

# SA Tourism: Time to Learn Mandarin

No longer can we rely on the koala to attract Chinese visitors to South Australia.

If SA businesses want a slice of the multi billion dollar pie that is the Chinese tourist market we need to become more innovative and operators who want to grow in the China market need to be aware of the motivations and expectations of Chinese travellers.

Chinese Language and Cultural Advice is delivering a ten-hour course, **Beginner's Mandarin Language**, specifically designed for the South Australian tourism industry that enables adult learners of any age to quickly begin to understand and speak Mandarin, useable in everyday life.

#### Course content includes:

- Pronunciation of names and using titles
- Greetings (formal and informal)
- Food and beverage vocabulary
- Numbers, times, days of the week, months of the year
- Commonly used verbs such as 'have', 'want', 'like'
- Commonly used measure words such as 'bottle' and 'cup'
- Colours
- Giving directions
- Commonly used questions such as 'where?' 'what?' and 'why?'
- Other useful words and phrases such as 'please be seated'

*"Leonie was excellent. Definitely knows the Chinese market. She gave specific recommendations on how to be market ready for the Chinese visitor."*

- Testimonial from the 2011 SA Tourism: Surviving & Thriving Conference

This 2-day class is limited to **ten participants** to ensure each participant has maximum attention.

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#### DATE

Wednesday 21 March AND Thursday  
22 March 2012

*(Please note this is a 2-day course)*

#### LOCATION

Hilton Adelaide

233 Victoria Square, Adelaide

#### INVESTMENT

SATIC Member: \$495

Non Member: \$645

Incl. GST and a comprehensive workshop booklet and CD

#### TIME

9.30am—3.30pm

Incl. lunch and morning/afternoon tea each day

#### TO SECURE YOUR SPOT

Please visit:  
<http://www.mybookingmanager.com/beginnersmandarin>

#### ABOUT THE CLCA

Chinese Language and Cultural Advice was formed in 1998 to provide Chinese cultural and language services to companies and organisations doing business with, or seeking to do business with the Greater China Region. After living in the Greater China Region for several years, Managing Director, Leonie McKeon's practical hands on experience provides a unique platform to help Australians understand Chinese language and culture.



Please note: If minimum numbers are not met, you will receive notification of the cancelled event and receive a reimbursement of your payment.

Please note that if you should cancel within 6 days of the scheduled course, you will not be refunded.

For more details, please contact Chloe Camilleri (SATIC Training and Events Coordinator) on 8110 0128 or [chloe@satic.com.au](mailto:chloe@satic.com.au).