



Session Description

This Session focuses on Marwell Wildlife as both a conservation organisation and a tourist destination. Students can learn about the methods and measures Marwell wildlife takes to attract a range of guests to visit the park and ensure they get the most from their visit.

This workshop offers a unique opportunity for students to gain an understanding of the work of a popular tourist attraction. Through the session students learn how Marwell uses customer feedback to offer a consistently high quality experience for its visitors and how it maintains a safe site for staff and customers.

Session Objectives

Describe the role of Marwell Wildlife as a tourist destination

Explain the types of customers who visit MW and ways the organisation meets the various needs of each group.

Gain an understanding of the complex demands a conservation charity faces ensuring it meets organisational aims.

Curriculum Links

This session links to AQA Leisure and Tourism GCSE and Edexcel BTEC Travel and Tourism.

Linked Resources

View the related resources using the link below to our resources page

[Travel and Tourism park activities](#)

Key Skills

Students can practice communication and research skills during this session.