

STORYPATH®



State Studies: The Visitors' Center

OFFICIAL OKLAHOMA ADOPTION REVIEW
DO NOT REPRODUCE

www.teachstorypath.com



What is tourism?

People like to travel for many reasons. People travel to learn more about history. They travel to see beautiful mountains or beaches. They travel to attend a concert or a fair. Travel for pleasure is called tourism. Tourism is an industry, a way for businesses to earn money. Hotels, airlines, and restaurants earn money from tourism. Parks and museums may also earn money by charging fees.

People do not have to go far to enjoy visiting a new place. Many people like to travel in their home state. State tourism is good for a state. Tourism creates jobs and businesses. Most states have a tourism board that is in charge of tourism in the state.



SET 1

SLIDE 2



▲ Tourists and travelers spend money at this diner on what was once Route 66, a famous highway.



SET 1

SLIDE 3

Tourists who ski in Colorado spend money and make jobs for ski lodge workers. ▼





SET 1

SLIDE 4

◀ Hotels are a major business in Honolulu, Hawaii.



Visitors' Centers



SET 1

SLIDE 5

Visitors' centers are places where visitors can get information. People go to visitors' centers to find out about places to stay, such as hotels or camping sites. Visitors' centers also have information about state parks and outdoor activities. They have brochures about historic sites and museums. Visitors also find out about special events, such as art fairs, festivals, and parades.

Visitors' centers are located in many different places. They may be located near hotels, state parks, museums, or other places where tourists go. A visitors' center may be public, run by the government. Or it may be private, run by a company or by a chamber of commerce.

◀ This visitors' center in South Dakota provides information about the state's history.



1. Why do people go to visitors' centers? (*scanning*)
2. Who runs visitors' centers? (*scanning*)



How does the state's natural environment affect tourism?

Have you ever wanted to climb the craggy face of a cliff? Some states have amazing natural wonders. Landforms affect what people do in a state. So does climate. Some tourists travel to nature to relax, while others look for adventure.



SET 2

SLIDE 2



White water rafting in Idaho.





SET 2

SLIDE 3

Rock climbing in Utah's mountains. ▼



0 250 500 Miles
0 250 500 Kilometers





SET 2

SLIDE 4



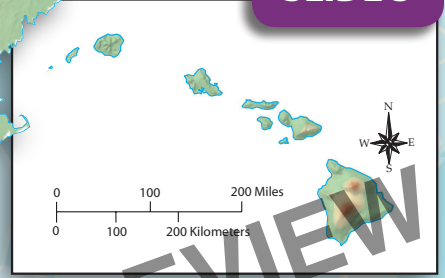
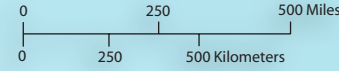
Florida stays warm year-round
and has beautiful beaches. ▶





SET 2

SLIDE 5



1. How are states' natural environments similar and different in attracting tourists? *(compare and contrast)*
2. Based on this map of the United States, which areas of the country attract tourists who want to ski? Which areas attract tourists who like beaches? *(making inferences, understanding visuals)*

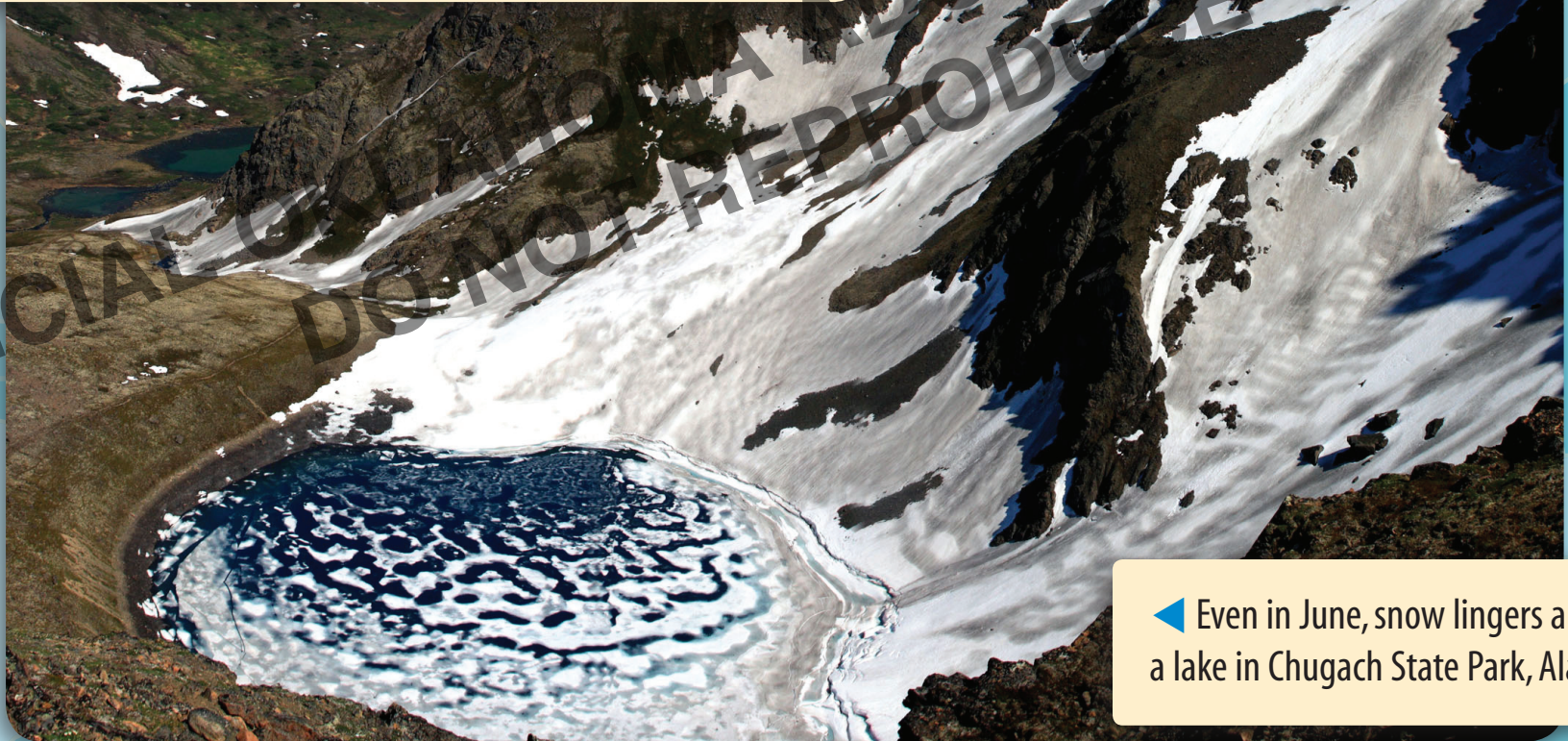
State and National Parks



SET 2

SLIDE 6

State and national parks protect natural environments. Construction and traffic is limited in these parks. National and state parks protect deserts, swamps, beaches, forests, and mountains.



◀ Even in June, snow lingers around a lake in Chugach State Park, Alaska.



SET 2

SLIDE 7

State and National Parks

Many tourists visit parks on vacation. Visitors can camp and hike in these parks. But there are also rules visitors must follow.

STATE PARK RULES

No littering

No feeding the animals

No picking plants

▲ The natural geysers in Yellowstone National Park are a tourist attraction.

How do state and national parks protect the environment?
(main idea/supporting details)



How does history affect tourism?

Visiting an historic landmark is like traveling back in time. Historic places help people learn about what life was like long ago. Some old buildings have been turned into museums. Monuments are buildings or structures created to remember something important.

With a street map in hand, tourists can walk through a town or city and learn about its history. People may enjoy looking at the architecture of the buildings or visiting the birthplace of a famous person.

Why are museums and old buildings important for tourism?

(main idea/supporting details)



SET 3

SLIDE 2



◀ Territorial Enterprise Mark Twain Museum in Virginia City, Nevada. Writer Samuel Clemens first used the pen name "Mark Twain" while working as a reporter for *Territorial Enterprise*, the local newspaper.



SET 3

SLIDE 3

American flags circle the Washington Monument in Washington, D.C. ▼

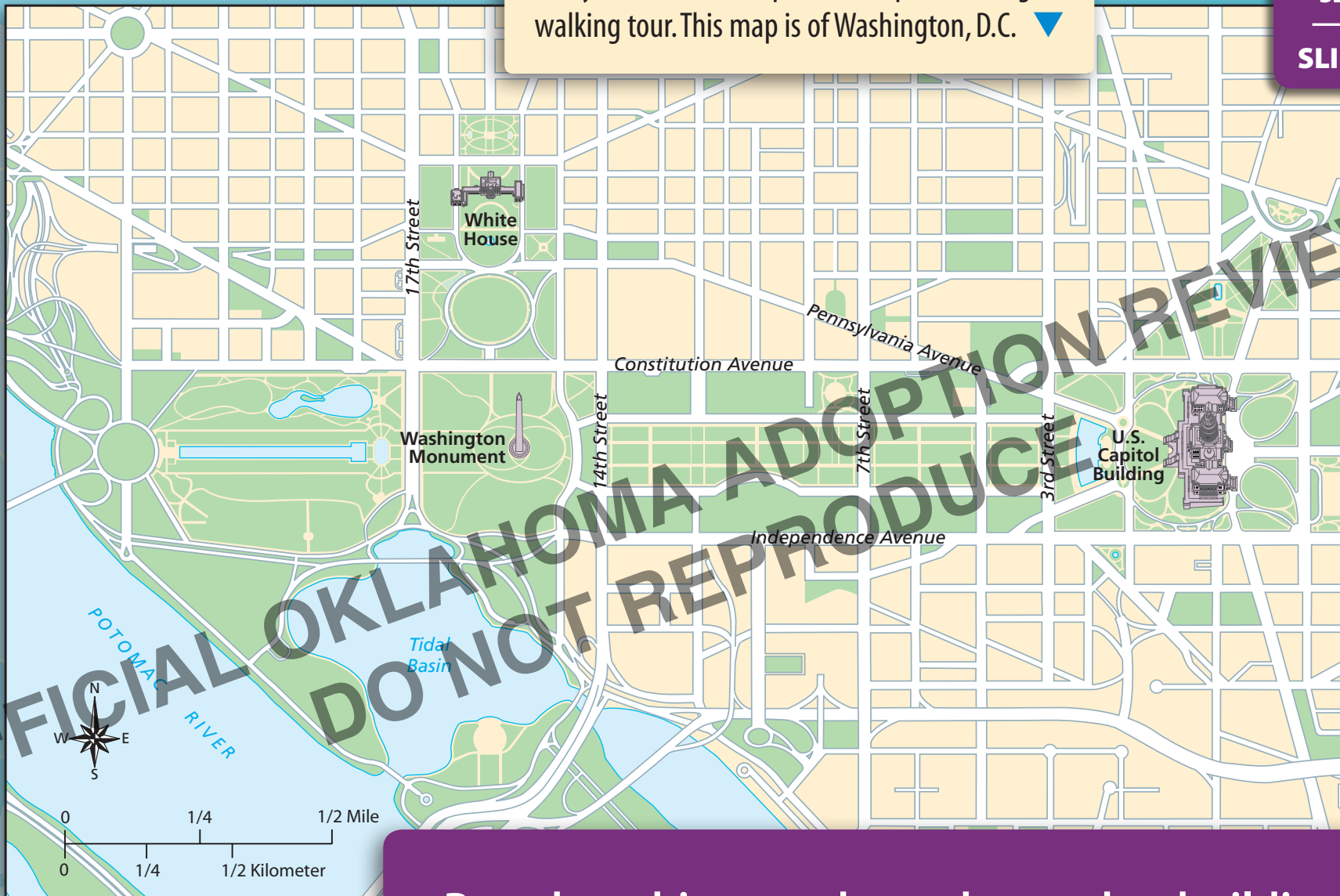




SET 3

SLIDE 4

Many visitors' centers provide maps for taking a walking tour. This map is of Washington, D.C. ▼

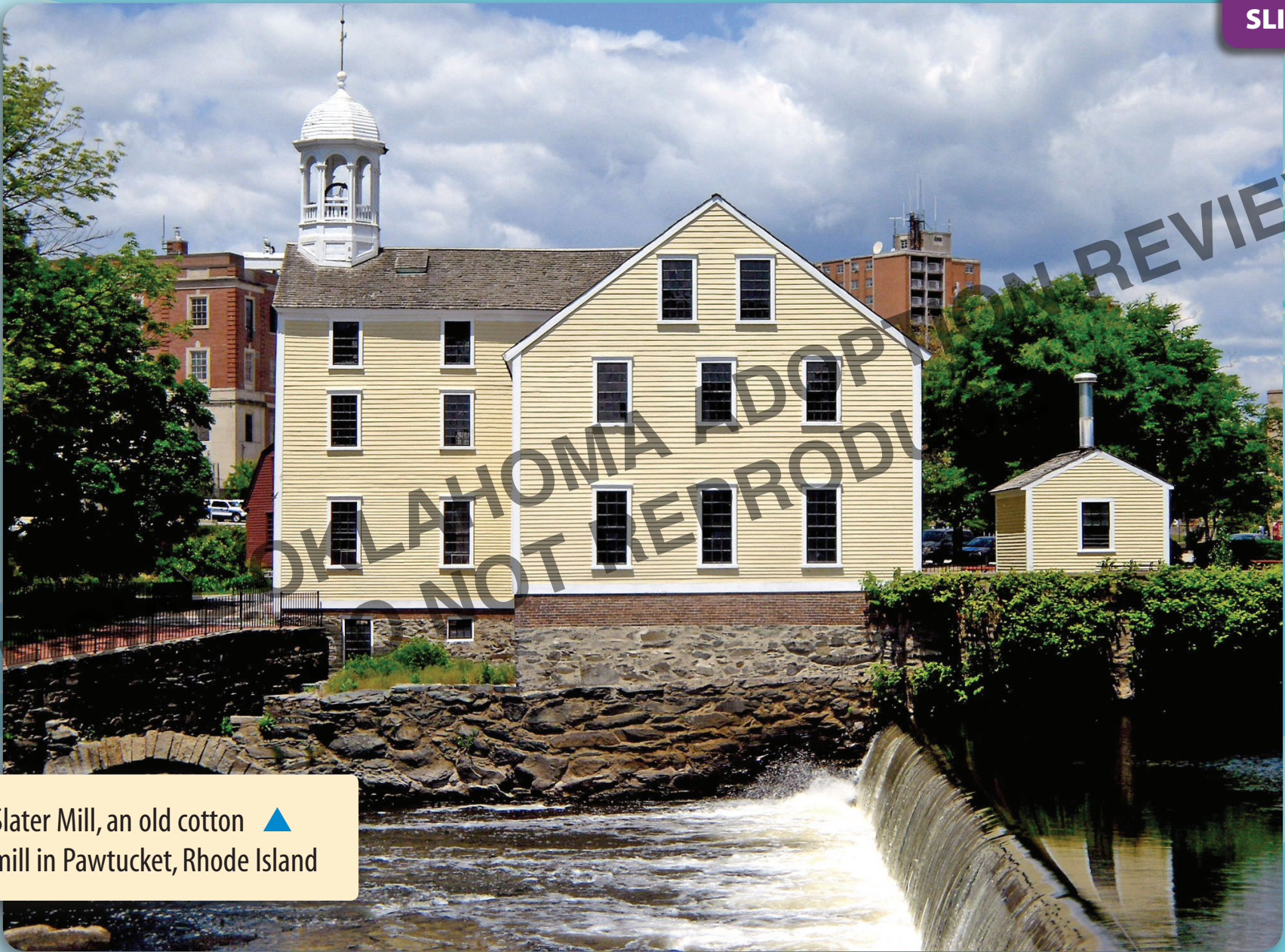


Based on this map shown here, what buildings or monuments could you see on a walking tour of Washington, D.C.? (*understanding visuals*)



SET 3

SLIDE 5



Slater Mill, an old cotton ▲
mill in Pawtucket, Rhode Island



SET 3

SLIDE 6



◀ Monuments also tell the history of a place. The Gateway Arch in St. Louis, Missouri, honors the Lewis and Clark Expedition. In 1803, Lewis and Clark set out from St. Louis to explore the western territories. Since then, St. Louis has been known as “the Gateway to the West.”



SET 3

SLIDE 7



▲ People have been living in this Pueblo in New Mexico for more than 1,000 years. Tourists visit here to learn about the Pueblo culture.



SET 3

SLIDE 8

Slater Mill ▶



▼ Gateway Arch



What kinds of historic sites do some tourists like to visit? *(scanning)*

◀ Washington Monument



◀ Mark Twain Museum



New Mexico Pueblo ▶





What role do arts and culture play in state tourism?

Visitors' centers often promote their state's arts and culture. Many tourists like to visit museums and galleries. A museum may focus on history, science, or on the visual arts. Some museums, like the Art Institute of Chicago in Chicago, Illinois, have famous collections of art from around the world. Other museums focus on the area where they are located. For example, the Museum of New Mexico in Santa Fe honors the American Indian and Hispanic heritage in the state of New Mexico.

How do museums help state tourism? *(making inferences)*



Many tourists like to see the performing arts, such as theater, music, and dance. New York City is famous for its Broadway theaters. Many major cities have a symphony orchestra and a ballet company. Smaller towns may also have performing arts. Jonesborough, Tennessee, is famous for its annual storytelling festival.

1. How might the arts in a big city be different from the arts in a small town?

(compare and contrast)

2. What arts performances have you seen?

(connecting)



SET 4

SLIDE 3

Folk musicians perform at
a festival in Maryland ▼





SET 4

SLIDE 4

The Art Institute in
Chicago, Illinois. ▼





SET 4

SLIDE 5



◀ An inter-tribal powwow
in Seattle, Washington



In Cleveland, Ohio, the Rock and Roll Hall of Fame displays ten ▲
foot tall sculptures of guitars in front of the building. Additional
guitar sculptures are scattered throughout the city.



Why is shopping important to state tourism?

Many tourists like to buy postcards, T-shirts, jewelry, and other items that will help them remember their trip. When tourists shop and visit restaurants, the state takes in money. These purchases of goods and services are important to a state's economy.

Tourists enjoy shopping, eating, and walking around attractive shopping areas. Many tourists like to eat the foods that are special to the place they are visiting, like eating lobster in Maine or cherries in Michigan.

1. How does shopping help states?

(making inferences)

2. Has anyone ever sent you a postcard from another place? What did the postcard tell you about that place?

(connecting)



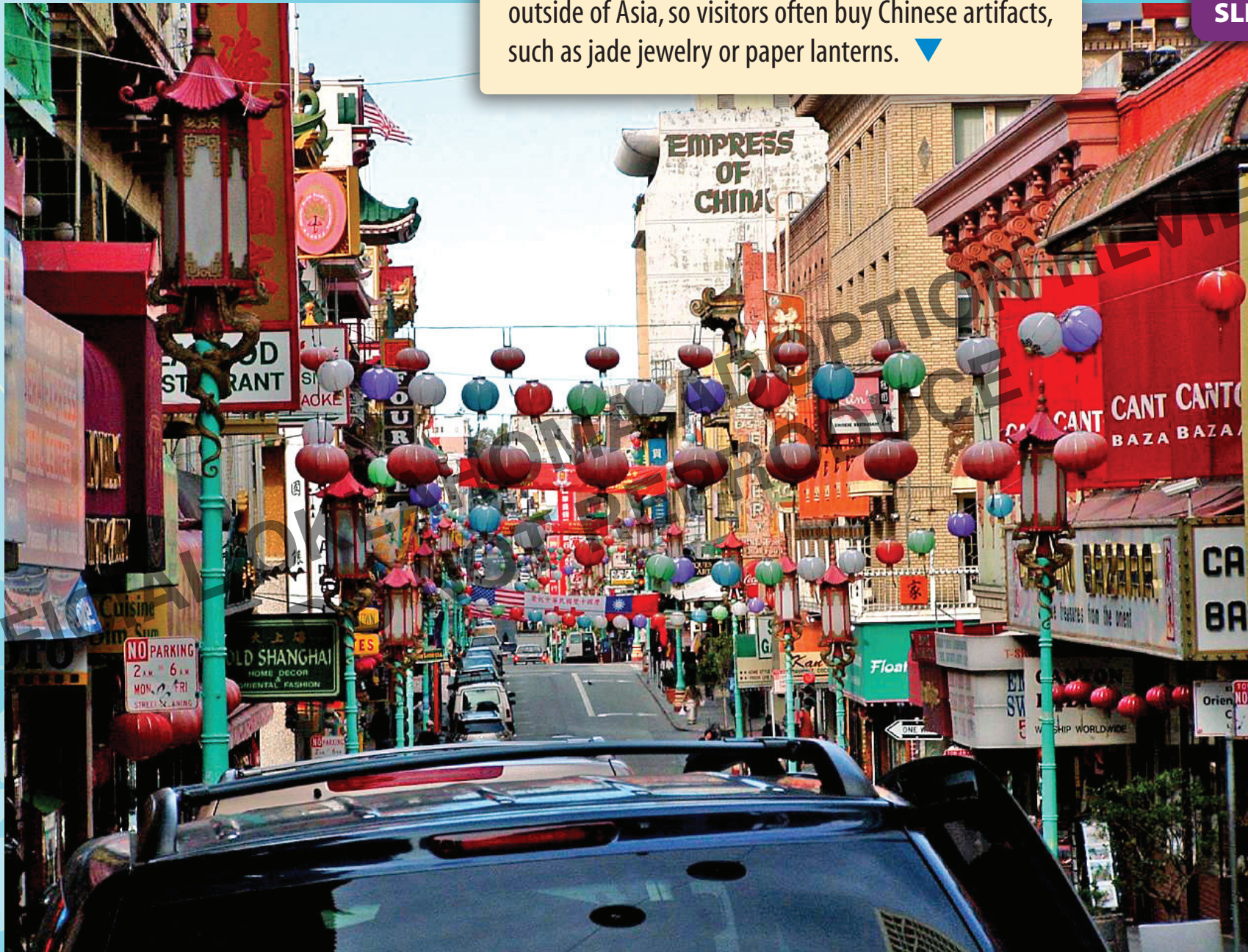
▲ The River Walk in San Antonio, Texas, includes many outdoor restaurants because its climate is warm year-round. Many people enjoy going on boat rides down the river.



SET 5

SLIDE 3

San Francisco, California, has the largest Chinatown outside of Asia, so visitors often buy Chinese artifacts, such as jade jewelry or paper lanterns. ▼





Souvenirs

A souvenir is an item that serves as a reminder of a special place or event. Magnets, mugs, and T-shirts are popular souvenirs. Many souvenir shops are located near popular tourist attractions. Visitors to the Space Needle in Seattle, Washington, can buy Space Needle T-shirts, Space Needle mugs, and Space Needle snow globes.

▶ The Space Needle is a landmark in Seattle, Washington. Visitors can enjoy a meal in its restaurant and browse in its gift shop.

Why do people buy souvenirs? *(scanning)*





Visitors may also buy souvenirs that are special to a state's culture, industry, or natural environment. Souvenirs may be silly, like bobble-head dolls, or they may be decorative, like jewelry. Sometimes tourists save souvenirs that don't cost any money, such as a seashell found on a beach. Tourists may also save ticket stubs, maps, and photos to keep in scrapbooks.

◀ Because of its forests, Vermont is famous for maple syrup. Many tourists buy syrup or maple sugar candy.



What are state symbols?

All states have symbols. A state symbol is a thing that represents what is special about the state. A state's symbols are often connected to its wildlife and natural environment. Every state has a bird, tree, and flower symbol. Some states also have fish, animals, and even insects as symbols. Each state has a state song and a state flag, too.

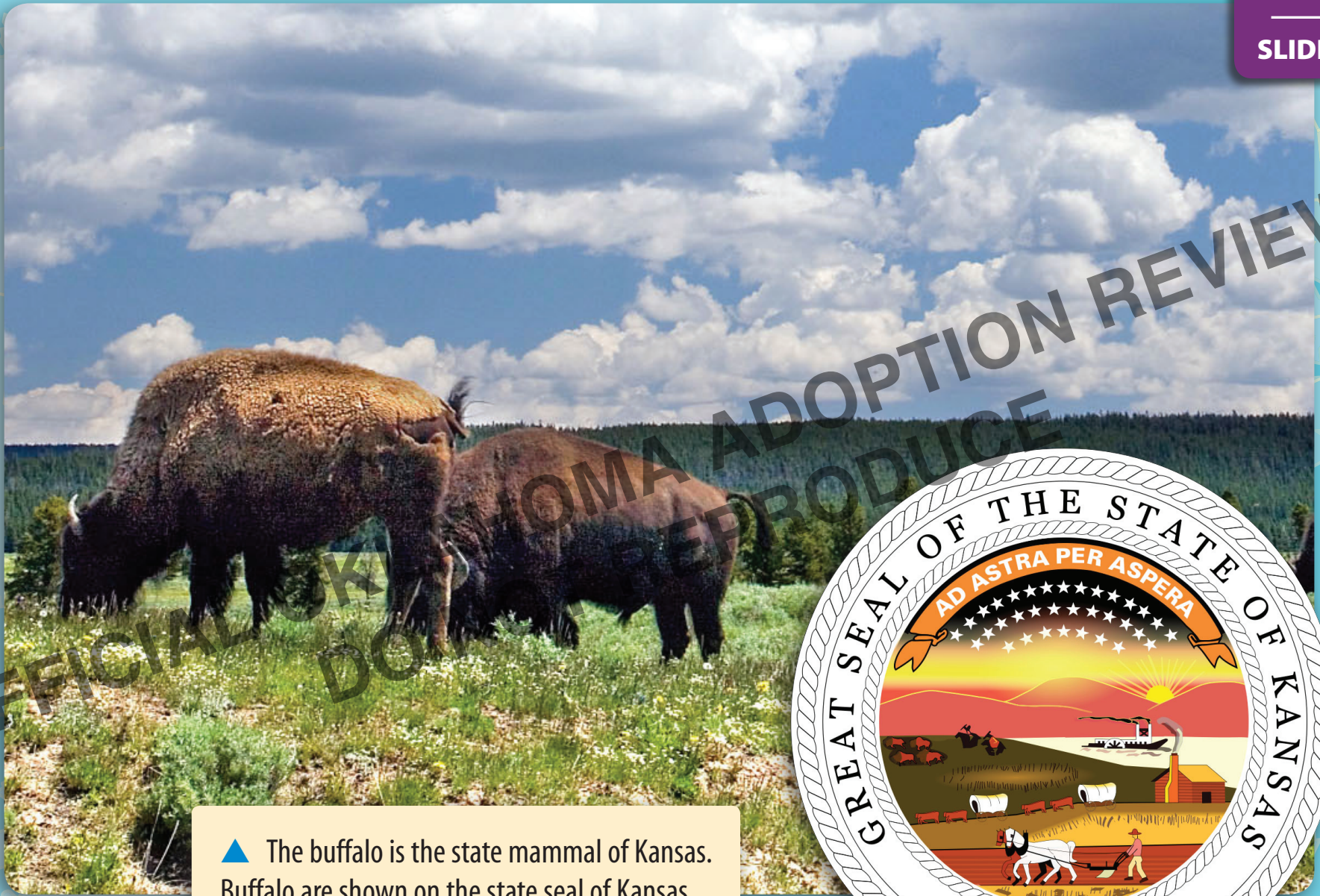
1. Why might a state have a symbol?
(making inferences)

2. What do you think might make a good symbol for your state? Explain why.
(connecting)

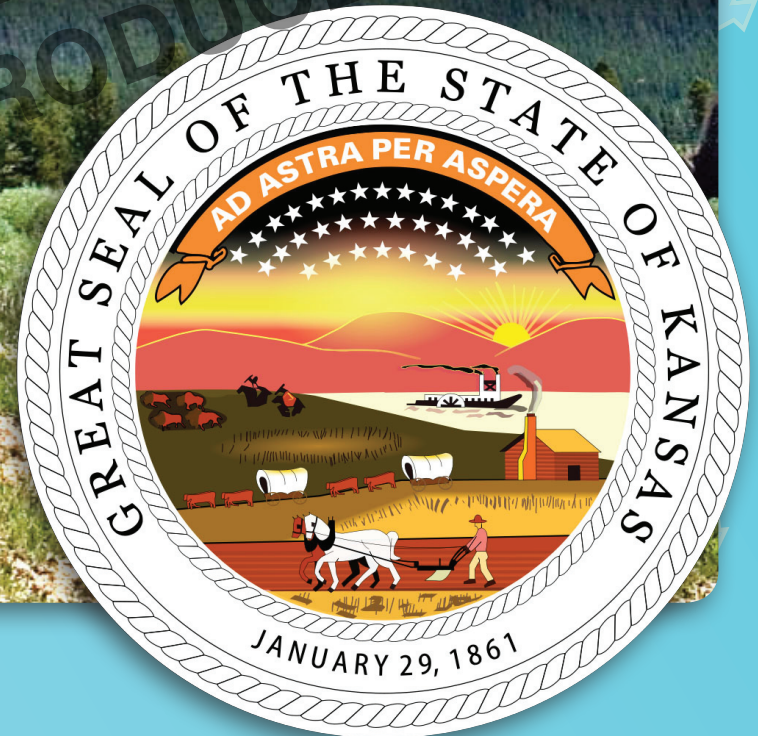


SET 6

SLIDE 2



▲ The buffalo is the state mammal of Kansas. Buffalo are shown on the state seal of Kansas.





SET 6

SLIDE 3



The grizzly bear is the state mammal of California. A grizzly bear is shown on the California state flag. ▼



OFFICIAL



SET 6

SLIDE 4

◀ The sagebrush is the state flower of Nevada. This flower is shown on the Nevada state flag.





SET 6

SLIDE 5

Green Bay Packers fans wear the team colors of green, gold, and white to show their support in Green Bay, Wisconsin. ▶

Sports Teams

Sports teams are very important to states. A state might be home to a major-league football, basketball, or baseball team. Some famous teams are the Dallas Cowboys, the Utah Jazz, and the Chicago Cubs. But a state may also be proud of their other teams, like college and minor-league teams. Some tourists travel to see their favorite teams play. Sports teams can bring in a lot of tourism money to their states.

Why are sports teams important to states? *(scanning)*



SET 7

SLIDE 1

Why do states advertise tourism?

Possible places
to advertise
tourism:
radio
television
Internet
magazines
newspapers

Companies advertise to get people to buy their goods or services. Travel and tourism industries advertise, too. Airlines and hotels encourage people to take a vacation. State tourism boards try to make people want to visit their state. Tourism ads usually offer excitement or relaxation.

Why do state tourism boards need to advertise? *(main idea/supporting details)*

Washington, D.C.

**A Nation's
History Revealed**

Tours of major
monuments available
Wednesday—Saturday,
11 a.m.—3 p.m.



Sponsored by the Washington, D.C., Tourism Association



Advertising Techniques

Ads use a number of techniques to attract attention. These include:

1. Attention-getting headlines.

The headline makes people want to know more about the product. Headlines are used mostly in written ads, but the first words in a radio or television ad can work like a headline. A headline hooks the reader or listener. A headline might promise personal satisfaction or arouse curiosity. A headline might offer interesting information about a product.


The Washington, D.C. Convention and Tourism Corporation
and the Restaurant Association of Metropolitan Washington are proud to present

Eighth Annual Washington, D.C., Restaurant Week
from August 1-7

- More than 100 of Washington, D.C.'s finest restaurants
- Awe-inspiring, multi-course meals
- Prepared especially for this gourmet event

**Lunch
\$20.05
Dinner
\$30.05**

**Serving UP
Summer Savings**





2. Slogans or jingles. Slogans are short phrases. Jingles are short phrases set to music. They are used frequently. Good slogans and jingles are easy to remember.

3. Testimonials. These are statements made by people saying they like the product. It can be an ordinary person or a famous person. The person making the testimonial must have used the product at least once.



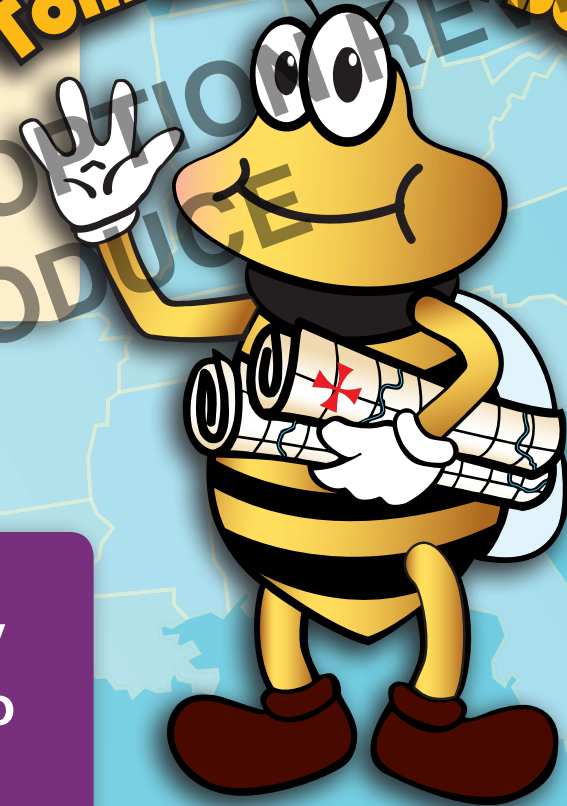
Can you think of any slogans or jingles used to advertise products? (*connecting*)

▲ This slogan promotes summer tourism in Washington, D.C.



4. Product characters. These are fictional characters created by the advertising company to sell the product. Product characters become identified with the product and often tell about the product.

Tom the Travel Bee



Product characters are frequently used with young children. Why do you think that happens?
(making inferences)



How does industry affect state tourism?

Businesses, jobs, and factories are all part of a state's industry. Businesses also shape the history and culture of a place. Hershey, Pennsylvania, is famous for the chocolate company that employs many people in the area and brings in tourists. Its most famous intersection is the corner of Cocoa Avenue and Chocolate Avenue.

◀ The twin stacks of the Hershey chocolate factory in Hershey, Pennsylvania.



Why is industry important to a state?
(making inferences)



A state's natural resources also shape its businesses. For example, Kentucky is rich in coal deposits. Because of this, mining companies have been operating in Kentucky for more than 100 years. Today, major tourist attractions in Kentucky include the mining museums and caves.

How do natural resources affect the businesses in a state? *(scanning)*

◀ A kind of stalactite called drapery forms on the ceiling while stalagmites form on the floor of Onyx Cave in Kentucky.



Coastal states that make money from fishing are also popular with tourists for the fresh seafood. Some tourists even enjoy catching fish themselves.



▲ One of Alaska's main industries is fishing. Tourists also enjoy fresh seafood when they visit.

Amish



SET 8

SLIDE 4

In states such as Indiana, Pennsylvania, and Ohio, many tourists like to visit Amish communities. Amish people do not drive cars, use electricity, or have telephones. They farm and make beautiful crafts, such as furniture and quilts. While many Amish people do not like to be bothered by tourists, some Amish people run their own businesses. Tourists can enjoy a few of the simple pleasures of Amish life when they visit Amish restaurants and stores.



▲ Because of its rich land, many Amish people settled in Indiana to farm.



What special events are part of state tourism?

Visitors' centers inform tourists about special events around the state. Tourists often travel to participate in special celebrations. Some celebrations happen in all the states, such as the Fourth of July. Other celebrations vary by region or state. Farming states celebrate the harvest, like the Sweet Corn Festival in Sun Prairie, Wisconsin. States might celebrate a special part of their heritage or culture. For example, every year the Mississippi Delta Blues and Heritage Festival celebrates the music of the South.

Why do different areas have celebrations?
(main idea/supporting details)



SET 9

SLIDE 2



Many tourists like to visit Washington, D.C., on the Fourth of July. ▶



SET 9

SLIDE 3



▲ Fall is a popular tourist season in New England. Every year Keene, New Hampshire, holds a Pumpkin Festival.



SET 9

SLIDE 4

Visitors enjoy a performance at the New Orleans Jazz and Heritage Festival in New Orleans, Louisiana. ▼





SET 9

SLIDE 5



Why would tourists want to join in a celebration? *(making inferences)*

What kinds of celebrations do you like to attend? Explain why. *(connecting)*