

Student Name(s): _____

The group for which you will create a tour is interested in

_____.

Explorations in Central Asia: A Travel Agency Project

Brief Project Description: You are an intern at a travel agency that is interested in developing specialized travel-learning tours to Central Asia. The company has decided to assign its interns to develop tours for travelers based around common interests. Therefore, the management is assigning each team a travel group and asking them to develop an itinerary for a program to Kazakhstan and Uzbekistan. Those with the most well-developed, creative, and thoughtful proposals will be more likely to receive a paying job with the company. So do your best work. (There are research guides to assist you in this process.)

In order to be successful, you must:

1. develop a travel plan that will include
 - a. a general itinerary (what cities the group will visit) for 9 days of focused activities (NOT including arrival or departure days)
 - b. a map showing the proposed itinerary
 - c. a specific outline of 3 days (listing the activities/places to visit for those days) with a short justification of each and how it fits the theme. (Be creative! Include things to see and maybe a talk or demonstration or something to do.)
2. Create a powerpoint OR visuals that can be used in a 3-5 minute presentation of your ideas to the Board of Directors.
3. Give your presentation to the Board.

Specific directions and an example are below.

PART 1: DEVELOPING THE TRAVEL PLAN

1. Before you develop a travel itinerary, you need to do some research. Look at the research guide for your specific topic and see the suggestions on what information you need and how/where to find it.
2. Your travel plan should include a general itinerary with 9 days of focused travel. (This does not include the arrival or departure day.)

a. Travel should include 3 cities at most. If the cities are too far apart, you might want to take a short regional flight or (in Uzbekistan) the high-speed train. You can google how to get from one place to another.

b. Your general itinerary should show what city you will explore, what the theme is for the day, and where you will spend the night. See the example (from a different world area) below:

EXAMPLE: GROUP INTERESTED IN THE RELIGIONS OF BOSNIA

Day 1: Sarajevo – a multi-religious city, part 1: Muslim and Orthodox Christian institutions.

Overnight: Sarajevo.

Day 2: Sarajevo – a multi-religious city, part 2: Jewish and Catholic institutions.

Overnight Sarajevo.

Day 3: Southwestern Bosnia: Visit medieval Bogomil tombs and the Tvrdoš (Orthodox Christian) monastery.

Overnight: Trebinje.

c. Plot your travel plan on a map.

3. Create a more specific outline of any 3 days of your program – and be sure it fits with the theme of your trip (what your group is interested in). Note: You don't have to choose three consecutive days (example: Days 1, 2, and 3). If you want you may have days in different cities (example: Day 2, Day 5, and Day 7). See the example below:

EXAMPLE: GROUP INTERESTED IN THE RELIGIONS OF BOSNIA

Day 2: Sarajevo – a multi-religious city, part 2: Jewish and Catholic institutions.

- Visit the Kraljevska Sutjeska Catholic Monastery – about a 45-minute drive from Sarajevo. Tour the library/archives and cultural museum there, guided by a monk.
- Return to Sarajevo, stopping at the Jewish cemetery just outside of the city. The guide will show the mixture of Sephardic and Ashkenazic tombstones and the Holocaust Memorial in the cemetery.
- Visit the Ashkenazic Synagogue, led by a member of the Jewish community.
- Visit the Jewish Museum in the old Sephardic Synagogue, led by Eli Tauber, a professor of Jewish history particularly during the Holocaust.

Overnight: Sarajevo.

4. Create a presentation, including a powerpoint OR visuals that can be used in a 3-5 minute presentation of your ideas to the Board of Directors. Include in your presentation:

a. introductions: your names and the theme of the trip (interests of the group for whom you are designing the tour)

b. the map of where you will travel

c. the general outline of the trip

d. a short explanation and some visuals of what people will see during the 3 sample days of your program

e. a conclusion: why your program is great

Note: Be careful that the visuals enhance and illustrate what you are saying, but do NOT take away from your presentation. In other words, don't include so many words that people are reading – or ignoring it – instead of listening to you.

Checklist:

___ I have developed a travel plan that includes 3 cities and 9 days of travel.

___ The travel plan relates to topics that interest my group.

___ I have created a map showing the itinerary.

___ My presentation is clear and concise with my ideas in a logical order.

___ The visuals for my presentation are engaging and enhance the topic.

PART 2: ORGANIZING THE PRESENTATION:

- Be sure the presentation is not less than 3 minutes, not longer than 5 minutes. To get it right, PRACTICE.

- Be sure that each person speaks an equal amount (approximately). If one person is less comfortable doing presentations, give him/her the opportunity to choose which topics he/she feels most comfortable discussing. Or let the more confident speaker introduce a subject and the quieter person add information.

- You may use a few notes, but you should not be reading directly off a paper or off your powerpoint. (That would be BORING and make it look like you don't know your subject.) The notes should remind you of the order of presentation or of a few key facts, but you need to be comfortable with your topic.

- Practice effective speaking: enthusiasm, clear speech, formal language, confidence. Look the company directors in the eye. (Practice these skills with a friend or in front of a mirror; you will need the skills in the future.)

- Dress professionally as you would for a job interview – not too formally (You’re not going to a wedding or the prom!), but not wearing shorts and a t-shirt. Learning how to dress-for-success is an important skill too.

Checklist:

_____ My presentation is clear and concise with visuals that enhance the topic.

_____ I know what I am going to say and what my partner(s) will say.

_____ I have practiced effective speaking techniques.

_____ I have planned appropriate clothing – my power wardrobe.

PART 3: GIVING THE PRESENTATION

Now you will have the chance to present your ideas. You will have 3-5 minutes to convince the company management to select your tour – and hire you to implement it. You will be evaluated according to the criteria below:

Judging Sheet for the Presentation

Evaluators will use a scale from 1-4 based on the following:

1 = basic, 2 = fair, 3 = good, 4 = excellent

The presenter(s) are dressed professionally:

1 2 3 4

The presentation is well organized and logical with all members of the group doing an equal amount of the work.

1 2 3 4

The presenter(s) appear confident and seem to know the material well.

1 2 3 4

The visuals contribute to the presentation.

1 2 3 4

The presentation lasted 3-5 minutes (without any wasted time).

_____ Yes (4 points) or No (1-3 points, depending on how long the presentation was)

Total points _____ **out of 20** (Points may be deducted if your work is late.)