

## Career Exploration: Tourism in West Virginia Teacher Guide

We have provided two sets of activity sheets for middle school students that can be thought as standalone lessons or used in conjunction with each other to provide students with a fuller picture of the tourism industry in West Virginia:

- *Tourism Careers in West Virginia* (recommended as lesson 1)
- *Tourism Attractions in West Virginia* (recommended as lesson 2)

The *Tourism Attractions in West Virginia* lesson relies on allowing the students to access WVtourism.com. This could be accomplished on individual computers or tablets in groups on a smart TV, or perhaps through printouts from the website.

The printouts option is not recommended because it will limit students options for the activities and capacity to practice their research skills.

Once on the website, students can explore by selecting “Things to Do” and “Places to Go” among other options at the top of the page.

You may also want to encourage them to explore by “travel region,” which they can access through “Places to Go,” by selecting a region on the map to the left of the pop-up menu or directly at this url: <https://wvtourism.com/places-to-go/travel-regions/>

Students can also search the entire website by using the search bar near the top of the page.

### Additional Resource Links and Ideas:

- Your local Convention and Visitors Bureaus (CVB)!
  - Not sure if your region has one? Reach out to [Amanda.N.Legg@wv.gov](mailto:Amanda.N.Legg@wv.gov) and we'll check our contact database to connect you.
  - Staff from your local CVBs are experts in tourism in your region and may be able to serve as guest speakers for your class or even connect you with other tourism sites in our region.

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- Educators' Landing Page: <https://wvtourism.com/educator-and-family-resources/>
- Find tourism research and reports here:  
<https://wvtourism.com/information-and-press/tourism-partners/industry-resources/research-reports/>
  - The research and reports on this page can help you determine how many jobs are supported by tourism in your county for example, so you can incorporate this in your lesson, if you'd like.
- Find examples of WV Dept of Tourism Advertising here for your students to view:
  - <https://www.youtube.com/@WVTourism/> or <https://www.instagram.com/wvtourism/>
  - Project idea: Ask students to watch some of these video advertisements and social media posts, and then create one of their own.
  - This type of creative work is a big part of many careers in tourism.
- Sign up for the Partner Portal here to stay connected and order your "classroom toolkit" as soon as we have it ready:
  - <https://wvtourism.com/portal-registration/>
  - Be sure to select that you are a tourism educator when you sign up.

### **Additional Discussion Questions:**

Do you know anyone who works in the tourism industry?

Why would you like working in tourism? (using specific careers they mentioned)

What would be challenging about working in that career?

What do you think makes West Virginia different/special from other places for visitors?

What season do you think is best for tourism in West Virginia? (This is a good opportunity to talk about how there are fun things to do in all seasons in West Virginia)

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