

Subject	Y11 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Travel & Tourism	<p><b>Autumn Term</b>  <b>Customer Needs in Travel &amp; Tourism Coursework Unit -</b></p> <ol style="list-style-type: none"> <li>1. Understand types of market research.</li> <li>2. Understand how market research is used to identify customer needs.</li> <li>3. Understand how organisations use market research to understand trends.</li> <li>4. Understand customer needs and preferences.</li> <li>5. Understand how businesses provide different products and services for different customers.</li> <li>6. Understand different types of travel and motivations.</li> <li>7. Plan travel to meet customer needs and preferences.</li> </ol> <p><b>Spring Term</b>  <b>Influences in Global Travel &amp; Tourism Exam unit -</b></p> <ol style="list-style-type: none"> <li>8. Describe factors that influence global travel and tourism.</li> <li>9. Understand responses organisations make to factors.</li> <li>10. Describe and explain the impact of travel &amp; tourism on global destinations.</li> <li>11. Know the possible impacts on tourism.</li> <li>12. Understand sustainable tourism.</li> <li>13. Describe and explain the management of sociocultural impacts.</li> <li>14. Describe and explain the management of economic impacts.</li> <li>15. Describe and explain the management of environmental impacts.</li> </ol> <p><b>Summer Term</b>  <b>Influences in Global Travel &amp; Tourism Exam unit -</b></p> <ol style="list-style-type: none"> <li>16. Understand destination management and tourism development.</li> <li>17. Understand the role of local and national government in tourism development.</li> <li>18. Understand the importance of partnerships and destination management.</li> </ol>	<ul style="list-style-type: none"> <li>• Coursework is completed between September and November.</li> <li>• Attendance is paramount as coursework must be in controlled class conditions.</li> <li>• Support of attendance of afterschool sessions to complete tasks.</li> </ul> <ul style="list-style-type: none"> <li>• Exam unit is taught December to April.</li> <li>• Understand all key terms. All students have a full list. You can test them on key terms.</li> <li>• Revision of classwork and read additional notes from their exam booklet.</li> <li>• Keep up to date with current affairs relating to travel &amp; tourism.</li> <li>• Understand by watching the news/programs that relate to the impact of economic, political, social, technological and legal factors that could impact travel &amp; tourism businesses and destinations.</li> <li>• Practice the past paper questions.</li> <li>• Practice the higher-grade questions.</li> <li>• Understand the examiners report.</li> </ul>