

# Unit 9. Visitor attractions

## B. Examine how visitor attractions meet the diverse expectations of visitors

B1. Different types of visitors and their diverse expectations

B2. Products and services provided, including primary and secondary spend opportunities

B3. Ways to meet and exceed visitor expectations

B4. Use of technology and its importance for visitor attractions



## Need to know:

- Identify different types of visitors
- Understand the different products and services provided
- Identify ways in which visitor expectations are met
- Explain the importance of technology for visitor attractions

## Skills:

- Navigating websites and being able to select the relevant information
- Researching topics and select relevant information
- Working collaboratively in pairs and small groups
- Showing knowledge and understanding in a variety of ways: presentations, posters, emails, blogs, discussions etc

## Unit 9 Assessment: key terms

Term	Definition
<b>Analyse</b>	Presents the outcome of methodical and detailed examination either by breaking down: <ul style="list-style-type: none"> <li>• a theme, topic or situation in order to interpret and study the relationships between the parts and/or</li> <li>• information or data to interpret and study key trends and interrelationships.</li> </ul>
<b>Article</b>	A piece of writing about a particular subject suitable for a magazine, newspaper
<b>Email</b>	A communication that gives information and is written using appropriate technology for a defined purpose in a task or activity.
<b>Evaluate</b>	Draws on varied information, themes or concepts to consider aspects such as: <ul style="list-style-type: none"> <li>• strengths or weaknesses</li> <li>• advantages or disadvantages</li> <li>• alternative actions</li> <li>• relevance or significance.</li> </ul> Learners' enquiries should lead to a supported judgement showing relationship to its context. This will often be in a conclusion.
<b>Explain</b>	Provide detail and reasons and/or evidence to support an opinion, view or argument.
<b>Illustrate</b>	Inclusion of examples and diagrams to show what is meant within a specific context.
<b>Justification</b>	Give reasons or evidence to: support an opinion /decision or prove something right or reasonable.
<b>Report</b>	A formal document that is clearly structured and written in appropriate sector language
<b>Travel plan</b>	A structured travel document giving a range of details and information with dates, times and places.

**Unit 9 Assessment: activities**

**B. Examine how visitor attractions meet the diverse expectations of visitors**

An article that explores how two contrasting visitor attractions offer products and services and use technology to meet and exceed visitor expectations.

**PASS**

**B. P3**

Explain how two different visitor attractions offer products and services that meet the diverse expectations of its visitors.

**B. P4**

Explain the importance of technology for two different visitor attractions.

**MEET**

**B. M2**

Analyse the importance of products and services offered by two different visitor attractions and the use of technology in meeting the diverse expectations of its visitors.

**DISTINCTION**

**B. D2**

Evaluate the suitability of products and services provided by two different visitor attractions and the use of technology in meeting the diverse expectations of its visitors.

PREVIEW

## Content

### B1. Different types of visitors and their diverse expectations

- Different types of visitors–UK based and overseas:
  - o individuals – adults, children.
  - o families.
  - o groups – education
  - o overseas visitors
  - o UK tourists visiting attractions overseas
  - o people with specific needs.
- Diverse visitor expectations, to include:
  - o accessibility
  - o cost and convenience
  - o safety and security
  - o entertainment
  - o education/information – provision of a learning environment

### B2. Products and services provided, including primary and secondary spend opportunities

- Products and services provided, e.g. rides, exhibits, landscapes, information centres, maps.
- Support services, e.g. visitor information centre, parking, park and ride facilities, transfer shuttles, toilets and restrooms, first aid, creche and children's facilities, signage, security, cleaning.
- Primary spend opportunities, e.g. admission, seats, exhibition tickets.
- Secondary spend opportunities, e.g. shops and retail outlets, merchandise, catering and accommodation, guided tours, visitor centres, events, ticket upgrades to avoid queues, day to day upgrade, annual pass, pass for multiple entries to a range of attractions.

### B3. Ways to meet and exceed visitor expectations

- Appeal of location and environment.
- Accessibility and quality of existing products and services.
- Development of products/services e.g. new rides at theme parks, special events and exhibitions at museums, galleries or heritage sites, enhanced provision for visitors who have sensory impairment.
- Diversification of facilities and amenities, e.g. conservation, retail, conference, catering and accommodation opportunities.
- Image, branding and promotional offers, e.g. free Wi-Fi access, group discounts, advance purchase discounts, discounts via other organisations.
- Services as tour operators, travel agencies or transport providers.

### B4. Use of technology and its importance for visitor attractions

1. Booking systems, e.g. internet facilities, mobile applications, reservation systems, ticket collection points.
2. Visitor management systems, e.g. electronic information boards/signage, controlled gates, managed visitor flows, staff communication – mobile phones/walkie-talkers/two-way radio.

Technological features secondary to the attraction, for example: interactive displays/virtual reality tours/ audio tours guiding and guiding methods – tourist guides (White, Green, Blue Badge), personal interpretation, video screenings, enactment, guidebooks and brochures, free apps for mobile devices, special effects, animation and simulation, e.g. Jorvik Viking Centre York, Universal Studios Hollywood, Uluru-Kata Tjuta National Park.

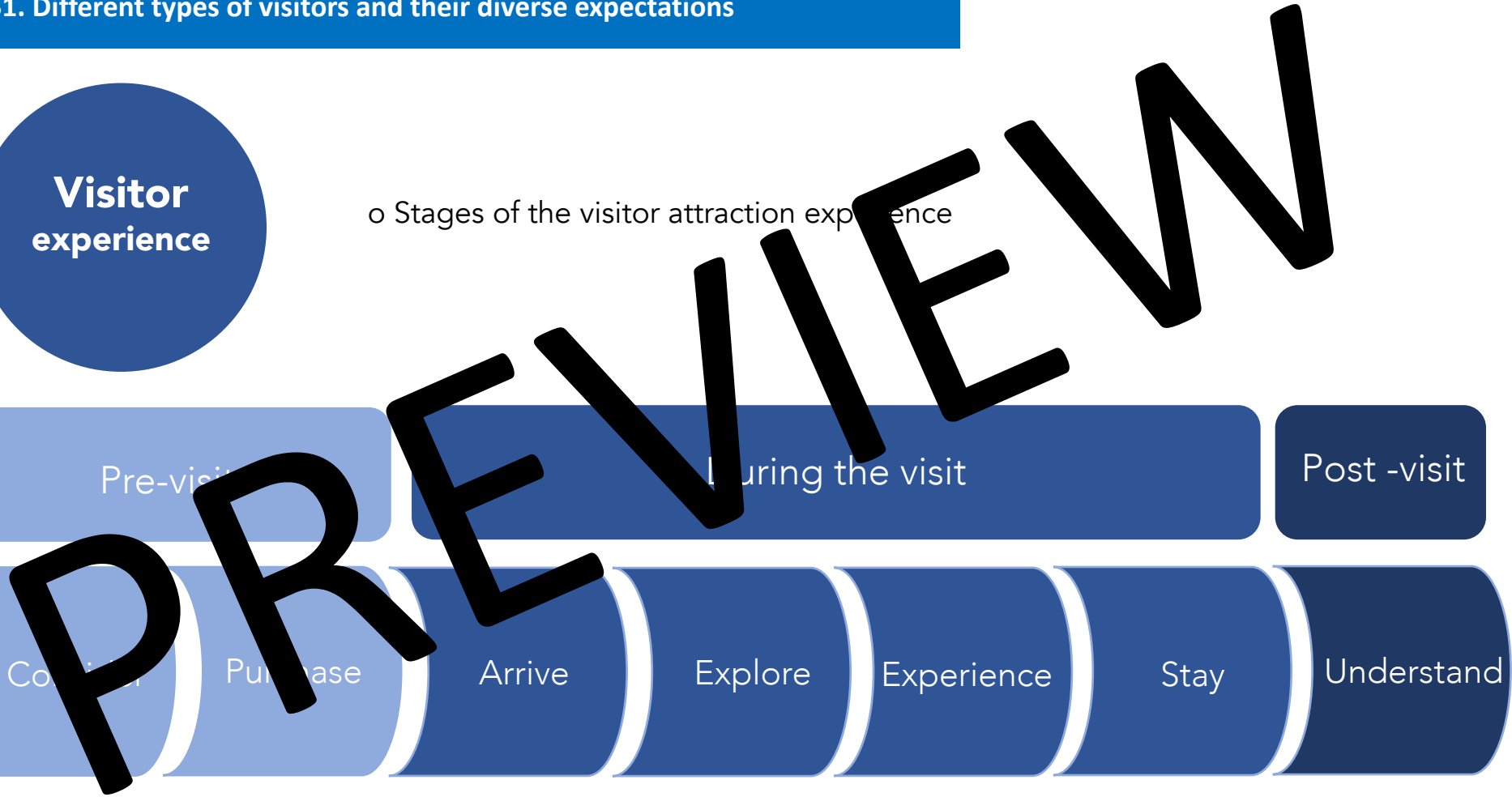
- The importance of technology for visitor attractions, to include: improving the quality of products and services offered, e.g. 3D digital models/exhibitions, simulated rides, high-tech events; improving ease of access/booking or reduction in queuing times, e.g. electronic fast-track passes, online booking/reservation systems; reducing operating costs, e.g. in staffing, training, maintenance; enhancing the image or raising the profile of the visitor attraction, e.g. high standards of website accessibility and availability, virtual tours; helping to maintain a competitive edge by enhancing overall visitor experience.



B1. Different types of visitors and their diverse expectations

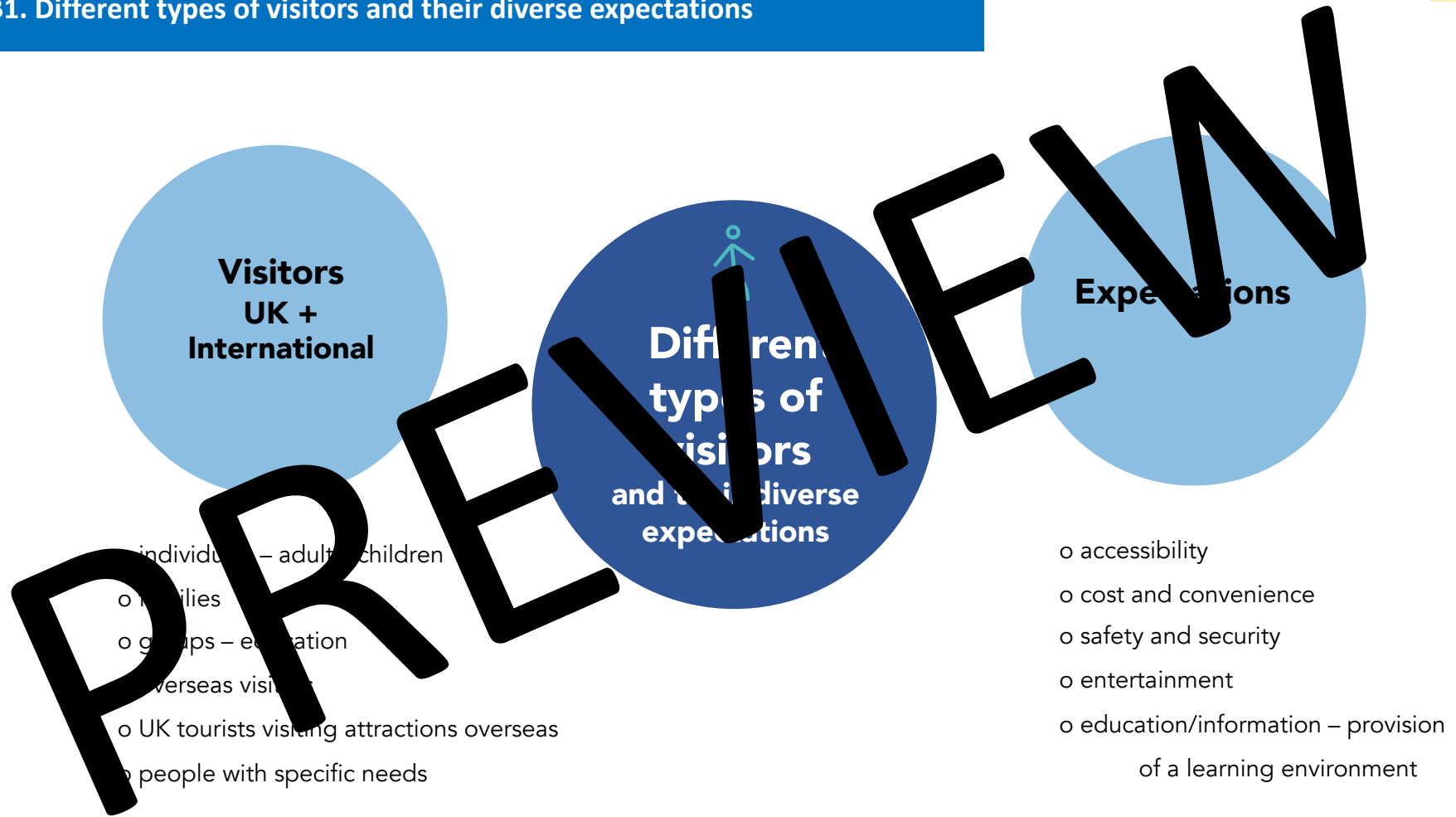
**Visitor experience**

o Stages of the visitor attraction experience





B1. Different types of visitors and their diverse expectations





B1. Different types of visitors and their diverse expectations



How important is each amenity for the different type of visitor?  
1 = not important    5 = very important



	Public transport	Car parking	Wheelchair access	Toilets	Range of food options	Children's rides	Scary rides	Late night openings	Themed nights
Teenager									
Young couple									
Young mother with an 8 year old daughter									
Family of 2 adults + children									
Older couple (60 years+)									

PREVIEW





B1. Different types of visitors and their diverse expectations



Brainstorm the expectations for educational visits to an attraction.

**PREVIEW**

Educational  
visits

 B2. Products and services provided, including primary and secondary spend opportunities



B2. Products and services provided, including primary and secondary spend opportunities

Examples



 B2. Products and services provided, including primary and secondary spend opportunities



For one of your attractions compile lists under the four headings

Products  
and  
services

Support  
services

Primary  
spend  
opportunities

Secondary  
spend  
opportunities

**PREVIEW**

 B2. Products and services provided, including primary and secondary spend opportunities



For one of your attractions compile lists under the four headings

Products  
and  
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Secondary  
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**PREVIEW**



**B2. Products and services provided, including primary and secondary spend opportunities**



Identify a specific type of visitor for your chosen attraction. Create a leaflet guide which outlines the facilities, amenities, products and support services, as well as primary and secondary spend opportunities. Your leaflet can be compared with others.

**PREVIEW**

Leaflet guide

B3. Ways to meet and exceed visitor expectations



B3. Ways to meet and exceed visitor expectations

Appeal of location and environment



PREVIEW ENVIRONMENT



 B3. Ways to meet and exceed visitor expectations



Choose a visitor attraction and using pictures/maps etc explain how the location and environment is appealing

**Appeal of location and environment**

LOCATION  
ENVIRONMENT

**PREVIEW**

B3. Ways to meet and exceed visitor expectations

Accessibility and quality of existing products and services



PREVIEW PRODUCTS SERVICES

 B3. Ways to meet and exceed visitor expectations



Choose a visitor attraction and using pictures/maps etc explain its accessibility and the quality of its products and services

**Accessibility and quality of existing products and services**

ACCESSIBILITY  
PRODUCTS

**PREVIEW**

B3. Ways to meet and exceed visitor expectations

Image, branding and promotional offers

# PREVIEW

The image displays a collection of logos for various visitor attractions, arranged around the large, diagonal word 'PREVIEW'. The logos include Thorpe Park (a colorful, stylized font), Titanic Belfast (a grey, geometric structure), National Trust (a purple leafy branch), Chester Zoo (a green circular emblem with a tree), English Heritage (a red brick wall pattern), Marwell Zoo (a green paw print), Monk Park Farm (a green and blue rectangular logo with farm animals and a tractor), The Wizarding World of Harry Potter (a dark blue background with gold text), and The Canterbury Tales Visitor Attraction (a red background with yellow and white text).

 B3. Ways to meet and exceed visitor expectations

**Image, branding and promotional offers**



Choose TWO logos (cut and paste) and explain how the logo creates an 'image' for the brand

**PREVIEW**

B3. Ways to meet and exceed visitor expectations

Image, branding and promotional offers



Choose and research a visitor attraction. For that attraction explain why the image the attraction is trying to promote and identify any promotional offers that are available.

PREVIEW

- . FREE WIFI
- . GROUP DISCOUNTS
- . OFF PEAK DISCOUNTS
- . COMPETITIVE PRICING
- . PROMOTIONAL OFFERS
- . EDUCATIONAL DISCOUNTS
- . ADVANCED BOOKING DISCOUNTS
- . DISCOUNTS VIA OTHER ORGANISATIONS

B3. Ways to meet and exceed visitor expectations

**Diversification of facilities and amenities**



Choose and research a visitor attraction. For that attraction identify how it has diversified its facilities and amenities

**PREVIEW**

- . RETAIL
- . CATERING
- . MERCHANDISE
- . CONFERENCES
- . CONSERVATION
- . ACCOMMODATION

B3. Ways to meet and exceed visitor expectations

Development of new products + services



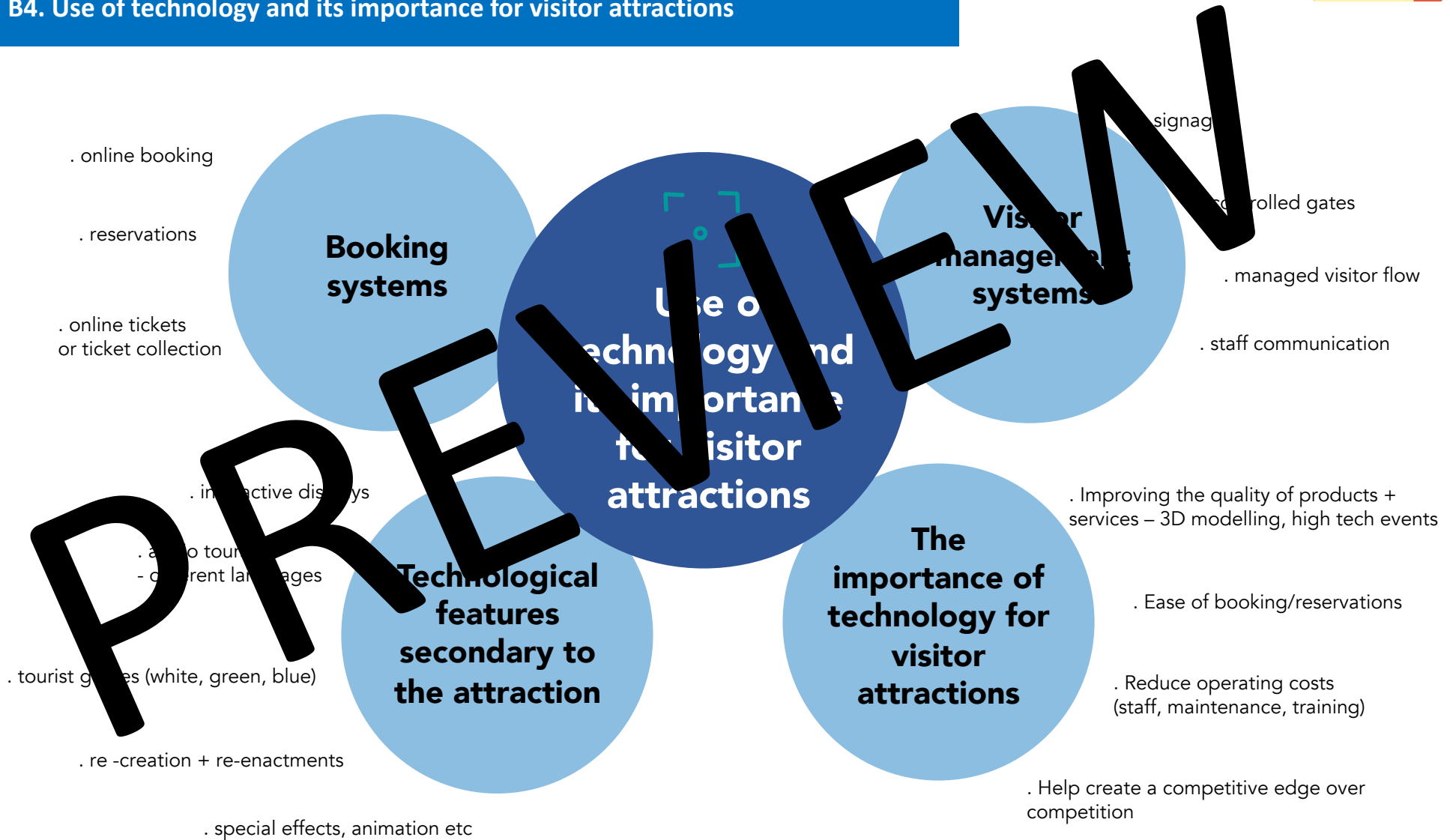
Choose and research a visitor attraction. For that attraction identify new products and services.

PREVIEW

- . NEW RIDES
- . ADDITIONAL ATTRACTIONS
- . EXHIBITIONS - CHALLENGES
- . SPECIAL EVENTS
- . SPECIAL PROVISION FOR ACCESS FOR DISABLED VISITORS VISUAL, HEARING OR PHYSICALLY IMPAIRED



B4. Use of technology and its importance for visitor attractions



B4. Use of technology and its importance for visitor attractions

Use of technology and its importance for visitor attractions



For your attraction see how long it takes you to go online and book tickets. Evaluate the booking process. How well does it work? How long does it take? Is there a drop? Why do organisations prefer to have online booking?

Booking systems

Visitor management systems

Technological features secondary to the attraction

The importance of technology for visitor attractions

PREVIEW

