

Florida Tourism: Past and Present

Section 1: Lesson Preparation

Grade Level: 4th and 5th

Unit/Subject: Social Studies | Florida History | St. Augustine History

Lesson Summary & Focus

Students will create an advertisement brochure showcasing a city or town in Florida. The student's brochure should encourage tourism by exploring art and culture, food, outdoor activities, and the town or city's history.

National/State Learning Standards

SS.4.A.1.2: Synthesize information related to Florida history through print and electronic media.

SS.4.A.6.1: Describe the economic development of Florida's major industries.

SS.4.A.6.3: Describe the contributions of significant individuals to Florida.

SS.4.A.8.4: Explain how tourism affects Florida's economy and growth.

Specific Learning Target Objectives

- Students will design a tourism brochure by identifying key points of interest for their selected town or city.
- By reading the corresponding essays, students will be able to discuss the importance of Florida's tourism industry through guiding questions.

Academic Language

Key terminology will be taught through topic-related reading passages and vocabulary reference sheets.

- Tourism
- Henry Flagler
- Florida East Coast Railway

Resources/Materials

- Corresponding reading passages exploring Henry Flagler, Florida's tourism economy, and transportation.
- Educator-led guiding discussion questions
- Tourism Brochure Activity PowerPoint
- Brochure research worksheet
- Brochure example outline
- Kahoot Trivia Game
- Henry Flagler Fact Sheet
- Exit Ticket Question

All materials are located at the end of this lesson plan.

Section 2: Instructional Planning

Anticipatory Set

Time Needed:

- I will begin the lesson by having my students read the Henry Flagler passages aloud in small groups.
- I will use the Kahoot trivia game to review information from the Flagler passages included in the lesson plan and to recall prior knowledge from the unit.

Means of Representation

Time Needed:

- I will use a vocabulary sheet for students to use as a reference.
- Students will read passages out loud in small groups
- I will have a quick fact sheet of key topics from the Henry Flagler Passages that I will give out and review with students after the Kahoot Trivia Game.

Means of Engagement

Time Needed:

- Students will work collaboratively to read the passages and play the Kahoot Flagler trivia game.
- I, the educator, will provide a guided discussion regarding the importance of tourism and transportation in Florida.
- I will introduce students to the hands-on activities and a research project through a PowerPoint with a visual example.
- I will hand out the research worksheet and the brochure template for students to follow.
- Students will use online resources, books, and local resources to research their chosen city or town.

Means of Expression

Time Needed:

Summative assessment:

- Tourism brochure research worksheet.
- Visual presentation of a tourism brochure, either by using a PowerPoint or a small poster, to demonstrate their understanding of their city's key points of tourism.

Formative assessment:

- Kahoot trivia game
- Exit ticket question regarding Henry Flagler and tourism at the end of the lesson

Reading Passage: Henry Flagler

Key Questions

- Who was Henry Flagler?
- What did Henry Flagler do?
- How did Henry Flagler impact St. Augustine?
- How did Henry Flagler impact Florida?

Born in 1830 in Hopewell, New York, Henry Flagler worked hard from a young age to become a successful businessman. He began his career in the grain and salt trade, a business that brought both profits and financial challenges, especially during the Civil War when demand and production changed dramatically. In the 1870s, Flagler partnered with John D. Rockefeller to form Standard Oil of Ohio. Within two years, the company became a leader in the American oil refining industry, producing about 10,000 barrels of oil per day. Standard Oil brought Flagler the wealth and business success he had long sought.

Flagler's success in the oil industry allowed him to travel, invest in land, and launch new projects. In 1878, he visited Florida with his first wife, Mary Harkness Flagler, who was ill and hoping the warm climate would improve her health. While in Jacksonville, Flagler admired Florida's natural beauty and mild winters but noticed the lack of quality hotels and reliable transportation. On a second trip in 1883, this time visiting St. Augustine, he recognized an opportunity to develop tourism by building grand hotels and improving transportation.

Construction of Flagler's first Florida hotel, the Hotel Ponce de Leon, began in 1885. This project marked the start of his plan to transform St. Augustine into a winter destination for wealthy visitors from the North. The hotel was a great success and soon led to the construction of a second luxury hotel, the Hotel Alcazar. From the late 1880s into the early 1900s, Flagler focused on developing Florida's east coast. He built additional hotels and expanded rail lines, eventually creating the Florida East Coast Railway. This railway allowed travelers to journey from Jacksonville all the way to Key West, opening new areas of Florida to settlement and tourism.

Beyond hotels and railroads, Flagler influenced the growth of cities along Florida's East Coast, including Palm Beach and Miami. His railroad extension to South Florida helped establish Miami as a city in 1896. He also supported agricultural development by making it easier to ship crops, especially citrus, to northern markets. These projects encouraged population growth, created jobs, and connected Florida to the rest of the country, transforming the state's economy.

Today, the transportation, tourism, and agricultural industries that Flagler helped develop remain central to Florida's economy.

Henry Flagler Discussion Questions

1. How did Henry Flagler's success in the oil industry help him develop Florida?

Answer: Henry Flagler became wealthy through his success in the oil industry. He used some of his money to buy land, build railroads, construct hotels, and improve transportation along Florida's east coast.

2. What two types of infrastructure did Henry Flagler focus on to develop St. Augustine and Florida's east coast?

Answer: Flagler focused on **transportation and hotels**. He expanded railroads to make it easier for people to travel to Florida and built large hotels to provide places for visitors to stay.

3. Why would Henry Flagler want more tourists to visit Florida? (*Critical Thinking*)

Answer: Flagler wanted more tourists because visitors would use his hotels and railroads. This would help him earn money. He could then use that money to continue building and developing communities along Florida's east coast.

4. Beyond hotels and railroads, how did Henry Flagler influence the growth of cities along Florida's east coast?

Answer: Flagler's development helped cities grow by bringing more people to Florida, creating jobs, supporting businesses and agriculture, and making it easier to transport people and crops. His railroad also helped connect communities and played an important role in the growth of cities such as Miami.

Optional Extension Question: How did Flagler's railroad help Florida grow?

Answer: The railroad made it easier for people and goods to travel. More visitors could come to Florida, farmers could ship their crops to other places, and new businesses and communities could develop along the railroad.

Henry Flagler Timeline



1830

Henry Flagler is born in Hopewell, New York to Reverend Isaac Flagler and Elizabeth Harkness Flagler.

Flagler and Barney York founded the Flagler and York Salt Company in Michigan.



1870

Flagler partners with John D. Rockefeller and Samuel Andrews to form the Standard Oil Corporation.

Flagler visits Northeast Florida for the first time and is inspired by its landscape and weather.

1885

Seeing potential in Northeast Florida as a vacation destination, Flagler purchases the Jacksonville, St. Augustine, and Halifax railroads.

Flagler opens his first hotel in St. Augustine, the grand Hotel Ponce de Leon.



1888

Hotel Alcazar, Flagler's second St. Augustine hotel opens on Christmas Day.



Flagler's railroad reaches Miami, and it is renamed Florida East Coast Railway.

1912

The Florida East Coast Railway reaches its final stop in Key West, making part of the Florida East Coast Railway an over-sea railroad



Flagler is seriously hurt when he falls at his home, Whitehall, in West Palm Beach. He dies of his injuries at the age of 83 and is buried in St. Augustine.

1913



Vocabulary

Tourism:

- The process of spending time away from home or work searching for recreation and relaxation.
- Tourism can be domestic (travel within one's country) or international (travel to other countries).
- Tourism plays a vital role in the local economy for many cities/towns, supporting transportation, entertainment, local businesses, and hospitality.

Henry Flagler:

- A wealthy businessman in the late 1800s formed the Standard Oil of Ohio company with John D. Rockefeller, which led the American oil refining industry.
- His great wealth allowed him to take multiple trips to Northeast Florida, where he was inspired to improve the St. Augustine area.
- His focus was on building hotels and transportation to Northeast Florida for wealthy northerners seeking to escape cold winters.
- He built hotels and the Florida East Coast Railway, which ran from St. Augustine along the east coast of Florida, ending in Key West.
- His hotels and focus on transportation were key to making Florida a tourist destination.

Hotel Alcazar:

- Completed in 1888, Hotel Alcazar was the second grand hotel in St. Augustine, built by Henry Flagler.
- Flagler hired the architectural firm Carrere and Hastings to design a building that would provide space for a hotel and an indoor entertainment and recreation facility.
- The hotel drew inspiration from St. Augustine's Spanish history and architecture, and incorporated Italian Renaissance and Moorish (Islamic) design elements.

Florida East Coast Railway:

- In 1885, Flagler turned his eye to transportation and began developing the railroad system in northeast Florida.
- His first purchase was the Jacksonville, St. Augustine, and Halifax railroads. The railroad gauges needed to be updated so they could interconnect, allowing people to travel from Jacksonville to Halifax on a single train.
- Throughout the late 1880s, Henry Flagler continued to purchase and lay new tracks along Florida's east coast. The train eventually ended in Key West in 1912.
- The railroad encouraged travel, tourism, and development along Florida's east coast.

Gilded Age:

- 1865-1914 - period between the Civil War and the First World War

- A period of rapid economic growth, urban expansion, technological innovation, and widespread social/economic/racial inequalities.
- America saw the rise of a new class of wealthy business leaders who funded lavish architecture, art, and philanthropy.

Kahoot Reading Comprehension

Please find the Kahoot Reading Comprehension quiz at this link:

<https://create.kahoot.it/share/lightner-learning-florida-s-tourism/c2432970-3515-498a-8816-72a4d6b06292>

If you are unable to use Kahoot, the following questions can be given to the class.

1. What year was Henry Flagler born?

- a. 1705
- b. 1888
- c. 1830

Answer: C: 1830

2. What was Henry Flagler's first business venture?

- a. Grain
- b. Airplanes and Transportation
- c. Gas and Oil

Answer: A: Grain

3. Who did Henry Flagler partner with to create the Ohio Standard Oil Company?

- a. J.P. Morgan
- b. John D. Rockefeller
- c. Cornelius Vanderbilt

Answer: B: John D. Rockefeller

4. What area in Florida did Henry Flagler visit during his winter vacations?

- a. Northeast / St. Augustine
- b. Southeast / Miami
- c. Central Florida / Orlando

Answer: A: Northeast / St. Augustine

5. What was the name of Henry Flagler's first hotel that he built in St. Augustine?

- a. Hotel Casa Monica
- b. Hotel California
- c. Hotel Ponce de Leon

Answer: C: Hotel Ponce de Leon

6. During the late 1800s, why would wealthy Northerners want to visit St. Augustine?

- a. They loved to go to the beach and surf
- b. They wanted to escape the cold winters in the North
- c. They wanted to see the Everglades

Answer: B: They wanted to escape the cold winters in the North

7. After the closure of Hotel Alcazar in 1931, what was the building turned into and remains to this day?

- a. Hotel
- b. Museum
- c. Private House

Answer: B: Museum

8. Besides hotels, what else did Henry Flagler develop along the east coast of Florida?

- a. Cars
- b. Railroads
- c. Steam boats

Answer: B: Railroads

9. What was the name of the railroad company that Henry Flagler created?

- a. Florida Cross State Railway
- b. Florida East Coast Railway
- c. Florida's Citrus Railroad

Answer: B: Florida East Coast Railway

10. How did Henry Flagler support agricultural development in Florida?

- a. He ate a lot of oranges

- b. He owned many citrus groves and farms
- c. His railroads made it easier to transport crops

Answer: C: His railroads made it easier to transport crops

Tourism Activity Instructions

Henry Flagler's most significant achievements are his impact on Florida's tourism economy, initially by making St. Augustine a vacation destination and then developing Florida's East Coast. His influence can be seen through the building of hotels and the development of the Florida East Coast Railway.

To promote tourism in Florida, Henry Flagler hired a photographer, William Henry Jackson, in 1890 to visit St. Augustine. William Henry Jackson's photographs of St. Augustine documented the daily lives of its residents, hotels, city streets, and different activities. The photographs served as an advertisement to promote St. Augustine as a tourist destination and to encourage wealthy Northerners to visit.

In this lesson plan, students will create an advertisement brochure showcasing a city or town in Florida. The brochure's focus is to encourage people to visit the city or town by highlighting art and culture, outdoor and indoor activities, and the city's or town's history.

Project Steps:

Students will choose a city or town in Florida to advertise. Students should select a location where they can gather enough information and images. Some potential options are St. Augustine, Cape Canaveral, West Palm Beach, Miami Beach, Key West, or St. Petersburg. Students will research the location and find the following:

- Hotel and restaurant options
- Activities and tourist spots
- Historical significance of the town or city
- Photographs

Students will create a brochure, PowerPoint, or poster to present the information gathered

Project Components:

- Students will research their town or city and fill out the included research worksheet.
- Students can use the brochure template below to advertise their location. If they prefer, students can create a poster or PowerPoint presentation.

Research Worksheet

Name of Town or City:

Travel Information (What airport would tourists use? Is there public transportation or would you need a car?):

Two or three hotel options:

-
-
-

Two or three restaurant options:

-
-
-

Tourist attractions guests can visit or do (can include arts and culture, outdoor and indoor activities, or shopping):

-
-
-
-
-

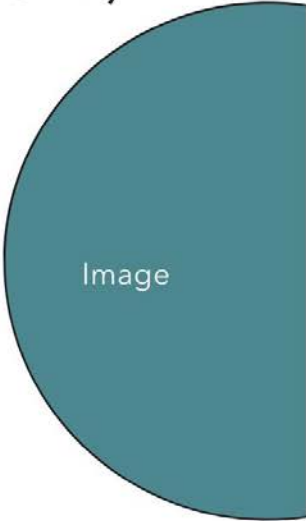
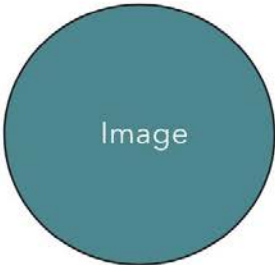
Historical information about your city or town:

-
-
-
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Include 5 - 8 images of your chosen city/town, including tourist attractions, activities, hotels, etc.

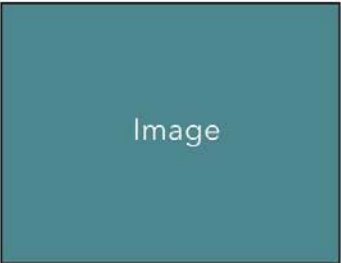
WELCOME TO (LOCATION)

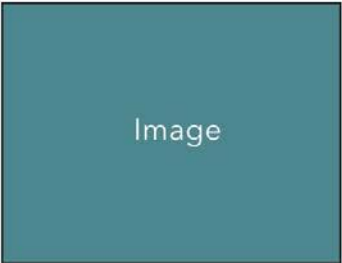
Travel Information
Hotel and Restaurant Information



Tourist Spots and Activities







Historical Significance