

## New Zealand Tourist Pamphlet

**Approach:** Independent

**Level:** Year 4 and year 8

**Focus:** Features attracting visitors to a country.

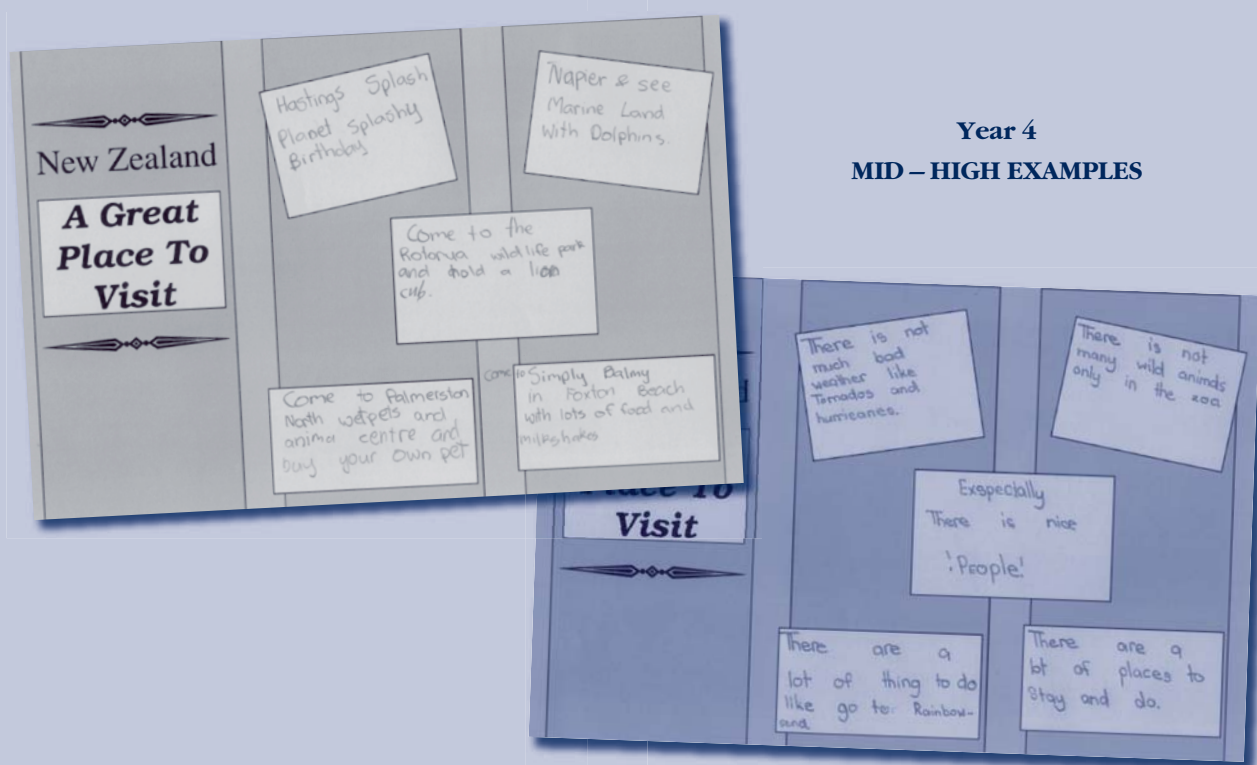
**Resources:** Pamphlet with blank boxes for student responses.

### Questions/instructions:

This activity is about advertising New Zealand to overseas visitors. Think about what is special to New Zealand.

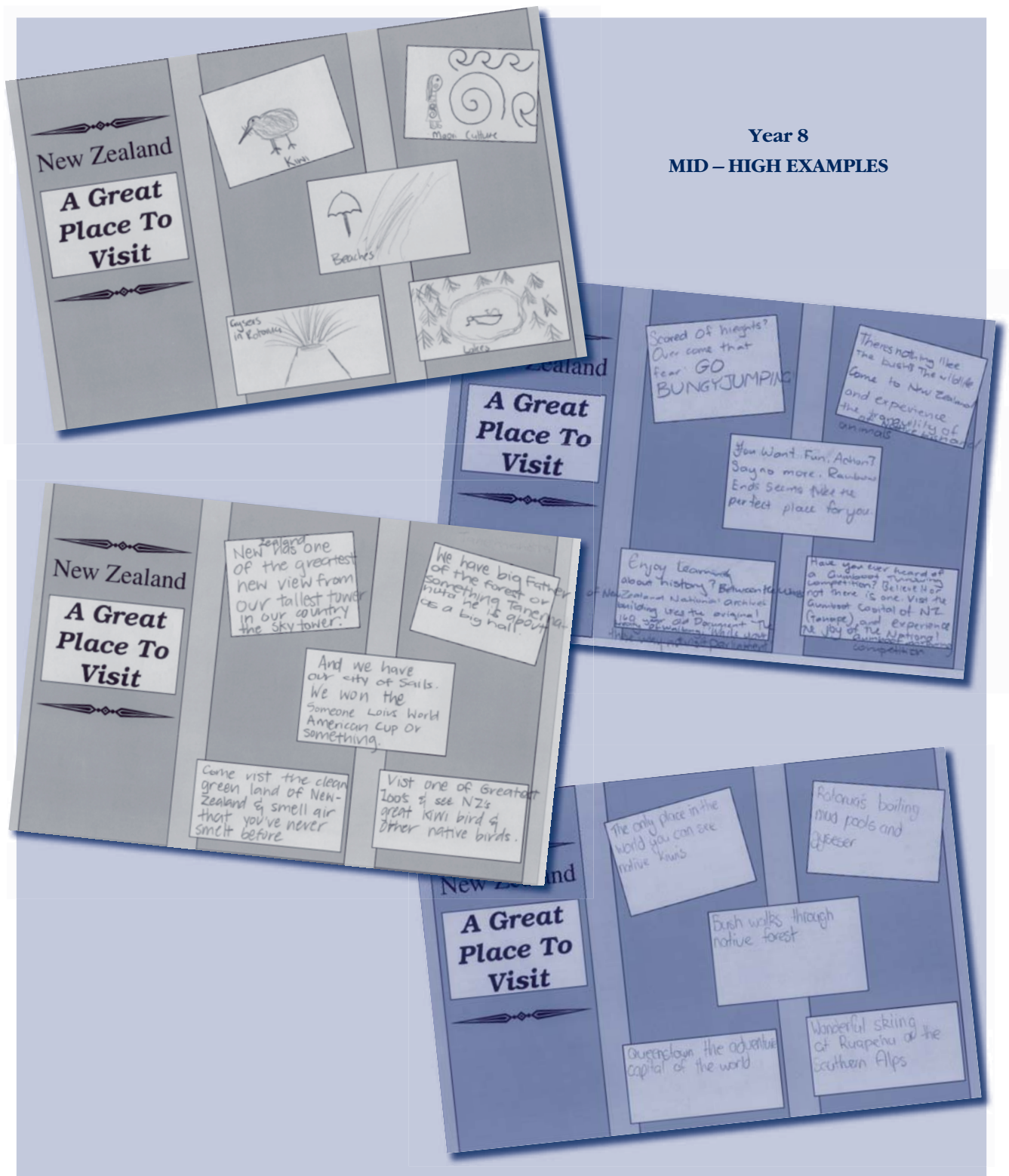
Think of 5 things you would put in a pamphlet. Things that might make people want to visit New Zealand.

Write one thing in each box on the pamphlet.



How likely is idea/thing likely to attract visitors? (idea and how it is expressed):		% responses	
		y4	y8
top left box:	strongly	2	14
	moderately	29	49
top right box:	strongly	1	10
	moderately	22	41
middle box:	strongly	1	11
	moderately	19	45
bottom left box:	strongly	1	8
	moderately	17	42
bottom right box:	strongly	1	7
	moderately	17	40

Categories included:		% responses	
		y4	y8
general landscape		16	38
specific landscape attractions		16	37
flora/fauna		34	50
climate		8	8
Māori culture		4	11
rural life/farming activities		2	9
man-made buildings/structures		36	45
recreational activities		35	54
social environment		27	25
value for money		2	4



Year 8  
MID – HIGH EXAMPLES

**Commentary:**

About 30 percent more year 8 than year 4 students produced effective promotional statements likely to attract overseas visitors to New Zealand. They gave notably more attention to landscape features, flora/fauna and recreational activities. Māori culture received little attention, together with climate, rural life and value for money.