

BON VOYAGE BROCHURE

Students will research recreation on the Mississippi River and create a professional-looking travel brochure that highlights their attraction.

TEACHER NOTES FOR DISCUSSION

Before this lesson, get in touch with a travel agency or your local chamber of commerce to obtain some old or outdated travel brochures. Allow students some time to browse through the brochures taking note of the photographs, categories, charts, graphs, tables, type of print, font, and formatting such as a tri-fold or magazine style.

Begin with a discussion about places the students have recently visited. Have students tell what sorts of attractions they saw. Talk about geographical sights (Grand Canyon, Yosemite), historical sights (Plymouth Rock, Liberty Island), and the purely entertainment-centered sights (Disney World, 6-Flags).

Discuss how geography and history play a part in what people are attracted to visit and where attractions are erected. For example, Disney World is on flat open land where it is usually warm—same with 6-Flags. What about places on the Mississippi River. What is there to see? Does the river influence these attractions?

Objective

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.

Time Considerations

Instructor preparation:
15 minutes

Student activity:
two classes

RELATED STANDARDS AND BENCHMARKS

History

Standard 2. Knows the location of places, geographic features and patterns in the environment

Standard 4. Understands the physical and human characteristics of place

- knows the human characteristics of places

Commerce/Culture

Standard 12. Understands the patterns of human settlement and their causes

- knows the factors involved in the development of cities

Geography

Standard 1. Understands the characteristics and uses of maps, globes and other geographic tools and technologies

Language Arts

Standard 4. Gathers and uses information for research purposes

- uses a variety of resource materials to gather information for research topics
- organizes information and ideas from multiple sources in systematic ways
- determines the appropriateness of an information source for a research topic

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UNDERSTAND YOUR MISSION

In this activity, you will find an attraction related to the Mississippi River; gather historical and geographical information about the place; and, create a professional-looking travel brochure that highlights your attraction.

LEARN THE LINGO

chamber of commerce	an association of businesses that promote the community and themselves
office of tourism	a public agency dedicated to promoting city or states tourist attractions
tourist dollars	the money spent in a given location, usually per year, by sight-seeing travelers
tourist season	the most popular time of year to visit a given site

Gather Your Supplies

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

CHART A COURSE FOR EXPLORATION

If you were going to visit one place along the Mississippi River, where would it be? Would you visit Hannibal, Missouri to see where Mark Twain grew up? Would you visit Mark Twain Cave? Would you check out the Civil War gunboat the U.S.S Cairo? Would you visit the Mississippi River Museum in Dubuque to get the big picture of the river? Would you decide to go to New Orleans and listen to music? Or would you choose to see something else?

BON VOYAGE BROCHURE

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.).
 - 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 paddel wheeler.
5. Put together your brochure.
 - a. Include pictures, either real photos or illustrations by you.
 - b. Include schedules and/or prices if applicable.

Go Beyond

Develop a live commercial to advertise your attraction and its Mississippi River town.

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Use the following rubric to help you evaluate the travel brochures. If students worked cooperatively, effort/cooperation can be added as a category.

	EXPERT	PROFICIENT	NOVICE
GEOGRAPHICAL MAP	<input type="checkbox"/> appropriate, easy to read <input type="checkbox"/> includes all the appropriate parts	<input type="checkbox"/> complete with few mistakes	<input type="checkbox"/> little or no relevance
TOURIST ATTRACTIONS	<input type="checkbox"/> the attraction and the town figure prominently <input type="checkbox"/> accurately relate to the river	<input type="checkbox"/> attraction and town are included <input type="checkbox"/> reference is made to the river	<input type="checkbox"/> lacks adequate description of town and/or attraction
TEXT	<input type="checkbox"/> succeeds in persuasion through a good mix of descriptive language and interesting details	<input type="checkbox"/> language is descriptive and details are included	<input type="checkbox"/> language lacks spark and few or no details are included
APPEARANCE	<input type="checkbox"/> brochure format is creative, unique	<input type="checkbox"/> the brochure is well done	<input type="checkbox"/> the brochure lacks organization
DIRECTIONS	<input type="checkbox"/> followed directions <input type="checkbox"/> all the parts of the brochure are included	<input type="checkbox"/> followed most of the directions <input type="checkbox"/> nearly all of the parts are included	<input type="checkbox"/> followed few of the directions <input type="checkbox"/> many parts of the brochure are missing
GRAMMAR, USAGE, MECHANICS (G.U.M.)	<input type="checkbox"/> 0-2 errors	<input type="checkbox"/> 2-5 errors	<input type="checkbox"/> more than five

REFERENCES

Kendall, John S. and Robert J. Marzano. *Content Knowledge: The McREL Standards Database*. <<http://www.mcrel.org/standards-benchmarks/>>, March 16, 2000.