

TOURISM CHALLENGE



Enterprise Challenge



SCOTLAND'S
ENTERPRISING
SCHOOLS



A Member of JA Worldwide



Part of Young Enterprise

Scotland

CONTENTS

- 2. Challenge Brief
- 4. Task 1 - Identify
- 5. Task 2 - Explore
- 6. Task 3 – Generate
- 7. Task 4 - Execute
- 11. Task 5 - Present
- 12. Task 6 - Reflect
- 13. Additional Follow-up Task 1 – Skills Explorer
- 14. Additional Follow-up Task 2 – Career Focus
- 16. Glossary of Terms
- 18. Appendix i – Useful Links



TOURISM CHALLENGE



CHALLENGE BRIEF

You live in an old seaside town which used to be a popular tourist destination in the 1950s and early 60s. The once-booming local economy relied on tourism, retail and agriculture.

Since then, a lot has changed.

Unemployment is high and most young people leave the area when they leave school to find work or to continue with further studies. There are many empty units on Main Street and quite a few derelict buildings including the old theatre and an empty 200-bedroom hotel with an overgrown Victorian walled garden. The sad remains of the old boating pond and crazy golf course are targets for vandalism and blight the sea front.

You feel passionate about regenerating your local area to provide employment and to boost the local economy, so you have decided to join the community council in preparing plans for this regeneration project. The local council has said they will look favourably upon any ideas which have sustainability at their heart.

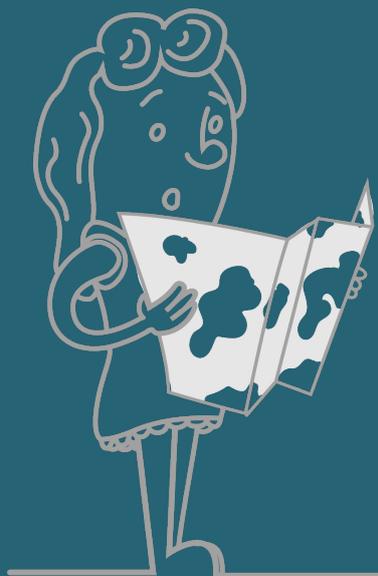
You should:

- Think about how you could use the existing buildings and spaces
- Decide what new attractions you would like to add
- Think about how you will advertise to potential new visitors
- Keep the environment in mind
- Present your plans to the local council

CONSIDER

- What kinds of activities and facilities will attract tourists?
- What will you use each of the existing spaces/buildings for?
- Who is your target market?
- Your marketing strategy – how will you advertise and promote your area?
- Will there be any disadvantages of attracting large numbers of people to your area?
- How can you keep sustainability at the heart of your plans?

You are tasked with creating a plan to present to the local council. They will then decide if they will provide the funding to make your plans a reality!



Task 1 – Identify



Look at the Challenge Brief, think about the issue and the main aims. Think about your own interests and strengths—does this challenge give you any ideas or play to your strengths?

What is the problem? What is needed/wanted and by whom?

Who am I? What do I care about? What skills do I have?





Task 2 – Explore

In this task, you will look at your current level of knowledge and experience of the topic, which will help you to focus on what research is required to learn more. Have you ever been to a tourist resort in the UK? What kinds of activities do tourists want to do? What do other successful resorts have?

See Appendix i on p.19 for more info.

What do I know already?	What do I need to know?	Who/What can help me?



**SCOTLAND'S
ENTERPRISING
SCHOOLS**



Scotland



Task 3 - Generate

You might want to link up online with others or ask someone at home to help generate ideas that can solve the problem. Start off with lots of ideas—don't worry about making them realistic at the early stages. Maybe you would like to mind map your ideas or just make notes.

What is causing the problem? What ideas could solve this? Who can you enlist to help you?



SCOTLAND'S
ENTERPRISING
SCHOOLS



A Member of JA Worldwide



Part of Young Enterprise

Scotland

Task 4 – Execute



*This is the stage where you will focus in on your favourite ideas.
How could you make them work in real-life?*

A) You have 3 spaces to regenerate: old theatre, empty hotel and Victorian walled garden. What could they be used for? What work will you have to do before they can be used?

Sketch or make notes about each of the 3 spaces:

A large white rectangular area for sketching or making notes.



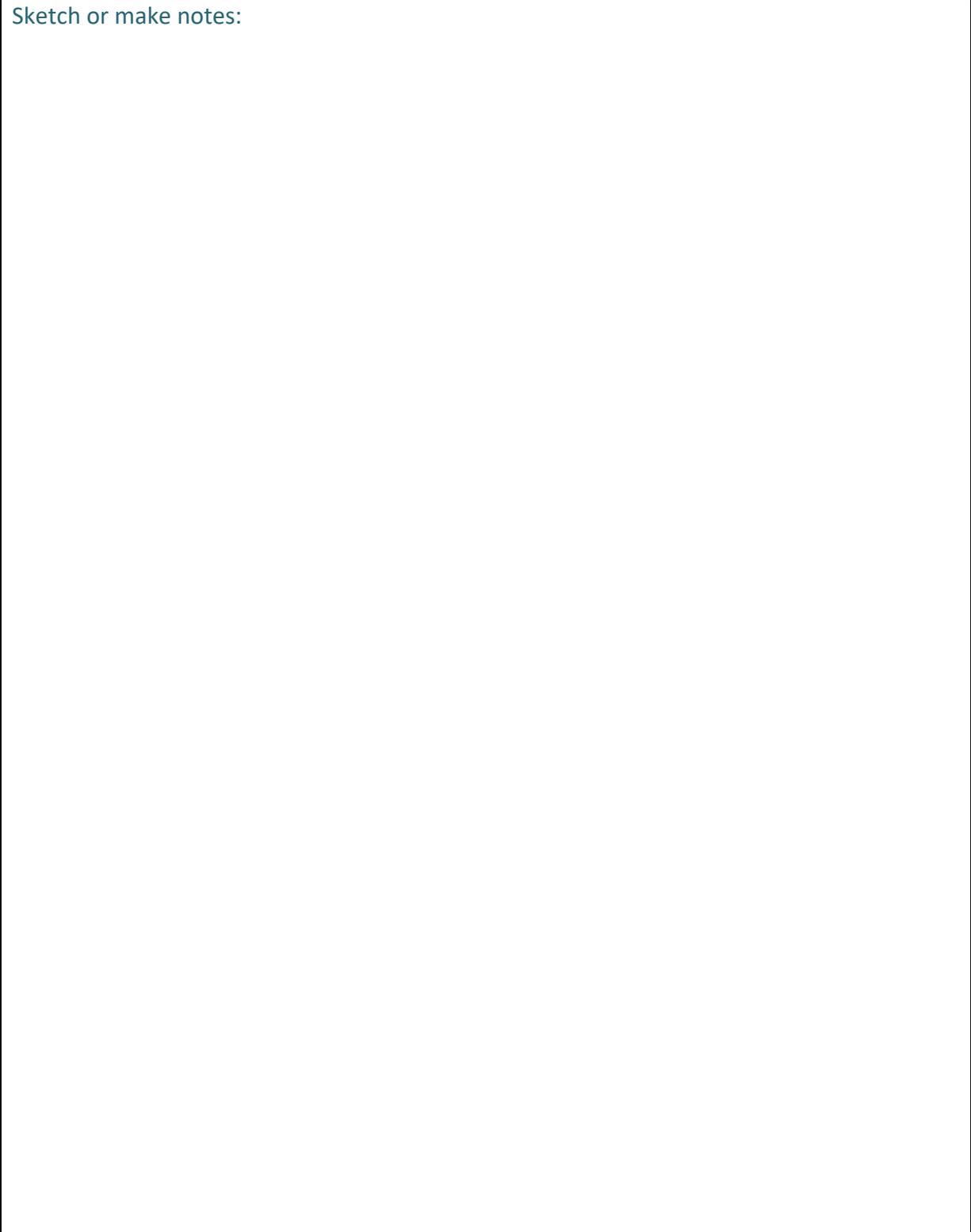
**SCOTLAND'S
ENTERPRISING
SCHOOLS**



Scotland

B) You have the remnants of the boating pond and crazy golf. Will you refurbish those? What new attractions/facilities will you add?

Sketch or make notes:

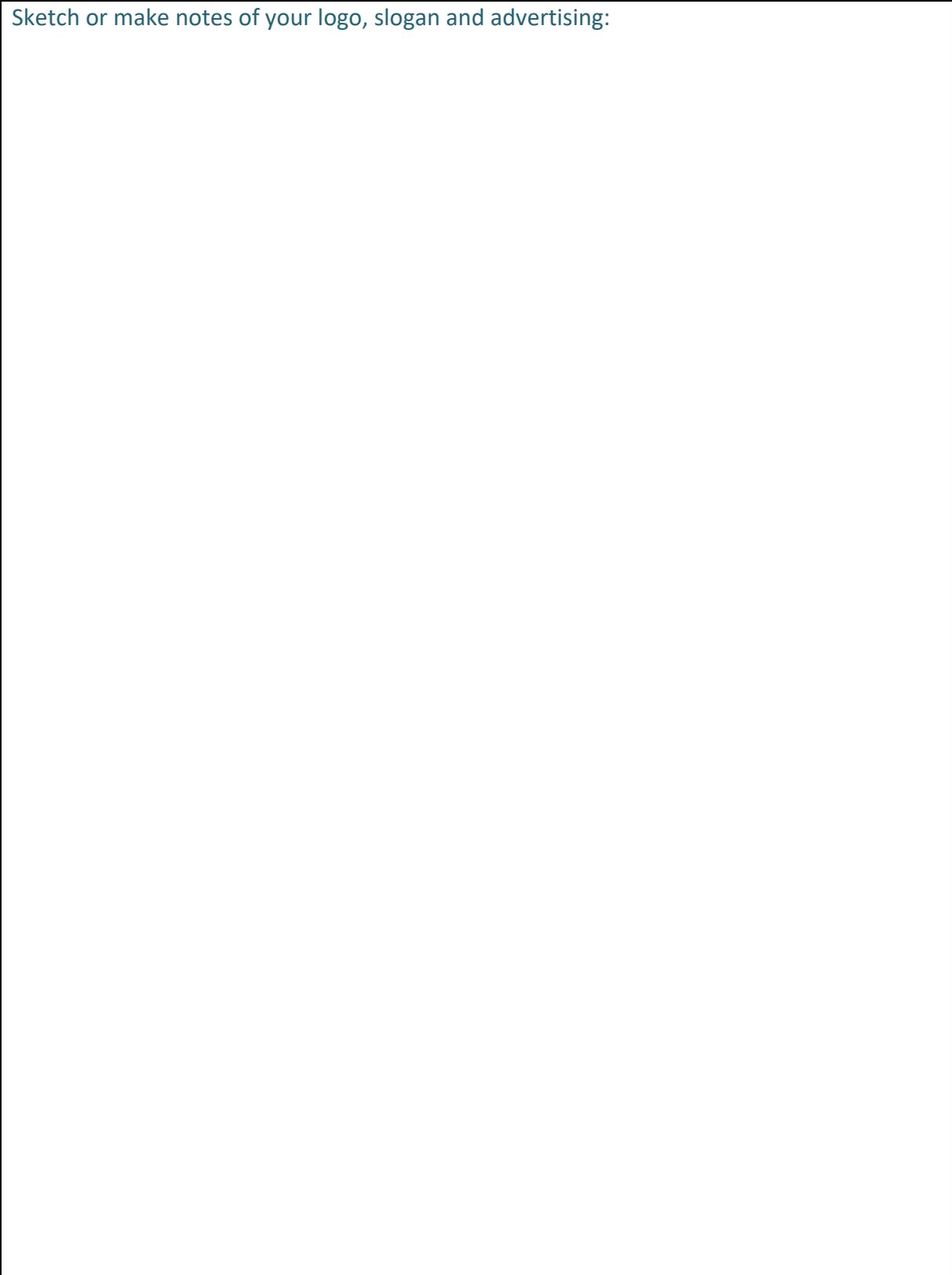


C) You have been asked to make your plans sustainable. What eco-friendly features will you include?

Sketch or make notes on the sustainability of the project:

D) Finally, consider how you will attract new visitors. Think of a resort logo and slogan. What methods will you use to spread the word?

Sketch or make notes of your logo, slogan and advertising:





Task 5 – Present

This is time to present your plans to the local council, remember to include details of the following:

NAME OF RESORT:		
Issue addressed	Target Market	Skills used
Logo and slogan	Uses for existing spaces	New attractions
Sustainability ideas	Marketing campaign	Lessons Learned

Task 6 - Reflect



Measure your success! Carefully think about the following questions:

What went well?

What would you do differently next time?

What skills have you developed?

What have you learned about yourself and how will this help you in the future?



Additional Follow-up Task 1 - Skills Explorer

Through participation in this challenge, you will have used this skill set:

Communication

Empathy

Creativity

Organisation

Problem Solving

Initiative

Confidence

Presentation

Skills Development Scotland have produced a [Skills Explorer Tool](#) which you can access through their site [My World Of Work](#). This might help you to identify your current skill set.

Make note of the skills/qualities/talents that could be used if you did this challenge in real-life:



SCOTLAND'S
ENTERPRISING
SCHOOLS



Scotland

Additional Follow-up Task 2 - Career Focus

Here are just some of the careers involved in tourism:

Heritage Officer – Support teams to take care of buildings, monuments and place of cultural and historical importance. Routes into the role: apprenticeship, university or work towards this role. Useful subjects to study: history, geography, building conservation, cultural heritage studies. Work experience and volunteering are very important for getting into this line of work.

Resort Representative – Look after holiday makers during their stay. Need to have excellent verbal communication skills, empathetic, organised and friendly. Routes into the role: experience of working with the public is essential and you might want to study Travel and Tourism at college. Knowledge of a foreign language could help as could knowledge of a particular subject/qualification if you want to specialise, eg. Winter sports or Childcare.

Tourist Guide – Show visitors around places of interest such as historical buildings/sites, cities and art galleries. Commonly work on a freelance basis and gain badges by attending training courses offered by organisations. Tour guides are often locals who are passionate about their area. Helpful to have more than one language.

Travel Agent – Book and plan business and leisure travel for customers. Routes into the role: college course, apprenticeship or work towards the role with on-the-job-training. Should possess excellent customer service skills, excellent verbal communication, persuading skills, excellent listening skills and ability to sell products and services.

Visitor Attraction General Manager – Responsible for the operation and finances of an attraction along with the health and safety of visitors and staff. You can study a relevant subject at university or college level or work towards this role – experience in customer service or hospitality is helpful. Good leadership skills, along with communication and organisation is vital.

To explore other career options, go to

<https://www.myworldofwork.co.uk/my-career-options>



SCOTLAND'S
ENTERPRISING
SCHOOLS



Scotland

Make some notes on the jobs/careers that interest you and their associated skill sets:

Blank area for notes on jobs/careers and their associated skill sets.



**SCOTLAND'S
ENTERPRISING
SCHOOLS**



A Member of JA Worldwide



Part of Young Enterprise

Scotland

Glossary of Terms

Advertising Calling the public's attention to a product/service especially by announcements in the press, through social media, on posters/billboards etc.

Logo A way for businesses to help people identify their products and tell them apart from others. Usually an image but can be a name, symbol or even a smell!

Marketing Campaign A plan to promote a product or service through different media such as tv, radio, print and online. They go beyond advertising and include other methods of attracting customers such as opening events, demonstrations and special deals.

Pitch A presentation of an idea, covering all of the critical aspects, with a view to securing (financial) support.

Sustainability Quality of causing little or no damage to the environment and also of being able to continue over a long period of time.

Target Market A particular segment of the market (potential customers) at which a marketing campaign is focussed (this could be based on age, sex, demographics etc).



SCOTLAND'S
ENTERPRISING
SCHOOLS



A Member of JA Worldwide



Part of Young Enterprise

Scotland

Appendix i – Useful Links

Here are some examples of popular tourist resorts and attractions to inspire you:

[North Coast 500](#) – Launched in 2015, this 516-mile scenic route around the north coast of Scotland has increased visitor numbers, bringing economic benefits to some areas in the north Highlands. The increase in traffic has also led to more instances of dangerous driving. Road damage and concerns about the impact on the environment.

[Green Tourism](#) – Eco-friendly tourism. Some interesting blog posts:

[Black Isle Permaculture & Arts](#)

[The Torridon](#)

[Visit Scotland](#) – National Tourism Organisation for Scotland.

[West Highland Way](#) – Scotland’s best loved long-distance walking route.

[Nevis Range Mountain Experience](#) – A mountain resort in the Scottish Highlands. Hosts the UK’s only mountain gondola.

[Mount Stuart](#) – An award-winning attraction featuring Victorian Gothic architecture, 300 acres of grounds and gardens and visitor centre (gallery, audio-visual presentation, shop and restaurant). Located on the Isle of Bute.

[The Eden Project](#) – An award-winning leisure attraction and educational charity in Cornwall. Comprising three biomes to represent different world climates.

[5 Scottish seaside escapes that we can’t wait to visit](#) – Herald article, August 2020



SCOTLAND'S
ENTERPRISING
SCHOOLS



Scotland