

Tourist Map

Approach: Station

Level: Year 8 only

Resources: Map.

<i>Questions/instructions</i>	<i>% responses</i>
	<i>year 8</i>
Look at this tourist map of the Coromandel Peninsula in the North Island. Use the map to answer the questions.	
What activity does the map show as the tourist attraction near ...	
1. Waihi Beach?	91
	<i>surfing</i>
2. Coromandel town?	83
	<i>tramping/walking</i>
3. Whangamata?	64
	<i>crabs or jetskiing</i>
Which place on the map would you go to if you wanted to ...	
4. Soak in a hot pool?	93
	<i>Miranda or Kaiiua</i>
5. Pan for gold?	92
	<i>Waihi or Paeroa</i>
6. Watch dolphins in the sea?	93
	<i>Tairua</i>
7. Paddle in a kayak?	87
	<i>Matarangi Beach</i>
8. What makes this tourist map different from a normal map?	
	45
	<i>shows activities, people, things to do</i>
	42
	<i>has pictures</i>
9. How has the advertiser tried to show that the Coromandel Peninsula is a good place to visit?	
	65
	<i>focus on fun activities and people looking happy</i>
	22
	<i>included pictures</i>

Commentary

In general, year 8 students were very successful in extracting information from this promotional map. In questions 8 and 9 they were rather less successful in capturing the essence of the advertising approach used.

