

# HNC @ HOME

## 2026



### Applied Travel and Tourism *Activity 3*

At HNC, we feel it is important to reflect on fundamental British values and integrate this into our study programmes. Within Travel and Tourism, explore how different organisations in the industry demonstrate these values, in particular, diversity and inclusion.

Virgin Atlantic is an organisation that does this well, both within their recruitment and via their employee support.

#### 'Red Spirit'

It's always been the people who've made Virgin Atlantic, Virgin Atlantic. They're our secret sauce, the heart and soul of this bright red brand, and the thing that truly sets us apart. So, we're pulling back the curtain and shining a spotlight on their unique red spirit: <https://careersuk.virgin-atlantic.com/red-on-the-inside>

**Task 1a**– Using the following web links, discuss three ways that you think Virgin Atlantic promote inclusion through removing gendered uniforms as explained within this article above. This demonstrates their support to all communities and genders to enable them to comfortably work for the organisation:

<https://www.forbes.com/sites/lucianapaulise/2022/10/11/how-to-promote-inclusion--virgin-atlantic-removes-gendered-uniforms/?sh=7feee38e55dd>



Launched as part of its 'Be Yourself' agenda, the policy enables them to wear clothing that expresses how they identify or present themselves, no matter their gender, gender identity, or gender expression. To reflect the diversity of the workforce and promote inclusivity, Virgin Atlantic's colleagues will be able to choose either the red or the burgundy uniform, depending on which best reflects themselves, and whether to wear make-up, trousers, flat shoes, and even visible tattoos.

**Task 1b** – Using the idea of fundamental British values using the below web links, describe how Virgin Atlantic's core values link to these values. You can add examples to support your answers.

<https://careersuk.virgin-atlantic.com/diversity-equity-and-inclusion>

<https://corporate.virginatlantic.com/content/dam/corporate/Be%20Yourself%20Manifesto%202022.pdf>

<https://careersuk.virgin-atlantic.com/values>

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**Task 2** – Watch Virgin Atlantic’s recent advertisement to see how this demonstrates their core values and support their ‘be yourself’ campaign?

<https://www.youtube.com/watch?v=5QCvHe1AQ3g#:~:text=Virgin%20Atlantic%20%2D%20See%20the%20World,Ben%20Strebel%20at%20Biscuit%20Films>

