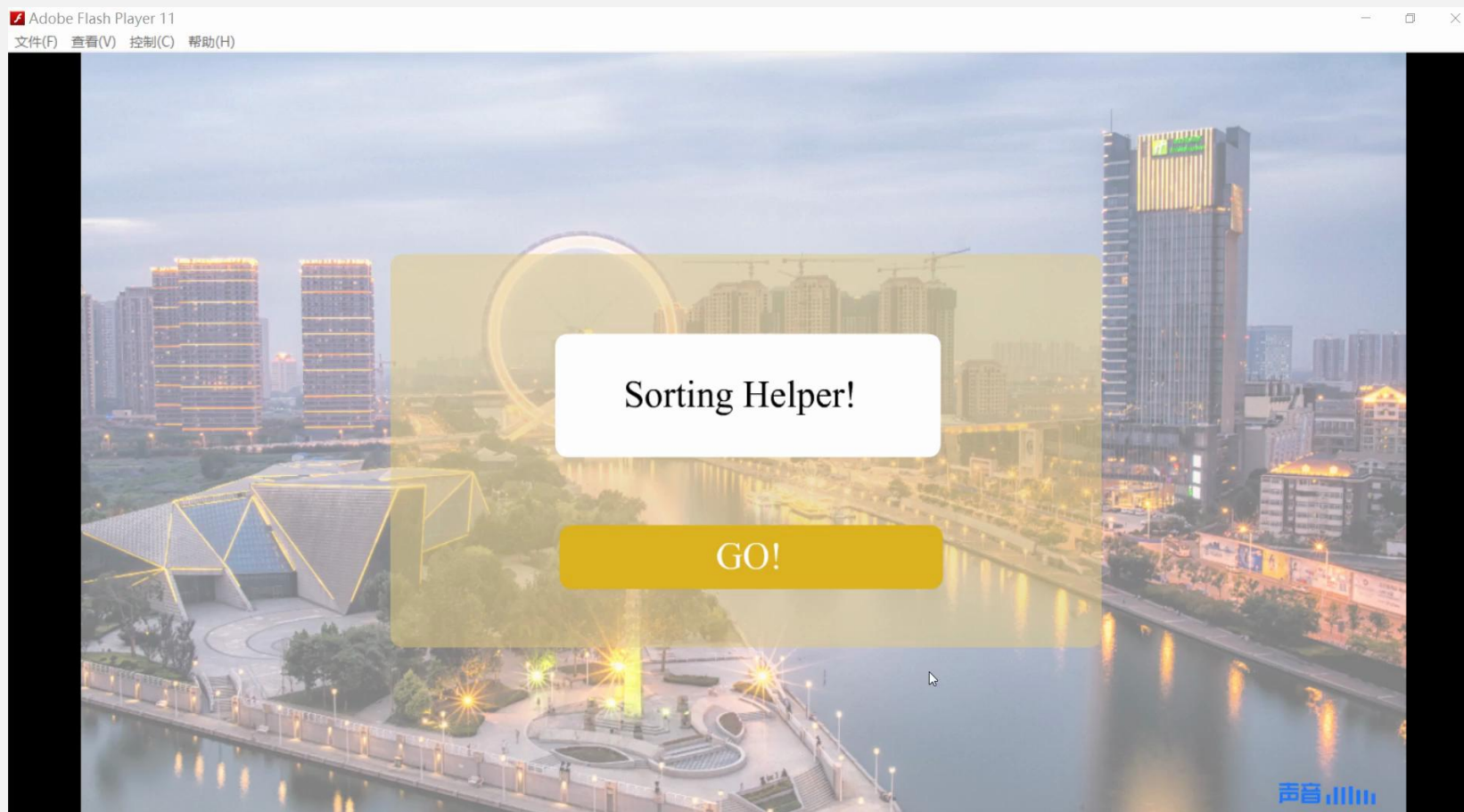
Homework

Sorting Helper helps you sort out words and sentences of hotel advertisement into 6 key parts through 3 rounds' games so as to know how to apply them into writing.

Round 1

Round 2

Round 3





Lead in

Expressions

Key points

Writing

Homework

Sort out 15 key words of hotel advertisement into six parts. There are 30 scores in total. You are offered 2 minutes.

Round 1

Round 2

Round 3

The screenshot shows a game interface with a cityscape background. At the top, it displays 'Present Score: 0' and 'Total Score: 0'. Below this are three tabs: 'Round 1' (selected), 'Round 2', and 'Round 3'. A list of 15 key words is shown in the center: discount, ticketing service, MTR/subway, business center, set/stay in, warm-hearted, cuisine, floor-to-ceiling windows, 500 meters far away from..., staff, spa, kettle, economic, shuttle, and triple room. On the right side, there are six colored buttons representing categories: price (red), location (yellow), staff (red), transportation (green), facility (blue), and service (green). At the bottom, there is a 'Finish' button and a speaker icon.



Lead in

Expressions

Key points

Writing

Homework

Sort out 12 key sentences of hotel advertisement into six parts. There are 37 scores in total. You are offered 3 minutes.

Round 1

Round 2

Round 3

Present Score: 0 Total Score: 24

Round 1 Round 2 Round 3

1. Our hotel is a 10-minute drive/car journey/taxi ride/walk (away) from Forbidden City.
2. Free WI-FI is available in the entire hotel./ Free WI-FI is provided throughout the entire hotel.
3. Day trips and ticketing can be arranged at the tour/front desk.
4. The on-site/in-house restaurant offers/provides authentic local cuisines.
5. Offering an outdoor/indoor pool and a wellness/fitness center.
6. Stay/located in the heart/center of Guangzhou.
7. Offering a sun terrace./The hotel offers a sun terrace.
8. A business center with well-equipped meeting facilities are available for business needs.
9. The hotel is 470 meters (far away) from ... Subway Station (line 1 & 2)
10. Car rental service and luggage storage service are provided upon request as well.
11. Staff are always available to help at the reception.
12. You can enjoy your stay here at a competitive price.

price
location
staff
transportation
facility
service

Finish

声音



Lead in

Expressions

Key points

Writing

Homework

You are asked to compete in groups to sort out the hotel advertisement on Page 95 into six parts. Then, we will analyze some difficult ones. There are 33 scores in total.

Round 1

Round 2

Round 3

Time: 4S Present Score: 0 Total Score: 57

Round 1 Round 2 Round 3

Lake Hotel
A warm welcome from the heart of Lake Hotel staff!

30 air-conditioned rooms and one suite with satellite TVs and telephone.
Superb bathrooms.
Wine bar.
Restaurant offering Hangzhou, Sichuan and other Chinese food.
Conference room.
Laundry service.
Car, motorcycle and bicycle rentals.
Telephone and facsimile service.
Transportation from and to airport.

Single room: \$50 Double: \$55 Twin: \$70 Suite: \$166
Contact us: Tel: 0571-212250; 0571-212509
Fax: 0571-212250
Address: 99 # Lake Street, Hangzhou

price
location
staff
transportation
facility
service

Finish



Lead in

Expressions

Key points

Writing

Homework

1组

刘媛婷提交于 2019-09-22 23:22



涂世纪
1801181303



陈宝玲
1801182003



刘媛婷
1801182021



王依玲
1801182006



黄新昀
1801182040

90分

已完成

评语

You all did good jobs !

重新批阅

已写 0 个字



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77.71KB 下载



Lead in

Expressions

Key points

Writing

Homework

Choose the customer you want to serve and sort out the key points of hotel advertisement according to their requirements.





Thank you!

