

Subject	Y13 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Travel & Tourism	<p>Autumn Term Principles of Marketing in Travel & Tourism -</p> <ol style="list-style-type: none"> 1. Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism. 2. Examine the impact that marketing activities have on the success of different travel and tourism organisations. 3. Carry out market research in order to identify a new travel and tourism product or service. 4. Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives. <p>Spring Term Visitor Attractions -</p> <ol style="list-style-type: none"> 5. Investigate the nature, role and appeal of visitor attractions. 6. Examine how visitor attractions meet the diverse expectations of visitors. 7. Explore how visitor attractions respond to competition and measure their success and appeal. 	<ul style="list-style-type: none"> • Marketing is worth 25% of the coursework. • Students to ensure they keep to the deadlines set for each learning aim. • Students to use their study periods wisely to maximise grade opportunities. • Students to cross reference their work with the specification to ensure the learning aim is met. • Read and re-read all work to ensure that it flows and meets the overall learning aim. • Improve grade by understand that a description is a pass level, analysis and comparison will gain a merit grade and evaluation and recommendations relating the businesses studied will achieve the distinction grade. • Ensure knowledge is current for organisations studied, including business accounts and reports.