



Writing for a Purpose – Designing a Poster

Grade 11 Travel & Tourism: Poster for Careers in the Tourism Industry

When students can get the “picture” of a form of writing in their heads, they feel more confident about creating the final product. A template or framework is a skeletal structure for a writing form that allows students to organize their thoughts and research information in order to write a first draft. Essay maps are another form of a template. So are geographical concepts depicted in geography posters.

Purpose

- Provide students with a template to scaffold their understanding of a form of writing.
 - Help them organize information before drafting the piece.
- (See www.curriculum.org/occ/profiles/11/canadian_c.shtml for the course profile on exploring a career.)

Payoff

Students will:

- learn the common expectations for the form and components of writing a poster.
- organize their writing and ensure that it meets the requirements of the assignment.
- explore the world of work within the tourism industry by learning about jobs and careers associated with the travel and tourism industry.

Tips and Resources

- Preteach/review the skills required to write for a purpose. See *Think Literacy: Cross-Curricular Approaches Grades 7-12*, pp. 140-149.
- Students should be aware of the purpose of writing to place information in a spatial context and of the specific task at hand.
- Posters are visual representations of places or things, and they show the “what” and “where” for a set of data at a specific time.
- Poster conventions include bulleted list of tips and resources that teachers should be aware of:
 - title/subtitles
 - border
 - photographs
 - captions/descriptors
 - creativity
 - accuracy/appearance
- Ensure that the tools necessary for the task are at hand (supplied by the teacher and/or the student). These would include:
 - blank poster
 - pencils and markers
 - photographs
 - eraser
 - data which will be mapped
 - templates

Further Support

- The template for any individual writing assignment can be revised to make the modifications or accommodations necessary for students with special needs. For example, reduce the number of paragraphs or supporting details or create differing expectations for research.
- Refer to poster, *Put Direction Into Your Life*, on the next page or materials available through the Ontario Association for Geographic and Environmental Education (OAGEE) for careers in geography.



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What teachers do	What students do
<p>Before</p> <ul style="list-style-type: none"> • Arrange with the teacher-librarian to make resources available (e.g., texts, books, newspapers, journals, tourist brochures, travel publications, CD-ROMs, Internet). • Identify and describe the eight sectors of the tourism industry (Food and Beverage, Transportation, Adventure Tourism, Travel Trade, Events and Conferences, Attractions, Tourism Services, and Accommodations). • Introduce the topic “tourism careers.” • Have the students work in small groups. • Provide the poster template for the students. • Use a board outline entitled: ‘Jobs/Careers in the Tourism Industry’. • Make a chart with eight columns and eight blank headings. The columns represent the eight employment tourism sectors. • Solicit answers from the groups. • Record answers on the board. • Lead a discussion to analyze the results. 	<ul style="list-style-type: none"> • Work in small groups and brainstorm a detailed list of all the careers associated with the tourism industry. • Categorize the responses in the appropriate column of the eight employment tourism sectors. <p>(Note: Divide the class into eight groups based on one of the employment sectors as an alternative teaching strategy. Each group develops a list of examples of careers for that assigned employment sector.)</p>
<p>During</p> <ul style="list-style-type: none"> • Have the students select a travel and tourism career. See the careers poster, <i>Put Direction into Your Life</i>. • Explain the Five Themes of Geography and how each theme relates to the poster assignment. • Indicate the type of photograph that would complete each section. • Distribute the <i>Five Themes</i> template. 	<ul style="list-style-type: none"> • Select a career from one of the sectors of the tourism industry or from the poster, <i>Put Direction into Your Life</i>. • Examine and reflect on their personal abilities and aspirations when making their choice. • Design and produce a poster that explains the selected career in relation to the Five Themes of Geography.
<p>After</p> <ul style="list-style-type: none"> • Assign completion dates for the template and a peer or self-assessment. • Assist the students in developing a peer or self-assessment that reflects the poster assignment. • Allow students time to improve the poster. 	<ul style="list-style-type: none"> • Reflect on the poster assignment and develop criteria for a peer or self-assessment. • Use the peer or self-assessment to improve the poster.

Notes



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Careers in the Tourism Industry: The Eight Tourism Sectors

Food and Beverage	Transportation	Adventure Tourism	Travel Trade
Events and Conferences	Attractions	Tourism Services	Accommodations

OAGEE Poster

GEOGRAPHY

- Adventure Filmmaker
- Aerial Photography Analyst
- Aerial Photographer/Photogrammetrist
- Archeology
- Anthropologist
- Archaeologist
- Astronomer
- Cartographer
- Climatologist
- Conservation Officer
- Demographer
- Economic Geographer
- Environmentalist
- Food Technician/Technologist
- Forest Engineer
- Forest Management
- Forest Officer
- Forest Research
- Forest Technician/Technologist
- Forester
- Geodesist
- Geodetic Surveyor
- Geographer
- Geographic Information Systems
- Geologic Engineer
- Geologic Technician/Technologist
- Geologist
- Geomagnetician
- Geomorphologist
- Geophysical Technician/Technologist
- Geophysicist
- Globe Maker
- Housing Analyst
- Hydrographic Surveyor
- Hydrologist
- Hydrology Technician
- Land Use Planner
- Land Surveyor
- Landscape Architect
- Logging Engineer
- Marketing
- Marine Engineer
- Marine Geologist
- Meteorological Technician
- Meteorologist
- Mine Surveyor
- Mineralogist
- Mining Engineer
- Oceanographer
- Paleontologist
- Park Ranger
- Petroleum Engineer
- Petroleum Geologist
- Petrologist
- Pilot/Navigator
- Public Relations
- Planner
- Real Estate
- Scholarship
- Surveyor/Technician/Technologist
- Teacher/Professor/Educator
- Transit Manager
- Transportation Management
- Transportation Services
- Travel Agent/Clerk
- Travel Accommodations
- Travel and Tourism
- Urban Planner
- Viticulturalist
- Water Resource Engineer
- Zoologist

Put Direction Into Your Life

Ontario Association for Geographic and Environmental Education
 Ontario Geography Consultants' Association

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The Five Themes of Geography form a framework for the study of Geography. The Five Themes of Geography give the students an overview and appreciation of Geography that links into a specific career choice.

Themes	Explanation	Poster Activity
1. LOCATION	<ul style="list-style-type: none"> deals with the geographical question “where?” Absolute location or relative location refers to the general location of a feature. Thus, “where is the job?” 	<p>For each Themes, provide the following on a creative Bristol board:</p> <ul style="list-style-type: none"> Title: The Five Themes of ____. Picture that reflect each Theme. Caption that subtitle each Theme. Descriptor that describes each Theme in 2-3 sentences. <p>See the Five Themes Template.</p> <p>Note: The Five Themes of a Park Ranger is the start of a career poster. Use this as a template for the students to get started.</p>
2. PLACE	<ul style="list-style-type: none"> answers the question “what” or more specifically “what is a location like?” Place is a study of the physical and the human systems that make up Geography. What environmental/human aspects make up the job? 	
3. INTERACTION	<ul style="list-style-type: none"> examines the question “how?” or how physical and human systems shape each other. What environmental/human aspects impact on the job? 	
4. MOVEMENT	<ul style="list-style-type: none"> studies “how movement impacts on place.” How do job interactions, connections, diffuse or impact on the environment? 	
5. REGION	<ul style="list-style-type: none"> investigates the unifying features of a place. How does the environment contribute to making the job “great?” 	

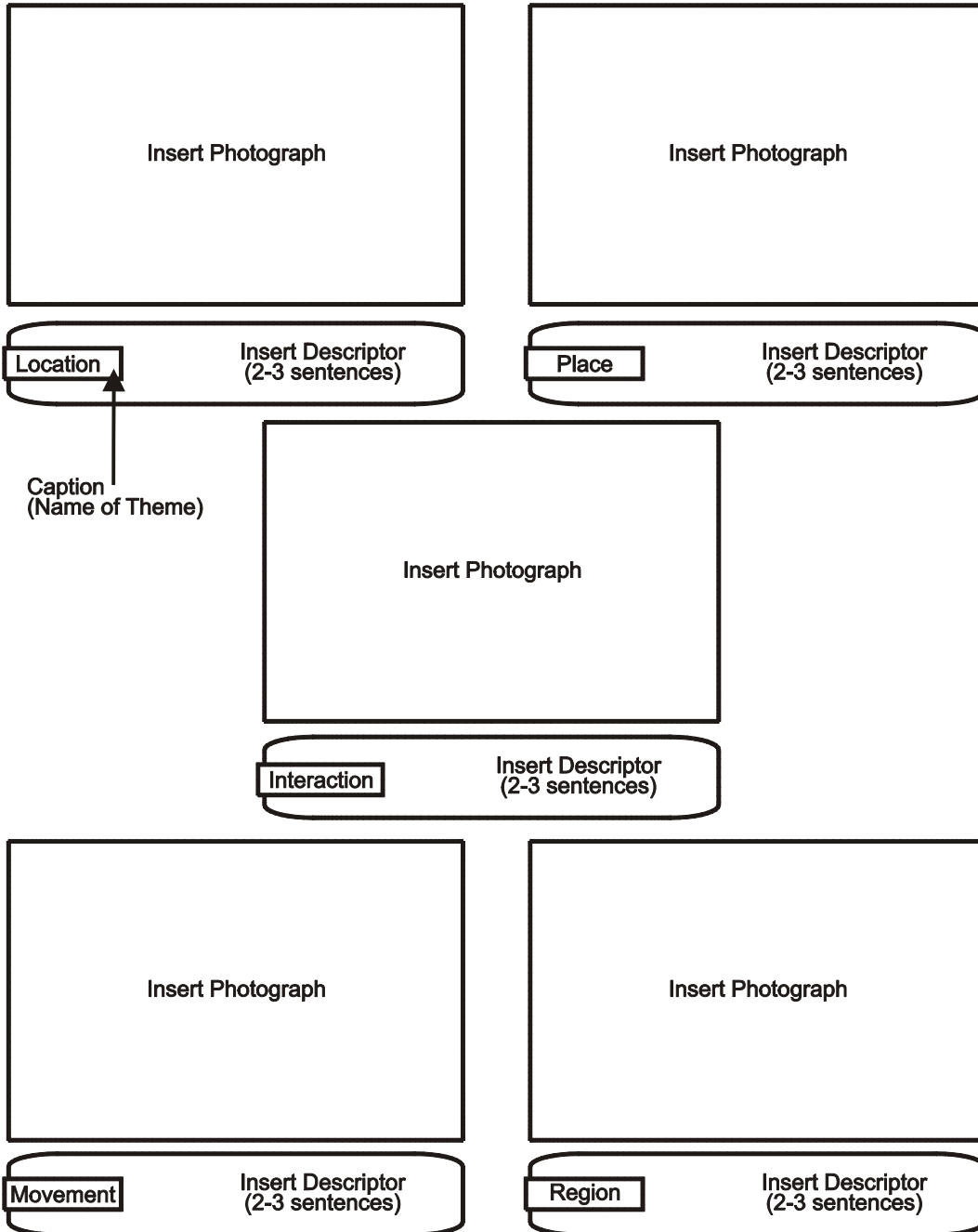


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5 Themes Template

5 Themes of a _____

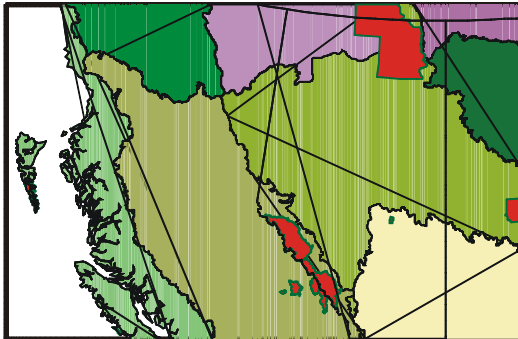




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5 Themes of a Park Ranger



Location National and provincial parks have park rangers. The job description of park rangers in British Columbia and Alberta's national parks consists of



Place



Interaction

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Movement



Region

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