




THEME PARK

Age group	Primary School, Grades 6 – 9		
Competency features	Proactive approach and creativity 	Ability to shape ideas into plans and bring them to fruition 	Ability to accept risk 
Aims	<ul style="list-style-type: none"> ▪ based on instructions, to come up with an idea, make it into a business plan, and test its feasibility ▪ to develop creativity 		
Timing	90 – 120 minutes		
Location	indoors		
Resources & materials	Worksheet: Instructions and information writing implements crayons / colour felt-tip pens squared paper		
Description			
<p>1) Teacher splits the pupils into groups of 3 or 4, outlining the situation (important points written up on the board):</p> <p><i>“It is 2135 AD. Mankind has spread out into space, inhabiting the Moon and beginning to settle on Mars. You have come up with the idea of building a theme park for the settlers. It looks like great business opportunity – who works hard, plays hard! What kind of theme you will choose for your amusement park is entirely up to you. Perhaps you will be keen on something reminding visitors of the history of Earth (Red Indians; medieval castle; African fauna ...). Or it could be something totally different.”</i></p> <p><i>“What counts is that in your pocket you have exactly 565,000 Sollars. Sollar is the common currency throughout the Solar system. But you must spend a penny more, which is why you have to think long and hard what you will show in your park, and what facilities for visitors you could have there.”</i></p> <p><i>“Be it as it may, some items are a must: main thoroughfare for visitors; a café; a refreshments stall; toilets; heliport for visitors vehicles; Sollar-o-mat (to draw cash from); and a visitors’ centre. All the premises in your theme part must be connected by pathways.”</i></p>			

Points on the board:

AMOUNT YOU MUST NOT OVERSPEND: 565,000 Sollar

THE PARK MUST HAVE:

visitors' centre

main thoroughfare

cafe

refreshments stall

toilets

heliport for visitors' vehicles

Sollar-o-mat cash machine

interconnecting pathways

- 2) Teacher reveals this is a competitive exercise: The winning team will have met all the conditions, and made the biggest profit on their operation.
- 3) Teacher hands out čtverečkovaný paper, and the *Instructions and information* Worksheet. Pupils read through it on their own, tackling one task after another. Teacher walks about the classroom, dealing with queries, encouraging his charges at work, checking on their performance, possibly even helping out.
- 4) When the teams are done, teacher records all the names of their theme parks on the board. Pupils then draw lots as to in what order they will present their creations.
- 5) Presentations take place, with full financial breakdowns on each occasion. Teacher asks his charges to make notes throughout of things that might affect their evaluation; they can fall back on their notes when making further enquiries later. They need to make a list of both pluses and minuses they see on other teams' parks in order to provide a reasoned assessment. Beneath the theme parks' names, teacher writes the current Sollar figures. Each presentation provides the teacher with an opportunity to ask questions.
- 6) Once the presentations are over, evaluation takes place:

Method		LEAFLET	RADIO	TV
Rating	1	100	150	200
	2	50	100	130
	3	30	60	90
		Number of extra visitors per day		

- 7) The teams need to take the sum they have reached, and add to it entrance fees and visitors' spending on the spot before announcing their sum total. Teacher duly records it, and the best team is rewarded.
- 8) The exercise is rounded off with group discussion and presentation of the answers to questions in the *Instructions and information* Worksheet.

Risks and recommendations	If the groups happen to be of unequal headcount, it is a good idea to let them write down their assessments on a piece of paper which the teacher collects. Figures are then summed up and divided by the number of evaluators (results to be rounded up if needed).
Feedback	<p><u>Questions for discussion:</u></p> <p>How did you choose the theme of your park, and why? What did you take into consideration, what did you count on?</p> <p>What were the arguments while deciding on the entrance fee?</p> <p>What is the overall result – are you in the black or red?</p> <p>Comparing what you spent on advertising, was it worth the results?</p> <p>Where did you do well?</p> <p>What was not so good?</p> <p>What would you do the same next time round?</p> <p>What would you do differently?</p> <p>Is there a personal lesson for you to take from the exercise?</p>
Application in classes	This exercise is suitable for history, geography, math, and civic education classes.
Inspired by	www.teachingideas.com
Notes	

Worksheet

INSTRUCTIONS AND INFORMATION

Before you start working, please read all the information carefully. Only then come back to the task, and take it step by step.

**STEP 1****Idea**

Every business is based on an initial idea. You have one ready-made, so that is good. Take it up and work on it! Pull together, and find a theme for your park. It should draw both adults and kids, combine information with amusement, entertainment with learning. So get the theme right!

**STEP 2****Setting up a theme park, and running it**

Draw a colour map of your theme park on čtverečkovaný paper. All the prescribed items must be there, else the Mars authorities will not issue you with a permit. Your design must be made to rules; dimensions of the objects are given, their shape is yours to decide on. Costs are involved: not just construction, but also running the park means paying bills. The costs are set. Calculate how much will constructions as well as running the park day-to-day set you back.

Total sum available to you is 565,000 Sollars exactly, not a penny more.

When designed your park, take heed of Tables 1 and 2.

Table No. 1: Construction costs

Item	Number of squares in the plan	Cost
Visitors' centre	10	50 000 Sollars
Main thoroughfare	6	25 000 Sollars
Cafe	4	11 000 Sollars
Refreshments stall	4	8 000 Sollars
Toilets	4	1 000 Sollars
Sollar-o-mat	1	500 Sollars
Pathway		200 Sollars per 5 squares
Heliport		500 Sollars per 1 square
Water ponds (optional)		1 000 Sollars per 2 squares

Table No. 2: Running costs

Costs of running the park and maintenance, per day			
Item	Wages	Oxidization, energy, maintenance	Total per day
Visitors' centre	50 Sollars	75 Sollars	125 Sollars
Walkway	5 Sollars	5 Sollars	10 Sollars
Cafe	30 Sollars	20 Sollars	50 Sollars
Refreshments stall	30 Sollars	20 Sollars	50 Sollars
Toilets	10 Sollars	15 Sollars	25 Sollars
Sollar-o-mat		5 Sollars	5 Sollars
Pathways	1 Sollar per 1 square	1 Sollar per 1 square	
Heliport	3 Sollars per 1 square	2 Sollars per 1 square	
Water ponds	1 Sollar per 1 square	1 Sollar per 1 square	

**STEP 3****Entrance fee**

What fee are you going to charge per person? It must cover your costs, but at the same time you need to keep it affordable.

Attendance figures for the first month are projected in Table 3:

Day	Visitors	Entrance fee collected	Day	Visitors	Entrance fee collected
1	137		16	823	
2	214		17	865	
3	256		18	902	
4	302		19	969	
5	336		20	756	
6	378		21	1 020	
7	398		22	1 563	
8	415		23	2 045	
9	555		24	2 236	
10	123		25	4 230	
11	687		26	2 782	
12	436		27	6 544	
13	702		28	6 623	
14	569		29	7 530	
15	590		30	8 456	

**STEP 4****Profit & Loss**

Doubtless, every visitor to your park will pop in the café or get something from the refreshments stall. If you opted for more cafes and stalls, visitors will spend money in each of them. Your cut on each visitor to a café is 5 Sollars, and 3 Sollars at the stall. Toilets as well as the heliport are free of charge.

Calculate your takings combined, from entrance fee, café, and refreshments stall. Then deduct the running costs to reach your profit and/or loss; use Table 4 for it:

Day	Takings				Daily costs (2)	Profit/Loss (1 – 2)
	Entrance fee	Café	Refreshments stall	Sub-total (1)		
1						
2						
3						
4						
5						
6						
7						
8						
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10						
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**STEP 5****Advertising**

In order that the settlers get to your park at all, they have to know about it. That is why you have to advertise and market it. Costs involved are in Table 5.

- ❖ Choose the means of advertising.
- ❖ Prepare a campaign, and present it to the others.

It is your classmates (and competitors) who will give marks to your effort. It could be 1 (best), 2 or 3, depending how you have captured their imagination and impressed them. The impact of your advertising is reflected in the number of additional daily visitors to your establishment.

Choose the way you are going to advertise; of course, it will cost you some, which you need to bear in mind! Part of your presentation may be the sum total you have reached, regardless of it being black or red.

Table No. 5

Method		LEAFLET	RADIO	TV
Cost		10 000 Sollars	14 000 Sollars	22 000 Sollars
Rating	1	100	150	200
	2	50	100	130
	3	30	60	90
		Number of additional visitors per day		

**STEP 6****Evaluation**

Calculate your extra-profit. Calculate the final sum total (profit/loss) of your being involved in the theme park project.

Your group will need to answer these questions:

How did you choose the theme of your park, and why? What did you take into consideration, what did you count on?

What were the arguments while deciding on the entrance fee?

What is the overall result – are you in the black or red?

Comparing what you spent on advertising, was it worth the results?

Where did you do well? What was not so good?

What would you do the same next time round?

What would you do differently?

Is there a personal lesson for you to take from the exercise?