

A field trip to Castlecomer Discovery Park to engage with a tourism-related social enterprise which will support their learning and assessment for both their entrepreneurship and strategy modules in the 4th year of the Tourism Management and Hospitality Management Degrees. The visit will include a 2-hour presentation and tour about the social enterprise as well as experiencing some visitor activities.



Objectives of Project

- Increased integration of two student groups (Hospitality Management Y4 and Tourism Management Y4) who have a number of common modules this year.
- Establish a comprehensive understanding of the social enterprise concept through the live case study approach

22
Students
involved

Benefits to Staff and Students

The structured delivery of the experience by Castlecomer staff ensured that the students were engaged and remained focussed throughout the day. This also ensured that the educational aspects that developed their understanding of a social enterprise were covered through the guided tour of the business and the subsequent classroom presentation.

During the physical activities in the afternoon both Ruth and I could see how well both class groups were interacting and helping each other. This has benefitted the students in the classroom as they are now more comfortable interacting with each other.



“It was a long journey to Kilkenny but the students found the activities very enjoyable but would have liked to have experienced a wider range of what Castlecomer had to offer. They completed the Octagon High Ropes Course but would like to do the zip-line also.”

