Living Blue – Marine Reserves  
 Tourism and Economy



**Learning Outcomes:**  
Explore the importance of marine environments on the economy.  
Investigate how a business could potentially affect the marine environment

**Key Competencies:**

* Working with others
* Managing self

**Resources Used:**

* Poster paper
* Drawing and writing tools
* Business cards

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| **Time** | **Teacher Instructions / Student activity** | **Resources** | **To Photocopy** |
| **5 mins** | **Warm Up:** 4 corners: write on the board, ‘tourism is bad for the marine environment’. Students chose to stand in strongly agree corner, strongly disagree corner, slightly agree or slightly disagree corner. Once in corners students discuss reasons for their choice, record their opinions and reasons on board.  Discuss and debate if they think tourism is a good or bad thing as a class and why. |  |  |
| **20 mins** | Put class into groups of 3 or 4. Hand out business pamphlets to look at. On the board write the following questions for each group to discuss and answer in relation to the business cards/pamphlets they have. Nominate a writer and a leader of each group. The writer writes up the group’s answers and the leader will then present their findings to the class.   * What does this business offer to attract customers? * What does the business need for their business to run efficiently? * Do they need the marine environment for their business to run? Why/Why not? * How do they promote/market/brand their business? * How might their business impact negatively on the marine environment? |  |  |
| **20 mins** | Now, each group is to create a virtual business that will open in their local area next summer. Brainstorm different possibilities and decide on one. (This may need teacher support and suggestions for some groups). Once decided they create a business plan based on the questions above. |  |  |
| **Extension** | Each group creates a poster or pamphlet that advertises their virtual business. |  |  |
| **5 mins** | Groups present their posters.  Repeat 4 corners with the same question to see if any have changed their point of view. |  |  |