

Travel Brochure

Objectives

By the end of this activity, students should understand how geographical and historical features can influence the tourist economy of a town and how a persuasively written brochure can add to the draw.

Materials

colored pencils	maps
construction paper	markers
glue/tape	magazines
reference material	pens
local resource material	scissors

Background

Maps show varying degrees of detail. (A map of a neighborhood is an up-close portion of a city map, which is a part of a larger map of the state, etc.) A map of a state park will be able to show a lot more detail than a state map. Think about the type of map you would most want to have if you were trying to locate a particular attraction. For example, a Mall of America map would be important to have if you were trying to get to Underwater World located within the vast mall.

Procedures

1. Do some research on interesting places to visit along the river. Choose a place you would like to learn about and would enjoy visiting. Focus in on a monument, park, natural wonder, structure (like a bridge or dam), restaurant, museum, or zoo. Research the city or town around it too.
2. Research the geographical background of your attraction and create a map that shows your attraction and the area immediately around it. For example, if it is a monument in downtown Dubuque, Iowa, show the entire downtown area around the monument. Make sure to label the city, streets, and your attraction. Also include directions (east, west, north, south), a legend, and the name of the state.
3. Research someone famous connected to your place. For example if your place is Lake Itasca State Park, you might decide to write about the man who worked to create the park or his daughter who carried on his work. Include a “photo” either real or illustrated by you.
4. Write a short description (200-300 words) of your place. Include why this place is unique, its relevance to the Mississippi River, why it would be worthwhile to visit, and any important people associated with the town or attraction. Also include any other attractions the city or town may have to offer (other museums, bed and breakfast accommodations, restaurants, parks, etc.).

Travel Brochure

- a. Remember to design this brochure to persuade people to visit. Short colorful upbeat descriptions will capture the readers' attention.
 - b. If your attraction is season-dependent (like ski slopes), make sure your material is geared towards that season.
 - c. Make sure your text stands out. Play around with the size of the type to make sure the more important parts stand out. Highlight important words. Use other brochures or magazine ads for inspiration.
 - d. Be creative and unique with the format of the brochure. For example a steamboat cruise, could be in the shape of a paddle wheeler.
5. Put together your brochure.
- a. Include pictures, either real photos or illustrations by you.
 - b. Include schedules and/or prices if applicable.

Evaluation Rubric

Use the following three-point rubric to evaluate students' work during this lesson.

	Excellent	Good	Satisfactory
Geographical Map	appropriate, easy to read includes all the appropriate parts	complete with few mistakes	little or no relevance
Tourist Attractions	the attraction and the town figure prominently accurately relate to the river	attraction and town are included reference is made to the river	lacks adequate description of town and/or attraction
Text	succeeds in persuasion through a good mix of descriptive language and interesting details	language is descriptive and details are included	language lacks spark and few or no details are included
Appearance	brochure format is creative, unique	the brochure is well done	the brochure lacks organization
Directions	followed directions all the parts of the brochure are included	followed most of the directions nearly all of the parts are included	followed few of the directions many parts of the brochure are missing
Grammar, Usage, Mechanics	0-2 errors	3-5 errors	More than five