

QUALIFI Level 5 Diploma in Hospitality and Tourism Management

HTM501: Tourism Destination Management

Unit code: H/617/5631

RQF Level: 5

Unit Aims

In this unit learners will develop knowledge and understanding of national and international tourist destinations, the culture involved and the characteristics of the population. Learners will also look at current trends and their impacts, together with selling in the context of the travel and tourism industry.

Learning Outcomes and Assessment Criteria

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria. Assessment of these outcomes demonstrates a learner can:	
1.	Understand the current trends that affect national and international tourist destinations.	1.1	Analyse the main tourist destinations of the world according to visitor numbers and income generation.
		1.2	Assess the current trends that affect tourist destinations.
		1.3	Analyse future trends in tourist destinations based on industry statistics.
2.	Examine the characteristics of tourist destinations and the relationship to their appeal.	2.1	Evaluate the cultural, social and physical characteristics of tourist destinations.
		2.2	Assess how these characteristics affect the appeal of tourist destinations.

3.	Evaluate the characteristics of tourist destinations and their impact on tourists and tourism.	3.1	Explain the characteristics of developing tourist destinations.
		3.2	Critically evaluate how the characteristics of a tourist destination affect its appeal to tourists.

Indicative Content

- Tourist destinations
- Income generation
- Tourist destination trends
- Cultural, social and physical features of tourist destinations
- Tourist destinations development
- Characteristics of a tourist destination

Suggested Reading

Papatheodorou, A. (2006). Managing tourism destinations. Cheltenham, UK: Edward Elgar Pub.

Howie, F. (2009). Managing the tourist destination. London: South-Western Cengage Learning.

Kozak, M. and Baloglu, S. (2012). Managing and marketing tourist destinations. New York: Routledge.

Edelheim, J. (2016). Tourist Attractions. Bristol: Channel View Multi Matter.