

# TOURISM

## State Project



Name: \_\_\_\_\_

State: \_\_\_\_\_

Partner's Name: \_\_\_\_\_

Tourism is big business for many states. Advertising for tourist dollars has become very creative and intense. Your group of two will be given the opportunity to market the assigned state for tourism.

### Directions:

- After identifying your state, your goal is to promote tourists from other areas to visit you. Use printed materials (books) and the internet to research your state and current trends.
- As a group decide on a strategy to use in promoting your state. What unique features does your state have? What might encourage people to come to your state? Now develop three things for your promotion strategy:
  1. A 30-60 second commercial to advertise your state.
  2. An interactive day trip plan for tourists with a calculated route to all attractions. A cost analysis of the day trip should also be included.
  3. Bake a state cake in the shape of your state (based on the provided template). Ingredients and the amount used should be included.
- Your group will give presentations to younger grade level peers highlighting information about the state chosen, showing your promotional items, and providing an overview of the day trip and the cost analysis.

*Grading:* Groups of two will receive three grades for this project:

- The presentations will be graded for creativity, amount of information used in the presentation, speakers voice, body language, and confidence in answering questions.
- The commercial will be evaluated for uniqueness, quality of information, advertising value, and usefulness.
- The day trip plan will be graded for content, accuracy of cost analysis, total mileage, and visual quality.

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### Research Portion

*Directions:* Find the following information to help you in creating your tourism pack.

My State: \_\_\_\_\_ Abbreviation: \_\_\_\_\_

1. Historical Facts: How the state got its name, when it became a state, and any other interesting historical fact that would be interesting to present.
2. Climate: Include the average high and low temperature during each month.
3. Historical Sites, Landmarks, and National Parks (don't forget to take notes on how much the entrance fee is)
4. State Nickname
5. State Symbols (bird, flag, flower, etc...)
6. Famous People (also explain what they are famous for)

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## State Project Rubric



Name: \_\_\_\_\_

CATEGORY	4	3	2	1
<b>Commercial</b>	Students create an original, accurate, informative, and persuasive commercial.	Students create an accurate, informative, and persuasive commercial.	Students create a somewhat accurate commercial but does not adequately persuade the audience.	Students create an advertisement that is not persuasive nor accurate.
<b>Day Trip Plan</b>	Covers state information in-depth with details and examples. Cost analysis and mileage are accurate. Product is visually pleasing.	Includes essential knowledge about the state. Cost analysis and mileage are accurate. Product is visually presentable.	Includes essential information about the state but there are 1-2 factual errors. Cost analysis or mileage might be inaccurate.	Content is minimal OR there are three or more factual errors. Product is not visually pleasing.
<b>Originality</b>	Both commercial and day trip plans show a large amount of original thought. Ideas are creative and inventive.	Products show some original thoughts and unique. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit. The products are not creative and unique.
<b>Collaboration</b>	Almost always listens to, shares with, and supports the efforts of partner. Tries to work well with the partner.	Usually listens to, shares with, and supports the efforts of partner. Does not cause problems.	Often listens to, shares with, and supports the efforts of partner but sometimes is not a good team member.	Rarely listens to, shares with, and supports the efforts of partner. Often is not a good team member.
<b>Oral Presentation</b>	Interesting, well-rehearsed with smooth delivery that holds audience attention. Answers audience questions clearly and completely.	Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. Answers most of the audience questions clearly and completely.	Delivery not smooth, but able to hold audience attention most of the time. Answers some of the audience questions clearly and completely.	Delivery not smooth and audience attention lost. Does not answer all the audience questions.