



# Knowledge Organiser: Year 10, Travel, Component 2

## Topic C3

### The Importance of Partnerships in Destination Management

- Types of partnership and their purpose.
- Public and private sector – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale.
- Voluntary and private sector – private sector may assist with the costs of promoting or running an event and in return receive positive publicity.
- Public and voluntary sector – to promote good causes, raise awareness, educate and inform by sharing skills and resources.
- Destination management organisations – bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, major events.
- Possible advantages of partnerships:
  - shared resources/skills/expertise
  - new ideas
  - shared costs
  - increased coverage/publicity/profile.
- Possible disadvantages of partnerships:
  - conflicting aims and priorities
  - less flexibility
  - slows down decision-making process
  - difficulty in responding quickly to changes/events.

Leave blank to allow students to glue.



# How do we use Knowledge Organisers in Travel

## How can you use knowledge organisers at home to help us?

- **Retrieval Practice:** Read over a section of the knowledge organiser, cover it up and then write down everything you can remember. Repeat until you remember everything.
- **Flash Cards:** Using the Knowledge Organisers to help on one side of a piece of paper write a question, on the other side write an answer. Ask someone to test you by asking a question and seeing if you know the answer.
- **Mind Maps:** Turn the information from the knowledge organiser into a mind map. Then reread the mind map and on a piece of paper half the size try and recreate the key phrases of the mind map from memory.
- **Sketch it:** Draw an image to represent each fact; this can be done in isolation or as part of the mind map/flash card.
- **Teach it:** Teach someone the information on your knowledge organiser, let them ask you questions and see if you know the answers.

## How will we use knowledge organisers in Travel?

- **Test:** We will do regular low stakes tests to check your ability to retrieve information from memory.
- **Mark our answers:** Once you have done a low stake test you can mark your work using the knowledge organiser.
- **Improve our work:** Once you have finished a piece of work you may be asked to check your knowledge organiser to see if there is any information on it that you could add into an answer.

Date	Section of knowledge organiser	Grade