

Access to H.E. National Programme Unit



Unit Title	Tourism and Hospitality Industries		
Graded Unit Code:	GA33TRA06	Ungraded Unit Code:	UA33TRA06
Pathway(s)	Hospitality, Leisure and Tourism		
Module(s)	Travel and Tourism Hospitality Management		
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
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the Hospitality Industry	1.1 Outline the following in relation to the hospitality industry: a) History b) Size c) Scope d) Growth e) Economic Importance
	1.2 Identify different types of food and beverage business
	1.3 Explain the hotel grading and classification systems
	1.4 Assess the internal and external factors that may have an impact on the success of a hospitality business

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2 Understand the Tourism Industry	2.1 Define the terms 'tourist' and 'tourism'
	2.2 Outline the following in relation to the tourism industry: a) History b) Size c) Scope d) Growth e) Economic Importance
	2.3 Define tourism indicators and patterns of demand
	2.4 Explain the growth of emerging forms of tourism
	2.5 Explain the importance of transport, accommodation, attractions and events to tourism
	2.6 Analyse the influences on the success of the tourism industry