



## Investigate and study at Blackgang Chine!

### STUDENT INTRODUCTION

- ▶ Blackgang Chine is a successful coastal theme park and business, with a unique history and many fun customer experiences on offer.
- ▶ It is an ideal venue for investigating aspects of business in the tourism sector.

## Why study here?

- ▶ This venue offers an opportunity to research and develop an understanding of many business aspects, including:
  - ✓ Business aims and objectives
  - ✓ Marketing
  - ✓ Operations management.

What can you discover at Blackgang Chine?

## Teaching resources by Education Destination Ltd.

Students of Business Studies at key stage 4 are required to investigate a business type for their course.

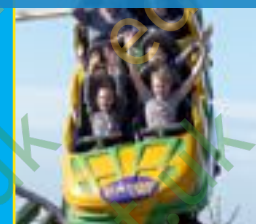
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is usually dependent on controlled assessment requirements).

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By prior arrangement, you can visit Blackgang Chine to undertake case study research or investigations into specific areas of business as appropriate to the qualification being studied. For example, the study of core knowledge, understanding and skills, including:

- ✓ Recruiting/retention, motivating and protecting staff
- ✓ Decision making
- ✓ Customer service
- ✓ Marketing
- ✓ Finance
- ✓ Challenges of growth
- ✓ Organisational structure
- ✓ Working relationships
- ✓ Business analysis



**By contacting Blackgang Chine directly, you can tailor a school or college visit to your needs, with regard to the investigation or case study needs relating to your course.**

