



## Investigate and study at the Robin Hill Country Park!

### STUDENT INTRODUCTION

- ▶ Robin Hill is a well-established and successful tourist attraction business.
- ▶ This attraction incorporates elements of a theme park (rides and slides) as well as aspects of nature in a park environment (including educational content for visitors).

## Why here?

- ▶ Robin Hill Country Park is the perfect venue to investigate various aspects of leisure and tourism as featured in the case studies / investigations that form part of the various exam boards' specifications for GCSE and BTEC Nationals.
- ▶ Situated in a central and rural location, there are multiple opportunities for research here (as well as in combination with Robin Hill's sister theme park *Blackgang Chine*) on the Isle of Wight.

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By prior arrangement, you can visit Robin Hill

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Country Park to undertake case study research or investigations into specific areas of the tourism industry such as theme parks and park attractions.

In all Leisure and Tourism specifications, students must investigate and study a range of leisure and tourism facilities and gain an understanding of how attractions operate as businesses, and how the components of the tourism businesses interlink and support each other.



You can gain many insights into the nature of the Leisure and Tourism industry and develop and understanding of the contribution that theme parks and tourist attractions on the Island make to the wider community in economic terms.

As one of the Island's key tourist attractions, Robin Hill is an ideal place to undertake an investigation as there are opportunities for case studies into types of leisure activity offered to visitors, visitor types, numbers, and their demographic profile.

Other features that can be researched are sales and marketing, promotional materials, market segmentation, and general operations.

By contacting Robin Hill Country Park, you can tailor a school or college visit to your needs, with regard to the investigation or case study needs relating to your course.

