



Teacher Lesson Plan Idea

Travel Brochure Linking Arkansas Communities

FRAMEWORK(s):	G.3.4.1
GRADE LEVEL(s):	Designed for grade 4, but can be adapted for grades K - 8
TASK:	Students shall develop an understanding of the interactions between people and their environment.
APPROXIMATE TIME:	Three to four class periods
MATERIALS:	AR road map Markers/colored pencils Computer Magazines that can be cut out of Glue Scissors Construction paper Notebook paper pencil
PROCEDURE:	

1. Nearly all travel bureaus and resorts use brochures as a marketing tool. A well-designed brochure can considerably increase the business from travelers and visitors. Collect several examples of these brochures to show to the class. What appeals to them? What does not?
2. Divide students into pairs. Introduce desktop publishing to the students. Most integrated software packages have a template design for creating brochures.
3. Have each pair select a site of interest to potential visitors. Research potential tourist attractions at or near the site.
4. Using a combination of words and graphics, have each team create a brochure for the selected site.
5. The brochure should be an 8½" x 11" tri-fold. It should be printed on both sides.
6. Display completed brochures on a bulletin board and allow students to choose a vacation destination.

Students are travel agents and are to design a travel brochure to give out/display at an Arkansas travel agency. This brochure will describe an Arkansas vacation package to sell to customers. Students choose the destination to try to sell.

ON THE FRONT:

Put the name of the city or destination the vacation will take place. Also draw and color a picture representing that city or place. It has to be a real place and somewhere people would want to vacation. Students can use theme parks, hunting trips, state parks, landmarks, rivers, lakes, counties or cities/towns.

INSIDE:

Students are to answer the following questions in PARAGRAPH FORMAT, USING COMPLETE SENTENCES. **DO NOT** write the following questions inside the travel brochure, just include the answers in paragraphs. Students are trying to sell the vacation package to someone. They should be very descriptive, make it sound appealing! USE ONE PARAGRAPH PER QUESTION.....Students complete five paragraphs!!!! Fill up both the left and right side of the inside of the brochure.

1. How long will travelers stay? Or how long will the trip last?
2. Where will travelers stay? (hotel, cabin, etc.) **Describe!**
3. What can travelers do in this city/place? **Describe** at least 2 activities they can do while they are there. This does not include things they can do at their hotel (such as swimming in the hotel pool).
4. How will travelers arrive? (airplane, car, etc.)
5. How much will the vacation cost? Be realistic. Tell what this price includes (meals, hotel, airfare, etc.)

*The destination has to be real, but can create their own hotel names and any other characteristics of the vacation.

ENRICHMENT: Have students complete a travel itinerary for the destination of their choosing. The itinerary should include transportation, lodging, meal, and entertainment plans for a minimum of three days. Have students prepare a budget for their vacation. Remind them to allow for unexpected or miscellaneous expenses.

SOURCE: www.arcota.org

