

Investigate and study at Blackgang Chine!

STUDENT INTRODUCTION

- ▶ Blackgang Chine is a well-established and successful tourist attraction business. It is the oldest theme park in the UK and one of the world's earliest tourist attractions!
- ▶ Blackgang Chine is focused on the imagination, providing fun for all ages in an exciting coastal environment.

Why here?

- ▶ Blackgang Chine is an ideal venue 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 beautiful coastal location on the Isle of Wight, and with a rich local history, many opportunities for research exist here (and research could be combined with sister theme park *Robin Hill*).

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By prior arrangement, you can visit Blackgang Chine to undertake

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case study research or investigations into specific areas of the tourism industry such as theme parks and coastal attractions.

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



At Blackgang Chine, you can gain many insights into the nature of the Leisure and Tourism industry and develop and understanding of the contribution that theme parks and tourist attractions on the Island make to the wider community in economic terms.

As one of the Island's key tourist attractions, Blackgang Chine is an ideal place to undertake an investigation as there are opportunities for case studies into types of leisure activity offered to visitors, 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 Blackgang Chine, you can tailor a school or college visit to your needs, with regard to the investigation or case study needs relating to your course.

