



# THE JURASSIC JOURNEY

A LEARNING FRAMEWORK FOR THE JURASSIC COAST



# CONTENTS

Introduction	3
Purpose	3
The Jurassic Journey	3
The Four Realms of Experience	5
Learning Pathways	7
Learning Pathways: Case Studies	8
Learning Profile: Jurassic Coast Lifestylers	9
Content Framework: Jurassic Coast Lifestylers	10
Measured Outcomes: Jurassic Coast Lifestylers	11
Learning Profile: Heritage Explorers	12
Content Framework: Heritage Explorers	13
Measured Outcomes: Heritage Explorers	16
Learning Profile: Memory Makers	17
Measured Outcomes: Memory Makers	18
Learning Profile: Seaside and Sandwiches	19
Measured Outcomes: Seaside and Sandwiches	20
References and Useful Links	21



## INTRODUCTION

Our mission at the Jurassic Coast Trust is to enable everyone to have the best possible experience of England's only natural World Heritage Site, whether they want to learn, enjoy, work or study. Our key responsibility is the protection of the Jurassic Coast's Outstanding Universal Value through the coordination of the World Heritage Site Management Plan, but our role is so much more than to simply safeguard the coast. At the heart of our work is a belief that the Jurassic Coast is ultimately best looked after by the people who visit it, use it and love it. Therefore, our focus is always as much upon the people and communities of our World Heritage Site as it is upon the rocks, landscapes and fossils.

Engaging people, informing them and inspiring them – telling the stories of the coast in exciting, relevant and interesting ways – and then supporting people to make the coast their own and have the best possible experiences here, is at the heart of our work.

## PURPOSE

**The Jurassic Journey: A Learning Framework for the Jurassic Coast** practically sets out how we will deliver tailored learning content to our four audience groups. Learning is not just about schools, or children; it is about offering opportunities for everyone to develop their understanding of heritage in an active way (Heritage Lottery Fund, 2015). To this end we have taken an audience based approach to define how we will deliver our learning programmes and content. This innovative approach incorporates all aspects of learning together so that there are no subdivisions of formal, non-formal and informal learning groups. Rather we see teachers and schoolchildren as audiences within their own right and we are therefore able to develop and provide content that meets their expectations more specifically. The Jurassic Journey is designed to be used alongside the Jurassic Coast Storybook which has more detailed content on interpreting the seven themes of the Jurassic Coast.

## THE JURASSIC JOURNEY

There are three core elements to the learning framework:

### 1. Learning Pathways

Firstly, we define three pathways (**Inspire, Curious and Motivated**) through which audiences can engage with content about the coast on their own terms. Our goal is to guide people to reach a point where they feel "**Devoted**" (and therefore committed) towards the cause and mission of the Jurassic Coast.

### 2. Audience Learning Profiles

We set out a new model that defines how to develop content that will appeal to and meet the expectations of that audience group. Considering how different audience types prefer to consume content is a critical factor in delivering a successful and effective learning experience. To this end, we have developed a detailed content framework for our two core audience groups which are Heritage Explorers and Jurassic Coast Lifestylers. This content framework is mapped along the seven Jurassic Coast Storybook themes and defines the key messages and tone of voice that will appeal to these

two audience groups. Developing content framework for the Memory Makers and Seaside and Sandwiches audience groups are not a high priority at the moment.

### **3. Measurable Targets**

Finally, for each audience profile, we define our measurable targets based on the progress through the pathway model. For the immediate future, our targets are focused on delivering the Deepen Aim with a view towards simultaneously meeting our aim to Sustain. As our organisation grows, develops, and maintains its financial sustainability, we will grow these targets so they encompass a broader remit and encompass specific project targets.



# THE FOUR REALMS OF EXPERIENCE

From the millions of visitors that come to the Jurassic Coast year after year, we know that it is a popular destination due to its beautiful natural environment which includes scenic beaches, small coastal villages and a wealth of natural history. The landscape and its associated stories (such as fossils or environmental change) often lends itself to providing inspirational experiences for a multitude of audiences from families with young children to mature adults. Pine and Gilmore (1999) stated that ‘*an experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event*’.

To demonstrate this, imagine a family from Bournemouth who have decided to visit Lyme Regis for the first time. Firstly, the family are demonstrating their **intention** to use the Jurassic Coast as a day out for recreation. Whilst in Lyme Regis they decide to go on a guided fossil walk and this is how they end up **engaging** with the site. Whilst on the fossil walk, one member of the family finds a fossil ammonite which leads to much excitement and thereby creates a **memorable moment**.

These three core aspects identified by Pine and Gilmore (1999) exemplify that through positive and (audience) appropriate experiences, people can embark on a lifelong journey that nurtures further learning and understanding about the site. We identified three key pathways through which initial learning can be channelled (*Inspire, Curious, Motivated*), but how do we ensure that the content and experiences we provide are appropriate and relevant to maintain and prolong engagement? Extensive research within the tourism industry has shown that there are four categories of experiences that people gravitate towards when they visit heritage attractions:

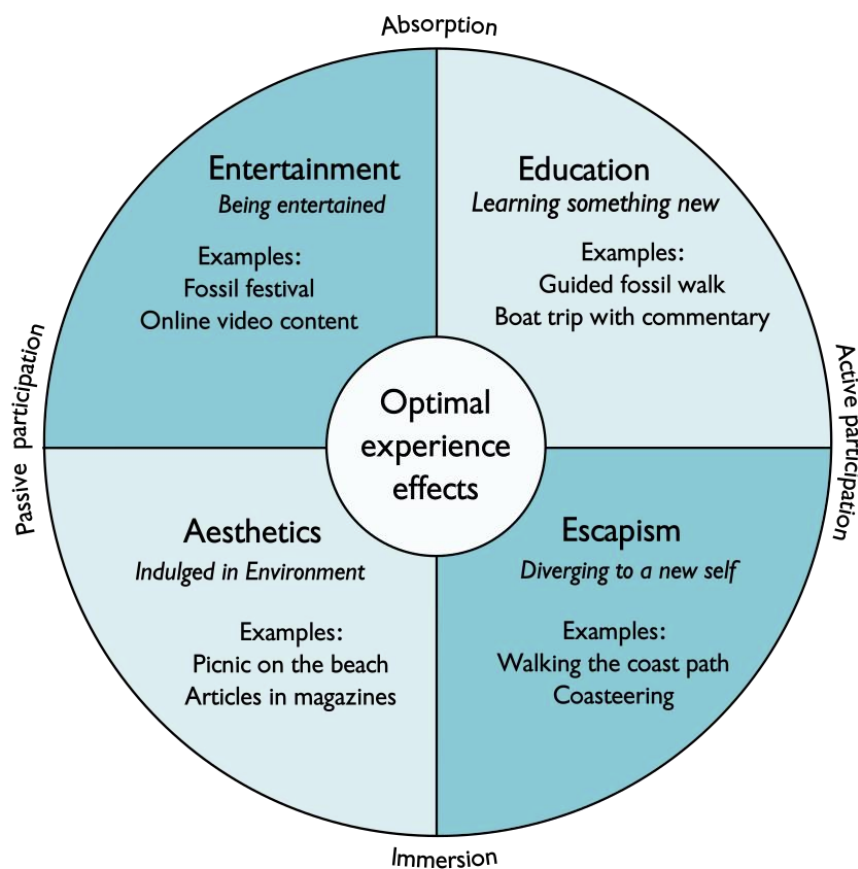


Figure 1: The Four Realms of Experience Model (modified from Oh et al, 2007)

Within the Jurassic Journey, we use the four realms of experience for defining and developing learning content to ensure that any ensuing experiences resonate with our core audience groups. Whichever learning pathway a person chooses to engage with the Jurassic Coast, they will be presented with content and experiences that are inline their expectations. This is a critical factor for ensuring audience retention and interest in the messages that we wish to transmit.



### ENTERTAINMENT (Absorbed, Passive Participation)

A person enjoys consuming the content on offer without being actively involved in its creation.

Entertainment experiences are defined when people actively absorb the experiences through their senses, as generally occurs when viewing a performance, TV programme, listening to music or reading for pleasure.



### EDUCATION (Absorbed, Active Participation)

With education experiences a person absorbs the events unfolding before them while actively participating.

The person absorbs the events as they unfold. Unlike entertainment, education involves active participation of the individual. To truly inform a person and increase their knowledge of skills, educational events must actively engage the mind.



### ESCAPISM (Immersed, Active Participation)

People partaking in escapist experiences just want to do.

Escapist experiences involve much greater immersion than entertainment or education experiences. The person is completely immersed in it and an actively involved participant.



### AESTHETIC (Immersed, Passive Participation)

People who prefer aesthetic experiences just want to be.

In such experiences, a person will immerse themselves in an event or environment but they will have little or no effect on it leaving the environment (but not themselves) essentially untouched.

Figure 2: Defining the Four Realms of Experience (modified from Oh et al, 2007)

Understanding how to structure and frame experiences with a view towards a long term relationship with the site ensures that any learning and engagement programme will be sustainable and meaningful. By tailoring our content using the four realms of experience model, we know **who** we are attempting to engage with and **how** we should deliver that content. This not only makes the process of content development more efficient and cost effective, it also ensures that we maximise the opportunity to retain the interest and meet the expectations of a person at the first stage of contact. This is the beginning of the pathway for a person to becoming *devoted* to the Jurassic Coast.

# LEARNING PATHWAYS

Our evaluation of numerous learning projects has shown us that initial touchstone experiences are a critical factor in determining how audiences continue their relationship with the Jurassic Coast. To this end we have mapped out three pathways through which we anticipate audiences to have their first encounter with our content. A person may come to learn about the Jurassic Coast through one intended pathway (e.g. they may be curious after reading a newspaper article) but then encounter other feelings and emotions leading to other pathways as they explore our content.

Our role is to guide them ultimately towards feeling *devoted* to the Jurassic Coast and commit to supporting the Jurassic Coast Trust. Devoted is the point where all pathways intersect to result in an individual who is connected and committed to the Jurassic Coast and the JCT emotionally, intellectually and financially. We use the basis of these three pathways (*Inspire*, *Curious*, *Motivated*) and our end goal (*devoted*) to monitor our measurable outcomes.

## Inspire:

*An inspirational experience is the touchstone for a lifelong journey with the Jurassic Coast.*

## Curious:

*Using appropriate media, there are a variety of ways to search out more information.*

## Motivated:

*There is an inner need to discover and explore beyond what has already been experienced.*

## Devoted:

*Your memories and experiences of the Jurassic Coast are the ones you will always treasure.*

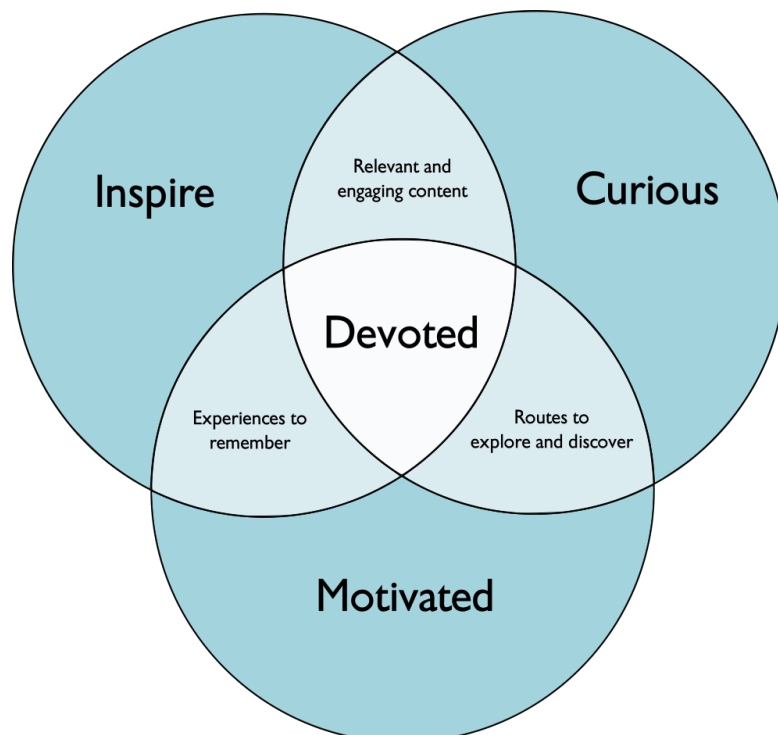


Figure 3: The three pathways to learn and engage with the Jurassic Coast



## LEARNING PATHWAYS: CASE STUDIES

Here are four examples that illustrate how audiences can embark on the different learning pathways about the Jurassic Coast:



### INSPIRE

Jurassic Henna is an exciting and innovative activity that blends a beautiful Indian art with the natural forms of fossils. Delivered at festivals, it is an activity that attracts Jurassic Coast Lifestylers and Memory Makers. This activity inspires and invited audiences to explore the fossils of the Jurassic Coast through light conversation and artistic interpretation.



### CURIOUS

We feed curious minds through developing innovative ways to explore familiar places in new ways. At events such as msueum sleepovers which appeal to the Jurassic Coast Lifestylers, we design and deliver activities that simultaneously entertain and educate. In the activity Fossil Face Off, families are tasked with finding out facts about a key fossils in a gallery using specimens and then pitching themselves against competitor fossil.



### MOTIVATED

Our summer season Beach School programme is a good example of how to build on the motivation of audiences looking for deeper levels of engagement. Aimed at Jurassic Coast Lifestylers, the Beach School is part of the Family Membership events package. Working with a qualified Forest School leader, children learn valuable skills and knowledge about working with natural materials in a coastal environment.



### DEVOTED

Our goal here is to guide audiences so they are connected and committed to the cause of the Jurassic Coast. Our Winter Watch series of events are principally designed for Heritage Explorers. Participants are usually composed of Jurassic Coast Ambassadors and individuals who have an investment in learning about the geoheritage and conservation of the site.

Figure 4: Examples to demonstrate learning pathways for the Jurassic Coast

# LEARNING PROFILE: JURASSIC COAST LIFESTYLERS

37% of local audience



I am

Give me

I like

A carefree person who enjoys experiencing the Jurassic Coast with my whole family. I like having fun and learning about the Jurassic Coast in interesting and unexpected ways.

Captivating content that is fun, age appropriate and helps me to learn in creative ways.

Content that I can easily understand and that is full of interesting and unexpected facts about the Jurassic Coast.

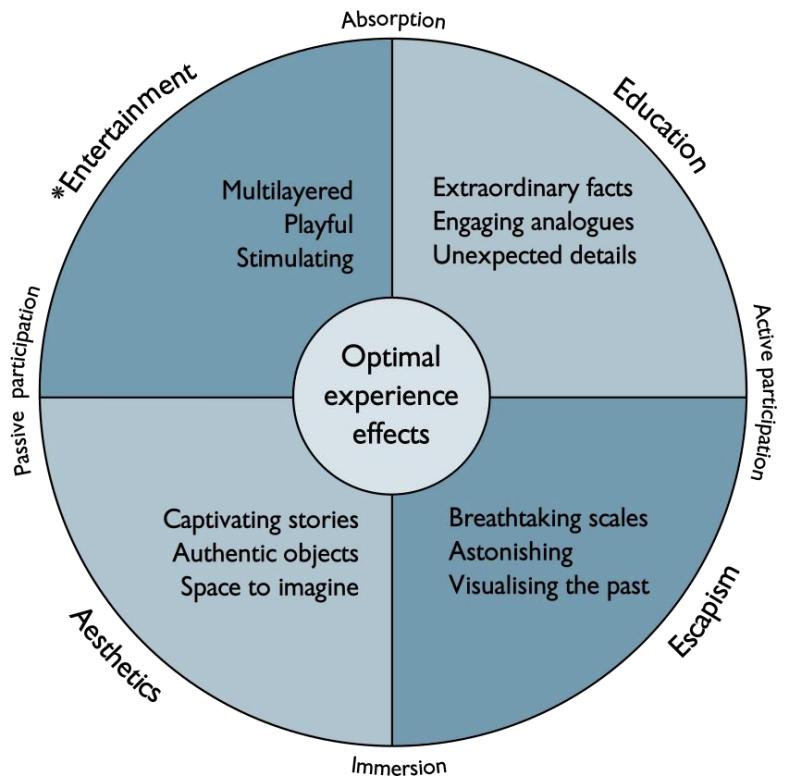
## Keep in mind

Jurassic Coast Lifestylers mainly prefer entertaining experiences.

Use analogues and imaginative approaches to explain abstract concepts.

Grandparents are just as important when considering the needs of group.

The Simpsons  
Horrible Histories  
Andy's Dinosaur Adventures



### Inspire

With a focus on shared experiences that entertain and engage younger minds, this group thrives on multidimensional content that playfully illustrates extraordinary and unexpected concepts.

### Curious

For much of this audience, the needs of children and young people come first. Content should support shared experiences but also make allowances for children to develop their own sense of discovery and adventure.

### Motivated

Time is a precious commodity for this group. Adults will often search out additional opportunities to excite and motivate children who have developed an initial interest in the content.

### Devoted

As the family evolves through time, they establish a lifelong relationship with the site. They are passionate about ensuring it is conserved and protected for the future.

# CONTENT FRAMEWORK: JURASSIC COAST

## THEME ONE: EARTH STORIES

Summary points: Deep time, Climate Change, Role of the Scientist

Rocks are like time machines to ancient worlds now long gone.

Climate change and fluctuating sea levels on Earth have been occurring for billions of years.

Geologists are like detectives who use clues in the rocks to uncover amazing secrets about the past.

## THEME TWO: LIFE'S LEGACY

Summary points: Evolution, Extinction, Origins of life

Fossils illustrate the extraordinary life of strange and sometimes terrifying creatures that are now long extinct.

From walking in the footsteps of giant dinosaurs to holding a piece of Ichthyosaur fossil poo, the diversity of fossils found along the Jurassic Coast will amaze you.

Buried under layers of rock, the remains of dead animals and plants slowly transform until they are rediscovered one day as fossils.

## THEME THREE: A LANDSCAPE ADVENTURE

Summary points: Coastal landforms, Geodiversity

Just like a time travelling doctor, every step you take along the Jurassic Coast is a step forwards or backwards in time.

The waves are like giant hands, shaping and moving the rocks along the Jurassic Coast into wonderful and beautiful shapes.

Like a patchwork quilt, the rocks across the coast have different colours and textures that give each place a unique character.

## THEME FOUR: THE POWER OF NATURE

Summary points: Weathering, Mass movement, Natural Hazards, Safety

Mother Nature is the master builder of this complex coastline that is constantly changing and evolving.

Rockfalls and landslides move under gravity to dump sediment onto the beaches that we enjoy walking along.

To stay safe on the coast, we need to be respectful of how unpredictable the cliffs can be.

## THEME FIVE: OUTSTANDING UNIVERSAL VALUE

Summary points: Special and iconic places, A global family, Jurassic Coast OUV

Imagine the Jurassic Coast World Heritage Site as part of a team of superheroes who are able to unite the world through their unique stories and special powers.

The most special places on Earth, wherever they might be, are treasured and valued by you.

Like a Netflix box set, Earth's history would stretch out over 22 seasons of which the three best seasons are about the Jurassic Coast.

## THEME SIX: THE LAND AND ITS PEOPLE

Summary points: Building stone, Natural Resources

The towns and buildings along the Jurassic Coast are a reflection of the rocks under our feet.

The Jurassic Coast is a rich natural resource for people that live here. From building stone, oil deposits to beautiful beaches it is like a department store that has something for everyone.

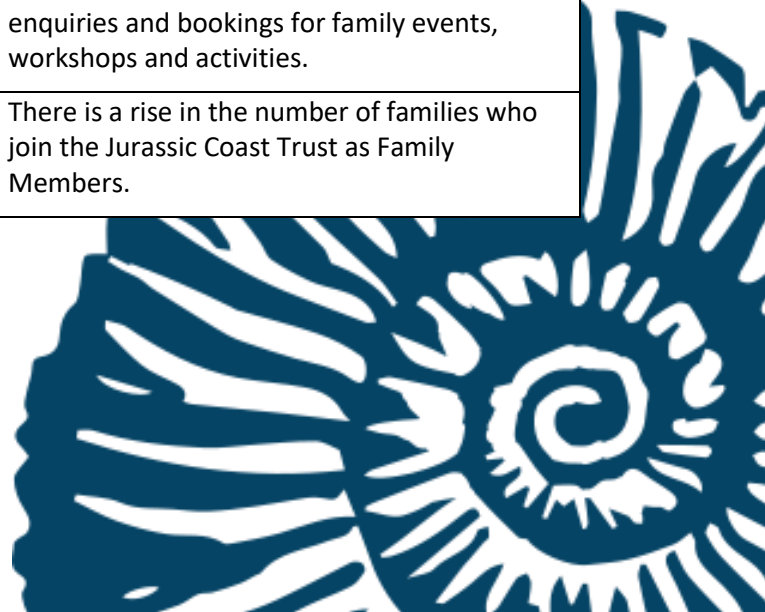
## THEME SEVEN: THE WILD COAST

Summary points: Geodiversity, Wildlife and Habitats

Geology is the DNA of the Jurassic Coast. Each rock type is a gene that defines which plants and animals are able to exist along the coast.

## MEASURED OUTCOMES: JURASSIC COAST

Desired Outcome	#	Measurable Target
Families discovering the Jurassic Coast are able to identify content that relate to their interests.	1	Families have enjoyed and been entertained by the experiences they have engaged with.
Families enjoy engaging with the content which is age appropriate and provides intellectual stimulation.	2	Families learn something new about the Jurassic Coast that they did not know about before.
Families regularly search for opportunities that help them to engage and have fun on the Jurassic Coast	3	There is an increase in the number of enquiries and bookings for family events, workshops and activities.
Families develop a lifelong love and passion for the Jurassic Coast and what it offers for them and their children.	4	There is a rise in the number of families who join the Jurassic Coast Trust as Family Members.



# LEARNING PROFILE: HERITAGE EXPLORERS

14% of local audience



I am

A naturally curious person who prefers experiences that help me to learn something new and interesting

Give me

Factual content that is detailed and full of thought provoking ideas that stimulate my curiosity.

I like

Elegant and witty content that enlightens me and fuels my passion for an active lifestyle on the Jurassic Coast.

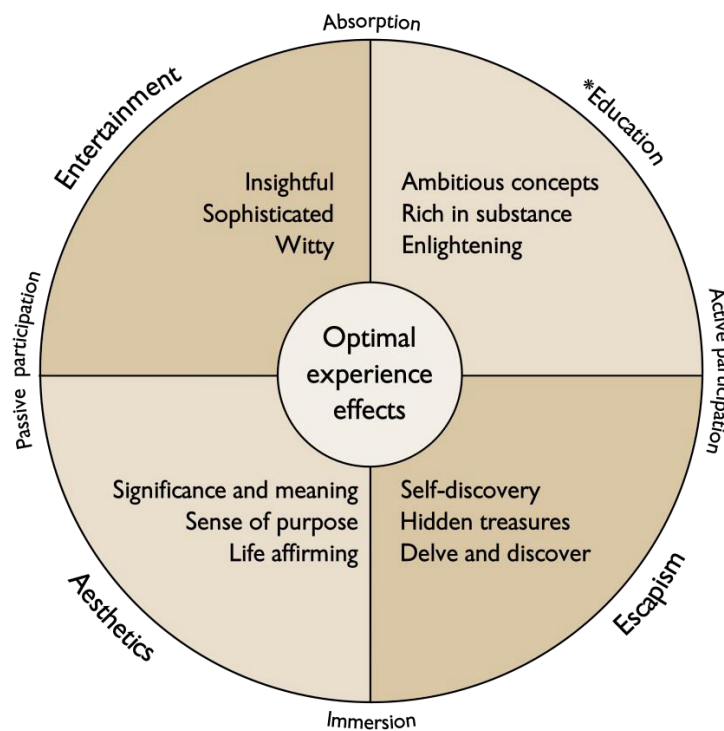
## Keep in mind

Heritage Explorers mainly prefer educational experiences.

Mainly retirees, this group looks for new challenges to get involved.

Prioritise opportunities for personal development and socialising with peers.

BBC Horizon  
Sapiens, Yuval N. Harari  
BBC Radio 4, Life Scientific



## Inspire

With a focus on "learning something new", this group prefers experiences that help them to understand the deeper stories and higher level narratives about the Jurassic Coast.

## Curious

Intellectual content that links to their motivations and lifestyle such as fitness, self-improvement and enjoying being in the outdoors will engage this group.

## Motivated

This group actively looks for and participates in opportunities that allow them to extend their knowledge about this place they now call home.

## Devoted

The Jurassic Coast is a central part of retired life. Opportunities to help conserve it may lead to self-discovery and development which can offer a new lease and meaning to life.

# CONTENT FRAMEWORK: HERITAGE EXPLORERS

## THEME ONE: EARTH STORIES

Summary points: Historical figures, Palaeontology, Deep time

Like a locked library, the Jurassic Coast's geology contains a hidden history of the entire Mesozoic Era. Science and imagination open the door.

Since the 1800's, geologists and palaeontologists have been the gatekeepers that have opened doors to reveal the deep and hidden histories of the Jurassic Coast.

If the history of the Earth was charted as a 24-hour clock, the rocks on the Jurassic Coast only began to form at 10.30pm and humanity has only existed for 1 minute and 17 seconds.

The rocks across the Jurassic Coast have diverse properties and this influences the form and character of the landscape.

## THEME TWO: LIFE'S LEGACY

Summary points: Evolution, Extinction, Palaeoenvironments, Fossil Collecting

Fossils found on the Jurassic Coast are critical pieces of evidence that help us to understand how life evolved.

Fossils link us to exotic ancient environments that are now long gone.

We can trace links from fossils to plants and animals that we see today and ponder over those that are now long extinct.

Fossils are an enduring source of fascination that have inspired countless myths, legends and local folklore.

As the cliffs at Charmouth and Lyme Regis erode, they are like endless conveyor belts delivering fossils and rocks onto the beaches.

Across the Jurassic Coast there are some areas that are better for fossil collecting than others.

## THEME THREE: A LANDSCAPE ADVENTURE

Summary points: Dynamic coast, long term change, Coastal geomorphology

Mother Nature is the chief scientist who oversees change in the dynamic outdoor laboratory that is the Jurassic Coast.

The rocks across the Jurassic Coast have diverse properties and this influences the form and character of the landscape.

If you flicked through a photo album that charted the life of a coastal landform on the Jurassic Coast, there would be millions of pages of which you would only recognise the last picture.

## CONTENT FRAMEWORK: HERITAGE EXPLORERS

### **THEME FOUR: THE POWER OF NATURE**

Summary points: Physical weathering and erosion, Conservation, Natural hazards, Safety, Coastal Conflicts

Through both subtle and dramatic ways, natural erosion creates the enigmatic and dynamic beauty of the Jurassic Coast.

Natural forces like the sea, wind and rain are like dedicated artists who take their time to shape and define each and every coastal feature.

With each rockfall and landslide, the coast gradually changes over time to display a masterpiece of nature.

Coastal erosion ensures that the Jurassic Coast remains one of the most important places in the world for geological heritage.

Local communities do not always welcome natural change; it can threaten their way of life and security for the future.

Behind the beauty and tranquillity of the coast lies an unsuspecting range of natural hazards such as rockfalls and landslides. They are silent dangers, unpredictable and dangerous in nature to members of the public.

### **THEME FIVE: OUTSTANDING UNIVERSAL VALUE**

Summary points: UNESCO, Global heritage, Sense of Place

Globally important for their cultural and natural values, World Heritage Sites belong to everyone, irrespective of which country they are in.

World Heritage unites nations through a shared peaceful objective of protecting what is precious to humanity.

The sheer breadth and diversity of World Heritage Sites offers us an opportunity to marvel and wonder about our long history on the planet.

From the first cave paintings made by humans to the most pristine natural environments, World Heritage offers an opportunity for humanity to reflect on its time on the planet.

WHSs offer an opportunity for us to understand our place in the long history of the planet.

WHSs unite people around the world through compelling stories.

## THEME SIX: THE LAND AND ITS PEOPLE

Summary points: Natural resources, Local history and culture, Building stone

The social history of the Jurassic Coast is intertwined with the geological heritage of the coast like colourful strands running through a textured, handwoven rug.

The geology of the coast offers rich pickings for local communities who can delve into its wondrous treasures to construct buildings, search for oil and enjoy its natural beauty.

Constructed from local geology, the buildings across the Jurassic Coast resemble a tapestry woven from the fabric of the rocks beneath our feet.

## THEME SEVEN: THE WILD COAST

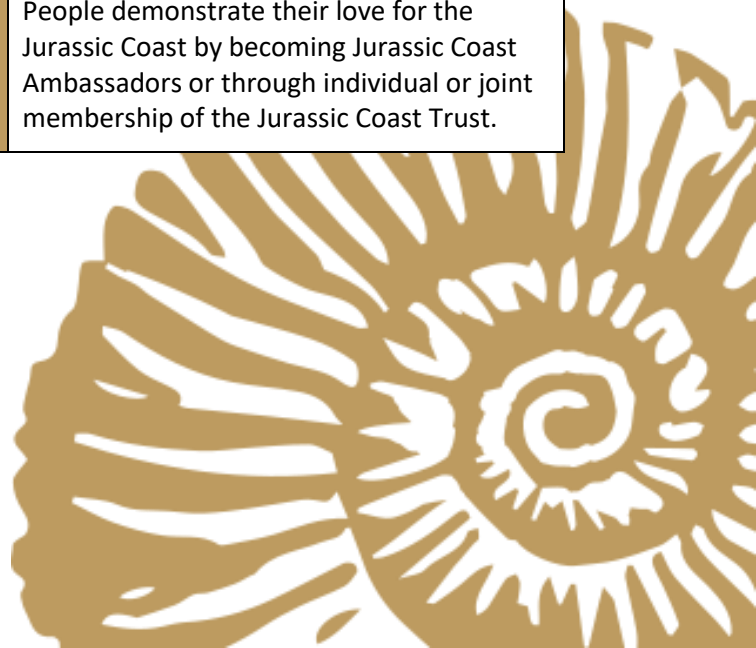
Summary points: Soils, Weathering, Plants, Wildlife

Geology is the key ingredient that defines and nourishes the diverse coastal landscape on which wildlife and plants survive.

If the natural habitats across the Jurassic Coast were a compilation of short stories, geology would be the central character defining the structure and narrative of each plot.

## MEASURED OUTCOMES: HERITAGE EXPLORERS

Desired Outcome	#	Measurable Target
There is a broad and accessible content that provide ample opportunity to learn about the Jurassic Coast.	1	People are intellectually stimulated by the experience and leave wanting to find out more about the Jurassic Coast.
Content is curated through appropriate media that allows for opportunities to learn something new about the Jurassic Coast.	2	People are inspired by what they have learnt and it gives them a sense of place and connection to the Jurassic Coast.
There is a regular communications programme that not only attracts a regular audience but also appeals to people who might want to volunteer and help out.	3	There is an increase of attendance to events and activities, particularly from local residents who feel a sense of community and ownership.
The Jurassic Coast instils a sense of pride and sense of place in people, particularly local residents.	4	People demonstrate their love for the Jurassic Coast by becoming Jurassic Coast Ambassadors or through individual or joint membership of the Jurassic Coast Trust.





# LEARNING PROFILE: MEMORY MAKERS

13% of local audience



I am

An adventurous person looking for new and innovative ways to explore and learn about the Jurassic Coast.

Give me

Content that is contemporary, fast-paced and dynamic so that I can learn about things that will enhance my lifestyle.

I like

Things that are off the beaten track, fun and exciting which I can share with my friends.

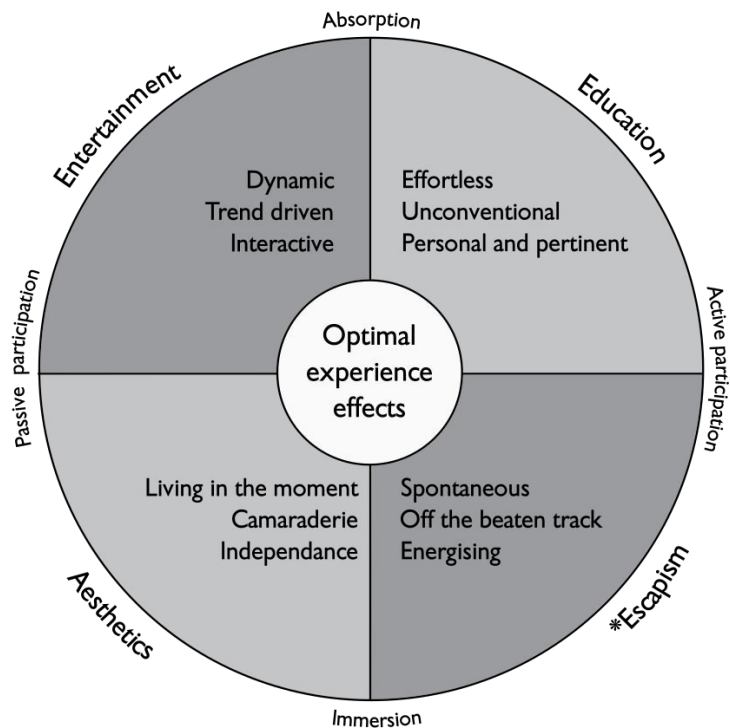
## Keep in mind

Memory Makers mainly prefer entertaining experiences.

Use dynamic content to stimulate interest and conversation within peer groups.

Use humour that plays on modern trends and vernacular.

Bear Grylls  
Science Grrl  
I F\*\*\*ing Love Science



## Inspire

This group prefers more innovative and adventurous ways to experience what the Jurassic Coast has to offer.

## Curious

Content should be connected to their own experiences of the Jurassic Coast and shared on social media platforms like Instagram, Twitter and Facebook.

## Motivated

This group searches for exciting and thrilling opportunities that provide them with ways to escape from their normal routine and

## Devoted

The Jurassic Coast is the primary destination for recreation leading to a lifetime of memories that reflect exploration, wild adventure and a deep sense of connection with the site.

## MEASURED OUTCOMES: MEMORY MAKERS

Desired Outcome	#	Measurable Target
Posts on social media intrigue and generate discussion around the innovative ways in which this audience can explore and learn about the Jurassic Coast.	1	There is an increase in likes or comments for posts on Instagram and Facebook when content creatively interprets Jurassic Coast stories.
There are clear pathways promoted on social media that lead to interesting and exciting ways to explore the Jurassic Coast.	2	There is an increase of web traffic to opportunities that are promoted for exploring the Jurassic Coast.
Independent social media posts demonstrate how this audience engages with the site through innovative and unexpected ways.	3	There is an increase of social media posts (monitored through JCT campaign hashtags) where people are exploring the Jurassic Coast in unexpected ways.
There is a core group of followers (commissioned by the JCT) who regularly post about opportunities to explore the Jurassic Coast.	4	Regular and relevant social media content leads to increased engagement (e.g. activity bookings through JCT business partners) and visitation to the Jurassic Coast.



# LEARNING PROFILE: SEASIDE AND SANDWICHES

19% of local audience



I am

A sincere person who appreciates the beauty and history of the Jurassic Coast. I am open to learning about the popular and mainstream stories about the coast.

Give me

Content that is beautiful and aspirational that helps me connect with the site on an emotional and personal level.

I like

Traditional content that allows me to indulge in local history and experience the coast through the efforts of others.

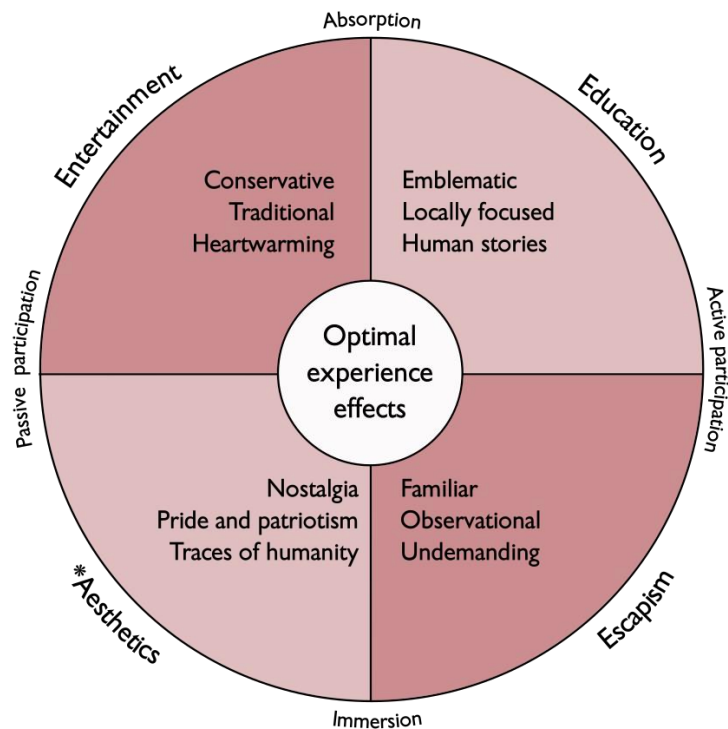
## Keep in mind

Seaside and Sandwiches mainly prefer aesthetic experiences.

Use traditional approaches to enable discovery of local heritage stories.

Content should be relatable and mainstream experiences ideally replicated.

Coast  
Countryfile  
Antiques Roadshow



## Inspire

This group prefers experiences that allow them to indulge in the beauty and history of the Jurassic Coast without too much intellectual or physical demands on their time.

## Curious

Content that is presented in popular radio or television programmes, magazine articles or through beautiful photographs is most effective.

## Motivated

This group looks for opportunities that allows them to "just be" on the Jurassic Coast and enjoy the simple pleasures it offers.

## Devoted

The Jurassic Coast is held in highest regard with a deep appreciation and sense of pride associated with the human and natural history stories that define its heritage value.

## MEASURED OUTCOMES: SEASIDE AND SANDWICHES

Desired Outcome	#	Measurable Target
People are able to appreciate the beauty and wonder of the Jurassic Coast through content that is visually stunning and aspirational in its nature.	1	There are increased visits to the Jurassic Coast Trust website pages that showcase the key features to see on the site.
Through a destination marketing campaign (preferably focusing on out of season tourism), people can plan a visit to the site where they can experience what the Jurassic Coast has to offer.	2	There is a rise in the number of enquiries to accommodation providers along the Jurassic Coast where people can stay and experience the sites they have seen in the media communications.
The Jurassic Coast is a place where people feel a sense of wellbeing in a beautiful environment and are keen to come back and repeat the experience.	3	There is a regular pattern of repeat visits to the Jurassic Coast in the out of season months and with each visit they discover something new about the site.
Even when they are not visiting the site, the Jurassic Coast remains close to heart and stimulates fond memories.	4	People strive to extend their engagement with the site either through becoming members of the Jurassic Coast Trust or through purchasing publications to find out more.



## REFERENCES AND USEFUL LINKS

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September 2018





# JURASSIC COAST TRUST

www.jurassiccoast.org  
Registered Charity Number 1101134