

Travel Agency

Storyline Episodes	Key Questions	Possible Activities	Class Organization	Resources	Goals/ Obj
1. Travel Agency	1. What is a Travel Agency?	a. Brainstorm Ideas b. Create box models of ideal agency c. Name their agency d. Present agencies to the large group - define concept - discuss process and product	Large Group Small Group Small Group Small Group	Boxes	
2. The Staff	1. Who works in a Travel Agency?	a. Brainstorm jobs b. Teacher models collage figure construction c. Small groups decide on people and jobs for their agency d. Individuals create one character and name it e. Teacher models biography structure f. Individuals write biography for character	Large Group Small Group Individual Individual		
3. Types of Holidays	1. What types of Holidays are there? 2. What kinds of information would you need in order to plan a vacation for someone? 3. What types of forms and documents would you need?	a. Brainstorm types of Holidays b. Each agency chooses an area to specialize a. Brainstorm types of information b. Agencies design questionnaires a. Brainstorm types of documents b. Design appropriate forms and documents	Large Group Small Group Large Group Small Group Large Group Small Group		
4. Transportation	1. What are possible types of transportation people might use when traveling?	a. Brainstorm possible types of transportation b. Discuss international symbols c. Brainstorm criteria for symbols - High contrast, simple design, no cultural bias, etc. d. Design symbols of one type of transportation	Large Group Large Group Pairs		

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<p>5. Publicity</p>	<ol style="list-style-type: none"> 1. How will you let the public know that you are ready for business? 2. What types of publicity and marketing could you use? 3. What is a brochure? 4. What kinds of things would you always see on a brochure? 	<ol style="list-style-type: none"> a. Brainstorm types of publicity b. Each agency develops a radio or TV spot which must meet established criteria c. Large group determines criteria d. Agencies present radio and TV spots to large group a. Brainstorm items <ul style="list-style-type: none"> - ie. Photographs, itineraries, map, agency logo, phone number, etc. b. Agencies design a brochure describing one vacation (must meet determined criteria) c. Teacher demonstrates size and folding possibilities d. Agencies share brochures and tours 	<p>Large Group Small Group</p> <p>Large Group Large Group</p> <p>Large Group</p> <p>Small Group</p>		
<p>6. The Customer</p>	<ol style="list-style-type: none"> 1. Who may come to your travel agency for help? 2. What tour would your customer like to take? 3. What things would you need to pack for your trip? 	<ol style="list-style-type: none"> a. Brainstorm types of customers b. Teacher models paper sculpture of faces. c. Individuals create customers a. Customer chooses from class agencies a. Brainstorm things to include in luggage b. Teacher models x-ray suitcases c. Individuals create suitcases and content for their trip 	<p>Large Group</p> <p>Individual</p> <p>Individual</p> <p>Large Group</p> <p>Individual</p>		
<p>7. Incidents</p>	<ol style="list-style-type: none"> 1. What types of incidents might occur on a vacation? 	<ol style="list-style-type: none"> a. Brainstorm possible incidents b. Roll-play incidents 	<p>Large Group</p> <p>Small Group</p>		
<p>8. Hosting a Travel Convention</p>					