

KS3 & KS4 Travel and Tourism



Session Description

This session focuses on Marwell Wildlife as both a conservation charity and as 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 popular tourist destination.

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

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

Curriculum Links

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



**Marwell
Wildlife**