Module 3 Tourist attractions

Overview

In this module learners will learn about many of the interesting, beautiful, special and historical attractions and icons around the world, and why they attract tourists. Firstly, they will learn about the differences between a tourist attraction and an icon and why certain famous sites are regarded as icons. They will also learn about the types of tourists who visit different types of icons and the statistics that show this. Then learners will use a world map to see where the icons they will study are. They will learn what these icons look like. Learners will also read a short description of each icon. Lastly, they will learn about factors such as marketing, good management and attention to tourists' needs that contribute to the success of a tourist attraction as well as how to identify a successful tourist attraction.

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