



North Carolina Regions – Tourism Project

The North Carolina Tourism Industry needs your help! Over the past year, the number of tourists has dropped significantly and it is up to you and your team to create a new campaign to bring more people to North Carolina. Each group will represent a travel agency. You will need to come up with a name for your agency and over the next couple weeks, you will research your assigned region and come up with various items to draw visitors to your region.

Group Members: _____

Region: _____ **Agency Name:** _____

Project	Description	Technology Component	Due Date
Persuasive Letter	Write a persuasive letter to a potential tourist, encouraging them to travel to your region. Be sure to give at least 5 reasons why they should come to visit your region. Each reason should have supporting details. The letter should have several organized paragraphs and follow the basic letter format. Include a strong opening sentence as well as a well thought out ending to your letter. http://www.readwritethink.org/materials/persuasion_map/ http://www.readwritethink.org/materials/letter_generator/	Microsoft Word	Friday, October 26
Postage Stamp	Create a \$.41 postage stamp for your region. Draw this using colored pencils on the template provided. (one per group)	None	Friday, October 26
Travel Brochure	Research, design, and create a travel brochure for your region. Encourage people to visit your region by creating a colorful and informative brochure. Include the following items in your brochure: <ol style="list-style-type: none"> 1. 1 map of your region 2. 3-5 major cities 3. Brief description of the land and climate (weather), including 2-5 major geographical locations (mountains, rivers, etc) 4. 3-5 agricultural products 5. 2-3 historic places 6. 5-7 major tourist attractions (cultural and recreational) 7. Optional items (Minimum of 1): Annual festivals, famous people, vacation spots, current events Try and include pictures for each item(s) if possible. You will use Microsoft Publisher to create the brochure. Use the brochure wizard to create your tri-fold brochure. Include your names as the Directors of Tourism and create a mailing address for your agency. Include pictures and clip art to enhance your brochure. Be creative!	Microsoft Publisher	Friday, November 2
T.V. Ad Commercial (Skit)	As a group, you will create a 30-second commercial about your region. The commercial must highlight things in your region that would draw the most tourists. Each person must have a role in the commercial and lines should be memorized. Before acting out the commercial, groups must create a script and prop list. Commercials will be videotaped and students will have the option to edit the videos. (the editing is not a requirement for this project)	Mac imovie	Thursday, November 1st & Friday, November 2nd

During the research portion of this project, please use books and other reference materials from our classroom and the school library. You can find websites related to North Carolina from the links page of our class website: www.mscoleman.com. For the persuasive letter, please use the website www.readwritethink.org. You have the option of splitting up the work between your group members, but make sure everyone has something to work on at all times. You will receive 2-4 hours per week to work on this project in class. Use the Note Taking Sheet to help you organize your work. A grading rubric will be handed out later this week, so you see how much each item/project is worth.