

The Appeal of Tourist Attractions

1 – Cardiff Castle



2 – St. Fagans



3 – Castell Coch



4 – Viola Arena
(Ice rink)



5 – National Museum



6 – Techniquest



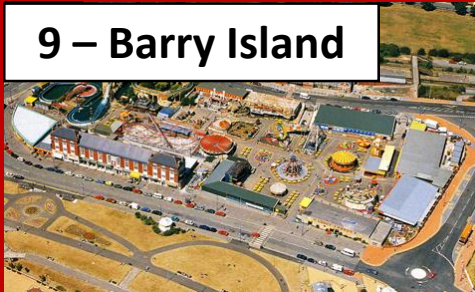
7 – Millennium centre



8 – Principality Stadium



9 – Barry Island



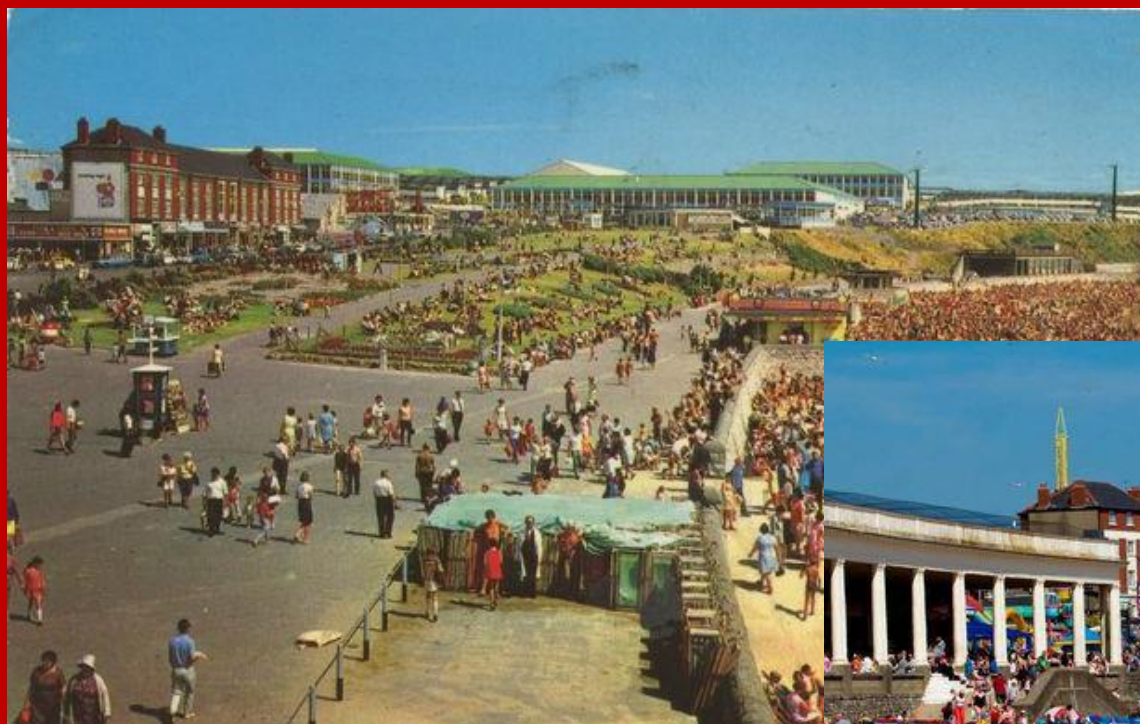
10 – Cardiff International Pool



Starter – Name the local tourist attractions shown in the pictures

Learning
Objective:

How are Destinations
Marketed and Advertised?



Unit 3: Tourism

Lesson outcomes - Canlyniadau gwersi

- You will understand how tourist destinations are marketed and advertised
- You will use these skills to develop a tourist leaflet or brochure for a local tourist attraction of your choice

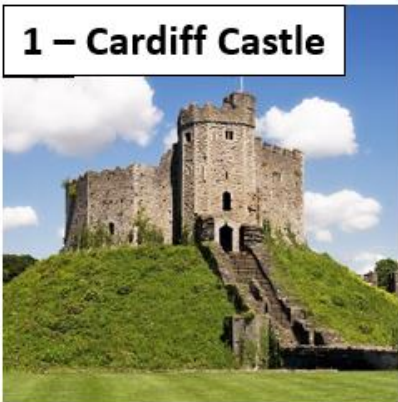
LNF

- ❖ Use subject specific words and phrases
- ❖ Present ideas and issues convincingly
- ❖ Choose text type and structure
- ❖ Make choices about presentation

TYPES OF TOURIST ATTRACTION

From the list below add the correct term to each local attraction from your **starter**
Heritage/Historic attraction Sports attraction Educational attraction
Leisure attraction Purpose-built attraction Natural attraction

1 – Cardiff Castle



2 – St. Fagans



3 – Castell Coch



4 – Viola Arena
(Ice rink)



5 – National Museum



6 – Techniquest



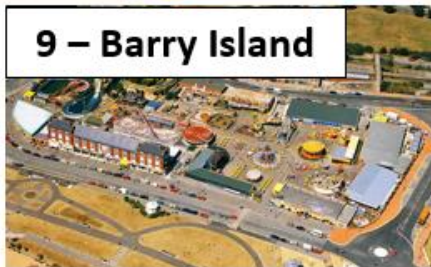
7 – Millennium centre



8 – Principality Stadium



9 – Barry Island



10 – Cardiff International Pool



APPEAL OF DIFFERENT ATTRACTIONS INFORMATION

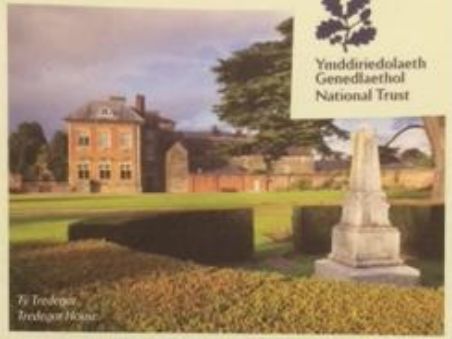
Different groups

Look at the different layouts, the text types, the pictures and use of colours.



different

Care

Tŷ Tredegar
a Gerddi Dyffryn
Tredegar House
& Dyffryn Gardens

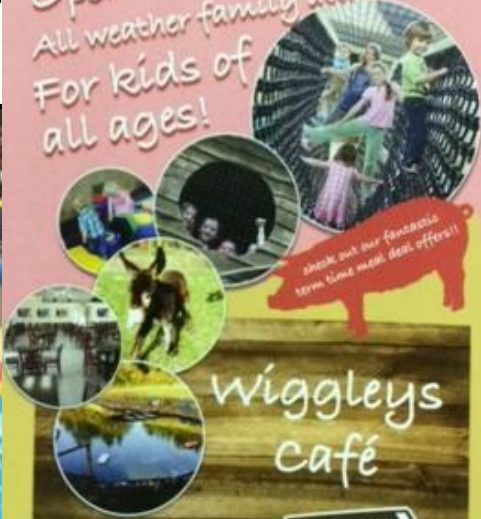


Ger Caerdydd a Chasnewydd
Near Cardiff & Newport

Dilynwch ni / follow us:  

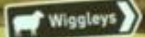


Open All Year Round
All weather family attraction
For kids of all ages!



check out our fantastic
Term Time meals deal offers!

wiggley's
café

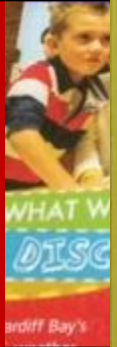


Follow the Brown Tourist signs
5 minutes from M4 JCT 36 - just past Sarn Services
Or 10 minutes from M4 JCT 38 on A48 turning to Pen-y-Bryn

www.wiggley'sfunfarm.co.uk

Lo
ty

ext
rs.



Tec



ANALYSING ATTRACTIONS

Produce an A3 poster on your chosen destination with the following pieces of information:

NAME OF ATTRACTION:

Map/location



It is located in Cardiff Bay

Main activities and attractions



There are lots of interactive activities and puzzles to help kids learn about science

Opening times/prices

Monday	Closed
Tuesday	9:30am - 4:30pm
Wednesday	9:30am - 4:30pm
Thursday	9:30am - 4:30pm
Friday	9:30am - 4:30pm
Saturday	10:00am - 5:00pm
Sunday	10:00am - 5:00pm

Admission prices

Save money and reduce your queue time by booking online!

Ticket type	Online				On the door	
	Standard*	Opt-out	Standard*	Opt-out	Standard*	Opt-out
Adult	£8	£7.20	£8.20	£7.40		
Child (4-15)	£6.50	£5.90	£6.70	£6		
Concessions	£6.50	£5.90	£6.70	£6		

Other information/pictures



Types of visitors

UNDERSTANDING APPEAL ACTIVITY

Think about the appeal of different attractions to different visitors.

2) Try to explain who your attraction would appeal to and why:

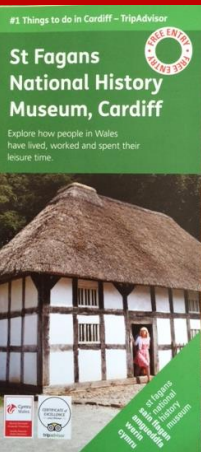
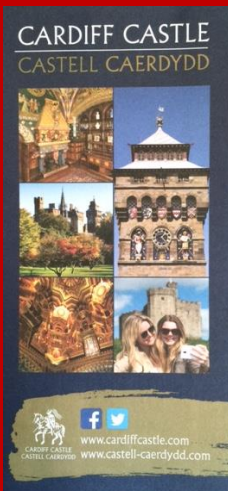
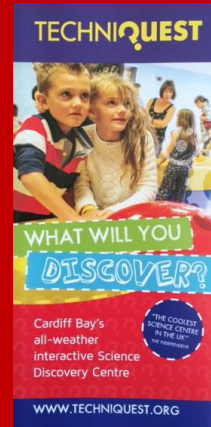
- ✓ The types of visitors that each attraction is marketing itself to.
- ✓ The reasons why certain visitors might be attracted there.



Also look at and think about how your leaflet attracts visitors:

- What types of language/words does it use?
- What colours and images does it use and why?
- What font types does it use?
- Are there differences?

Types of visitors



CREATING A BROCHURE RESEARCH

Your are now going to research information for a tourist brochure on a tourist destination of your choice (anywhere in the world):

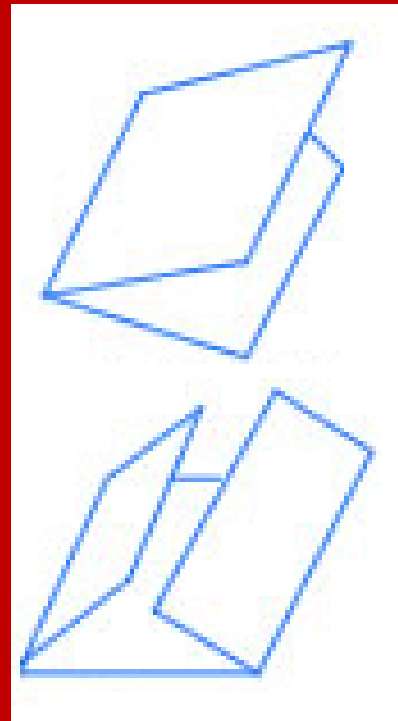
- * Disneyland
- * Oakwood
- * Eiffel Tower
- * New York
- * Barry

On a word document find eight to ten pictures, images or maps of your chosen area that show the main tourist attractions and facilities. Add captions to these.

From this information you will then produce a brochure on a folded sheet of A4 advertising your chosen location to tourists.

Think about:

- The layout and colours
- Information that is needed
- The language/words to use to attract people to the area/place
- The titles/fonts to be used
- Who are you advertising to/trying to attract



Planning your brochure

KS3 Geography

Advertising Tourism

Plan your brochure below:

Chosen Destination/attraction:

Catchphrase/Title/Attention Grabber:

Main features or attractions to be highlighted

Describe the main attractions:

Persuasive language and superlatives to be used

Key sentences that you want to use to describe what people can do there

➤
➤
➤
➤

List of maps, photographs and pictures needed

Who are you aiming it at? Colours, fonts to be used

Help Sheet for your Tourist brochure

Your goal is to convince the reader to choose this destination

You must include:

- A catch phrase (Attention grabber)
- Persuasive language (PERSUASIVE adjectives, PERSUASIVE phrases, superlatives – see below)
- Pictures that are relevant and show the main attractions
- Information about the activities available
- Information about landmarks or landscape features
- A slogan to help sell the destination: e.g. **The Grand Canyon rocks!**

Try to use as many:

PERSUASIVE adjectives

PERSUASIVE phrases

Superlatives

SPECTACULAR views

INSPIRING

FANTASTIC

HISTORICAL castle

EXPERIENCE

BRILLIANT

CHARMING building

WATCH

AWESOME

AMAZING sights

GET INVOLVED

OUTSTANDING

FAMOUS attraction

YOU MUST VISIT

THRILLING

EXCITING rides

MAKE YOUR DREAMS COME TRUE

SUPERB

ICONIC location

DON'T MISS

TREMENDOUS

WONDERFUL beach

TREAT YOURSELF TO

AWE INSPIRING

RELAXING time

ENJOY

UNIQUE

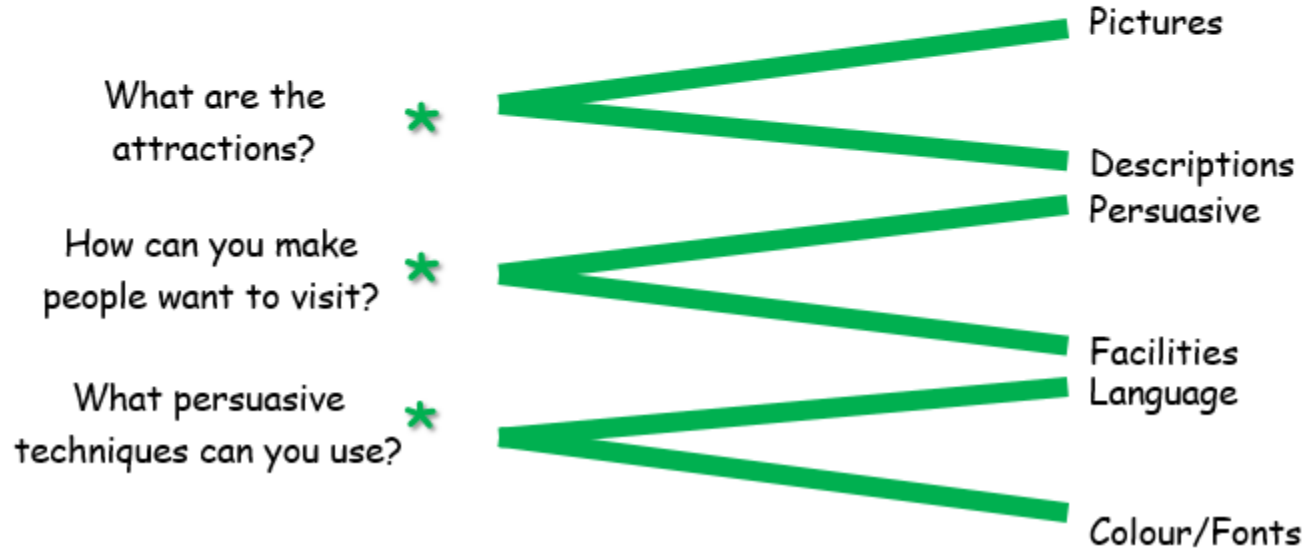
WELL KNOWN cafes

JOIN IN

INCREDIBLE


Planning your brochure

Your brochure and the language that you use within it should use the persuasive text type. Remember that you are trying to convince people to come and visit (and spend their money in) your place/attraction.



How you will be assessed

Tourist Brochure Assessment Grid

Skill	You can (circled)  Your targets		
Locating places, environments and patterns:	Describe your chosen destination and add a map from research.	Use maps to describe and explain where it is located and its features.	Sketch/annotate a map showing destination and main features.
Understanding places, environments and patterns:	Outline the main features and attractions of your chosen destination.	Describe and explain how your destination caters for different groups of people.	Explain how your destination is trying to reduce its impact on the environment.
Research and Investigation:	Identify basic facts about your destination and collect relevant photos and maps.	Collect detailed information on the variety of facilities in your destination.	Use your research material to come to conclusions about to best market it.
Communicating:	Use a range of persuasive language to sell your destination.	Express yourself using a variety of persuasive techniques.	Use a full range of techniques to persuade and convince.
Level:	Teacher Comment:		
Target: In order to move to level _____ you need to			

Have you met our lesson outcomes (Canlyniadau gwersi)?

- You will understand how tourist destinations are marketed and advertised
- You will use these skills to develop a tourist leaflet or brochure for a tourist attraction of your choice



No



Unsure



Yes