

Chinese is Real Business

A case study on Chinese and Business
Tourism Project

二零一五年一月二十三日

South west England
St. Mellion Tourism Training Centre
.....

A group of ...



...are...



Some looks...



Some are...



Some are...



Who?

- 4 teams (Secondary+Primary)
- Chinese teachers
- Business advisors
- Chamber of Commerce, UKTI
- International Officer, PLO
- Business teacher
- Primary headteacher
- Chinese students from Plymouth City College

4 Teams

- Callington Community College
- Devonport High School for Girls
- Devonport High School for Boys
- Plymouth High School for Girls
- Stuard Rd Primary,
- College Rd Primary



Chinese Community in Plymouth

- Language assistants from City College of Plymouth
- Plymouth-Jiaxing city link

What?

- Make a 2-minute video on the chosen tourist venue.
- 3 hours of team work
- 5 minutes presentation

Meet up with business advisor



Discuss how to approach the task



Decide which is the best plan...



...and who is to do what



Key words on the board



Everyone starts from something



Something to check with teacher



Show Team Leader what we have got



What a team work!



I am good at this!



Miss, say that again?



Leave it to the judges...



Impressive!



Judges Move Around to Observe Each Team's cooperation



Research on Chinese Tourism in UK

- *'...One in 10 international tourists worldwide is now Chinese, and that number will only grow...'*

Chinese Tourists – The Game Changers

- <http://www.smartling.com/2014/12/09/chinese-tourists-game-changers/>

- *'UK urged to attract Chinese tourists spending £650-a-day'*

Telegraph

- <http://www.telegraph.co.uk/finance/economics/11029127/UK-urged-to-attract-Chinese-tourists-spending-650-a-day.html>

'What's the Chinese for Dartmoor or a Devon cream tea?'

The Herald

- <http://www.plymouthherald.co.uk/s-Chinese-Dartmoor-Devon-cream-tea/story-25197614-detail/story.html>

Presentation & Videos

Even Better

- Your thoughts

Evaluation

"The winning film showed a level of creativity that only comes from students! They break down the barriers and the film caught the essence of how some people feel about returning to a place that brings back special memories and I feel it won as most people could identify with this feeling."

--Debbie Cousins, Business advisor

CCC Team



DHSG Team



DHSB Team



PHSG Team



Evaluation

"...It developed my skill to carefully manage a team to deadlines...This way of working was incredibly constructive and not only taught us more about other things as well as Chinese, but it also allowed us to learn more about our local area."

--Elliot Tratt, Year 10, Callington Community College

An example of

- Cross curriculum project
- Cross sector teamwork
- School community link