

Lesson 6: Developing a Tourism Industry

Now you've created your own island, you need people to visit in order to bring money in. This is called developing a 'tourism industry'.

Questions

- Why would tourists want to visit your island?
- What unique features does it have?
- What sights could they see?
- What activities could they participate in?

Persuasive Holiday Brochure

Your last job is to create a persuasive holiday brochure to encourage visitors to your island.

What features and persuasive devices can you find in the tourist brochures on your desk?

Discuss them with a partner.



What a Successful Brochure Looks Like...

What features can you spot in this travel brochure?

Beautiful images

Exciting/emotive

Flattering descriptions

Present tense

Directive language

Summer in Yorkshire It's Cycling Heaven

Are you mad about cycling and looking for something different this summer?

Come to Yorkshire this summer for Le Tour Yorkshire and you will also get beautiful beaches, wild wilderness, magnificent history and stunning cities.

York, Leeds and Sheffield

If you love city life, come and stay in one of these great cities and soak up the atmosphere of Le Tour! There are museums, minsters and lots of great shops.



Wild Wilderness

As Le Tour winds its way up through the stunning Yorkshire moorlands, you can camp under the stars at one of the peaceful campsites along the route.

Rhetorical questions

Personal pronouns

Informal language

Repetition

Clear presentation

Persuasive Writing Checklist

- Use this persuasive writing checklist as you create your brochure.
- Tick off the features as you use them.
- You may want to use the holiday brochure template or you may wish to design the layout of the brochure yourself.



Persuasive Brochure Checklist

Feature	Examples	Tick
Beautiful images	A beach, mountains or beautiful buildings.	
Exciting/emotive	<i>Come and see the stunning moorland, it will leave you breathless.</i>	
Flattering descriptions	<i>The crystal clear water reflects the mountains like a mirror.</i>	
Present tense	<i>The winding streets lead to an 18th century church.</i>	
Directive language	<i>Come and experience the famous autumn colours first-hand.</i>	
Rhetorical questions	<i>There are amazing views from the top of the mountain, can you face the challenge of getting to the top?</i>	
Personal pronouns	'We', 'us' and 'you'.	
Informal language	<i>If you like parties, this is the place for you.</i>	
Repetition	<i>The weather here is hot, hot, hot!</i>	
Clear presentation	Headings, sub-headings, paragraphs, maps and photographs.	

Have You Produced a Successful Brochure?

Share your brochure with a partner or another adult in school.

Would they be persuaded to visit your island? Why?

What features have you used to convince them?