

TEACHER NOTES

KS5 Travel & Tourism

Tourist Attractions: Investigation

Operations, technology, visitor management in a public sector attraction



Contextual Summary

This information resource is for key stage 5 students who are studying Travel and Tourism GCE or BTEC for any of the following boards: AQA, OCR, Edexcel, CCEA, WJEC, and SQA in Scotland.

By prior arrangement, students are able to visit the museum to study and investigate all aspects of a museum/tourist attraction and how it operates as a business. Students can investigate the impacts travel and tourism may have on people, environment and economy; there are opportunities to understand how the local attractions interlink with the Isle of Wight's tourism industry.

The resource is a brief introduction to the opportunities for students at the Dinosaur Isle museum.

Task Implementation

Tasks will be dependent on students' individual needs based on their course outline and intended outcomes or project objectives.

Students, teachers or educational establishments will need to contact the Dinosaur Isle museum to ensure a suitable visit plan is implemented.

Ability Levels

There is one version of this resource intended for key information only.

Key skills practised in this unit:

- ▶ Gaining an insight into a specific sector within the Travel and Tourism industry, and understanding the nature of museum/seaside attractions, particularly their operations, technology, and visitor management
- ▶ Understanding how attractions operate as businesses, employing marketing, data and other tools to ensure sustainability

Relationship to Curriculum

Relevant opportunities exist here for any students of Travel & Tourism interested in using the museum attraction as a case study, or as part of an investigation, in relation to the units specified by their exam board.

Enrichment Opportunities

Students have the opportunity to visit an attraction in the tourism sector, and to ask questions and undertake research to enhance their understanding and complete a case study. This is an integral part of the qualification.

For further details visit www.edudest.uk and click:

- ▶ *Resource Finder* - to locate specific resources identified above
- ▶ *Venue Finder* - to learn more about education at this venue
- ▶ *Subject Finder* - to find other relevant Isle of Wight venues

SUBJECT

(Applied) Travel & Tourism

UNIT

Investigation: Operations, etc.

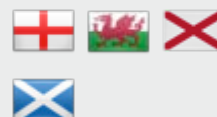
OPPORTUNITIES FOR USE

- ✗ Pre-Visit
- ✓ On-Site Activity
- ✗ Post-Visit
- ✗ Peripheral Task



120 - 240 Mins

APPLICABILITY



KS5

S5+

CURRICULUM / SYLLABUS

- | | |
|-----------|--------|
| ✓ SQA | ✓ OCR |
| ✓ AQA | ✓ WJEC |
| ✓ Edexcel | ✓ CEA |

Applies to Resource numbered:

102271

