

# Creating an audio guide to an alternative travel destination

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## Teacher Sheet

### Task

Your students will be given the following task.

You want to promote an alternative travel destination. To do so, you are going to create an audio guide to this destination and thus contribute to a travel guide platform, such as IziTravel (<https://www.izi.travel/>), with a visit to a non-touristic place of interest.

To do so, you need to select an alternative destination, research, find and select relevant and interesting information about the place, create a presentation and then make a recording (either with your own voice or with the text-to-speech technology provided).

### Website

<https://izi.travel/>

Izitavel is a platform where anyone can share audio guides of places. These can be created by professionals or individuals. The audio guides can include maps, pictures and sound. They can describe outdoor or indoor spaces. Their length can vary.

The website interface is available in 11 languages including Chinese, Dutch, English, French, German, Spanish and Russian.

The guides can be posted in any language.

### CEFR level - For B1 level and above

## Objectives

### Digital citizenship and literacy

	Dimensions covered in task	(Potential) specific objectives
Digital citizenship	Ethical and responsible	Develop awareness about copyright issues, online copyright infringement and know what material is appropriate (and legal) to share and distribute freely online.
Technological literacy		Create, save, share, upload text, maps and audio files for the audio guide.
Meaning-making literacy	Information literacy	Research, assess, select and organise information.
Interaction literacy	Multimodal literacy	Understand key differences between text-based and audio format and the main features of each one.

### Main language activity

- Written production: creating a short description of the audio guide and scripting the text for the guide.
- Oral production: reading the audio guide aloud and recording it (alternatively, a text-to-speech file can be created from the script).

### Intercultural aspects

- Think of an alternative destination which might be (inter)culturally significant and provide facts and information which might be of interest to the audience (from other cultures).

## Possible steps

- Before working on this task, learners could first complete the task 'What makes a good travel audio guide'. The task 'Audio guide to an alternative travel destination' builds on the previous reflective task.
- The first step consists in choosing the alternative destination to be presented. The catalogue of audio guides available on the site can first be explored. Learners can discover the audio guides that already exist for their city/country and decide on the gaps they can fill by suggesting an alternative destination and why they should provide a presentation of this specific place.
- They can then listen to audio guides posted on the site to determine the required elements and features to develop a good audio guide in the chosen category. The 'create a guide' page can be explored and discussed to establish the steps, technical requirements and to discover recommendations. It is very detailed, so students can be advised to explore these pages in a language familiar to them (if it is available) to ease the task.
- Learners can assess the information they already have and the information and details they need to search for.
- They can then script their presentation using a range of tools, depending on their language level and revise it.
- Once students have practised their reading (with the help of digital tools such as text-to-speech technology if needed), the recording can be made. Alternatively, an audio file can be created using the text-to-speech software available on the site.
- Once posted, students can review their contribution on the platform before it becomes public. It will be the opportunity for the group to assess if all the quality and content criteria established at the start of the task have been met.
- Once all the verifications have been made, the audio guide can be published.

# Audio guide to an alternative travel destination

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## Student Sheet

### Task

You want to promote an alternative travel destination. To do so, you are going to create an audio guide to this destination and thus contribute to a travel guide platform, such as IziTravel (<https://www.izi.travel/>), with a visit to a non-touristic place of interest.

To do so, you need to select an alternative destination, research, find and select relevant and interesting information about the place, create a presentation and then make a recording (either with your own voice or with the text-to-speech technology provided).

### Website

Izitravel is a platform where anyone can share audio guides of places. These can be created by professionals or individuals. The audio guides can include maps, pictures and sound. They can describe outdoor or indoor spaces. Their length can vary.

The website interface is available in 11 languages including Chinese, Dutch, English, French, German, Spanish and Russian.

The guides can be posted in any language.

## CEFR level - For B1 level and above

### Objectives

#### Digital citizenship and literacy

While completing this task, you can learn:

- how to promote a place which is non-touristic to encourage alternative travel destinations;
- how to source, retrieve, assess and use online information;
- to be aware of copyright laws (both for your choice of pictures and for the descriptive text of your presentation);

- to consider the audience (while creating the presentation and performing it);
- how to consider different media formats (written, visual, audio) to enhance your audio guide;
- about the various tools which can be used to practise reading in the target language;
- how to record, save and share audio files online (both voice-recordings and files created with text-to-speech technology), and to reflect on the appropriateness of each.

## Intercultural aspects

- Think of an alternative destination which might be culturally significant and provide facts and information which might be of interest to an audience from a different culture.

## Hints

- Keep in mind that written text is different from an oral one, so, while creating it, be sure to adapt it to the oral genre.

## Keep in mind who you are addressing

You will first need to choose an alternative destination you would like to promote, asking yourself if it can be of interest to others and reflecting on the positive and negative impact it may have.

You will then need to reflect on the requirements (style, genre, tone) of a travel guide presentation.

In order to carry out this task, it can be useful to:

- read some travel descriptions and listen to other travel audio guides (on the site or elsewhere) for the destination type you have selected (museum, etc.) and determine what makes a good travel guide;
- read the advice given on the site <https://izi.travel/en/create/individuals> and especially the Content Management Space (CMS), which provides step-by-step guides to audio guide creation. It contains advice on content to be provided but also technical advice. It is very detailed, so you can explore these pages in a language familiar to you (if it is available) to make this step easier.

This information will help you to find out how to create a travel guide and how to record it. It provides some useful tips on how best to make it work and take the audience into consideration.

## Work on the language-related aspects

You need to prepare an accurate presentation. You can look at other presentations and note useful vocabulary and phrases. It is easier to prepare first your presentation on a separate word-processing document. You can then easily use the grammar and spell checkers provided within the application you use, or decide to run your presentation through a separate online grammar and spelling checker such as:

- <https://bonpatron.com/> for French;
- <https://spellcheckplus.com/> for English;
- <https://spanishchecker.com/> for Spanish;
- <https://www.germancorrector.com/> for German;
- <https://languagetool.org/> available in many languages.

If you decide to record your presentation with your own voice, you might have to practise reading your presentation.

If you are unsure about the pronunciation of a word, you can use Forvo, the multilingual pronunciation dictionary: <https://forvo.com/>.

If you want to hear a couple of sentences, you can use text to speech technology. You can copy and paste an excerpt from the text you will record and listen to it. Here are a few suggestions of text-to-speech technology sites: TTS Reader: <https://ttsreader.com/>; Natural readers: <https://www.naturalreaders.com/online/>; From speech to text <http://www.fromtexttospeech.com/>; Acapela: <http://www.acapela-group.com/voices/demo/>.

## For you to think about

While completing this task, you can reflect on the following:

- Have you ever thought about the places you promote online? What is the impact (both positive and negative) of promoting alternative travel destinations?
- Have you ever thought about copyright issues before posting or sharing some material online?
- What makes a good travel guide? Is there a difference between a written travel guide and an audio travel guide? What qualities does your recording need to have to be a good audio guide?
- In which language(s) are you presenting your travel destination? Are you satisfied with your production? What are the challenges for you to produce an alternative travel destination in that language?
- What tools can you use to improve your ability to write in that language and to read aloud? Which ones can you adopt for other activities, such as oral presentations or public speech?