

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 it also functions as a themed tourist attraction
- ▶ Here, visitors of all ages can step back in time to the age of the dinosaurs and discover which dinosaurs lived and died on the Island

Why here?

- ▶ The museum is a perfect place to investigate various aspects of leisure and tourism as featured in the case studies / investigations that form part of the various exam boards' specifications for GCSE and BTEC Nationals
- ▶ Situated in a seaside town, and right on the beachfront, there are multiple opportunities for research here in combination with other aspects of leisure and tourism on the Isle of Wight

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Isle museum to undertake case study research or investigations into specific areas of the tourism industry such as museums, arts and entertainment.

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 and museums operate as businesses, and how the components of the tourism businesses inter-link and support each other.



You can gain many insights into the nature of the Leisure 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, promotional materials, market segmentation, 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.

