

Name:

Due Date:

# The Great Canadian Escape

## Travel Ad Assignment

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### **Your Task:**

For this task, you will act as a tourism-marketing executive who is in charge of advertising and promoting tourism in one of Canada's diverse landform regions. The goal is to create awareness about the physical and human geography in the region in order to attract potential tourists. You will create an advertisement that will appear in the next edition of *Canadian Geographic Travel Magazine* or on the [Canadian Geographic website](#). Your advertisement will be accompanied by a short report. Finally you will read and review a classmate's Ad and Report and write a one page comparative response.

1. **Choose your landform region:** Choose one of Canada's landform regions. Research its physical and human geography. You will need to identify the following five components in your report: Types of landforms, Weather and climate, Vegetation, Wildlife and Human activities and attractions in the region.

**Short Report.** Write a **two-page short report** that identifies and describes the physical and human geography of the landform region you have chosen. Use the headings **Physical Geography** and **Human Activities** to organize your report. Use **promotional** language to entice people to choose your landform region for their next vacation destination. For the physical geography section, you must include information on the types of landforms, weather and climate, and vegetation and wildlife found in the landform region.

Based on the physical characteristics of your landform region, identify and describe **five** human activities that tourists can do. You must provide specific examples of how these activities **connect to the physical landscape**. For example, "Due to the dense rainforest and mountainous terrain in Costa Rica, tourists can partake in a canopy tour and zip lining adventure near the Arenal Volcano."

You must also include a properly formatted **APA or MLA bibliography** with at least **3 different sources**, in addition to your textbook Making Connections.

2. **Design your advertisement:** You will create a poster advertisement digitally. You may also choose to market to a specific audience (e.g. youth, nature-lovers, adventure tourists, seniors). You can create your ad using a collage format or using select visuals. Regardless of the format, you must include the following in your ad:
  - Creative, original and persuasive slogan (not simply "Visit the Appalachians!").
  - Images of the physical geography (landforms, weather and climate, vegetation, wildlife etc.).
  - Images of human activities, attractions, etc.
  - Contact Information (eg.1-800-Sunny, website, social media feeds).
  - Your ad must be a minimum size of 8 ½ x 11 paper, or the equivalent if digital.

### **Expectations**

- analyse local and regional factors that affect Canada's natural and human systems.
- demonstrate an understanding of the regional diversity of Canada's natural and human systems;
- use the methods and tools of geographic inquiry to locate, gather, evaluate, and organize information about Canada's natural and human systems;
- analyse and interpret data gathered in inquiries into the geography of Canada, using a variety of methods and geotechnologies;
- communicate the results of geographic inquiries, using appropriate terms and concepts and a variety of forms and techniques.

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3. **Comparative Response:** Select a partner who has a *different* landform region than you. View your partner's ad and carefully read their report. Write a one page comparative response. Remember with a comparative response you must discuss the similarities and differences between the two. Note: you should make your ad and report available to your partner in electronic format. Frame your response around the following:
- Briefly introduce the two landform regions and highlight the similarities and differences
  - Pick three of five characteristics (types of landforms, weather and climate, vegetation, wildlife, and human activities and attractions in the region) and compare and contrast these to characteristics in your own landform region
  - As a foreign tourist, which landform region of the two would you want to visit and why? Support your choice with evidence from the report or ad.
  - As a Canadian citizen, which landform region of the world you want to live in and work in and why? Support your choice with evidence from the report or ad.

**Assignment Submission:**

You should submit your Ad and Report electronically via the macgeo.ca web site. Please send in one file.

**Helpful Resources and Digital Tools:**

- \* Visit the official tourism website for the provinces/territories where your landform region is located
- \* Recommended software is MS Publisher
- \* [www.glogster.com](http://www.glogster.com) (poster maker)

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## LANDFORM REGION TRAVEL REPORT AND AD RUBRIC

Categories



	Meets the standard with distinction (Level 4 80-100%)	Meets the standard (Level 3 70-79%)	Almost meets the standard (Level 2 60-69%)	Needs work to achieve the standard (Level 1 50-59%)	Has not met the expectations (Below 50%)
<p>___/15</p> <p><b>Knowledge and Understanding</b> <b>SHORT REPORT</b> Physical characteristics of landform region</p> <p>___/15</p>	<p>Report demonstrates exceptional degree of k/u about the physical characteristics of the region.</p> <p>All required information is included</p>	<p>Report demonstrates considerable degree of k/u about the physical characteristics of the region.</p> <p>All required information is included</p>	<p>Report demonstrates some k/u about the physical characteristics of the region.</p> <p>Most required information is included</p>	<p>Report demonstrates limited degree of k/u about the physical characteristics of the region.</p> <p>Some required information is included</p>	<p>Has not met the requirements for this part of the assignment</p>
<p>___/10</p> <p><b>THINKING</b> <b>SHORT REPORT</b> Identification and explanation of human activities, as they relate to the physical environment</p> <p>___/10</p>	<p>High degree of critical thought in selection of human activities.</p> <p>Relationships between the physical environment and human activities are explained in detail and are accurate.</p>	<p>Considerable degree of critical thought in selection of human activities.</p> <p>Several relationships between the physical environment and human activities are explained and are accurate.</p>	<p>Some evidence of critical thought in selection of human activities.</p> <p>Some relationships between the physical environment and human activities are explained and are accurate.</p>	<p>Limited to no evidence of critical thought in selection of human activities.</p> <p>Some or no relationships between the physical environment and human activities are explained and/or are accurate.</p>	<p>Has not met the requirements for this part of the assignment</p>
<p>___/10</p> <p><b>APPLICATION</b> <b>COMPARATIVE RESPONSE</b> Insightful, analytical and critical. Supported by evidence. (10 marks)</p> <p>___/10</p>	<p>The response clearly and insightfully highlights many similarities and differences between the two regions.</p> <p>Student critically analyzes which region is ideal for tourists and citizens with extensive evidence to support choices.</p>	<p>The response clearly and insightfully highlights a considerable amount of similarities and differences between the two regions.</p> <p>Student critically analyzes which region is ideal for tourists and citizens with good evidence provided to support choices.</p>	<p>The response clearly highlights some of the similarities and differences between the two regions.</p> <p>Student critically analyzes which region is ideal for tourists and citizens with some evidence provided.</p>	<p>The response highlights a limited number of similarities and differences between the two regions.</p> <p>Student analyzes which region is ideal for tourists and citizens but with little evidence provided.</p>	<p>Has not met the requirements for this part of the assignment</p>
<p>___/10</p> <p><b>APPLICATION</b> <b>AD SLOGAN</b> Creative and persuasive slogan (3 marks)</p> <p><b>GEO VOCABULARY</b> Use of geographic terms in report (3 marks)</p> <p><b>APA or MLA Bibliography</b> (4 marks)</p> <p>___/10</p>	<p>Ad slogan is extremely creative, original and persuasive.</p> <p>Student correctly uses a wide variety of geo terminology in the correct context.</p> <p>APA or MLA bibliography is properly formatted and includes 4+ sources.</p>	<p>Ad slogan is creative, original and persuasive.</p> <p>Student uses a variety of geo terminology in the correct context.</p> <p>APA or MLA bibliography is properly formatted and includes 3-4 sources.</p>	<p>Ad slogan is somewhat creative, original and persuasive.</p> <p>Student uses a few key geo terms in the correct context.</p> <p>APA or MLA bibliography is properly formatted and includes 2-3 sources.</p>	<p>Ad slogan is not original or lacks creativity and persuasiveness.</p> <p>Student does not use key geo terminology in the report.</p> <p>Bibliography does not follow proper format and only includes 1-2 sources.</p>	<p>Has not met the requirements for this part of the assignment</p>
<p>___/15</p> <p><b>Communication</b> <b>AD</b> Organization, creativity, persuasiveness (10 marks)</p> <p><b>MECHANICS</b> Report format</p>	<p>Ad is incredibly well organized, creative and persuasive. Captures reader's attention.</p> <p>Report is written using proper format, complete sentences promotional language.</p>	<p>Ad is well organized, creative and persuasive. Captures reader's attention.</p> <p>Report is written using proper format, complete sentences and some</p>	<p>Ad is somewhat organized, creative and persuasive.</p> <p>Report is written using some aspects of proper format, some proper sentences and minimal promotional language.</p>	<p>Ad is disorganized, and message is difficult to understand.</p> <p>Report does not follow proper format throughout and includes minimal/no use of promotional</p>	<p>Has not met the requirements for this part of the assignment</p>

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<b>(headings, complete sentences) and mechanics (5 marks)</b>  ____/15	Spelling, grammar and punctuation are correct.	promotional language.  Only a few spelling, grammar and punctuation errors.	Several spelling, grammar and punctuation errors.	language.  Spelling, grammar and punctuation errors detract from message.	
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