

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: The UK as a Tourist Destination

Graded Unit Reference Number: GA33TRA05

Ungraded Unit Reference Number: UA33TRA05

Module: Travel and Tourism

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (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