Lesson Plan Summary

I. Lesson Summary

Summary
This lesson introduces students to Florida’s first tourists who arrived in the early twentieth century in automobiles packed with all the necessities for a great adventure. These Tin Can Tourists were exploring Florida’s beautiful natural surroundings. As Florida tourism grew, the young tourist industry evolved to meet the needs of these visitors. Roadside attractions located off many of Florida’s heavily traveled highways soon became a popular destination and part of Florida history.

Objectives
1. Students will discuss the history of Tin Can Tourists.
2. Students will write a paragraph comparing a tin can vacation to a twenty-first century vacation.
3. Students will research an original roadside attraction.
4. Students will design and create a tourist brochure for an original roadside attraction.
5. Students will demonstrate understanding of the early history of Florida tourism by completing a teacher made assessment covering Tin Can Tourism and Roadside attractions.

US History Event
Florida’s tourism began in the 1910s with the rise of the Tin Can Tourists and led to various Roadside Attractions in the first half of the twentieth century.

Grade Level
Elementary and Middle

Materials
Each student will need a copy of the graphic organizer of the Ford Model T and colored pencils. Students will need a copy of the Tin Can Tourist vacation plans and questions. A computer lab will be needed for individual student research on roadside attractions. The Rubric for the Roadside Attractions Brochure project should be copied for each student. A copy of the assessment should be made for each student.

Lesson Time
This lesson can be completed in five 45 minute class periods. Teachers should allow more time for students to finish the Roadside Attraction Brochure as a homework project.
II. Lesson Procedures

1. Students should be seated in Kagan Cooperative Learning groups of four. The teacher will read the introduction to the class. Students will discuss the questions in teams using Round Robin and the teacher will randomly call on students to share group answers with the class.

2. The teacher will distribute a copy of the Tin Can Tourists Model T graphic organizer to each student. The students will fill in the graphic organizer based on the answers from the class discussion.

3. The students will compare and contrast a Tin Can Tourist vacation to a twenty-first century vacation. Categories should include but not be limited to reasons for the trip, materials for the trip, and destination in Florida to visit. Students will create a venn diagram comparing both vacations. Using the information from the diagram, students will write an essay comparing the travel of the Tin Can Tourists with the travel of today.

4. The class will meet in a computer lab. Students will be given a list of websites that students may use to research the roadside attractions. Each student will choose an old Florida roadside attraction to research.

5. The teacher will give students a rubric for the Roadside Attraction Brochure. The students will create a brochure on the Roadside Attraction of their choice. After completing the brochure, students will present the project to the class and advertising the best qualities of the chosen roadside attraction.

6. The teacher will distribute copies of the Early History of Florida Tourism Assessment and students will complete the assessment.
III. Activities

An Introduction to Tin Can Tourists

Tin Can Tourists were among Florida’s first vacation visitors beginning in 1919. These adventure seeking Americans packed up their newly purchased Ford Model T automobiles and headed for the warm climate of Florida. In their quest for adventure, Tin Can Tourists used the automobile to explore unknown areas of Florida with a sense of restlessness and tireless curiosity. The first Tin Canners came from Chicago, Illinois with cars packed to the brim with extra gas in five gallon cans, canned goods, and extra tires for the trip.

Websites – www.floridahistory.org/floridians/1920’s.htm
www.cityofdearborn.org/departments/recreation/camp%20dearborn/tincan.shtml
http://abbe.hastur.net/crimsonskies/squadrons/tincanposse.html

Tin Can Tourist Discussion Questions

1. Why did the Tin Can Tourists come to Florida?
2. What was going on in the rest of America during this period?
3. What are some dangers the Tin Can Tourists faced?
4. Why do you think the Tin Can Tourists originally came from Chicago?
5. Why were Roadside Attractions more popular in Florida than in other parts of the country?

Answers for Tin Can Tourist Discussion Questions

1. Reasons – Weather
   Beaches
   Adventure
   Word of mouth
   To look at investing in land
   Vacation
   Roadside attractions

2. It was at the end of World War I and the country was enjoying a prosperous time.

3. Swamp
   Car problems
   Seminole Indians
   Not enough to do (before Roadside attractions)

4. Cold Climate
   Adventurous spirit
   Roads connecting Chicago to Florida
5. More Tourists came to Florida and were looking to have fun while spending money.

**Tin Can Tourists Graphic Organizer**

Directions: Fill in the graphic organizer using details from the Tin Can Tourists class discussion.

Who were the original Tin Can Tourists?
What supplies did the Tin Can Tourists bring on their vacations?
When did the Tin Can Tourist’s vacations begin?
Why did the Tin Can Tourists choose Florida for their vacation destination?
How did Florida change as more Tin Can Tourists came to the state?
Comparing and Contrasting Tin Can Tourist vacations with 21st century vacations

Directions: Using your own paper, create the two column notes, venn diagram, and write the essay comparing early Florida vacations with modern day vacations.

Steps:

1. Make three two column lists.
   The left side of the first list should include what you would take on a vacation trip. The right side of the list should include what tin canners took on their trips.
   The left side of the second list should include reasons you would go on a trip with your family, and the right side should contain reasons the tin can tourists came to Florida.
   The left side of the third list should be about possible destinations for your family vacation, and the right side should include vacation destinations of the tin canners on their Florida vacations.

2. Review the various differences and similarities between you and the Tin Can Tourists.
   Create a venn diagram comparing your vacation information to a Tin Can Tourist vacation. Each section of the venn diagram should contain at least 8 entries.

3. Write an essay comparing and contrasting the Tin Can Tourist's Vacations to 21st century vacations.
Possible answers for two column notes questions for Tin Can Tourists

Tin Can Tourists would bring…
  1. 5 gallon gas cans
  2. food in tin cans
  3. money
  4. the family
  5. directions to their destination
  6. tents and sleeping bags
  7. extra tires
  8. clothing

Why would Tin Can Tourists come to Florida…
  1. weather
  2. beaches
  3. adventure
  4. to look into investing in land
  5. vacation
  6. roadside attractions
  7. word of mouth

Where Tin Can Tourists went in Florida…
  1. beaches
  2. Miami
  3. Gatorland
  4. Cypress Gardens
  5. Weeki Wachee
Websites to visit for Roadside Attraction Research

Directions: Visit the following websites and choose one original Roadside Attraction to research from early Florida tourism. Each student will be creating a brochure project for the attraction of his or her choice.

Websites:

www.roadsideamerica.com  This site includes information on various roadside attractions.

www.visitflorida.com/cms/index.php/id=34  This site includes information on various roadside attractions.

www.kilbycreative.com/  This site includes information on various roadside attractions.

www.citrustower.com  This site includes information on Citrus Tower roadside attraction.

www.marineland.net  This site includes information on Marine Land roadside attraction.

www.upf.com/fall200/gittner.html  This site includes information on Parrot Jungle roadside attraction.

www.mermaid.weekiwachee.com/index  This site includes information on Weeki Wachee roadside attraction.

www.gatorland.com  This site includes information on Gatorland roadside attraction.

When choosing an original roadside attraction for the brochure project, choose a business that is interesting and that you would enjoy visiting. Each brochure must include a drawing of the attraction, three activities that would entice families to come visit the roadside attraction with drawings, admission prices for all ages, contact information, and directions or a map to the attraction.
Guidelines for the Roadside Attraction Brochure Project

1. Using the information from your research of the chosen Roadside Attraction, create a modern brochure for the original Roadside Attraction.

2. Brochures should be tri-fold. The front cover should include the name of the attraction, a colorful drawing of the attraction, and a slogan to create interest and bring visitors to your attraction.

3. The inside of the brochure should include interesting activities for visitors to your attraction. Each brochure should include three activities at the attraction, with description of each activity and drawings of the activities.

4. The back cover of the brochure should include directions to your Roadside Attraction, price of admission for all ages, and contact information for visitors.
### Roadside Attractions Brochure Rubric

<table>
<thead>
<tr>
<th>Points Received</th>
<th>Points Possible</th>
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<tr>
<td><strong>Front Cover</strong></td>
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<td>Title</td>
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<tr>
<td>Picture</td>
<td>/15</td>
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<tr>
<td>Slogan</td>
<td>/10</td>
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<tr>
<td><strong>Activity #1</strong></td>
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<tr>
<td>Description</td>
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<td>Visual</td>
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<td><strong>Back Cover</strong></td>
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<td>Contact Information</td>
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<td>/2</td>
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</table>

**Total Points Awarded** /100
The Early History of Florida Tourism Test

Multiple Choice
Directions: Write the letter for the best answer in the blank.

1. Tin Can Tourists came to Florida because
    a. They wanted adventure.
    b. They had more money to spend.
    c. The car had just become more affordable.
    d. All of the above

2. Where did the first Tin Can Tourist come from?
   b. Atlanta
   c. Chicago
   d. Houston
   e. Unknown

3. What materials would a Tin Can Tourist NOT bring?
   b. extra tires
   c. food in tin cans
   d. a first aid kit
   e. extra gas

4. Which one of the following was not an old Florida Roadside Attraction?
   a. Gatorland with live alligators
   b. Weeki Wachee with live mermaids
   c. Disneyworld with live mice
   d. Coral Castle with dead coral

5. What important road was built out the Tin Can Tourist’s movement?
   a. I-4
   b. South Florida Avenue
   c. Tamiami Trail
   d. Seminole Highway
Essay

Directions: Choose two of the following questions to answer on your own sheet of paper. Remember to use specific details from the Tin Can Tourist unit. All answers must be at least five sentences and include correct, spelling, punctuation, and grammar.

6. Write a journal entry as if you were one of the first Tin Can Tourists. Include but do not limit yourself to describing a typical day in your life and your motivation for making the trip.

7. Describe some of the ways the Tin Can Tourists were like the first astronauts.

8. It can be said that the early Tin Can Tourists paved the way for others in Florida. What are some ways this statement could be true?
IV. Resources

3. www.floridahistory.org/history/1920's.htm
4. www.roadsideamerica.com
5. www.visitflorida.com/cms/index.php/id=34
6. www.kilbycreative.com/
7. www.citrustower.com
8. www.marineland.net
10. www.mermaid.weekiwachee.com/index
11. www.gatorland.com