

Westonbirt as a Natural Visitor Attraction

Suitable for FE students, March to November

This programme is designed for FE students studying travel and tourism looking for a case study of a natural visitor attraction. It provides a range of activities that enable students to explore the needs of different user groups at the arboretum plus the, interpretation, products and services that Westonbirt offers them.



Key Concepts

Economic activity, environmental and social impacts, interactions, landscape for amenity use, audiences/user groups.

Learning Outcomes

By the end of the programme, students should be able to:

- Describe the purpose and techniques used for visitor interpretation at Westonbirt Arboretum as a natural visitor attraction
- Explain the appeal of Westonbirt Arboretum as a natural visitor attraction for several different types of visitors
- Analyse how the products, services and interpretation techniques of Westonbirt Arboretum as a natural visitor attraction contribute to the appeal for several different types of visitors
- Evaluate the potential contribution of Westonbirt as a visitor attraction to the popularity and appeal of a destination or area and the economic impacts on the area.

Programme Outline

Learning Objectives	Activity
<ul style="list-style-type: none"> • To welcome students and show the purpose and techniques used for visitor interpretation 	<p><i>What is Westonbirt?</i> An exploratory tour of the Christopher Mitchell Information Centre at Westonbirt.</p>
<ul style="list-style-type: none"> • To explain the appeal Westonbirt Arboretum as a natural visitor attraction for several different types of visitors 	<p><i>Stepping into their shoes</i> Students explore the arboretum environment while exploring the role of visitors with different agendas. Discussion of range of reasons visitors come including social, knowledge and experience.</p>
<ul style="list-style-type: none"> • Analyse how the products, services and interpretation techniques of Westonbirt Arboretum as a natural visitor attraction contribute to the appeal for several different types of visitors 	<p><i>You're in charge</i> Students take on the role of managers as they think about different user groups and decide what products, services and interpretation they would provide for those visitors.</p>
<ul style="list-style-type: none"> • Evaluate the potential contribution of Westonbirt as a visitor attraction to the popularity and appeal of a destination or area and the economic impacts on the area. 	<p><i>Spheres of Influence</i> Students examine the staff structure at Westonbirt and maps of the surrounding area and discuss what contribution the attraction has on the local area.</p>