Unit 21: Incoming and Domestic Tourism

Unit code: Y/601/1759
QCF level: 5
Credit value: 15

Aim
This unit provides learners with understanding of tourist products, their appeal, their promotion and management, public sector organisations support and gain skills to interpret visitor trends, types and motivations.

Unit abstract
This unit focuses on a selected country’s tourism product and its appeal to incoming and domestic visitors. Learners will investigate different aspects of the product and consider how examples appeal to different types of visitor.

Learners will examine visitor trends in order to draw conclusions about how they relate to different typologies of visitor types and their motivations.

Learners will investigate the promotion and management of the tourism product with an emphasis on the promotion of a specific destination. They will compare the promotion of a destination to incoming and domestic visitors.

Learners will also examine the structure and role of public sector organisations, considering the interrelationship of different agencies and their links with other types of organisation.

Learning outcomes
On successful completion of this unit a learner will:

1. Understand a tourist product and its appeal
2. Be able to interpret visitor trends, visitor types and their motivations
3. Understand ways in which incoming and domestic tourism is promoted and managed
4. Understand the structure and role of public sector organisations in supporting incoming and domestic tourism.
Unit content

1 **Understand a tourist product and its appeal**

*Tourist product*: natural resources eg countryside, coast, rivers and lakes; built resources eg buildings, monuments, theme parks, canals, cathedrals, museums; culture and heritage resources eg cathedrals, events, stately homes, historic sites; themed resources; ancillary resources eg accommodation, transport

*Appeal*: attraction eg climate, heritage, culture, landscape, accessibility, cultural links

2 **Be able to interpret visitor trends, visitor types and their motivations**

*Visitor trends*: domestic, incoming; origins and destinations, purpose of visit, type of travel, activities undertaken, types of accommodation, levels of expenditure

*Visitor types*: types eg socio-economic groupings, lifestyle groupings

*Motivations*: reasons eg visiting friends and relatives, business, leisure; physical eg health and fitness, sport, activity, regeneration, pleasure, rest and relaxation; culture and gastronomy, religion, personal development

3 **Understand ways in which incoming and domestic tourism is promoted and managed**

*Promoted*: types eg publications, exhibitions, events, public relations, sponsorship; role of media

*Managed*: regional and national tourism strategies and policies; development plans; funding; quality assurance eg facility classification, training; signage, visitor flows, destination management

4 **Understand the structure and role of public sector organisations in supporting incoming and domestic tourism**

*Public sector organisations*: national; regional

*Other organisations*: interrelationships between public sector organisations and other organisations eg incoming tour operators, accommodation providers
# Learning outcomes and assessment criteria

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<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment criteria for pass</th>
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<td><strong>On successful completion of this unit a learner will:</strong></td>
<td><strong>The learner can:</strong></td>
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| **LO1 Understand a tourist product and its appeal** | 1.1 analyse a selected country’s tourism product  
1.2 discuss the appeal of different tourism products to incoming and domestic tourists |
| **LO2 Be able to interpret visitor trends, visitor types and their motivations** | 2.1 discuss why different types of tourist visit a selected country  
2.2 interpret statistics on incoming and domestic tourism to explain patterns of behaviour |
| **LO3 Understand ways in which incoming and domestic tourism is promoted and managed** | 3.1 analyse how a selected country’s tourism is promoted and managed  
3.2 compare the promotion of a destination to incoming and domestic tourists |
| **LO4 Understand the structure and role of public sector organisations in supporting incoming and domestic tourism** | 4.1 assess the function of public sector organisations in supporting incoming and domestic tourism  
4.2 analyse the interrelationship of public and private sector organisations in supporting incoming and domestic tourism |
UNIT 21: INCOMING AND DOMESTIC TOURISM

Guidance

Links

This unit links with:

- Unit 1: The Travel and Tourism Sector
- Unit 7: Sustainable Tourism Development
- Unit 9: Tourist Destinations
- Unit 11: Travel and Tourism Entrepreneurs
- Unit 13: Special Interest Tourism
- Unit 19: Heritage and Cultural Tourism Management
- Unit 20: Visitor Attraction Management.

This unit maps to the following Management NVQ units:

- F4: Develop and review a framework for marketing
- F9: Build your organisation’s understanding of its market and customers.

Essential requirements

This unit enables learners to develop an understanding of the nature of incoming and domestic tourism in a selected country.

It is not possible to cover a country comprehensively. A visit to at least one tourist destination is essential and where possible subsequent visits to aligned organisations would be valuable. Learners must make full use of these visits to evaluate the tourism resources, management and promotion of the destination.

A practical approach must be maintained throughout, with learners encouraged to investigate and research the depth and breadth of the subject.

Employer engagement and vocational contexts

Employers could help tutors, for example with the planning of programmes of learning, or provision of visits, guest speakers and mentors. They could also help to design assessment activities.

Delivery of this unit would be enhanced by employer engagement involving, for example, local travel agencies, tourist attractions and the local tourist board.