Subject	Year 11 Core Knowledge – Autumn/Summer term	How to support students' learning
Travel and Tourism	**Autumn Term** **Customer Needs in Travel & Tourism** **Coursework Unit -** 1. Understand types of market research. 2. Understand how market research is used to identify customer needs. 3. Understand how organisations use market research to understand trends. 4. Understand customer needs and preferences. 5. Understand how businesses provide different products and services for different customers. 6. Understand different types of travel and motivations. 7. Plan travel to meet customer needs and preferences. **Spring Term** **Influences in Global Travel & Tourism** **Exam unit -** 8. Describe factors that influence global travel and tourism. 9. Understand responses organisations make to factors. 10. Describe and explain the impact of travel & tourism on global destinations. 11. Know the possible impacts on tourism. 12. Understand sustainable tourism. 13. Describe and explain the management of sociocultural impacts. 14. Describe and explain the management of economic impacts. 15. Describe and explain the management of environmental impacts.	Coursework is completed between September and November. Attendance is paramount as coursework must be in controlled class conditions. Support of attendance of afterschool sessions to complete tasks. Exam unit is taught December to April. Understand all key terms. All students have a full list. Revision of classwork and read additional notes from their exam booklet. Keep up to date with current affairs relating to travel & tourism. Understand by watching the news/programs that relate to the impact of economic, political, social, technological and legal factors that could impact travel & tourism businesses and destinations. Practice the past paper questions. Practice the higher-grade questions. Understand the examiners report.

	Summer Term **Influences in Global Travel & Tourism** **Exam unit -** 16. Destination Management & tourism development. 17. The Role of local and national Government in tourism development. 18. The importance of partnerships and destination management.	