

Lesson Plan

Pillars of Growth: Tourism, Culture and Place

Overview

This is a 60-minute session where learners are introduced to the Tourism, Cultural and Place (TCP) sector including potential careers and pathways. They are set a group task to design a theme and outline concept for the opening day of Eden Project North, applying their understanding of the event planner role and the skills required to deliver a successful large-scale event.

Learning Objectives:

Aim: To learn about careers in the tourism, culture and place sector.

Objectives:

- Understand what Tourism, Culture and Place means and why it is an important sector.
- Know what careers exist in this sector.
- Know what skills and qualities you need to work in this sector.

Success Criteria:

- All learners will have come up with an idea for the opening event.
- Learners will be able to understand the importance of the tourism sector and identify opportunities within Lancashire to grow these industries.

Resources (provided):

1x Myster bag containing various objects

6x Group folders containing

- Project brief x1
- Research/Info sheet x1
- Reusable whiteboard x1
- Dry wipe pen x1
- Whiteboard rubber x1

Lesson plan x1

Printout of PowerPoint slides x1

Resources (additional):

<p>Organisation:</p> <p>Facilitator will talk class through introduction slides, using the notes, following the prompts and putting learners into groups for activities. Facilitator will lead questioning to check learning when prompted. Once the tasks are complete, facilitator will then go through the final slides on careers and pathways.</p>	

Time	Facilitator's Activity	Learners' Activity
5 mins	<p>Session Intro Introduce topic, explain objectives and success criteria and describe the Tourism, Culture and Place sector and why it is significant.</p>	<p>Session Intro Learners listen, ask relevant questions and take notes where needed.</p>
5 mins	<p>Rapid Thinking Task Ask learners to list as many attractions as they can in 3 minutes. Facilitate discussion.</p>	<p>Rapid Thinking Task Discuss in small groups, make a list and answer questions when prompted.</p>
15 mins	<p>TCP and Main Task Explanation Discuss the TCP industry. Handout the project folders. Play the video. Talk through the task. Show the class the objects in the bag for inspiration.</p>	<p>TCP and Main Task Explanation Learners listen, ask relevant questions and take notes where needed. As a group read the project brief and consider roles for team members.</p>
25 mins	<p>Main Task Observe and support groups during the task. Question learners on their proposal.</p>	<p>Main Task Working in groups, learners complete the activity using the task sheets and present their proposal.</p>
10 mins	<p>Careers and Pathways Discuss relevant pathways within this sector. Question learners when prompted.</p>	<p>Careers and Pathways Look at the industry and potential for growth within Lancashire. Review education pyramid and discuss pathways.</p>