STATE TOURISM PROJECT

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

Directions:

- Decide on a state to promote tourist from other areas. Use printed materials 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: a brochure that tells people about your state's attractions, a promotional item to give people that reflects your overall strategy, and a presentation on your state that includes visual aids.

- Your group will give a presentation to the class highlighting information about the state you have chosen, showing your promotional items, and handing out your brochures. The presentation can include a video produced by your group (pictures actually taken at the state) to advertise tourism.

Grading:

Groups (1-3) will receive three grades for this project. The presentations will be graded for creativity, completeness, and style. The brochure will be graded for content and visual quality. The promotional item will be evaluated for uniqueness, quality, advertising value, and usefulness.

You must create a presentation you can use powerpoint, display boards, etc. Your presentation should "SELL" your state. Make sure you cover events and attractions your state has to offer, trends of current tourism, your promotional item that reflects your strategy, brochure and other visual aids.

You will have 10- 15 minutes to present with the remaining time (5 minutes) to be used for questioning. You can and will be three questions. Questions will be about each of the following:

1. the description of the State you have chosen
2. the proposed promotion
3. other visuals

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	Exceptionally Well Done	Well Done	Adequately Done	Little Value
Opening of presentation	5	4-3	2	1-0
Current trends in tourism	5	4-3	2	1-0
Description of State/attractions	5	4-3	2	1-0
Description and uniqueness of Promotional Item	5	4	3-2	1-0
Description of brochure	5	4	3-2	1-0
Other visual aids	5	4-3	2	1-0
Handling of questions	5	4-3	2	1-0
Perception of preparation	5	4-3	2	1-0
Use of voice/professionalism	5	4-3	2	1-0
Creativity and Neatness	5	4-3	2	1-0

Total Possible Points: 50

TOTAL SCORE: _____