

Investigate and study at The Model Village Godshill!

STUDENT INTRODUCTION

- ▶ The Model Village Godshill is a much-loved tourist attraction in the heart of the Isle of Wight.
- ▶ This attraction is unique as it represents Godshill and Shanklin in miniature, with many period features; it also has a tranquil garden setting, with beautiful sculptured trees and

Why here?

- ▶ The Model Village Godshill is the ideal location for an investigation into a tourist attraction as required for case studies & investigations that form part of the exam boards' specifications for GCSE and BTEC Nationals.
- ▶ Situated in a picturesque village location, and neighbouring a medieval church, there are many opportunities for research here, studying how this business has maintained its success since the 1950s,

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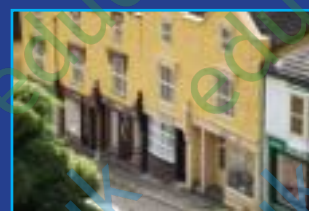
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tourism industry, then by prior arrangement you can visit The Model Village Godshill.

In all Leisure and Tourism specifications, students must investigate and study a range of leisure and tourism facilities and gain an understanding of how attractions operate as businesses, and how tourism businesses in one location interlink and support each other.

At The Model Village Godshill, you could gain many insights into the challenges of the Tourism industry and the operational considerations, whilst gaining an understanding of the contribution that tourist attractions on the Island make to the wider community in economic terms.



One of the Island's favourite tourist venues for many years, The Model Village Godshill is a unique type of attraction, and therefore ideal for an investigation. Case studies could include study of visitor types and numbers, demographic profile information, as well as a study of how the business has changed over the last few decades.

Tourism-related aspects such as sales and marketing, promotional materials, market segmentation, and general operations, can also be studied. By contacting The Model Village Godshill, you can tailor a school or college visit to your tourism investigation or case study needs.

