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## ***Travel and Tourism Publishing teams up with BBC Jam***



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Consultants from Travel and Tourism Publishing have been commissioned to provide specialist leisure, travel and tourism advice to the team developing new materials for BBC Jam, the Corporation's new broadband learning service for 5 to 16 year olds. The experts will provide content, advice on electronic delivery and learning styles to Llanelli-based Tinopolis plc, the developers of the 14-16 Leisure and Tourism service.

BBC Jam went live in January 2006 and will see 20 commissions coming on stream during the rest of the year. The service continues to build over the next two years – until September 2008 – making it the BBC's most comprehensive education service, while remaining complementary to existing e-learning products. Designed as an appealing mix of formal curriculum-based resources and engaging informal learning, BBC jam is aimed first and foremost at the children themselves so that they are in charge of what, when, where and how they want to learn. It also has the potential to provide an exciting addition to any lesson to help teachers get children truly interested.

Freely available at anytime, BBC jam provides high quality, reliable resources that will spark imaginations, injecting fun and creativity into education, and engage children who are not achieving their full potential by encouraging them to try an alternative way of learning.

Ray Youell, Editorial Director at Travel and Tourism Publishing Ltd., says *"we are delighted to be providing specialist advice on this high-profile project that has the potential to engage students across a wide range of abilities. Our specialist knowledge of the leisure and tourism sector, coupled with the development of our tandtONLine web resource, makes us ideal partners to Tinopolis and BBC Jam"*.

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### **Notes for editors**

Travel and Tourism Publishing Ltd. is a new company with a fresh approach to travel and tourism textbooks and learning resources. We ONLY publish in the travel and tourism subject area, thereby ensuring relevant, up-to-date materials for students and staff. tandtONLine ([www.tandtonline.co.uk](http://www.tandtonline.co.uk)) is a web-based resource offering a wide range of support materials to travel and tourism staff and students.

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