

Table of contents

How to use this book

v

Unit B181

Understanding the leisure and tourism industries

1

1.1: Different types of leisure and tourism organisations	1
1.2: The reasons why people use leisure and tourism facilities	2
1.3: Employment opportunities in the leisure and tourism industry	3
1.4: How leisure and tourism organisations operate as businesses	4
1.5: Health and safety issues	5
1.6: How people travel and why they select their chosen method	7
1.7: Where people go in their leisure time and why they select their chosen destination(s)	8
1.8: Visitor attractions and activities, both in the UK and internationally	9
1.9: The rapid pace of change in the UK leisure and tourism industry	12
1.10: The importance of sustainability, both in the UK and international leisure and tourism/the importance of recognising similarities and differences of attitudes and cultures	13

Unit B182

Moving forward in leisure and tourism

15

2.1: Features of leisure and tourism facilities	15
2.2: Operating as a business	15
2.3: Customer information	16
2.4: Marketing in action	18
2.5: Impact on the external environment	19
2.6: Impact of the external environment	20
2.7: Promotional activity	21
2.8: Action planning	22
2.9: Researching	22
2.10: Sourcing	23

Unit B183**Working in the leisure and tourism industries****24**

3.1: Different types of leisure and tourism organisations	24
3.2: Employment opportunities in the leisure and tourism industries	24
3.3: How leisure and tourism organisations operate as businesses	27
3.4: The use of up-to-date business systems	30
3.5: The importance of recognising similarities and differences of attitudes and cultures	34
3.6: Health and safety issues	34
3.7: Visitor attractions and activities, both in the UK and internationally	35

Unit B184**Meeting customer needs in the leisure and tourism industries****37**

4.1: The leisure and tourism industry	37
4.2: Travel destinations	42
4.3: Customers	42
4.4: Travel plans	44
4.5: Action planning	45
4.6: Researching	45
4.7: Proposing	46
4.8: Sourcing	46

Sample assessment material and answers**47**

Unit B181	47
Unit B182	59
Unit B183	61
Unit B184	73
Skills grid	75-76