|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PROJECT PLANNER** | | | | | |
| **1. Project Overview** | | | | | |
| **Project Title** | **Beamish Museum Case Study** | **Public Product(s) (Individual and Team)** | | Note which products are individual or team and the product/performance’s intended audience.  Group:  Student Q&A session with industry partner.  Individual:  Summary of their findings on a specific area of research  Production of a marketing poster advertising the museum. | |
| **Driving Question** | **How does a major UK tourist attraction operate and market itself?** |
|  |  | |
| **Grade Level/ Subject** | KS4 – BTEC Tech Award in Travel & Tourism |  | |
| **Time Frame** | 20 hours |  | |
| **Project Summary** | Students will investigate the operating structures of a large UK visitor attraction. They will seek to investigate existing solutions and to propose their own. | | | | |
|  |
|  | | | | | |
| **2. Learning Goals** | | | | | |
| **Assessment Objectives** | List standard numbers and text of standards (if desired)  BTEC L1/2 Tech Award in Travel and Tourism:  **Component 1:** Travel and Tourism Organisations and Destinations  **Component 3:** Customer Needs in Travel and Tourism | | **Literacy Skills** | | Key words  Organising information  Presenting information |
|  |  | | **Success Skills** | | Collaboration, self-management, research, and evaluation |
| **Key Vocabulary** | Marketing, visitors, publicity, trends, surveys. | | **Rubric(s)** | | BTEC Tech Award in Travel & Tourism – Elements of Component 1 / Component 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **3. Project Milestones**  Directions: Use this section to create a high-level overview of your project. Think of this as the broad outline of the story of your project, with the milestones representing the significant ‘moments’ or ‘stages’ within the story. As you develop these, consider how the inquiry process is unfolding and what learning will take place. | | | | | |
| **Milestone #1** Consider indicating if this is tied to team or individual learning/products | **Milestone #2** | **Milestone #3** | **Milestone #4** | **Milestone #5** | **Milestone #6** | **Milestone #7**  Public Product |
| Introduction of project aims.  Overview of Beamish Museum / Background History / Aims and Objectives | Customer service skills  Primary / Secondary spend | Customer experiences | Events and ticket types  Who are Beamish’s cpmpetitors  Partnership working | Marketing and USP’s  New Beamish advertisement | Future developments  SWOT Analysis  Industry partner presentation/Q&A | Student recommendations. Presentation class / industry partner |
| **Key Student Question** | **Key Student Question** | **Key Student Question** | **Key Student Question** | **Key Student Question** | **Key Student Question** | **Key Student Question** |
| Why was Beamish Museum established? | Why is the customer so important to Beamish? | Why do people visit Beamish Museum? | How does Beamish attract visitors all year round?  Why hold events?  Why do people visit? | How does Beamish advertise? | How is Beamish developing for the future?  How should Beamish develop for the future? | How should Beamish develop for the future? |
| **Formative Assessment(s)** | **Formative Assessment(s)** | **Formative Assessment(s)** | **Formative Assessment(s)** | **Formative Assessment(s)** | **Formative Assessment(s)** | **Summative Assessment(s)** |
| Low stakes test on Beamish Museum’s background. | Identification of key customer service skills. | Summaries of why people visit /motivations. | Analysis of events and trends in visitor numbers. | Marketing materials and effectiveness evaluated. | Final presentation created | Feedback from industry partners |