

# Lesson Plan: The Travel Agency Challenge

**Subject:** English Language Arts

**Topic:** Travel & Persuasive Writing

**Core Skills:** Summarizing Informational Texts, Creative Design, Persuasive Writing

**Time Allotment:** 2 Hours (120 minutes)

**Student Profile:** 18-Year-Old Homeschool Student

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## Materials Needed

- A computer or tablet with internet access
  - A word processing program (like Google Docs) or a notebook and pen
  - Access to a free online design tool like Canva (preferred), or alternatively, paper, colored pencils/markers, scissors, and old magazines for a collage-style brochure.
  - **Teacher-Prepared Materials:** Links to 3-4 short (300-600 word) online travel articles for each of the following destinations:
    - Kyoto, Japan
    - Patagonia, Argentina
    - Reykjavik, Iceland(Sources can include National Geographic Travel, Condé Nast Traveler, Lonely Planet, or official tourism board websites).
  - A simple graphic organizer template (details in lesson description).
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## Learning Objectives

By the end of this 2-hour lesson, the student will be able to:

1. Analyze multiple informational texts to identify the most essential and compelling details about a travel destination.
  2. Summarize key information concisely using a structured framework.
  3. Apply summarized points to design a persuasive and visually appealing travel brochure for a specific audience.
  4. Utilize descriptive and persuasive language to effectively market a destination.
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## Lesson Activities & Procedure

### Part 1: The Travel Agency Challenge (15 minutes)

**Goal:** To engage the student and set a creative, real-world context for the lesson.

#### 1. Introduction (5 mins):

Frame the lesson with a fun scenario: "Welcome to your first day as the new Creative Director for 'Wanderlust Adventures,' a high-end travel agency. Your first major task is to launch a campaign for a new, exciting destination. We need a brochure that will make people feel like they *have* to go. You get to choose the destination we'll feature."

#### 2. Destination Choice (5 mins):

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Present the three destination options: Kyoto, Patagonia, and Reykjavik. Briefly describe their general vibe (e.g., "Kyoto for ancient culture and serene beauty, Patagonia for rugged wilderness and adventure, Reykjavik for unique landscapes and ethereal experiences."). Ask the student to choose the one that interests them the most for their project.

### 3. Task Overview (5 mins):

Explain the two main steps of the challenge: First, they'll act as a researcher, diving into some articles to uncover the absolute best things about their chosen place. Second, they'll switch to their Creative Director role to design a brochure that sells the experience.

## Part 2: The Information Dive & Summary (45 minutes)

**Goal:** To practice active reading and summarizing informational texts effectively.

### 1. Introduce the Framework (5 mins):

Explain that to write a good summary for a brochure, we need to answer the key questions a traveler would have. Introduce the **"Traveler's 5 W's + H"** framework. The student should set up a document or notebook page with these headings:

- **Who is this trip for?** (e.g., adventurers, history buffs, foodies, families)
- **What are the top 3 'must-do' experiences?** (e.g., see the Northern Lights, hike the Perito Moreno Glacier, visit the Fushimi Inari Shrine)
- **Where are these key attractions located?** (Briefly, to ground the experience)
- **When is the best time to visit and why?**
- **Why should someone choose this destination?** (What makes it unique?)
- **How can one experience this place authentically?** (e.g., local food tours, staying in a ryokan, trekking with a local guide)

### 2. Research and Summarize (40 mins):

Provide the student with the links to the 3-4 articles for their chosen destination. Their task is to read through the articles and fill in their "5 W's + H" graphic organizer. Remind them to use bullet points and short phrases—the goal is a concise summary, not copying long sentences.

*Formative Check-in:* Halfway through, check on their progress to ensure they are extracting key ideas and not getting bogged down in minor details.

## Part 3: From Summary to Persuasion (60 minutes)

**Goal:** To creatively apply the summarized information in a design-oriented, persuasive writing task.

### 1. Crafting the Hook (15 mins):

Tell the student: "Now, put on your Creative Director hat. Look at your summary notes, especially the 'Why' and 'What' sections."

- **Develop a Slogan:** Challenge them to write 2-3 potential slogans for the brochure cover that capture the destination's unique appeal. (e.g., "Patagonia: Where the World Ends and Adventure Begins.") They will choose the best one.
- **Identify Key Selling Points:** Ask them to select the 3-5 most exciting points from their notes that will be the main feature inside the brochure.
- **Choose a Tone:** Will the language be adventurous, serene, mysterious, or luxurious? This should match the "Who" they identified.

### 2. Brochure Design Studio (45 mins):

The student now creates the brochure using Canva, another design tool, or the "unplugged" paper-and-marker method. A standard tri-fold layout is recommended.

Guide them to include these essential elements:

- **Front Panel:** The company name ("Wanderlust Adventures"), the powerful slogan, and a stunning image.
- **Inner Panels:** Use the summarized selling points, written in engaging, persuasive language. Use strong verbs and vivid adjectives. Break up text with subheadings and more images. Include an "Authentic Experiences" section based on their "How" notes.
- **Back Panel:** A clear "Call to Action" (e.g., "Ready for Your Adventure? Visit WanderlustAdventures.com to book!") and fictional contact details.

Encourage them to find high-quality, royalty-free images (from sites like Unsplash or Pexels) that match the tone they want to create.

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## Assessment & Wrap-Up

### The Client Pitch (5 minutes)

**Goal:** To reflect on the creative process and articulate design choices.

To conclude, ask the student to present their finished brochure. They should briefly explain:

- Why they chose their slogan and cover image.
- How they used their summary to decide what information to include.
- Who their target traveler is and how the brochure appeals to them.

This serves as a summative assessment of their understanding. Provide positive, specific feedback on their summary skills, persuasive writing, and creative design choices.

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## Differentiation and Extension

- **For Extra Support:**
  - Provide a pre-filled section of the "5 W's + H" organizer to model the task.
  - Offer a pre-made Canva template with text and image boxes already laid out.
  - Suggest specific keywords for image searches (e.g., "serene Kyoto temple," "dramatic Iceland waterfall").
- **For an Extra Challenge:**
  - Require the brochure to include a sample 3-day itinerary based on their research.
  - Ask the student to write a short paragraph on the back panel detailing the "perfect traveler" for this trip, justifying their audience choice.
  - Challenge them to find one additional credible source article on their own and incorporate a unique fact from it into their brochure.