

Access to H.E. National Programme Unit



Unit Title	The UK as a Tourist Destination		
Graded Unit Code:	GA33TRA05	Ungraded Unit Code:	UA33TRA05
Pathway(s)	Hospitality, Leisure and Tourism		
Module(s)	Travel and Tourism		
Level	3	Credit Value	3
Valid from:	1 st August 2019	Valid to:	31 st July 2024

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
2	Application of knowledge
4	Use of information
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand why London is a major UK tourist destination	1.1 Analyse the significance of location, access and appeal factors upon the success of London as UK tourist destination
2. Understand the appeal of the UK as a whole as a tourist destination	2.1 Identify key UK tourist destinations outside of London
	2.2 Evaluate the factors of appeal for a range of destinations within the UK outside London
3. Understand key trends in UK tourism	3.1 Analyse the trends in UK tourist arrivals and departures during the past ten years
	3.2 Evaluate how the industry responded to the fluctuations through development of products and services
	3.3 Analyse risks to the UK travel and tourism sector, including the sectors response to minimising these risks

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