

Stimulate tourism!

A journey of discovery

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World Tourism Day will be celebrated on 27 September with the theme *A journey of discovery*. This presents an opportunity to stimulate the tourist industry in the local community, other parts of the country and abroad.

Planning is important

Local

It is important to plan the display before putting it together. If your focus is going to be on the local area, visit the local tourism bureau to determine the important activities and sites in the area such as wine routes, museums, historical sites, parks, or even annual events. Do not forget about restaurants, camp sites, and other accommodation possibilities such as guest houses, hotels and nearby holiday resorts. Not only will it contribute to the creation of employment opportunities and financial benefit to the local community, but will also strengthen ties and create a better understanding with various roleplayers in the community (who

could be approached to donate funds or resources to the library at a later stage).

Combine a selection of the material in your library with the brochures from various service providers in a display. Your borrowers might be inspired to see their local community in a new light and explore the various delights you have highlighted in the display.

This could be combined with an open day during which local service providers are invited to the library to promote their services personally.

Other parts of the country

There are a good number of books in Library Service stock featuring the scenic wonders, game parks, historical sites and cultural heritage of South Africa. Page through a few books for inspiration and decide on a specific topic, for example, the Kruger National Park, the Drakensberg, Richtersveld, Cederberg, Namaqualand, the Whale Route, Tsitsikamma Forest, Durban, et cetera.

Combine pictures in magazines, appropriate books from the book stock of your library with posters and brochures from your local travel agent to inform your borrowers about the interesting destinations

they can discover for themselves. This could be combined with a selection of videos.

Traveling abroad

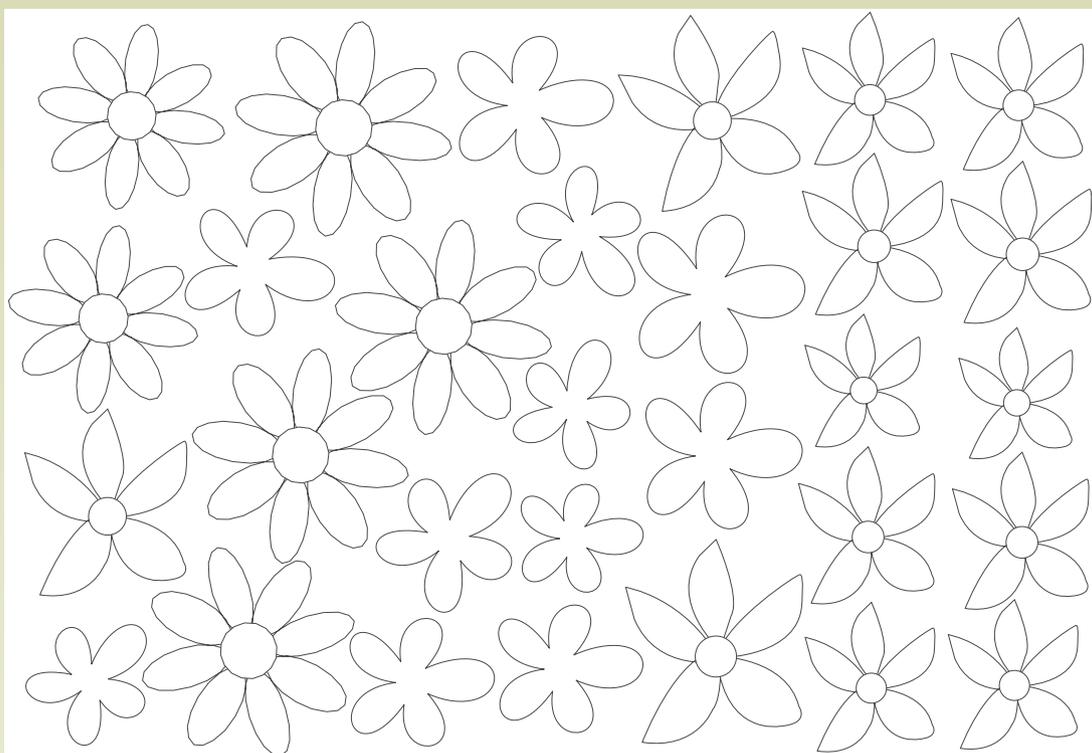
There are travel books and guides, for example, *Rough guides* series, *Lonely Planet guidebooks*, *Fodor's travel guides* and *Let's go* series aplenty in Library Service stock which could be used as a starting point for a display on a specific country or continent. Approach a local travel agent for additional material or a member of the community who would be willing to share information and mementoes gathered on a trip abroad. Be sure not to use any valuable items in the display, or use a lockable display cabinet. Failing this, a map of the world could be displayed with the featured country indicated with a colourful arrow and a clear heading to complement the books on display. The flag and national symbols could add interesting detail to the display. Consider presenting these in the form of a mobile to add movement to the display. See the **CL** of July/August 2004, p. 31 for examples of mobiles used in a display.

Go one step further and organise a *Travel evening*. Invite members of the community to share their travel experiences with other library patrons. This suggestion could be expanded to include the food, music and even folk dances of the specific country! Library members unable to travel might enjoy listening to the exploits of others, while prospective travelers might want to find out more about travel in a specific country before venturing there.

Putting it together

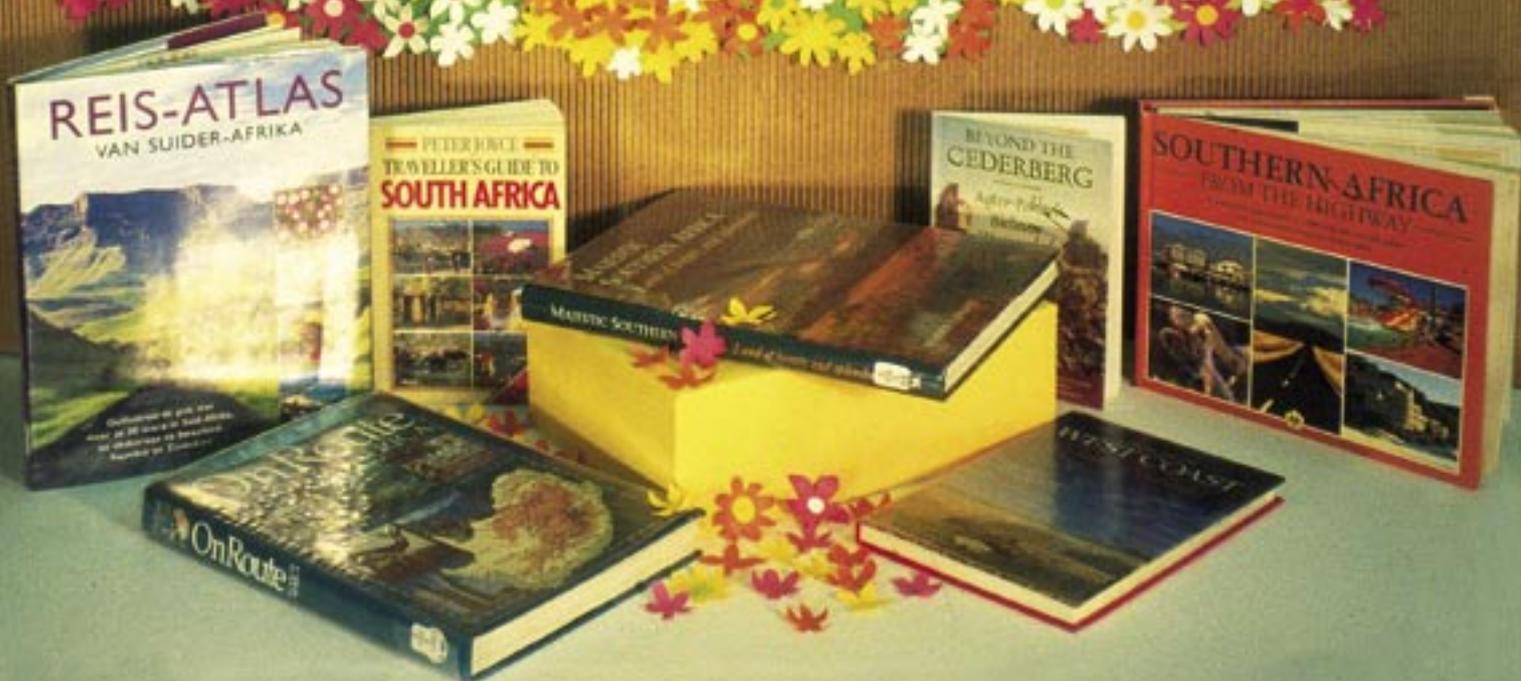
We worked on a large scale (1.8 m²) but if space is limited reduce the scale to suit your space.

- 🌐 To construct the display featured you will need:
Corrugated cardboard which suggests the textures of nature and can be cut at the top to look like rolling hills
- 🌐 The road which curves from the top gives a feeling of movement as on a journey. Use gray or dark blue paper and cut narrow strips of white paper and glue down the centre of the road
- 🌐 The lettering was done on computer and printed on two shades of green paper to add contrast. After cutting to the same depth they were stuck on with Prestik which makes it easier to move and adjust



A JOURNEY OF DISCOVERY

NAMAQUALAND



them to the shape of the road. Remember to place sellotape on the back to avoid the greasy mark that Prestik makes

- 🌐 The larger letters for NAMAQUALAND are cut from a soft green to blend with the flowers which cluster around them to make a whole unit
- 🌐 You will need many flowers to convey what nature does so easily. To ease your task we have given you a template which can be enlarged to A4 size on a

photocopier. Staple another plain sheet behind it before you cut out the flowers and you will get two flowers with one cut. We also asked our colleagues to help us cut flowers in their spare time. To create a three-dimensional effect the petals were curled over a thin pencil.

- 🌐 Consider some other tourism areas such as the Whale Route which could use various shades of blue paper curled into wave shapes and arrange these with photos from magazines or make a

whale from paper. The Knysna area has elephants which could be featured with branches of greenery. Game parks can have cut out animals from magazines with grass or straw scattered all over. Let your imagination run free!

World Tourism Day certainly presents librarians with many opportunities to promote their book stock in a fresh and creative way and to inspire library members to spread their wings and discover the delights of new routes.