

**‘What is the geography of your favourite place?’**



Film

Brochures

Apps

GIS –  
Interactive  
maps

How can place be  
represented in the media?

Social media

Online reviews

Newspapers

TV/Radio

# Let's move to Saffron Walden, Essex

Saffron Walden offers the Essex of rolling barley fields and medieval villages with green and stocks intact

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## Guardian

Read the article about Saffron Walden and answer the following questions;

- What does it tell you about the place?
- How does it do it?
- How does it make you feel?



A photograph of the Statue of Liberty in the foreground, holding a torch and a tablet. In the background, the dense New York City skyline is visible under a blue sky with scattered white clouds. The water of the harbor is at the bottom of the frame.

*NEW YORK... CONCRETE JUNGLE WHERE  
DREAMS ARE MADE OF...*

[Video](#)

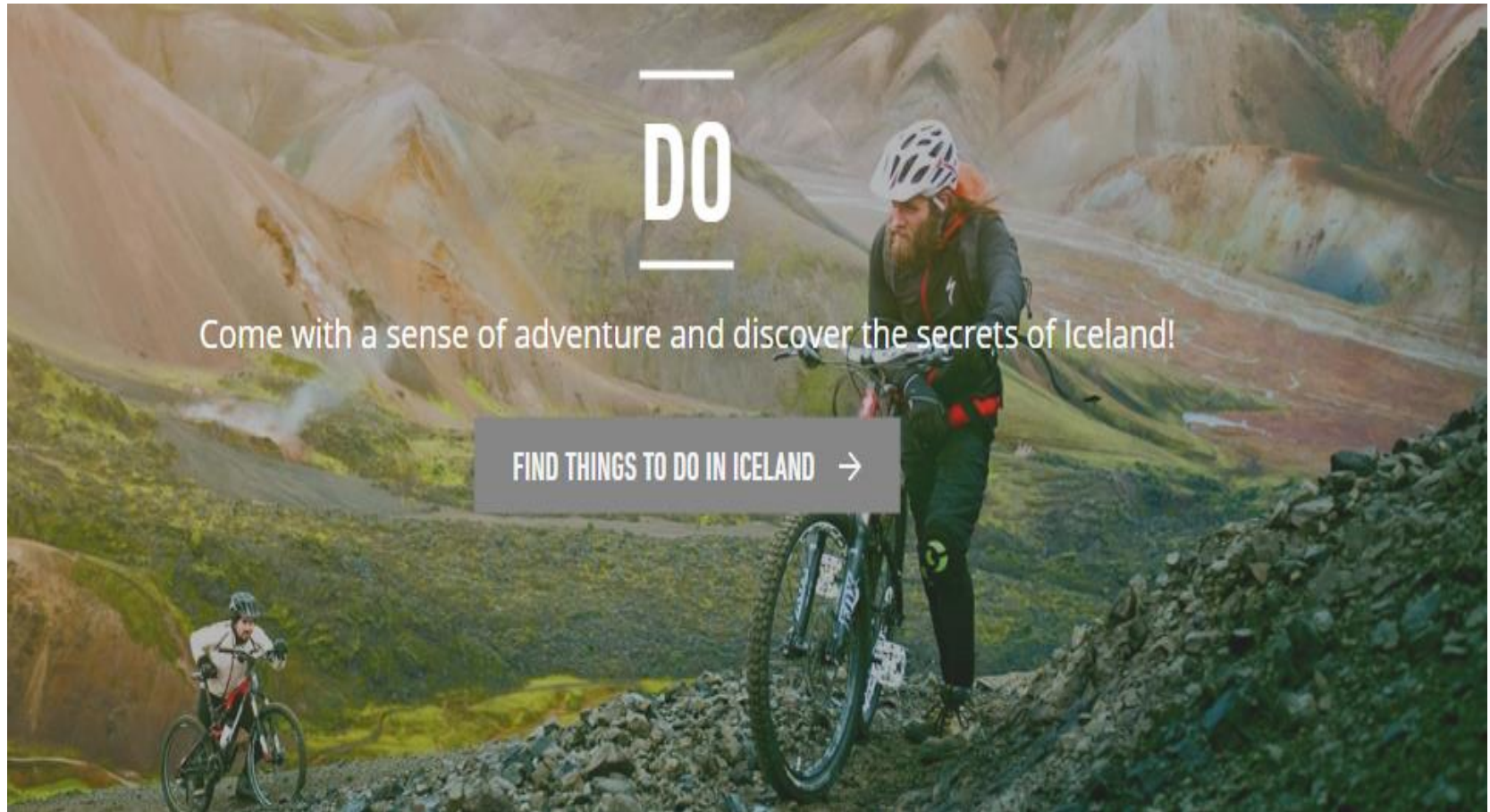
Listen to the song and think about the same questions again... What does it tell you about the place? How does it do it? How does it make you feel?



Watch the trailer and think about the same questions again... What does it tell you about the place? How does it do it? How does it make you feel?

[Video](#)

# How do travel sites market a tourist destination?



# How does the 'visitengland' website market the Lake District

- <https://www.visitengland.com/things-to-do/lake-district>
- How are they representing the place? What does the website tell you about the place?
- Focus on;
- Types of accommodation
- Types and range of activities. Are they suitable for all age ranges.
- Services available that tourists will need
- Does it encourage you to visit the place. How does the website do this?
- Produce a short report on your findings.

# Summer induction work: Creating a facebook page for your favourite holiday destination

**TO**

Visit Toronto  
@visittoronto

Home

- Posts
- Reviews
- Videos
- Photos
- About
- Likes
- Ticket Deals
- Book Hotels Now

Like Follow Share ...

Learn More

Featured for you

Travel agent in Toronto, Ontario  
4.6 ★★★★★ · Closed now

Community

Invite your friends to like this Page

178,358 people like this

169,908 people follow this

Summer holiday task: Imagine you are the tourist board and you are in charge of making a Facebook page for your favourite destination. Think about how you want your place to be portrayed. How can you create a 'sense' of place for potential tourists?

- Make sure it is visually interesting
- Make sure it is factual (specific)
- Make sure it helps to encourage a greater number of tourists to visit. Use your knowledge of the visitengland site for the Lake District in terms of style and wording.
- Make it on a word document (I don't have facebook!)