

## 1. Title of the certificate <sup>(en)</sup>



**City & Guilds Level 1 IVQ Certificate in International Tourism (4867-31)  
(500/5894/0)**

<sup>(1)</sup> In the original language

## 2. Translated title of the certificate <sup>(1)</sup>

<sup>(1)</sup> If applicable. This translation has no legal status.

## 3. Profile of skills and competences

A typical holder of the certificate is able to:

- Describe the importance of tourism
- Explain reasons and factors which have influenced the growth in tourism
- Investigate potential job roles within the tourism industry
- Find and locate information about tourism destinations and the features that attract tourists to these destinations
- Investigate visitor flows, transport routes and world time zones
- Explain the importance of customer services within the travel and tourism industry in order to attract and keep customers
- Demonstrate skills and methods required for providing excellent customer service
- Provide information within tourism organisations effectively
- Structure and deliver an effective presentation
- Explain the importance of marketing in order to ensure that organisations meet their customers needs
- Describe marketing principles
- Carry out market research
- Develop promotional materials
- Identify a range of visitor attractions throughout the world and examine their appeal and popularity
- Explain the process involved when making a reservation and issuing tickets, including costings.

## 4. Range of occupations accessible to the holder of the certificate <sup>(1)</sup>

- Customer Services Adviser in a transport provider
- Customer Services Assistant in a tourism information centre
- Customer Services Assistant in an airport environment
- Cabin Crew
- Guide to Visitor Attractions
- Tour Operator
- Tour Representative
- Travel Agent
- Travel Representative.

*Note: the above are examples only, other occupations may also be accessible to holders of the certificates.*

<sup>(1)</sup> If applicable

### <sup>(1)</sup> Explanatory note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers. More information available at: <http://europass.cedefop.eu.int>.

## 5. Official basis of the certificate

<p><b>Name and status of the body awarding the certificate</b></p> <p>City &amp; Guilds 1 Giltspur Street London EC1A 9DD United Kingdom T +44 (0)20 7294 2800 F +44 (0)20 7294 2400 <a href="http://www.cityandguilds.com">www.cityandguilds.com</a></p> <p>City &amp; Guilds was established in 1878 as a registered charity (no. 312832) and received Royal Charter (RC117) in 1900.</p> <p>City &amp; Guilds is accredited as an awarding body by the Office of the Qualifications and Examinations Regulator (Ofqual) and the Scottish Qualifications Authority (SQA) to offer qualifications.</p>	<p><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b></p> <p>Office of the Qualifications and Examinations Regulator (Ofqual) Spring Place Coventry Business Park Herald Avenue Coventry CV5 6UB England T +44 (0)300 303 3344 F +44 (0)300 303 3348 <a href="http://www.ofqual.gov.uk">www.ofqual.gov.uk</a></p>
<p><b>Level of the certificate (national or international)</b></p> <p>Level 1 – National Qualifications Framework of England, Wales and Northern Ireland (NQF)</p>	<p><b>Grading scale/Pass requirements</b></p> <p>Written and practical assessment are graded 'Pass' or 'Fail'. The overall qualification is not graded.</p> <p>A certificate will only be awarded on successful completion of the required number of units.</p>
<p><b>Access to next level of education/training</b></p> <p>We consider the following options to be relevant progression routes from this qualification:</p> <ul style="list-style-type: none"> <li>• Level 2 IVQ Diploma in International Tourism (4867-32)</li> <li>• Employment.</li> </ul>	<p><b>International agreements</b></p>
<p><b>Legal basis</b></p> <p>Not applicable.</p>	

## 6. Officially recognised ways of acquiring the certificate

This qualification can only be offered by an institution/provider ('centre') that has been approved by City & Guilds and therefore meets its quality requirements for staff and centre resources and is subject to regular checks.

The following assessment methods are used:

- Ongoing assessments carried out by the centre
- Final assessments:
  - written test set and marked by City & Guilds
  - practical assessments set by City & Guilds and marked by the centre.

All assessments are quality assured by City & Guilds verifiers.

The vocational education and training is a combination of classroom based and/or work based and/or realistic working environment based activities.

The recommended Guided Learning Hours (GLHs) for this qualification are 450 hours.

### Entry requirements

City & Guilds exercises a policy of open access and does not set formal entry requirements for its qualifications. Centres are however required to ensure that learners are registered for a programme of study and examination at the appropriate level.

**More information (including a description of the national qualifications system) available at:** [www.naric.org.uk](http://www.naric.org.uk).

**National reference point:** [www.uknlp.org.uk](http://www.uknlp.org.uk).