

***Hispanic Heritage
Commemorating Florida's Quincentenary
in Tampa Bay***

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University of South Florida

Lesson Title

St. Augustine's Turn Around: From a Small Town to a Tourist Destination for Presidents

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Concept/Main Idea/Big Idea of Lesson

Once a small town with few residents, St. Augustine went through remarkable changes in the beginning of the 20th Century, transforming into a major tourist attraction. This lesson explores the transformation of St. Augustine from small town to major tourist attraction in the beginning of the 20th century.

Conference Theme

Spanish Florida in the 19th and 20th Centuries

Intended Grade Levels

6th - 8th grades

Infusion/Subject Areas

U.S./American History
Florida History
Geography
Language Arts

Curriculum Standards

NCSS Themes:

Time, Continuity, and Change
People, Places, and Environment
Production, Distribution, and Consumption

Florida Next Generation Sunshine State Standards:

SS.8.E.2.1: Analyze contributions of entrepreneurs, inventors, and other key individuals from various gender, social, and ethnic backgrounds in the development of the United States economy.

SS.8.A.1.2: Analyze charts, graphs, maps, photographs and timelines; analyze political cartoons; determine cause and effect.

SS.8.A.5.7: Examine key events and peoples in Florida history as each impacts this era of American history

Instructional Objectives

The student will:

- examine the city of St. Augustine as a tourist destination during Reconstruction using both readings and images;
- plan a vacation to St. Augustine and explain how it might impact the local economy.

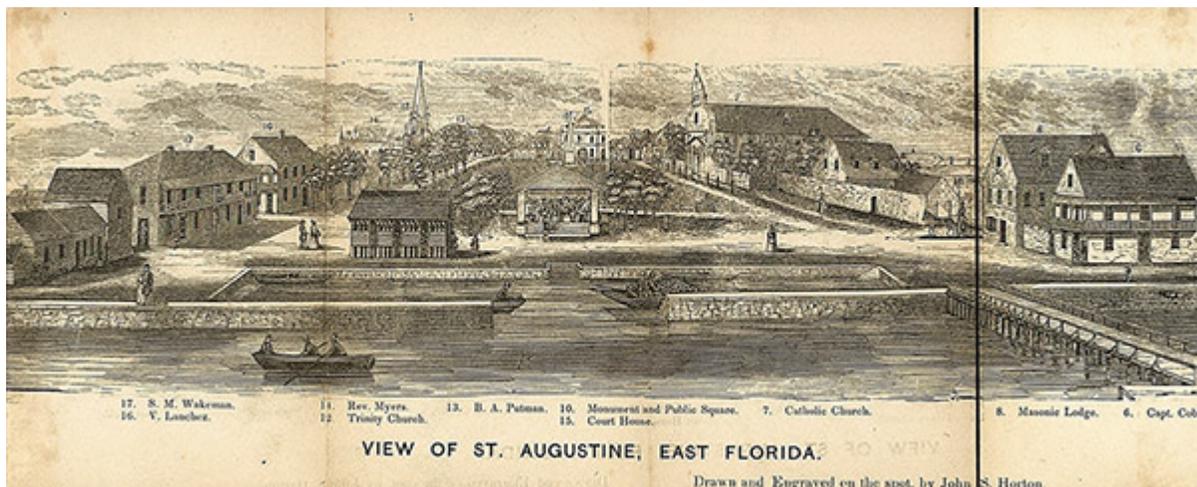
Learning Activities Sequence

Guided Imagery and World Map Activity: Ask students to close their eyes and imagine their dream vacation. *Where would you go? How would you get there? What would you do once you arrived? Where would you stay? How much money do you think you would spend there?*

Have students open their eyes and, using a world map, ask students to share the locations of their dream vacations by placing push pins on the map (if using an Elmo, have sticky dots available to note the locations on the map).

Tell students that Florida is a major tourist attraction for many people. There were 86 million visitors in 2011 (a record number). Orlando, Florida is the top travel destination in the world. All these visitors translate into an economic impact of \$57 billion on Florida's economy. In St. Augustine, Florida, local businesses earn over \$525 million from tourism.

Analyzing Images: Project the image St. Augustine, 1855 from the following website: <http://fcit.usf.edu/florida/vr/augustine/augustine.htm> (this requires quicktime). The image is below:



If you do not want to use the virtual reality tool, you can find the image at this website: http://www.americaslibrary.gov/jb/colonial/jb_colonial_augustin_2_e.html

Ask students to take a blank sheet of paper and turn their paper to a "landscape" position (so that it's wider across than from top to bottom). Ask them to divide it in half. (Or if students use a spiral notebook, ask them to open to two facing pages.) Have them label the half on the left "1855"; the half on the right should be labeled "1910." Have them sketch out St. Augustine in 1855 on a piece of paper or in their notebook and record any impressions they may have of the town.

Then do the same thing for the 1910 image of St. Augustine from the same website:
<http://fcit.usf.edu/florida/vr/augustine/augustine.htm>.



WRAP (Whisper Read Alternating Paragraphs): Distribute one copy of Handout 1 (Graphic Organizer for Readings) to each student. Place students in dyads and distribute one copy of Handout 2, “A Sleepy, Backward Old Town,” to each pair. Have students WRAP (Whisper Read Alternating Paragraphs). On their graphic organizers, students are to record any information regarding Miss Alice E. Browne’s observations about the transportation, weather, food, hotel accommodations, activities and anything else they find interesting.

Then pass out Handout 3, “Flagler’s Beautiful Hotels.” Ask students to WRAP again and finish filling out the chart.

Closure: Have a class discussion by going over the chart to make sure the students have collected the important information. Facilitating a whole-class discussion by asking:

- How did Flagler change the economy in St. Augustine?
- What impact did the hotels have on local jobs?
- What other businesses prospered?
- What evidence of the tourism industry can you see today?

Evaluation

In small groups of 3-4, ask students to plan a vacation to St. Augustine from your town. They should include travel there and back, with costs: a hotel booking for 5 nights, activities for each day, and food and drink.

Extension Activities:

- Ask students to create graphs and charts to show the information presented in *Tourism and Economic Impact Research* (HO4).
- Have students create a travel brochure for St. Augustine. The brochure should include hotel recommendations, weather for each of the four seasons of the year, activities, local restaurants, and other information of interest to visitors.

Materials and Resources

Handout 1 (HO1): Graphic Organizer for Readings

Handout 2 (HO2): “A Sleepy, Backwards Old Town”

Handout 3 (HO3): “Flagler’s Beautiful Hotels”

Handout 4 (HO4): *Tourism and Economic Impact Research*, St. Augustine

Internet Sources

Florida Quick Facts. This web site provides basic information about tourism in the state of Florida with links to additional information.

<http://www.stateofflorida.com/Portal/DesktopDefault.aspx?tabid=95>

Henry Flagler's Influence on St. Augustine. Short article about the influence of Flagler on the city. <http://staugustine.com/history/henry-flagler>

Mr. Miami Beach. This website supports the American Experience series; this particular episode focuses on the development of the east coast of Florida.

<http://www.pbs.org/wgbh/amex/miami/peoplevents/pande05.html>

Oldcity.com. St. Augustine tourism information. <http://www.oldcity.com>

Visitflorida.com. Historical and tourist information related to St. Augustine, Florida.

http://www.visitflorida.com/St_Augustine

References

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CBS. (2012, February 18). *State Figures Show Record Visitors to Florida in 2011*. <http://miami.cbslocal.com/2012/02/18/state-figures-show-record-visitors-to-florida-in-2011>

Clark, J. (2000). *200 Quick Looks at Florida History*. Sarasota, FL: Pineapple Press.

Edwards, V. (2005). *Stories of Old St. Augustine*. St. Augustine, FL: Historic Print and Map Company.

Florida Center for Instructional Technology. (2004). *Florida: Then and Now*. University of South Florida. Retrieved from <http://fcit.usf.edu/florida/vr/augustine/augustine.htm>

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St. Augustine, Ponte Verde and the Beaches, Florida Visitor and Convention Bureau. (2004). *Tourism and Economic Impact Research*. Retrieved August, 2011 from: <http://www.floridashistoriccoast.com/members/research/files/0621121246.pdf>

Traveleye.com. (2012). *World's top 100 'Best Travel Destinations'*. Retrieved March, 2012 from: <http://www.traveleye.com/client/top100.php>