

## Personalised Learning Checklist

Subject: Travel and Tourism Term 1

Year group: Year 13



Dear Student,

During the academy closure you have been set a number of tasks. The list below is the learning you should have completed. Your teacher will use the list to check your progress during this time. It may be used for short quizzes, mini assessments or homework. Where there are gaps your lessons will focus on improving your knowledge and understanding.

Objective	My personal RAG rating (Red- do not understand, Amber- some understanding, Green- I am confident)			Teacher RAG rating
To understand the interrelationships between marketing and customer service in Travel and Tourism organisations	RED	AMBER	GREEN	
To understand the factors that influence customer decisions and meeting needs	RED	AMBER	GREEN	
To understand the marketing mix used by Travel and Tourism organisations	RED	AMBER	GREEN	
To understand potential impacts of the marketing mix	RED	AMBER	GREEN	
To understand the role of marketing in different Travel and Tourism organisations	RED	AMBER	GREEN	
To understand how marketing contributes to the success of Travel and Tourism organisations	RED	AMBER	GREEN	
To understand the influences on marketing activity	RED	AMBER	GREEN	