

Title: Travel Brochure

Subject: Geography/ Language Arts

Grade Level: 5th-7th

Time: 2 90-minute periods

Objective: Students will better understand the history, culture and geography of a place the expedition team is visiting by making a travel brochure for a particular region.

Method:

Each student will be responsible for researching a particular tourist attraction, historical site or park, and developing a informational travel brochure for their place of interest. Each student's brochure must include photos, at least one chart, five persuasive reasons to visit, and use persuasion to attract tourists. Use the Travel Brochure worksheet to help students organize their data and locate research tools on the Internet.

Common Core State Anchor Standards:

Key Ideas and Details

1. Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
2. Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.
3. Analyze how and why individuals, events, and ideas develop and interact over the course of a text.

Craft and Structure

4. Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and analyze how specific word choices shape meaning or tone.
5. Analyze the structure of texts, including how specific sentences, paragraphs, and larger portions of the text (e.g., a section, chapter, scene, or stanza) relate to each other and the whole.
6. Assess how point of view or purpose shapes the content and style of a text.

Integration of Knowledge and Ideas

7. Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.
8. Delineate and evaluate the argument and specific claims in a text, including the validity of the reasoning as well as the relevance and sufficiency of the evidence.
9. Analyze how two or more texts address similar themes or topics in order to build knowledge or to compare the approaches the authors take.

Range of Reading and Level of Text Complexity

10. Read and comprehend complex literary and informational texts independently and proficiently.

Travel Brochure

Your task is to highlight a particular region along the Expedition Team's route and create an attractive and informative travel brochure. Make sure that you use persuasive techniques to influence potential tourists to come to your region, hotel or restaurant. In each case you must display knowledge of cultural traditions (for example if you are creating brochure for a local restaurant, learn what foods people of the that region eat; if you are creating a national park brochure, make sure you provide information about the ecological and historical importance of the area.)

Answer the questions below to help you provide proper information for your brochure.

1. What region/place are you researching? _____

2. Name three reasons people should travel to your region. What makes it unique?

3. What can tourists expect when they arrive to your region?

4. Use six adjectives to describe your region, restaurant, or hotel.

_____	_____	_____
_____	_____	_____

5. How will tourists get to your region, restaurant, or hotel? Give specific directions from your hometown.

6. What species of animals might tourists see while visiting the region?

7. What activities does the region provide for tourists?

8. How much money does the tourist need to budget?

9. Why should tourists choose this destination over anywhere else in the world?

Remember that the more details you add to your brochure, the more appealing it will be. Also, include photos, charts, graphs, and other persuasive writing techniques that will make your brochure more appealing and attractive.