



ACTIVITY

OVERVIEW



Q3 • Common Ground & Historical Identity • Middle School

Exploring Our Cultural Uniqueness and History Travel Brochure & Tourism Fair

Theme: Common Ground & Historical Identity **Time Required:** 2–3 class sessions

Materials Needed:

- Research materials (library books, internet access, brochures)
- Paper, art supplies, or digital design tools
- Example brochures or posters for inspiration
- Optional: tri-fold boards or printed visuals for display

Activity Overview

In this activity, students will research a New Mexico cultural or historical site, then create a travel brochure and booth presentation for a classroom or schoolwide Tourism Fair. This activity combines social studies, art, writing, and communication skills. Students learn how culture, geography, and history shape the way New Mexico is experienced and celebrated.

Learning Objectives

- Research and describe the historical and cultural importance of a New Mexico location.
- Apply persuasive and creative writing to promote tourism respectfully and accurately.
- Design a visual product (brochure or display) highlighting culture and history.
- Present their project clearly to peers or visitors at the Tourism Fair.

Essential Questions

- How can we share New Mexico's culture and history with others?
- What makes a place important or unique?
- How can tourism help preserve — or harm — culture and the environment?
- How do we show respect when representing other people's stories?



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Inspired Conversation Topics

- Why do people visit historical or cultural sites?
- What does it mean to be a “cultural ambassador”?
- What symbols or images best represent your community or chosen site?
- How can tourism connect people across cultures?