

Unit Title: The Tourism Industry
Unit Level: Level 2
Unit Credit Value: 3
GLH: 24
LASER Unit Code: WJD532
Ofqual Unit Code: Y/504/9384

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know what is meant by the term 'tourism'.	1.1	Explain the term 'tourism'.
		1.2	Give examples of leisure tourism.
		1.3	Give examples of business tourism.
		1.4	Explain the difference between package and customised holidays.
2.	Understand the diverse needs of different social groups in relation to tourism.	2.1	Describe the needs of a variety of different groups in society.
		2.2	Describe the diverse needs of one particular group.
		2.3	Give examples of organisations that cater to specific groups.
		2.4	Explain the differences between the offer of these different organisations.
3.	Understand the importance of tourism development to the economy.	3.1	Describe the impact of tourism in a specified area on: a) the economy b) the environment.
		3.2	Explain the impact of tourism development on: a) the national economy of a specified country b) the global economy.
		3.3	Give examples how tourism can affect the cultural identity of a popular tourist destination.
		3.4	Explain the impact of the examples provided.

Assessment Guidance:

NA

Additional Information:

NA