

Investigate and study at the Dinosaur Isle museum!

STUDENT INTRODUCTION

- Dinosaur Isle functions both as a museum in the traditional sense, displaying fossils, great finds, and dinosaur reconstructions but also functions as a themed tourist attraction

Why study here?

- This museum offers an opportunity to research and develop an understanding of operations, technology and visitor management in a public sector attraction
- Situated in a seaside town, and right on the beachfront, there are multiple opportunities for research here in combination with other aspects of travel and tourism on the Isle of Wight

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industry such as museums, arts and entertainment.

In all Travel and Tourism specifications, students must independently research and study a range of leisure and tourism facilities in different destination areas to gain an understanding of attraction /

museum operations, technology and visitor management in a public sector attraction. Students can understand how these are run as tourism businesses, and how the components of these and other local or national tourism businesses inter-link and support each other.



You can gain many insights into the nature of the Travel and Tourism industry and develop an understanding of the contribution that museums and attractions on the Island make to the wider community in economic terms.

As a beach/seaside resort, Sandown is an ideal place to investigate as there are key attractions in the local area, and opportunities for case studies into visitor types, numbers, and their demographic profile.

Other features that can be researched are sales and marketing, relation to national trends, customer service and promotional materials, sustainable development approaches and general operations.

By contacting the Dinosaur Isle museum, you can tailor a school or college visit to your needs, with regard to the investigation or case study needs relating to your course.

