

Unit 4

The United States

Unit Overview

This is the fourth unit in the AOHT Travel Geography course. At the end of this unit, students should have a good understanding of the geographic divisions, gateways, and features of the United States. They learn about the types of people who travel in the U.S., their interests and preferred activities, and the destination to which they are attracted.

This unit is expected to require 10 class periods.

Essential Questions

- What are the geographic divisions, features, and travel gateways of the United States?
- What are the key travel destinations in the United States and to whom are they geared?

Key Concepts

The key concepts taught during the course of this unit include:

- Teamwork
- Planning
- Analyzing data
- Mapping
- Designing
- Promoting/selling

Unit Resources

This section includes:

- Reader
- Workbook

- Supplies
 - Additional Resources
-

Reader

Lesson 10

- No readings are required for this lesson.

Lesson 11

- Reading 11.1, “U.S. Travel Market Overview”
-

Workbook

Lesson 10

- Worksheet 10.1 “The United States”
- Worksheet 10.2 “United States Regions”
- Worksheet 10.3 “Physical Geography and Climate Profiles of United States Regions”
- Worksheet 10.4 “Travel between United States Cities/Regions”

Lesson 11

- Worksheet 11.1 “Traveler Amenities”
 - Worksheet 11.2 “Travel Interests and Activities”
 - Worksheet 11.3 “Features that Sell”
 - Worksheet 11.4 “U.S. Theme Trips”
-

Supplies

Lesson 10

- No supplies are required for this lesson.

Lesson 11

- Paper and tape (if students are not creating their travel brochures on a computer).
-

Additional Resources

Lesson 10

- Lesson Plan
- Teacher Resources

- PowerPoint Presentation 10.1: “The United States”
- Projection equipment for PowerPoint presentation
- Internet access

Lesson 11

- Lesson Plan
- Teacher Resources
- Internet access

Unit Overview

CLASS PERIOD	DESCRIPTION
1	<p>Lesson 10: Introduction to the United States</p> <p>Interactive Discussion: Are you smarter than a third grader? Can you locate the fifty states?</p> <p>Research Activity: Identify boundaries for U.S. time zones</p> <p>Group Research: Create a geographic profile of a U.S. region</p>
2	<p>Lesson 10: Introduction to the United States Continued</p> <p>Presentations: Profiles of U.S. Regions</p> <p>Summary Discussion of regions</p>
3 & 4	<p>Lesson 10: Introduction to the United States Continued</p> <p>Group Research: Travel planning between major cities</p> <p>Class Discussion: Reflect on planning choices made, resources used, information learned</p>
5	<p>Lesson 11: United States Explorations</p> <p>Introductory Discussion: Is Las Vegas a good travel destination for kids? Is Disney World good for adults? Identify types of people who travel and their goals and needs.</p> <p>Group Discussion: Identify traveler amenities, interests, and activities</p> <p>Group Research: Create sales pitch to a category of traveler</p>

CLASS PERIOD	DESCRIPTION
	<p>about a U.S. region</p> <p>Homework: Reading: United States Travel Market Overview</p>
6	<p>Lesson 11: United States Explorations Continued</p> <p>Group Research Continued: Complete sales pitch research and rehearse sales pitch.</p>
7	<p>Lesson 11: United States Explorations Continued</p> <p>Presentations: Deliver sales pitch in TV travel show forum to target market</p> <p>Summary Discussion: Analyze sales pitches, reflect on how destination areas meet the needs of travelers.</p>
8	<p>Lesson 11: United States Explorations Continued</p> <p>Class Activity: Build database of U.S. attractions by category</p> <p>Group Research: Plan U.S. theme trip</p>
9	<p>Lesson 11: United States Explorations Continued</p> <p>Group Research Continued: Complete research and design brochure for U.S. theme trip</p>
10	<p>Lesson 11: United States Explorations Continued</p> <p>Class Activity: Review and rate brochures</p> <p>Summary Discussion: Reflect on unit learning and activities, discuss trends in U.S. tourism.</p>