

You have just been appointed as a sales executive with Universal Tours Limited. Your responsibility is to develop extra-terrestrial tours for the mass tour operator market now that spacecraft are capable of carrying a passenger payload of 50 people.

You have just received a draft copy of a travel poster commissioned by your predecessor, advertising holidays on the Moon. Your approval of the poster is required so that copies can be sent to all Space Travel Agents. However when you look at the poster you are horrified to find that there are several factual errors within the poster that will have to be altered or replaced.

The first part of your task

- Look at the poster given on a separate sheet. Organise all the different situations shown in the poster into two categories – those that are correct and those that are incorrect. You must provide scientific reasons for how you reached each decision.
- * You may need to research into the conditions on the Moon.

- Record your results in table form.

These situations could occur on the Moon	Reasons for this decision
1.	1.
2.	2.

These situations could not occur on the Moon	Reasons for this decision
1.	1.
2.	2.





The second part of your task

- Prepare your own holiday brochure to advertise a visit to the Moon.

The following checklist may help you.

- * You may wish to include travel details.
- * Think what warnings you need to include about hazards on the Moon.
- * Ensure all the features you are promoting are scientifically correct.
- * Consider the type of customer you would wish to attract.

Your work will be assessed on the following:

- * evidence of careful reasoning to explain situations
- * correct use of scientific terminology
- * awareness of audience for the travel brochure
- * appropriateness of information provided.

