



## LESSON PLAN

By Heather Swarts  
Sixth Grade

Phase 7 TRC- White City Elementary

### HUSKIE TRAVEL AGENCY

In this unit of study, students will plan a tourist package for the Huskie Travel Agency. Students will select a city outside of Kansas but within the continental United States and develop a cost package for the trip, create a brochure and video presentation about their selected city. This unit integrates the following curriculum areas: reading, writing, math, social studies, and technology. The timeframe needed to complete this unit is flexible depending upon the extent and detail of the activities.

**Student Outcomes** ~ Upon completion of this unit of study, the learner will be able to...

- Use the web to select a city as a possible tourist package
- Identify at least three tourist attractions for that location or area
- Calculate the cost of a 5-day excursion
- Use spreadsheet software and desktop publishing software to create documents
- Develop a story board for video presentation
- Create a 2-3 minute video which could be used as a travel promo

#### Supplies, Materials, and Resources

- Access to Internet for Web research for city selection; MapQuest, Expedia, Orbit for calculating mileage
- Access to video equipment
- Desktop publishing software to create brochure
- Curriculum materials

#### Assessment

- Evaluate completed brochure with rubric
- Evaluate video presentation using rubric
- Evaluate package cost spreadsheet for accuracy

### **Activity One ~ Reading**

Research a city of choice using web-based information sources, social studies texts and other reference materials. Students will read about the history and development of the city, tourist attractions, and famous persons from the city.

### **Activity Two ~ Writing Topics**

Using desktop publishing, create a brochure with important information about the selected city, tourist attraction highlights and other information that would encourage purchase of that travel package.

### **Activity Three ~ Math**

- Calculate miles to the destination when traveling by car
- Calculate the cost of travel by car to the destination and one other mode of transportation (i.e. airplane, train, bus)
  - Given mpg, students will calculate how many gallons of gas will be needed
  - Plane, train, bus ticket costs; car rental at location
- Calculate the cost of accommodations for a 5-day trip (4-night motel stay)
- Calculate food costs for the 5-day trip; each meal must exceed \$2.50 and students must plan for three meals a day.
- Calculate entertainment costs (admission prices to tourist attractions and other activities such as movies, bowling, museums, etc.)
- Construct a spreadsheet in Excel to record package costs

### **Activity Four ~ Social Studies**

- Explore the continental United States
- Use Maps and Other Geographic Representations, Tools, and Technologies to Acquire, Process, and Report Information
- Compare packages developed by other teams

### **Activity Five ~ Technology**

- Design a logo for the Huskie Travel Agency
- Create a brochure using desktop publishing software for brochure
- Develop a spreadsheet to calculate package costs
- Use web resources for research
- Create a video presentation promoting the travel package

***Huskie Travel Agency  
Video Presentation Rubric***

*Student Name:* \_\_\_\_\_

<b>CATEGORY</b>	<b>Excellent 4 pts.</b>	<b>Satisfactory 3 pts.</b>	<b>Acceptable 2 pts.</b>	<b>Needs Improvement 1 pt.</b>
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student presents information but does not seem at all prepared to present.
Content	Shows a full understanding of the topic.	Shows a good understanding of the topic.	Shows a good understanding of parts of the topic.	Does not seem to understand the topic very well.
Speaks Clearly	Speaks clearly and distinctly all (100-95%) the time, but may mispronounce one word	Speaks clearly and distinctly all (100-95%) the time, but mispronounces a few words	Speaks clearly and distinctly most ( 94-85%) of the time. Mispronounces a few words	Often mumbles or can not be understood
Posture and Eye Contact	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation.
Volume	Volume is loud enough to be heard by all audience members throughout the presentation.	Volume is loud enough to be heard by all audience members at least 90% of the time.	Volume is loud enough to be heard by all audience members at least 80% of the time.	Volume often too soft to be heard by all audience members.
Listens to Other Presentations	Listens intently. Does not make any distracting noises or movements.	Listens intently but has one or two distracting noises or movement.	Sometimes does not appear to be listening, but is not distracting.	Sometimes does not appear to be listening and has distracting noises or movements.

***Huskie Travel Agency Brochure Rubric***

Students Name \_\_\_\_\_

<b>CATEGORY</b>	<b>(4) Excellent</b>	<b>(3) Good</b>	<b>(2) Almost</b>	<b>(1) Not Yet</b>
<b>Attractiveness &amp; Organization</b>  <b>(Organization)</b>	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has well-organized information.	The brochure's formatting and organization of material are confusing to the reader.
<b>Content - Accuracy</b>  <b>(Ideas)</b>	The brochure has all of the required information (see checklist) and some additional information	The brochure has all of the required information (see checklist).	The brochure has most of the required information (see checklist).	The brochure has little of the required information (see checklist).
<b>Writing - Mechanics</b>  <b>(Conventions)</b>	All of the writing is done in complete sentences. Capitalization and punctuation are correct throughout the brochure.	Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure.	Some of the writing is done in complete sentences. Some of the capitalization and punctuation are correct throughout the brochure.	Most of the writing is not done in complete sentences. Most of the capitalization and punctuation are not correct throughout the brochure.
<b>Graphics/Pictures</b>	The graphics go well with the text and there is a good mix of text and graphics.	The graphics go well with the text, but there are so many that they distract from the text.	The graphics go well with the text, but there are too few.	The graphics do not go with the accompanying text or appear to be randomly chosen.
<b>Sources</b>	There are many citations from a variety of sources accurately listed on the brochure.	There are some citations from a variety of sources accurately listed on the brochure.	There are a few citations accurately listed on the brochure.	Incomplete citations are listed on the brochure.