

A guide to International Tourism (4867)



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Do you want to be involved in the world's largest industry? The City & Guilds International Tourism qualifications have been revised and updated for candidates to include new units and all the latest industry developments

The qualifications are particularly suited to people who:

- aim to work in the industry and want to ensure that they have the necessary skills and knowledge to do so
- are employed in the industry who wish to gain skills that will add value to their organisation and enhance their own career prospects

Certificate in International Tourism

This qualification is suitable for candidates from all backgrounds and is appropriate for adults as well as young people. It aims to provide candidates with an introduction to the travel and tourism industry and will provide candidates with the grounding required to build a career in the tourism industry. We recommend 450 learning hours to cover the following units:

- The Tourism Industry
- Tourism Geography
- Customer Service
- Presentation of Tourism Products and Services
- Marketing
- Developing a Visitor Attraction
- Reservations and Ticketing within Travel and Tourism*

Diploma in International Tourism

This qualification is suitable for candidates from a variety of backgrounds. It is aimed at candidates who want to progress into supervisory roles in the tourism industry and/or those wishing to progress into Higher Education. We recommend 480 learning hours to cover the following units:

- The Development of the Tourism Industry
- International Tourism Geography
- Customer Services Operations
- People Development
- Business Systems
- Marketing Operations
- Developing a Local Tourism Destination
- Related Tourism Services*

Advanced Diploma in International Tourism

This qualification is aimed at candidates who want to prepare for, or who have a managerial role in the tourism industry. It aims to provide candidates with an in-depth knowledge of the travel and tourism industry and the necessary skills to operate in a junior management position. We recommend 450 learning hours to cover the following units:

- The Tourism Industry – Social & Economic Factors
- Managing People
- Strategic Customer Service
- Financial Control
- Marketing Tourism
- Managing operations and information

* new units

Assessment

At each level the candidate is assessed through a range of practical assessments conducted during the learning programme. At each level there are two test papers, multiple choice at Certificate and Diploma levels and short answer at the Advanced Diploma level.

Unique selling point:

- Updated syllabus to include latest industry developments
- New units
- Refined assessment

How can I find out more?

You can find out more by contacting your nearest City & Guilds office. Log on to our website to find the location of your nearest one, or contact our Customer Relations team at:

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If asked for a scheme number, please quote 4867

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