



**PARTNERSHIP
WITH
PLYMOUTH
UNIVERSITY**

Dr Alun Morgan

alun.morgan@plymouth.ac.uk

Enriching lives through
life-affirming educational research
and teaching

Plymouth Institute of Education

Education – Travel – Tourism

Niche Market(s)?

Research ... and Business Opportunity?

Environmental-Oriented Leisure Venues

- Moor to Sea
- parks – national, regional, local
- zoos
- aquaria
- arboreta & botanical gardens
- Natural History museums
- nature reserves & centres

Education – Travel – Tourism

Niche Market(s)?

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Environmental-Oriented Leisure Venues

Geobiocultural Diversity & 'Heritage'

Geo – landscape, geology

Bio – flora and fauna

Culture – vernacular lifestyles

Green & Blue 'Gym' – Outdoor & Adventurous Pursuits
in land- and sea-scapes

Education – Travel – Tourism

Niche Market(s)?

Research ... and Business Opportunity?

Formal Education

Supporting/enhancing/enriching institutional based 'curricular' provision;

providing real-world examples and experiences

Schools (Primary, Secondary), FE & HE Institutions

– study visits, fieldtrips & residentials

Education – Travel – Tourism

Niche Market(s)?

Research ... and Business Opportunity?

Informal Education – Free Choice (Environmental) Learning

“individuals exercise significant choice and control over their learning ... to satisfy a personal sense of identity, to create a sense of value within the world and to fulfill personal intellectual and emotional needs” (Falk 2005)

Individuals

Families

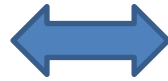
Social Groups

Locals & Visitors (Grockles)

Falk, J. H. (2005). Free-choice environmental learning: framing the discussion. *Environmental Education Research*, 11(3), 265-280.

Informal Education – Free Choice Learning

Environmental-Oriented
Leisure Venues



‘Identity’ Market segment

- (a) Explorers,
- (b) Facilitators,
- (c) Professional Hobbyists,
- (d) Experience Seekers,
- (e) Spiritual Pilgrims/Rechargers

(Falk et al. 2008)

Falk, J.H., Heimlich, J.E., & Bronnenkant, K. (2008). Using identity-related visit motivations as a tool for understanding adult zoo and aquarium visitor’s meaning making. *Curator: The Museum Journal*, 51(1), 55–79.
doi: 10.1111/j.2151-6952.2008.tb00294.x

Devon's Coastal Education-Travel-Tourism opportunities:

Sites

Jurassic Coast

English Riviera Global Geopark (including Kent's Cavern etc.)

National Parks – esp Exmoor

North Devon Biosphere Reserve

AONBs – North, South, East, Tamar

Zoos & Aquaria – Paignton, Dartmoor, Shaldon etc.; NMA etc.

Nature Reserves (DWT, SSIs etc.)

Trails – walking, cycling, rail

South West Coast Path

Tarka Trail; Exe Path etc.

Rail routes – Avocet, Tarka

Events

Food Festivals - Brixham Fish Festival, Barnstaple Seafood Festival;

Cultural – e.g. Plymouth Ocean City Festival; Falmouth Regatta