



Unit Title:	Understanding the Tourism and Hospitality Industry
Awarding Body Ref:	3_Award_THM_U1
Unit Guided Learning Hours:	90

Learning Outcomes

"A learner when awarded credit for this unit will... "

1 Understand the service sectors that make up the tourism and hospitality industry.

2 Assess the different types of travellers and their impact on host countries.

3 Evaluate the historical, ecological and cultural factors that have impacted on tourism.

4 Interpret data from the industry, to understand the trends regarding tourist

Assessment Criteria

"Assessment of this learning outcome will require a learner to demonstrate that they can... "

1.1 Describe the different sectors of the tourism and hospitality industry.
1.2 Compare the different sectors of the tourism and hospitality industry.
1.3 Appraise the different industry sectors.
1.4 Address and compare the problems and relationships within the tourism and hospitality industry.

2.1 Identify historical factors to understand contemporary issues within the industry.
2.2 Evaluate the roles of transport carriers.
2.3 Compare the impact travellers have on different host countries.

3.1 Explain the impact of different ecological factors on the industry.
3.2 Evaluate the cultural factors within the industry.
3.3 Interpret the conflicts between tourism and hospitality growth, and ecological constraints.

4.1 Evaluate and interpret statistics relevant to the industry.

movements and different possible reasons for these movements.

4.2 Understand the main developments in international tourism since 1970.

4.3 Select and use appropriate methods to address a given problem facing businesses within the sector.

4.4 Understand the economic, social and cultural reasons for the participation in tourism.

5 Understand the nature of the industry and the different roles and relationships within a tourism or hospitality business.

5.1 Identify job roles within the industry.

5.2 Identify job progression routes and training roles within the industry.

5.3 Assess the requirements for successful customer service in the industry.

5.4 Identify the skills and personality characteristics needed to work in the industry.

Unit purpose and aim(s): to provide learners with:

- an introduction to the dynamics of the travel tourism and hospitality industry.
- A review of the industrial, ecological, and cultural factors that determine the success of the industry.
- An understanding of the impacts of tourism on countries, the infrastructure of and the interrelationships of the tourism and hospitality sectors.

Unit review date: 31.03.2014

Details of the relationship between the unit and relevant national occupational standards (NOS): TT10 Develop and maintain your effectiveness at work

TT16 Analyse, evaluate and present tourism data

TT23 Obtain and analyse customer feedback

Additional assessment requirements: 100% examination

