

INVESTIGATING LEISURE AND TOURISM



TEACHER SHEET 1

This subject area offers pupils an overview of the leisure and tourism industry and explains how Chessington World of Adventures & Zoo fits into this sector. Coupled with the on-Park talk, the pupil worksheets help provide an understanding of target markets in relation to the attraction and detail the full extent of the Chessington offering. The pupil worksheets for this subject also provide exercises for pupils to complete at Chessington on the day of their visit and in the classroom following their trip.

Question 1 Notes

This task should be conducted as a pre visit activity. By using the websites for some of the Merlin Group attractions; Alton Towers (www.altontowers.com), Thorpe Park (www.thorpepark.com) and Chessington (www.chessington.com), the design and feel of the sites should communicate the target markets for each attraction. Alton Towers is aimed at young thrill seekers and the family market (with white knuckle rides and the hotel offerings communicated on the site). From the look of the website pupils should also be able to see that Chessington World of Adventures & Zoo is aimed primarily at younger children and families. The website features lots of character animation, primary colours and a strong family message is communicated. The website for Thorpe Park should also provide pupils with a clear indication of its target market (young thrill seekers). The website design is pitched at an older audience than Chessington, with the white knuckle rides at the park featuring heavily in the photography. The colours used for the site are more sinister looking than Chessington's primary colours and the message is very much focused on the fear factor created by the rides.

For this task the pupils should be invited to volunteer reasons for their assumptions and should be encouraged to look not only at the on-Park rides and attractions but to consider the tone of the copy, visuals used, fonts and promotional offers as rationale for their suggestions. These notes will also assist with the response to Question 4.



Question 2 Notes

Pupils should provide one locally based example of each one of the following key theme areas:

- ★ Sport and physical recreation
- ★ Arts and entertainment
- ★ Countryside recreation
- ★ Visitor attractions
- ★ Childrens play activities
- ★ Catering

Where relevant, encourage pupils to suggest target markets for each of their given examples.

Task Sheet 5 Notes

Once pupils have finished their diary entries, they should display their results in a pie chart. This will enable them to see more clearly what portion of their leisure time is spent partaking in active and passive activities and which components of the leisure and tourism industry they spend most time enjoying. Encourage pupils to show their findings and compare their results with their classmates.

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TEACHER SHEET 2

Question 3 Notes

Question 3 has been designed to be completed by pupils during their visit to Chessington. Pupils should conduct a survey of approximately twenty Chessington guests to ascertain a clearer picture of who the majority of visitors are. For completion of this activity, pupils should be placed in pairs and briefed on the best situation in which to approach visitors (for example, not a parent of a young child as soon as they have disembarked a ride). One clipboard per pair will probably be useful for completion of this activity and when working in pairs, one person should be designated to ask questions while the other person details the results on the survey form.

The following questions are included on the survey:

a) Which of the following descriptions best explains the nature of your trip to Chessington?

- ★ I'm visiting Chessington with my family
- ★ I'm visiting Chessington with my partner
- ★ I'm visiting Chessington with my friend/s
- ★ I'm visiting Chessington as part of a school trip
- ★ I'm visiting Chessington as part of a recreational trip organised by my local youth (or other) group

b) Are you visiting Chessington

- ★ For the day
- ★ Overnight

If staying overnight see question c), if visiting for the day skip to question d)

c) Where are you staying?

- ★ Local bed and breakfast
- ★ Local hotel
- ★ Local campsite
- ★ Other, please specify

d) Where are you visiting from?

- ★ Scotland
- ★ Yorks / North East
- ★ Midlands
- ★ Wales and West
- ★ London
- ★ South
- ★ South West

e) How did you book your ticket to Chessington?

- ★ Through the School Trip Organiser
- ★ Via a travel agent
- ★ Direct from the Chessington booking line
- ★ Direct from the Chessington website
- ★ Other (please specify)

f) How did you travel to Chessington?

- ★ Rail
- ★ Bus
- ★ Coach
- ★ Car
- ★ Taxi
- ★ Other (please specify)

Once the results of the survey have been gathered, pupils should present their findings in a series of graphs. They can then clearly respond to the following questions relating to their data.

- ★ **What was the most/least popular response to question a?**
- ★ **Were most of the visitors surveyed visiting for the day or staying overnight?**
- ★ **Where had the majority of visitors travelled from?**
- ★ **What was the most popular method of booking tickets?**
- ★ **What was the preferred method of transport for the majority of guests?**

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PUPIL SHEET 1

WHAT IS LEISURE?

When people are not working, studying or sleeping they are free to make a choice about what they do with their spare or 'leisure' time. Each individual decides his or her own leisure needs, so leisure activities will vary according to personal preference.

We can divide leisure activities into two camps;

- ★ **Active** – (such as taking part in sport)
- ★ **Passive** – (such as reading or spectating)

There are many factors governing the type of leisure activity an individual may choose. These include: age, gender, income, location, religion and family situation.



TASK

Log onto the websites for The Merlin Group's three main theme park attractions. (www.chessington.com, www.altontowers.com, and www.thorpepark.com)

QUESTION 1

From the ride offerings listed at each of the attractions, suggest what you think are the target markets for each Park.

TRAVEL AND TOURISM

Travel and tourism usually involves travel away from home – either for leisure or business purposes. Tourism involves the temporary movement of people to destinations outside their normal home/work environment and includes things like day trips, business trips and excursions.

We can define types of travel in the following ways:

- ★ **Leisure travel** – is travel to a destination which takes place during an individual's leisure time. Leisure travellers can also be divided into tourists and day visitors. If people stay one or more nights away from home they are classed as tourists. If they return home the same day and do not remain overnight they are classed as day visitors.
- ★ **Business travel** – if the reason for travel to a destination is business-related.

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PUPIL SHEET 2

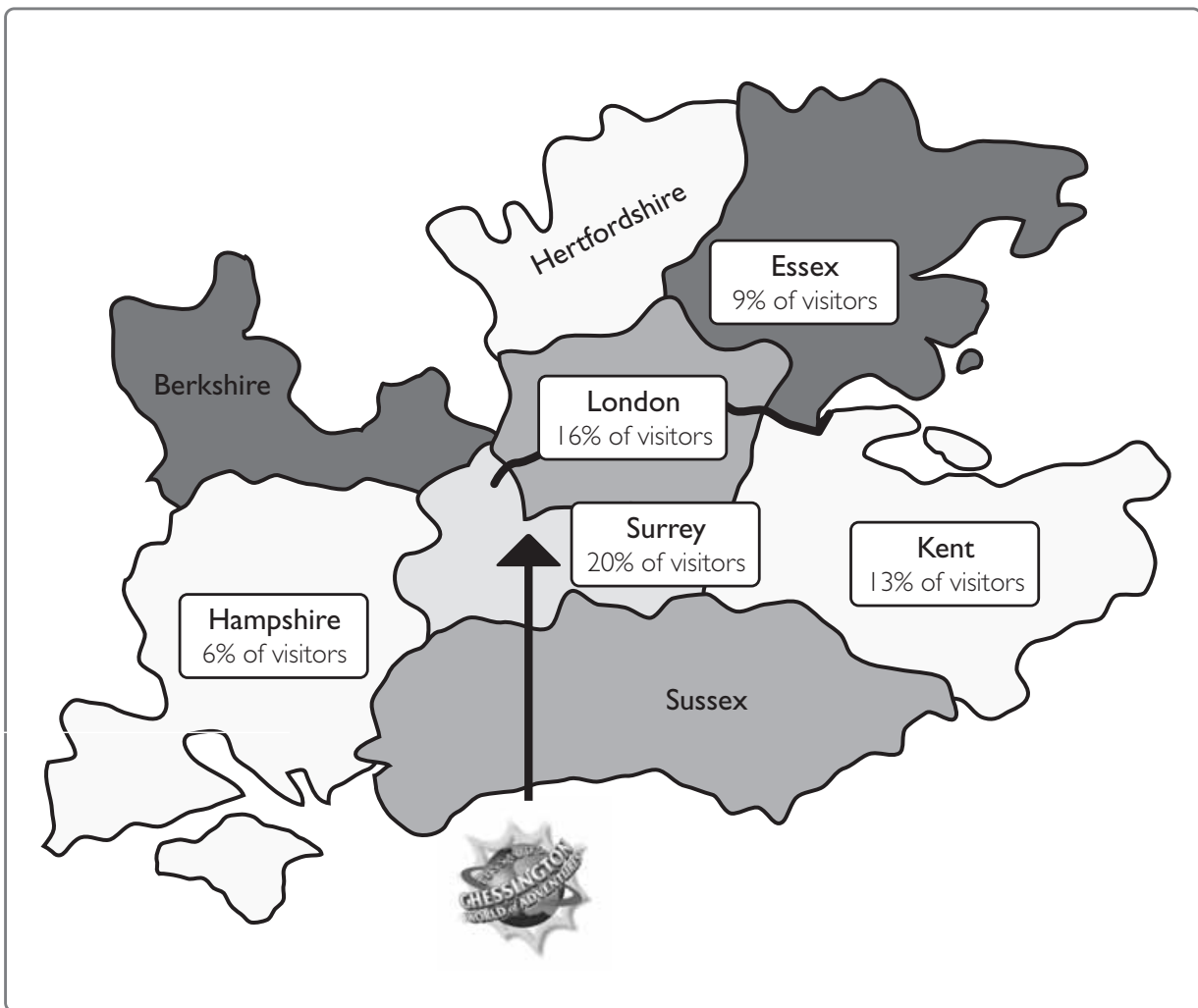
TRAVEL AND TOURISM (CONT)

Leisure travellers can also be divided into tourists and day visitors. If people stay one or more nights away from home, they are classed as tourists. If they return home the same day and do not remain overnight, they are classed as day visitors.

Day visitors consist of: individuals, coach groups, companies, school parties and group organisers.

Tourists travelling to visit Chessington from overseas are often referred to as incoming tourists while residents of Britain travelling abroad are known as outgoing tourists. The majority of visitors to Chessington are domestic tourists – which describes British residents visiting attractions within the United Kingdom.

The majority of domestic visitors to the Park in 2006 came from the following areas:





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PUPIL SHEET 3

COMPONENTS OF THE LEISURE AND TOURISM INDUSTRY

The leisure industry comprises of seven key theme areas, they are:

- ★ Sport and physical recreation (e.g. swimming pools and stadiums)
- ★ Arts and entertainment (e.g. theatres, galleries and museums)
- ★ Countryside recreation (e.g. land-based and water-based activities)
- ★ Home-based leisure (e.g. watching television, playing computer games)
- ★ Visitor attractions (e.g. theme parks such as Alton Towers, Thorpe Park).
- ★ Children's play activities (e.g. playgrounds)
- ★ Catering (e.g. restaurants and fast food takeaways)

QUESTION 2

With the exception of home-based activities, give one example of each of the above organisations found in your area.

The travel and tourism industry consists of six key industry sectors:

- ★ Travel agents (e.g. Going Places)
- ★ Tour operators (e.g. First Choice)
- ★ Tourist information services (e.g. Tourist Information Centres)
- ★ Accommodation and catering (e.g. Alton Towers Hotel)
- ★ Attractions (e.g. Madame Tussauds, Chessington World of Adventures & Zoo and Alton Towers)
- ★ Transportation (e.g. British Airways and Virgin Trains)

CHESSINGTON AS A VISITOR ATTRACTION

Visitor attractions within the leisure industry range from historic sites (i.e. Warwick Castle) to recent theme park attractions such as Chessington and Thorpe Park. Theme parks usually charge admission for guests, which covers the cost of running all the rides, shows and performances. The majority of theme parks in the UK are operated by private sector organisations. Chessington World of Adventures & Zoo is owned by the Merlin Group and is a private sector organisation.



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PUPIL SHEET 4

QUESTION 3

During your visit to Chessington carry out your own survey of guests on-Park to help build up a profile of who the majority of our visitors are. In order to get a clear result, you will probably need a sample of about twenty different people.

SURVEY

Date:

Survey Conducted By:

a) Which of the following descriptions best explains the nature of your trip to Chessington?

- I'm visiting Chessington with my family
- I'm visiting Chessington with my partner
- I'm visiting Chessington with my friend/s
- I'm visiting Chessington as part of a school trip
- I'm visiting Chessington as part of a recreational trip organised by my local youth (or other) group.

b) Are you visiting Chessington

- For the day Overnight
- If staying overnight see question c), if visiting for the day skip to question d)

c) Where are you staying?

- Local bed and breakfast Local hotel Local campsite
- Other please specify _____

d) Where are you visiting from?

- Scotland Yorks / North East Midlands
- Wales and West London South South West

e) How did you book your ticket to Chessington?

- Through the School Trip Organiser Via a travel agent Direct from the Chessington booking line
- Direct from the Chessington website Other (please specify) _____

f) How did you travel to Chessington?

- Rail Bus Coach Car Taxi
- Other (please specify) _____

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PUPIL SHEET 5

QUESTION 4a

Compare and contrast Chessington with Alton Towers theme Park. You will probably find the Alton Towers website (www.altontowers.com) useful to complete this exercise. Look specifically at the products and services being offered on the website for both attractions and detail what is different and similar at each attraction.

QUESTION 4b

Once you have made a detailed comparison of the products and services offered by each Park, list any gaps in either attraction's offerings and suggest ways in which these gaps could be addressed.

QUESTION 4c

Study the location of each attraction and comment on the positive and negative effects of their geography (e.g. distance to a mainline station, road links).

TASK

Keep a diary over the course of one week, detailing how you spend your leisure time.