

Name \_\_\_\_\_

**Travel Brochure Project**  
**Latin America**  
**(Central and South America)**

**Latin American Travel Brochure Project:**

Buenas dias! The Bureau of Latin American Tourism is gearing up for a new and fresh look to boost tourism. As a member of one of the best public relations firms in Latin America, your company has been awarded the contract for creating this product. Your assignment is to design a dynamic travel brochure that showcases your country as one of the most sought after vacation areas in the world!

You will choose a country a country in Latin America (Central and South America and the Caribbean) for your brochure. You must now become an expert on this country for your job. You will need to gather enough information to create a brochure to attract tourism. Think about all of the special interests and needs that have to be included in a successful brochure. You will have to use your imagination and creativity to sell your country as a world class vacation spot.

Goal: to create a 6 –sided travel brochure that would entice someone to visit your specific country. You can use Microsoft Publisher to help you with the assignment.

**Steps:**

**1. Provide the name of your country that you will research for this project:**

**2. Research information about your country so that you can include facts and pictures. You should set up your brochure with the following information on each page. See research links on teachers website.**

Cover page - name of country - picture of country - an exciting phrase to catch people's attention	2 Geography - important rivers - mountains - Is it an island? - Valleys - Etc.	3 Culture - customs - traditions - clothing - music - holidays
4. Sites to Visit - list any important landmarks, places, or historical sites that people may want to visit	5. Interesting Facts - language - food - religion - events in history - people	6. - 3 Unique trivia facts about your country. -Any unusual information about your country.

## Travel Brochure Project Rubric

Latin America (Central and South America) Item	Points Possible	Points Earned
Panel 1: Cover page - name of country - picture of country - an exciting phrase to catch people's attention	5	
Panel 2: Geography - important rivers - mountains - Is it an island? - Valleys - Etc.	5	
Panel 3: Culture - customs - traditions - clothing - music - holidays - chief products	5	
Panel 4: Sites to Visit - list any important landmarks, places, or historical sites that people may want to visit	5	
Panel 5: Interesting Facts - language - food - religion - events in history - people	5	
Panel 6: Unusual Facts - List anything else that people may want to know about their trip.	5	
Travel brochure includes artwork/map/flag appropriate to country and is placed neatly in project	5	
<b>Subject knowledge</b> —information on the Latin America country shows in depth research and information to captivate your audience!	10	
<b>Spelling and Grammar</b> —make sure you double-checked your spelling and grammar as well as reviewed your work!	5	
<b>Used time wisely at each computer during class!</b>	<b>Yes/No = Extra Credit 5 points</b>	
<b>Total</b>	<b>50</b>	

### Countries you may select:

Mexico                  Cuba

Haiti                    Colombia

Venezuela            Brazil                  Bolivia                  Chile

## Research Outline

**\*MUST BE COMPLETED AND APPROVED BY YOUR TEACHER BEFORE YOU START YOUR BROCHURE\***

<p>Side 1 Cover Page</p>	<p>What is the name of your country?</p> <p>Do you have a map picture of your country? Do you have a picture of your country's flag?</p> <p>Exciting phrase for your brochure</p>
<p>Side 2 Geography</p>	<p>What major rivers or other bodies of water are in or near your country?</p> <p>Mountains, valleys, or other large geographic areas of the country? Is it an island?</p> <p>Where do most people live in the country?</p> <p>What is the capital of your country?</p>
<p>Side 3 Culture</p>	<p>What customs or traditions do people celebrate in your country?</p> <p>What major holidays are there?</p> <p>What kind of clothing do people wear?</p> <p>What types of food do people eat?</p> <p>Are there people of different races or ethnicities in your country?</p>

<p>Side 4 Sites to Visit</p>	<p>What are the important landmarks of your country?</p> <p>What are the major cities?</p> <p>What are the tourist areas of your country?</p> <p>What kinds of tourist attractions are there to do in your country?</p>
<p>Side 5 Interesting Facts</p>	<p>What are the major languages spoken in your country?</p> <p>What are the major religions of your country?</p> <p>When did your country become independent?</p> <p>Are there any big historical events that happened in your country?</p> <p>Are there any famous people from your country? What are they known for?</p>
<p>Side 6</p>	<p>Find at least 3 unusual facts about your country.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p>List of Websites you used</p>	