

Level 1 Award/Certificate/ Diploma in Introduction to the Travel and Tourism Industry (4959-01/02/03)

April 2011
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Qualification at a glance

Subject area	Travel and Tourism
City & Guilds number	4959
Age group approved	All
Entry requirements	No specific entry requirements
Assessment	Assignments, Multiple Choice tests
Fast track	Automatic approval available
Support materials	Centre handbook Assessment pack
Registration and certification	Consult the Walled Garden/Online Catalogue for last dates

Title and level	City & Guilds number	Accreditation number
Level 1 Award in Introduction to the Travel and Tourism Industry	4959-01	600/1096/4
Level 1 Certificate in Introduction to the Travel and Tourism Industry	4959-02	600/1097/6
Level 1 Diploma in Introduction to the Travel and Tourism Industry	4959-03	600/1098/8



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1 Introduction

This document tells you what you need to do to deliver the qualifications:

Area	Description
Who are the qualifications for?	These qualification meet the needs of candidates who work or want to work as a Holiday Representative, Tour Guide, Tourist Information Centre Assistant, Travel Agent in the travel and tourism sector
What do the qualifications cover?	They allow candidates to learn, develop and practise the skills required for employment and/or career progression in the travel and tourism sector.
Are the qualifications part of a framework or initiative?	They are part of Foundation Learning
What opportunities for progression are there?	They allow candidates to progress into employment or to the following City & Guilds qualifications: <ul style="list-style-type: none"> • Level 2 Award/Certificate/Diploma in Travel and Tourism (4876) • Level 2 NVQ Diploma in Travel Services (4927) • Level 2 NVQ Certificate in Tourism Services (4927)

Structure

To achieve the **Level 1 Award in Introduction to the Travel and Tourism Industry**, learners must achieve **11** credits from the mandatory units.

Unit accreditation number	City & Guilds unit	Unit title	Credit value
Mandatory			
R/502/9568	101	The UK travel industry	4
F/502/9503	102	The UK tourism industry	3
L/502/9505	103	Customer service in travel and tourism	3
T/502/9496	104	Locational geography	1

To achieve the **Level 1 Certificate in Introduction to the Travel and Tourism Industry**, learners must achieve **11** credits from the mandatory units and a minimum of **13** credits from the optional units available.

Unit accreditation number	City & Guilds unit	Unit title	Credit value
Mandatory			
R/502/9568	101	The UK travel industry	4
F/502/9503	102	The UK tourism industry	3
L/502/9505	103	Customer service in travel and tourism	3
T/502/9496	104	Locational geography	1
Optional			
A/502/9497	001	Planning for and taking part in a visit	3
A/502/9502	002	Providing information on a tourist destination	2
M/502/9500	105	Preparing for employment in travel and tourism	6
R/502/9506	106	The role of overseas resort representatives	2
T/502/9501	107	Worldwide travel and tourism destinations	4
K/502/9575	108	Package travel and tourism products and services	3
D/502/9508	109	UK travel and tourism destinations	4
J/502/9499	110	Promotional materials for travel and tourism	4
Y/502/9507	111	Travel and tourism itineraries	3
J/502/9504	112	Recommending holidays to suit customers' needs	4
F/502/9498	113	Accessible travel and tourism	4

To achieve the **Level 1 Diploma in Introduction to the Travel and Tourism Industry**, learners must achieve **11** credits from the mandatory units and a minimum of **26** credits from the optional units available.

Unit accreditation number	City & Guilds unit	Unit title	Credit value
Mandatory			
R/502/9568	101	The UK travel industry	4
F/502/9503	102	The UK tourism industry	3
L/502/9505	103	Customer service in travel and tourism	3
T/502/9496	104	Locational geography	1

Unit accreditation number	City & Guilds unit	Unit title	Credit value
Optional			
A/502/9497	001	Planning for and taking part in a visit	3
A/502/9502	002	Providing information on a tourist destination	2
M/502/9500	105	Preparing for employment in travel and tourism	6
R/502/9506	106	The role of overseas resort representatives	2
T/502/9501	107	Worldwide travel and tourism destinations	4
K/502/9575	108	Package travel and tourism products and services	3
D/502/9508	109	UK travel and tourism destinations	4
J/502/9499	110	Promotional materials for travel and tourism	4
Y/502/9507	111	Travel and tourism itineraries	3
J/502/9504	112	Recommending holidays to suit customers' needs	4
F/502/9498	113	Accessible travel and tourism	4



2 Centre requirements

Approval

Centres already offering City & Guilds qualifications in this subject area

If your Centre is approved to offer the qualification Certificates/Diplomas in Travel and Tourism (4876) you will be given an automatic approval to deliver the Level 1 Award/Certificate/Diploma in Introduction to the Travel and Tourism Industry.

Existing City & Guilds centres

Those City & Guilds centres already approved to deliver City & Guilds qualifications will need to go through qualification approval. Please refer to the *Centre Manual - Supporting Customer Excellence* for further information.

Centres new to City & Guilds

To offer these qualifications, new centres will need to gain both centre and qualification approval. Please refer to the *Centre Manual - Supporting Customer Excellence* for further information.

Centre staff should familiarise themselves with the structure, content and assessment requirements of the qualifications before designing a course programme.

Resource requirements

Centre staffing

Staff delivering these qualifications must be able to demonstrate that they meet the following occupational expertise requirements. They should:

- be technically competent in the area for which they are delivering training and/or have experience of providing training. This knowledge must be at least to the same level as the training being delivered
- have recent relevant experience in the specific area they will be assessing
- be occupationally knowledgeable in the area of for which they are delivering training. This knowledge must be at least to the same level as the training being delivered
- have credible experience of providing training.

Centre staff may undertake more than one role, eg tutor and assessor or internal verifier, but must never internally verify their own assessments.

Continuing professional development (CPD)

Centres are expected to support their staff in ensuring that their knowledge remains current of the occupational area and of best practice in delivery, mentoring, training, assessment and verification, and that it takes account of any national or legislative developments.

Candidate entry requirements

Candidates should not be entered for a qualification of the same type, content and level as that of a qualification they already hold.

There are no formal entry requirements for candidates undertaking these qualifications. However, centres must ensure that candidates have the potential and opportunity to gain the qualification successfully.

Age restrictions

There are no age limits attached to candidates undertaking the qualifications unless this is a legal requirement of the process or the environment.



3 Delivering the qualification

Initial assessment and induction

Centres will need to make an initial assessment of each candidate prior to the start of their programme to ensure they are entered for an appropriate type and level of qualification.

The initial assessment should identify:

- any specific training needs the candidate has, and the support and guidance they may require when working towards their qualification. This is sometimes referred to as diagnostic testing.
- any units the candidate has already completed, or credit they have accumulated which is relevant to the qualification they are about to begin.

City & Guilds recommends that centres provide an induction programme to ensure the candidate fully understands the requirements of the qualification they will work towards, their responsibilities as a candidate, and the responsibilities of the centre. It may be helpful to record the information on a learning contract.

Support materials

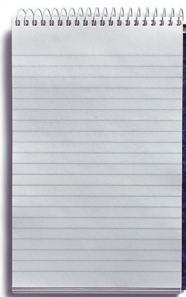
The following resources are available for these qualifications:

Description	How to access
Centre handbook	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
Assessment pack	www.cityandguilds.com or via Publications sales, order code: EN-01-4959

Recording documents

Candidates and centres may decide to use a paper-based or electronic method of recording evidence.

City & Guilds endorses several ePortfolio systems. Further details are available at: **www.cityandguilds.com/eportfolios**.



4 Assessment

Assessment of the qualification

This qualification is assessed in a number of ways to provide a clear indication of candidate knowledge and abilities. The types of assessments used are

- research tasks (part of an assignment)
- short-answer questions (part of an assignment)
- practical tasks (part of an assignment)
- GOLA tests

The assessments are set by City & Guilds and are administered by the centre when the candidate is ready. They are then marked internally (with the exception of GOLA tests), using the information provided and the outcomes recorded on the documents provided by City & Guilds. Assessments are subject to internal and external verification.

Unit	Unit title	Assessment method	Where to obtain assessment materials
001	Planning for and taking part in a visit	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
002	Providing information on a tourist destination	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
101	The UK travel industry	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
102	The UK tourism industry	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
103	Customer service in travel and tourism	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
104	Locational geography	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
105	Preparing for employment in travel and tourism	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
106	The role of overseas resort representatives	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
107	Worldwide travel and tourism destinations	On-line test	Examinations provided on GOLA.

Unit	Unit title	Assessment method	Where to obtain assessment materials
108	Package travel and tourism products and services	On-line test	Examinations provided on GOLA.
109	UK travel and tourism destinations	On-line test	Examinations provided on GOLA.
110	Promotional materials for travel and tourism	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
111	Travel and tourism itineraries	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
112	Recommending holidays to suit customers' needs	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959
113	Accessible travel and tourism	Assignment	www.cityandguilds.com or via Publications sales, order code: SP-01-4959

Test specifications

The way the knowledge is covered by the on-line tests is laid out in the tables below:

Test 1: Unit 107

Duration: 1 hour

Unit	Outcome	Number of questions	%
107	1 Be able to use an atlas to locate and name geographical features and destinations of the World	14	50
	2 Know tourist destinations and tourist attractions of Europe	6	22
	3 Be able to locate selected tourist attractions world-wide	8	28
Total		28	100

Test 1: Unit 108**Duration:** 45 minutes

Unit	Outcome	Number of questions	%
108	1 Know package holiday brochure information	7	39
	2 Know accommodation information	7	39
	3 Know additional products and services	4	22
Total		18	100

Test 1: Unit 109**Duration:** 1 hour

Unit	Outcome	Number of questions	%
109	1 Be able to use an atlas to locate and name UK geographical features and destinations	9	35
	2 Know tourist destinations in the UK	9	35
	3 Know what attracts tourists to major UK tourism destinations	8	30
Total		26	100

Recognition of prior learning (RPL)

Recognition of prior learning means using a person's previous experience or qualifications which have already been achieved to contribute to a new qualification. RPL is allowed for this qualification.



5 Units

Structure of units

These units each have the following:

- City & Guilds reference number
- unit accreditation number (UAN)
- title
- level
- credit value
- unit aim
- information on assessment
- learning outcomes which are comprised of a number of assessment criteria.

Summary of units

Unit number	Unit title	Credits	Unit number (UAN)
001	Planning for and taking part in a visit	3	A/502/9497
002	Providing information on a tourist destination	2	A/502/9502
101	The UK travel industry	4	R/502/9568
102	The UK tourism industry	3	F/502/9503
103	Customer service in travel and tourism	3	L/502/9505
104	Locational geography	1	T/502/9496
105	Preparing for employment in travel and tourism	6	M/502/9500
106	The role of overseas resort representatives	2	R/502/9506
107	Worldwide travel and tourism destinations	4	T/502/9501
108	Package travel and tourism products and services	3	K/502/9575
109	UK travel and tourism destinations	4	D/502/9508
110	Promotional materials for travel and tourism	4	J/502/9499
111	Travel and tourism itineraries	3	Y/502/9507
112	Recommending holidays to suit customers' needs	4	J/502/9504
113	Accessible travel and tourism	4	F/502/9498

Unit 001

Planning for and taking part in a visit

UAN:	A/502/9497
Level:	Entry 3
Credit value:	3
GLH:	30
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	The aim of this unit is to develop learners' understanding of the preparation and involvement required for taking part in a visit and to allow them to practise their time management, personal preparation, team building, personal behaviour and group behaviour skills.

Learning outcome	The learner will:
	1. Be able to plan a visit to a chosen tourism destination
Assessment criteria	
	The learner can:
	1.1 carry out research to plan a visit to a chosen travel and tourism destination
	1.2 plan a day visit to a travel and tourism destination including:
	- timings
	- activities
	- method of transport
	1.3 Identify health and safety considerations

Range	
Research	Activities, costs, transport options, timing
Considerations	Avoidable risks, code of conduct

Learning outcome	The learner will:
	2. Be able to use personal skills to take part in a visit
Assessment criteria	
	The learner can:
	2.1 wear clothing suitable for the visit
	2.2 keep to time during a visit
	2.3 behave appropriately during a visit

Unit 002

Providing information on a tourist destination

UAN:	A/502/9502
Level:	Entry 3
Credit value:	2
GLH:	18
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	The aim of this unit is to enable learners to research destinations and gain an understanding of the facilities and attractions available.

Learning outcome	The learner will:
	1. Be able to research a tourist destination
Assessment criteria	
	The learner can: 1.1 Identify a tourist destination to research 1.2 Identify different methods of transport in the area 1.3 Identify different places to stay in the area 1.4 Identify the areas of interest, attractions and facilities of the chosen tourist destination 1.5 Identify the advantages and disadvantages of the tourist destination 1.6 Provide evidence of the information sources used to collect information on the chosen destination.

Range
Methods of transport Bus, coach, train, taxi Places to stay Hotels, guest accommodation (including guesthouses, bed & breakfast establishments, inns and farmhouses), self-catering accommodation, holiday parks, touring caravan and camping sites, bunkhouses (including camping barns and bunk barns) Areas of Interest Nature reserves, parks and gardens, local places of interest Attractions Natural, man-made, events, walks, tours Facilities Places to eat, car parking, rail or bus stations, public toilets, shops Information sources Local accommodation listings, national accommodation guides, tourist guides and directories, maps and atlases, timetables, indexes, information leaflets, local event listings, theatre programmes, cinema listings, websites

Learning outcome	The learner will:
	2. Be able to communicate information about a tourist destination
Assessment criteria	
The learner can:	
2.1 Provide information on a tourist destination	
2.2 Answer straightforward questions about the chosen tourist destination	

Range
Information on Areas of interest, attractions, facilities, methods of transport, places to stay

Unit 101

The UK travel industry

UAN:	R/502/9568
Level:	Level 1
Credit value:	4
GLH:	36
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	The aim of this unit is to provide learners with an understanding of the structures of the UK travel industry and the range of travel options available to customers

Learning outcome	The learner will:
	1. Know the structure of the UK travel industry
Assessment criteria	
	The learner can:
	1.1 Describe the role of service providers within the UK travel industry
	1.2 Describe links between service providers within the UK travel industry
	1.3 Identify service providers within the UK travel industry

Range	
Service providers	Travel agents, tour operators, transport companies, ancillary service providers

Learning outcome	The learner will:
	2. Know reasons why people travel
Assessment criteria	
	The learner can:
	2.1 Identify why people travel for leisure purposes
	2.2 Identify why people travel for business purposes

Range	
Leisure	Relaxation, holidays, health, sport, religious purposes
Business	Conferences, sales meetings, business meetings with customers, exhibitions or events

Learning outcome	The learner will:
3. Know methods of travel	
Assessment criteria	
The learner can:	
3.1 Identify methods of travelling by land	
3.2 Identify methods of travelling by sea	
3.3 Identify methods of travelling by air	

Range
Land Coach, bus, rail (including Eurostar), car hire
Sea Ferry, cruise
Air Scheduled, charter, low-cost

Learning outcome	The learner will:
4. Know how people make travel arrangements	
Assessment criteria	
The learner can:	
4.1 Describe ways of making personal travel arrangements	
4.2 Describe the role of the travel agent to include:	
- leisure	
- business	
4.3 Identify organisations that specialise in	
- leisure travel	
- business travel	
4.4 Describe the advantages and disadvantages of booking through a travel agent	

Range
Ways Through a travel agency (high street, hypermarket, call centre, internet) Without an agency (internet, dealing directly with principal)
Advantages Financial protection, quality of product, ease, knowledgeable staff
Disadvantages Limited financial protection, complicated procedure

Unit 102

The UK tourism industry

UAN:	F/502/9503
Level:	Level 1
Credit value:	3
GLH:	26
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	The aim of this unit is to provide learners with an understanding of the structures of the UK tourism industry and tourists individual needs

Learning outcome	The learner will:
	1. Know the structure of the UK tourism industry
Assessment criteria	
	The learner can: 1.1 Identify what is meant by the term ' tourism ' 1.2 Describe the role of service providers within the UK tourism industry 1.3 Identify links between service providers within the UK tourism industry 1.4 Identify service providers within the UK tourism industry

Range	
Tourism	Travel away from home for business or personal reasons
Service providers	Accommodation, transport, activities, attractions, local facilities, tour operators

Learning outcome	The learner will:
	2 Know tourists in the UK
Assessment criteria	
	The learner can: 2.1 Describe what is meant by the term ' tourists ' 2.2 Identify different types of tourists 2.3 Identify individual needs of tourists 2.4 Identify facilities and services required by different types of tourists

Range	
Tourists	Local visitors, national visitors and international visitors
Types of tourists	Domestic and incoming, leisure, business, visiting friends and relatives, religious, cultural
Needs	Accommodation, transport, information, local facilities, catering, things to do, places to visit

Unit 103

Customer service in travel and tourism

UAN:	L/502/9503
Level:	Level 1
Credit value:	3
GLH:	26
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	<p>The aim of the unit is to give learners a basic understanding of customer service and its importance within the travel and tourism sector. This unit will enable learners to practice the customer service skills necessary for working in the travel and tourism sector.</p> <p>Learners will be introduced to customer service, including different types of customer and their needs. Learners will be expected to be able to identify how travel and tourism organisations try to meet the needs of different customer types.</p> <p>Learners will explore the reasons why organisations seek to provide good customer service and the reasons why customers may make complaints.</p> <p>The unit aims to develop learners' practical skills and confidence in communicating appropriately with customers and responding to their requests, including the need for appropriate personal presentation when dealing with face-to-face customer service situations.</p>

Learning outcome	The learner will:
	1. Know how to assist different types of customers
Assessment criteria	
	The learner can: 1.1 Identify different customer types 1.2 Describe the needs of different customer types 1.3 Describe ways of assisting customers with different needs

Range
<p>Types External – outside the organisation, Internal – within the organisation</p> <p>Needs Information, product or service sales, After-sales service</p> <p>Customers with different needs Internal: managers, colleagues External: business, private, groups, overseas visitors, different ages or abilities, eg families, elderly, restricted mobility, sensory restrictions, dietary needs</p>

Learning outcome	The learner will:
2. Understand good customer service in travel and tourism	
Assessment criteria	
The learner can:	
2.1 Explain the importance of providing good customer service in travel and tourism	
2.2 Explain why a customer may make a complaint	

Range
<p>Importance Professionalism, good company reputation, keeping customer loyalty, recommendation to others</p> <p>Complaint Poor service or experience, unsatisfactory product</p>

Learning outcome	The learner will:
3. Be able to use customer service skills in a travel and tourism scenario	
Assessment criteria	
The learner can:	
3.1 Use communication skills when dealing with customers	
3.2 Display suitable personal presentation when dealing with customers	

Range
<p>Communication Written, verbal, non-verbal</p> <p>Presentation Personal hygiene, dress code, positive attitude</p>

Unit 104

Locational geography

UAN:	T/502/9496
Level:	Level 1
Credit value:	1
GLH:	7
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	This unit aims to enable learners to use an atlas to locate and name continents, oceans and seas of the world. They will also identify countries and capitals cities of the UK and the world to expand their knowledge.

Learning outcome	The learner will:
	1. Be able to use an atlas to locate the geography of the UK
Assessment criteria	
	The learner can: 1.1 Use an atlas to Locate England, Northern Ireland, Scotland and Wales 1.2 Use an atlas to Locate and name capital and major cities of the UK

Range	
Capital cities	Belfast, Cardiff, Edinburgh, London
Major cities	Bath, Birmingham, Bristol, Cambridge, Durham, Glasgow, Liverpool, Manchester, Newcastle, Nottingham, Oxford, York

Learning outcome	The learner will:
	2. Be able to use an atlas to locate the geography of the world
Assessment criteria	
	The learner can: 2.1 Use an atlas to locate and name <ul style="list-style-type: none">- continents- oceans- seas- countries and their capital cities

Range	
Continents	North America, South America, Europe, Asia, Australasia, Africa, Antarctica
Oceans	Atlantic, Pacific, Indian, Arctic, Southern
Seas	Mediterranean, Caribbean

Capital cities Bangkok (Thailand), Brussels (Belgium), Prague (Czech Republic), Helsinki (Finland), Oslo (Norway), Warsaw (Poland), Moscow (Russian Federation), Tokyo (Japan), Nairobi (Kenya), Lima (Peru), New Delhi (India), Washington DC (USA), Beijing (China), Canberra (Australia), Dublin (Ireland), Paris (France), Madrid (Spain), Lisbon (Portugal), Rome (Italy), Athens (Greece), Ottawa (Canada), Cairo (Egypt), Amsterdam (The Netherlands), Wellington (New Zealand), Pretoria (South Africa), Ankara (Turkey), Brasilia (Brazil), Berne (Switzerland), Vienna (Austria), Abu Dhabi (UAE)

Unit 105

Preparing for employment in travel and tourism

UAN:	M/502/9500
Level:	Level 1
Credit value:	6
GLH:	55
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	The aim of this unit is to introduce learners to the varied employment opportunities which exist in the travel and tourism industries. Investigating these will allow learners to consider which job roles appeal for the future and to recognise requirements for these careers. Considering their own abilities and matching these to job roles which have personal appeal will encourage awareness of how to reach their goals for future employment within the industry.

Learning outcome	The learner will:
	1. Know employment opportunities in the UK travel industry
Assessment criteria	
	The learner can: 1.1 Identify job roles in the UK travel industry 1.2 Describe duties involved for job roles in the UK travel industry 1.3 Identify the advantages and disadvantages of working in the travel industry

Range
Job roles Eg Travel agent, tour operator, visitor attraction staff, transport crew (airport, airline, train, coach), accommodation staff (hotel, holiday centre/campsite), tourist information centres, tour guides Duties Job specific duties, generic duties Advantages Able to travel and see sights, meet a variety of people, work will be varied, have responsibility, able to help people, learn about new and interesting places, learn new skills Disadvantages Type of work, hours, pressure, rates of pay, challenging customers, seasonality

Learning outcome	The learner will:
2. Know skills and requirements for job roles	
Assessment criteria	
The learner can:	
2.1 Identify qualifications related to employment within travel and tourism	
2.2 Identify skills and qualities required for employment within travel and tourism	

Range
Qualifications Academic, industry related
Skills and requirements Occupational, customer relations, information, language, qualifications, restrictions (visas, permits)

Learning outcome	The learner will:
3. Know how to plan for employment in travel and tourism	
Assessment criteria	
The learner can:	
3.1 Identify job roles which meet personal career ambitions	
3.2 Know how to assess personal skills and qualities	
3.3 Know how to match personal skills and qualities to specific job requirements	
3.4 Identify career paths relevant to personal career ambitions	

Range
Assess Skill scan, self assessment, feedback from others
Match Assess personal strengths and weaknesses in relation to job descriptions and person specifications

Learning outcome	The learner will:
4. Be able to plan for employment in travel and tourism	
Assessment criteria	
The learner can:	
4.1 Match personal skills and qualities to job requirements	
4.2 Prepare an action plan for future employment in travel and tourism	

Range
Match Assess personal strengths and weaknesses in relation to job descriptions and person specifications
Action plan Selected job role, timescale -short term and long term targets, how to develop skills and qualities needed, how to work towards qualifications needed, how to gain relevant experience

Unit 106

The role of overseas resort representatives

UAN:	R/502/9506
Level:	Level 1
Credit value:	2
GLH:	18
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	This unit aims to provide the learner with a basic understanding of the role of the overseas resort representative.

Learning outcome	The learner will:
1. Understand the requirements of working as an overseas resort representative	
Assessment criteria	
The learner can:	
1.1 Describe different roles and responsibilities of overseas resort representatives	
1.2 Explain the advantages of working as an overseas resort representative	
1.3 Explain the disadvantages of working as an overseas resort representative	

Range
Roles Transfer, children's, resort, senior resort, club, entertainment
Responsibilities Health and safety, sales, information, customer care, administration, safe-guarding, liaising with suppliers
Advantages Weather, travel, meeting new people, opportunities for culture and languages, self development
Disadvantages Home sick, long hours, problem customers, language, weather, culture, salary, seasonal, living conditions

Learning outcome	The learner will:
2. Know the components of a welcome meeting for a resort	
Assessment criteria	
The learner can:	
2.1 Identify the main components of a welcome meeting for a resort	
2.2 Identify information that should be communicated at a welcome meeting	
2.3 Describe the importance of creating a good impression	

Range
Components Welcome, introduction, house-keeping, information, sales, summary, farewell
Information Local facilities, transport, excursions, medical, emergency services, notice board, accommodation, visiting times, weather

Unit 107

Worldwide travel and tourism destinations

UAN:	T/502/9501
Level:	Level 1
Credit value:	4
GLH:	34
Assessment	This unit is assessed by a City & Guilds GOL Online multiple choice test
Aim:	This unit enables learners to identify the major geographical and physical features of the world that are visited for the purposes of travel and tourism.

Learning outcome	The learner will:
	1. Be able to use an atlas to locate and name geographical features and destinations of the world
Assessment criteria	
The learner can:	
1.1 Use an atlas to locate and name	
- countries of the world	
- oceans and seas of the world	
- physical features of the world	
- islands and major island groups of the world	
- capital cities of the world	

Range
Countries Algeria, Austria, Belgium, Czech Republic, Democratic Republic of Congo, Finland, France, Germany, Greece, Ireland, Italy, Norway, The Netherlands, Poland, Portugal, Russian Federation, Spain, Turkey, UK, Australia, Brazil, Canada, China, Egypt, India, Japan, Kenya, Madagascar, New Zealand, Peru, Republic of Chad, South Africa, Thailand, UAE, USA
Oceans and seas Atlantic, Pacific, Indian, Mediterranean, Caribbean
Physical features Mountain ranges (Alps, Himalayas, Rockies, Andes), mountains (Mount Everest, Mont Blanc, Ben Nevis, Mount Cook), rivers (River Nile, Amazon River, River Thames, River Rhine, Mississippi River)
Islands Sardinia, Corsica, Sicily, Malta, Cyprus
Island groups Balearics, Canaries, Caribbean, Greek, Hawaiian
Capital cities Bangkok (Thailand), Brussels (Belgium), Prague (Czech Republic), Helsinki (Finland), Oslo (Norway), Lima (Peru), New Delhi (India), Washington DC (USA), Beijing (China), Canberra (Australia), London (England), Dublin (Ireland), Paris (France), Madrid (Spain), Rome (Italy), Athens (Greece), Ottawa (Canada), Wellington (New Zealand), Pretoria (South Africa), Ankara (Turkey), Berne (Switzerland), Vienna (Austria), Cardiff (Wales), Edinburgh (Scotland)

Learning outcome	The learner will:
2. Know tourist destinations and tourist attractions of Europe	
Assessment criteria	
The learner can:	
2.1 Identify the location of European tourist attractions	
2.2 Identify the location of European tourist regions	
2.3 Identify the location of sun destinations in Europe	
2.4 Identify the location of winter sports destinations in Europe	

Range
<p>European tourist attractions Theme parks: Port Aventura (Spain) Man-made: (Eiffel Tower, Louvre, (Paris, France), Acropolis (Athens, Greece), St. Marks Square (Venice, Italy), Alhambra (Madrid, Spain), Blue Mosque, (Istanbul, Turkey) Natural: Upper Rock Nature Reserve (Gibraltar)</p> <p>European tourist regions Neapolitan Riviera (Italy), Costa Blanca, Costa Brava, Costa del Sol, Balearics, Canaries (Spain), Algarve (Portugal), Greek Islands (Greece), Côte D'Azur (France), Alps (French, Italian)</p> <p>Sun destinations Torremolinos, Benidorm, Lloret de Mar (Spain), Rimini, Lido di Jésole (Italy), Nice, Cannes (France), Albufeira (Portugal), Bodrum (Turkey) Faliraki, Kavos (Greece)</p> <p>Winter sports destinations UK, Italy, France, Spain, Austria</p>

Learning outcome	The learner will:
3. Be able to locate selected tourist attractions worldwide	
Assessment criteria	
The learner can:	
3.1 Identify the location of selected tourist attractions worldwide	
3.2 Identify the location of selected tourist areas worldwide	
3.3 Identify the location of selected sun destinations worldwide	
3.4 Identify the location of selected winter sports destinations worldwide.	

Range
<p>Tourist attractions Empire State Building, White House, Statue of Liberty (USA), Taj Mahal (India), Great Wall of China (China), Royal Grand Palace (Thailand), Grand Canyon, Niagara Falls (USA), Great Barrier Reef, Red Centre (Australia), Table Mountain (South Africa), Sugarloaf Mountain (Brazil), US Virgin Islands (Caribbean), Sun City (South Africa), Surfers Paradise, Whitsunday Islands (Australia)</p> <p>Tourist areas & sun destinations United States (Florida, California), Brazil (Rio de Janeiro), India (Goa), China (Beijing, Hong Kong), Sri Lanka, Thailand (Pattaya), Japan (Tokyo), Malaysia, Dubai (UAE), Australia (Sydney, Melbourne, Cairns/Barrier Reef, Perth, Uluru/Red Centre), Kenya (Mombasa), South Africa (Cape Town, Sun City, Durban), Hawaii, Caribbean</p> <p>Winter sports destinations USA, Canada</p>

Unit 108

Package travel and tourism products and services

UAN:	K/502/9575
Level:	Level 1
Credit value:	3
GLH:	27
Assessment	This unit is assessed by a City & Guilds GOLA Online multiple choice test
Aim:	<p>This unit is designed to give learners an opportunity to explore the range of products and services which can be sold in a retail travel agency. It is an ideal introduction to the world of travel for any learners intending to work in a leisure or business travel agency. In addition to this, the unit would also serve as ideal background knowledge for learners considering working in the airline industry, UK tourism, and tour operating.</p> <p>By the end of this unit learners will have an idea of the scope of product and service knowledge required to work in a travel agency.</p>

Learning outcome	The learner will:
	1. Know package holiday brochure information
Assessment criteria	
	The learner can: 1.1 Identify major components of a package holiday 1.2 Identify types of package holidays available to customers 1.3 Identify resort information given in package holiday brochures 1.4 Describe how to determine basic holiday costs

Range
Major components Transportation (usually air for mass market), accommodation, significant ancillary product Types of package holiday Summer sun, winter sun, ski, specialist, domestic, golden years/over 50s, coach tours, cruise Resort information Climate charts, transfer times, activities, cost of living, characteristics etc Holiday As per price panel for one adult for either one or two weeks. No supplements or insurance

Learning outcome	The learner will:
2. Know accommodation information	
Assessment criteria	
The learner can:	
2.1 Identify different room types , room facilities and meal bases	
2.2 Identify abbreviations used to describe room types, room facilities and meal bases	
2.3 Identify accommodation grading	
2.4 Identify sources of information available on hotel descriptions	

Range
<p>Types Single, double, triple/twin, family, suite</p> <p>Facilities Private facilities, private bath, shower, toilet, TV, balcony/terrace, rooms with a view, wireless internet, tea/coffee making, mini-bar</p> <p>Meal bases Full board, half board, bed and breakfast, room only</p> <p>Abbreviations Room types (TW, TW3, DBL, SGL); Room facilities (PB, SH, WC, BALC, TERR, SV, Wi-Fi); Meal bases (FB, HB, BB, RO)</p> <p>Grading Stars, crowns, diamonds, keys</p> <p>Sources Brochures, leaflets, resort guides, internet, hotel group publications</p>

Learning outcome	The learner will:
3. Know additional products and services	
Assessment criteria	
The learner can:	
3.1 Identify additional products and services	
3.2 Identify where to locate sources of information about additional products and services	
3.3 Identify basic terms and abbreviations relating to additional products and services	
3.4 Identify how to determine costs of additional products and services	

Range
<p>Products and services Car hire, UK airport hotel, foreign exchange, theatre bookings, insurance, pre-booked seats</p> <p>Sources Brochures, internet, leaflets, manuals, local/national newspapers</p> <p>Terms and abbreviations Premium, CDW, PAI, Rate of Exchange</p> <p>How to determine costs Number of days/nights, location, number and age of people, extras requested</p>

Unit 109

UK travel and tourism destinations

UAN:	D/502/9508
Level:	Level 1
Credit value:	4
GLH:	32
Assessment	This unit is assessed by a City & Guilds GOLLA Online multiple choice test
Aim:	The aim of this unit is to introduce the learner to the UK as a tourism destination and the different types of destinations in the UK

Learning outcome	The learner will:
	1. Be able to use an atlas to locate and name UK geographical features and destinations
Assessment criteria	
	The learner can: 1.1 Use an atlas to locate and name <ul style="list-style-type: none">- oceans and seas around the UK- major islands of the UK- major rivers and lakes- national parks- major mountains, ranges and hills- capital cities

Range
Seas/oceans North, Irish, English Channel, Atlantic
Major islands Isle of Wight, Isle of Man, Anglesey; Channel Islands (Jersey, Guernsey); Scilly, Orkney; Shetlands
Major rivers and lakes Thames, Avon, Severn, Mersey, Tyne, Trent, Loch Lomond, Loch Ness, Loch Neagh, Lake Windermere
Major mountains, ranges and hills Ben Nevis, Snowdon, Scafell Pike, Cairngorms, Lake District, Snowdonia, Pennines, Brecon Beacons
National parks Dartmoor, Exmoor, Peak District, Lake District, Snowdonia, Yorkshire Dales, The Broads, North Yorkshire Moors, New Forest, Pembrokeshire Coast, Brecon Beacons, Cairngorms, Loch Lomond and the Trossachs
Capital cities London, Belfast, Cardiff, Edinburgh

Learning outcome	The learner will:
2. Know tourist destinations in the UK	
Assessment criteria	
The learner can:	
2.1 Identify the location of seaside resorts	
2.2 Identify the location of cities/towns of historical interest	
2.3 Identify the location of areas of natural beauty	
2.4 Identify the location of major transport gateways	

Range
<p>Seaside resorts Blackpool, Scarborough, Ayr, Newquay, Torquay, Bournemouth/Poole, Great Yarmouth, Llandudno, Skegness, Southend-on-Sea, St.Ives</p> <p>Major tourist cities/towns of historical interest Bath, Belfast, Birmingham, Bristol, Cambridge, Cardiff, Durham, Edinburgh, Glasgow, Liverpool, London, Manchester, Newcastle, Nottingham, Oxford, York, Glastonbury, Harrogate, Inverness, Keswick, St. Austell, Stratford-Upon-Avon, Warwick, Windsor</p> <p>Areas of natural beauty Areas of outstanding natural beauty, sites of specific scientific interest, eg Lands End, Giants Causeway, Cannock Chase, Isles of Scilly, North Pennines, Cotswolds, Forest of Bowland, Malvern Hills, Anglesey, Tamar Valley</p> <p>Gateways UK airports (London - Stansted, Luton, London City, Heathrow, Gatwick), Birmingham, Manchester, Glasgow, Glasgow Prestwick, Newcastle, Edinburgh, Cardiff, Belfast (International, City); UK seaports (Portsmouth, Dover, Southampton, Plymouth, Harwich, Pembroke, Holyhead, Newcastle, Weymouth; Folkestone; Cairnryan, Liverpool, Douglas, Larne); Rail (Channel Tunnel)</p>

Learning outcome	The learner will:
3. Know what attracts tourists to UK tourism destinations	
Assessment criteria	
The learner can:	
3.1 Identify sources of information on UK tourism destinations	
3.2 Identify what is meant by domestic and overseas tourists	
3.3 Identify reasons why people visit the UK	
3.4 Describe tourist attractions in and around a given UK tourist destination	

Range
<p>Sources Maps and atlases, tourist guides, leaflets, trade directories, trade press, internet, tourist information centres, colleagues, principles eg tour operators, hotels, etc</p> <p>Domestic Visitors from within one's own country</p> <p>Overseas Visitors from abroad/outside own country</p> <p>Reasons Leisure, Business, Visiting Friends or Relatives (VFR)</p> <p>Tourist attractions Sporting venues, heritage & cultural sites, theme parks, man-made attractions, natural attractions</p>

Unit 110

Promotional materials for travel and tourism

UAN:	J/502/9499
Level:	Level 1
Credit value:	4
GLH:	35
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	Learners will explore the range of promotional materials used by travel and tourism organisations. They will then plan, produce and display their own promotional materials.

Learning outcome	The learner will:
	1. Know how promotional materials are used in the travel and tourism industry
Assessment criteria	
	The learner can: 1.1 Identify types of promotional materials used by travel and tourism organisations 1.2 Identify reasons why different organisations use different methods of promotion 1.3 Identify different types of customer promotional materials are aimed at 1.4 Identify different types of promotional materials that can be used for promoting products and services in travel and tourism 1.5 Describe different features of promotional materials 1.6 Identify strengths and weaknesses of promotional materials

Range
Types Notice board, poster, window banner/card, window and door sticker, window display, pavement board, point of sale (leaflet, brochure, leaflet holder, calendar, pen, ticket wallet, baggage label), exhibition stand, computer generated information, video, television, internet Organisations Transport operators, travel agents, tour operators, visitor attractions, tourist information centres, tourist boards, hotels, exhibition centres Reasons Type of organisation, size of organisation, customer type, cost, location, duration (eg permanent, temporary, mobile) Customer Groups, specific age groups, ethnic groups, family, single, religious, special interest Features Layout, objective, design, colour

Learning outcome	The learner will:
2. Know how promotional materials for the travel and tourism industry are produced and displayed	
Assessment criteria	
The learner can:	
2.1 Explain the importance of planning the production of promotional materials	
2.2 Identify what to include in a plan for producing a range of materials for promoting products or services	
2.3 Identify possible aims for promotional materials	
2.4 Identify criteria that can affect the production of promotional materials	
2.5 Identify resources that are needed to produce promotional materials	
2.6 Explain the reasons for selecting different promotional materials	
2.7 Identify stages in the production of promotional materials	
2.8 Describe the key features of a promotional display	

Range
<p>Promotional materials Notice board, poster, window banner/card, window and door sticker, window display, pavement board, point of sale (leaflet, brochure, leaflet holder, calendar, pen, ticket wallet, baggage label), exhibition stands, computer generated information, video, television, internet</p> <p>Plan Aims, criteria, resources</p> <p>Aims Provide information on new facilities/products, change of products/services (price, opening times, address etc), create awareness, sell product or service, provide support materials</p> <p>Criteria Budget/cost, time, resources, expertise</p> <p>Resources Types of materials/equipment to be used, cost, time, space required, stationery (e.g. pins, glue, staples, paper) , power (e.g. electricity)</p> <p>Reasons Purpose and aims, target market, type of materials available, location, duration (e.g. permanent, temporary, mobile), information provided</p> <p>Stages Plan, produce, review</p>

Learning outcome	The learner will:
3. Be able to produce and display promotional materials for the travel and tourism industry	
Assessment criteria	
The learner can:	
3.1 Produce promotional materials suitable for use by travel and tourism organisations	
3.2 Display promotional materials	
3.3 Review the effectiveness of the promotional display	

Range
Promotional materials Notice boards, posters, window banners/cards, window and door stickers, window displays, point of sale (leaflets, brochures, leaflet holders, calendars, pens, ticket wallet, baggage label), exhibition stand, computer generated information, video, television, internet

Unit 111

Travel and tourism itineraries

UAN:	Y/502/9507
Level:	Level 1
Credit value:	3
GLH:	27
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	The unit will give learners the opportunity to consider and explore what information is required when planning and preparing a travel and tourism itinerary, considering any restrictions that may influence the choice of products, services or destinations.

Learning outcome	The learner will:
	1. Know how to prepare a travel and tourism itinerary
Assessment criteria	
	The learner can: 1.1 Explain the purpose of planning and preparing an itinerary 1.2 Identify the contents of a typical travel and tourism itinerary 1.3 Identify potential restrictions when planning an itinerary

Range	
Purpose	To provide detailed current and accurate information; to ensure that all customer needs have been met
Itinerary	Day trip, short break, city tour, beach holiday, theatre visit, stately home, theme park
Contents	timings, modes of transport, sightseeing, visitor attractions, meal arrangements, overnight accommodation, and services of guides and/or couriers
Restrictions	Time, budget, dates, special requirements, passport/visa

Learning outcome	The learner will:
	2. Be able to prepare and present a travel and tourism itinerary
Assessment criteria	
	The learner can: 2.1 Identify information required when planning an itinerary 2.2 Plan and cost an itinerary for a short break to include: - transport - accommodation - activities/attractions - timings

2.3 **Present** an itinerary to meet the needs of a customer

Range

Information Transportation (prices, timetables, hospitality and catering, motorway services, visitor attractions, opening hours, facilities), insurance and health and safety regulations, costs, organised excursions

Plan Research and compare

Cost To include all elements ie fares, overnight accommodation, meals and light refreshments, admission charges, services of guides and/or couriers, insurance

Present Verbally, in writing, relevant to customer needs, justification (how it meets customer needs), include relevant supplementary information

Unit 112

Recommending holidays to suit customers' needs

UAN:	J/502/9504
Level:	Level 1
Credit value:	4
GLH:	36
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	This unit aims to develop learners' knowledge of different types of holiday and holiday customer's needs in order to recommend a holiday which suits their needs.

Learning outcome	The learner will:
	1. Know about different types of holiday
Assessment criteria	
	The learner can: 1.1 Identify different holiday types 1.2 Describe the features and benefits of different holiday types 1.3 Identify different types of holiday customer 1.4 Describe the requirements of different types of holiday customers 1.5 Explain how selected holidays match the needs of different types of holiday customers

Range	
Features	Facts about the product or service being provided eg star rating, facilities of a hotel
Benefits	The advantages the individual customer can gain from the product or service being provided eg proximity to the beach
Holiday types	Long haul, short haul (Europe, Worldwide), domestic (to include short breaks, weekend breaks)
Types of holiday customer	Individuals, families, couples, over 50s, special interest, people with specific needs, groups

Learning outcome	The learner will:
	2. Be able to recommend package holidays for customers
Assessment criteria	
The learner can:	
2.1 Identify the holiday requirements of a customer	
2.2 Use sources of information to recommend a holiday for a customer to meet their requirements	
2.3 Present information on the selected holiday to the customer	

Range
Sources of information Brochures, websites, travel guides
Information Date, departure and arrival airport, destination, type of accommodation, board arrangements, accommodation facilities, local attractions

Unit 113

Accessible travel and tourism

UAN:	F/502/9498
Level:	Level 1
Credit value:	4
GLH:	38
Assessment	This unit will be assessed by an assignment covering practical skills and knowledge.
Aim:	This unit aims to introduce the learners to a range of equal opportunities issues in relation to tourism and how customers with specific needs can access and enjoy tourism facilities.

Learning outcome	The learner will:
	1. Know how to interpret information on the suitability of tourism venues for customers with specific needs
Assessment criteria	
	The learner can: 1.1 Describe the importance of tourism venues providing information for customers with specific needs 1.2 Identify signs and symbols for denoting accessibility and special facilities 1.3 Identify organisations that provide travel and tourism information for customers with specific needs 1.4 Identify information sources which are available to customers with specific needs

Range
Specific needs Mobility, sensory, learning, dietary and allergic, different race or religion, cultural differences, local to your area Signs and symbols International (eg wheelchair, visual, hearing), National (eg RADAR key scheme) Organisations Tourism organisations (eg Visit Britain, regional tourism organisations), organisations for disabled customers (eg RADAR, Holiday Care, Royal National Institute for the Blind), Local authorities (eg destination guides), other organisations (eg National Trust, Forestry Commission, English Heritage, National Park Authority) Information sources Internet, general tourism guides (eg brochures, leaflets, destination guides), guides specially for disabled customers, Tourist Information Centres

Learning outcome	The learner will:
2. Understand key services and facilities required by travel and tourism customers with specific needs	
Assessment criteria	
The learner can:	
2.1 Describe how travel and tourism organisations meet the requirements of customers with specific needs	
2.2 Identify checks to confirm the provision of services for customers with specific needs	
2.3 Identify legislation in relation to tourism for all	
2.4 Explain why sometimes there may be limited access to facilities for customers with specific needs	

Range
<p>Organisations Visitor attraction, hotel, travel agency, tourist information centre, restaurant, exhibition centre, railway station, bus station, airport</p> <p>Requirements Physical (eg dimensions required for wheelchair access), equipment (eg induction loops), customer service skills</p> <p>Specific needs Mobility, sensory, learning, dietary, allergies, race, religion, cultural</p> <p>Services Parking, accessibility, advance information (eg leaflets etc), signposting, catering, toilets, adapted communication, customer service skills</p> <p>Legislation Equality Act 2010 (formerly Disability Discrimination Act / Equal Opportunities Act / Race Relations Act</p> <p>Why Building and conservation regulations, legislation</p>



Appendix 1 Relationships to other qualifications

Literacy, language, numeracy and ICT skills development

These qualifications can develop skills that can be used in the following qualifications:

- Functional Skills (England) – see www.cityandguilds.com/functionalskills
- Essential Skills (Northern Ireland) – see www.cityandguilds.com/essentialskillsni
- Essential Skills Wales – see www.cityandguilds.com/esw



Appendix 2 Sources of general information

The following documents contain essential information for centres delivering City & Guilds qualifications. They should be referred to in conjunction with this handbook. To download the documents and to find other useful documents, go to the **Centres and Training Providers homepage** on www.cityandguilds.com.

Centre Manual - Supporting Customer Excellence contains detailed information about the processes which must be followed and requirements which must be met for a centre to achieve 'approved centre' status, or to offer a particular qualification, as well as updates and good practice exemplars for City & Guilds assessment and policy issues. Specifically, the document includes sections on:

- The centre and qualification approval process
- Assessment, internal quality assurance and examination roles at the centre
- Registration and certification of candidates
- Non-compliance
- Complaints and appeals
- Equal opportunities
- Data protection
- Management systems
- Maintaining records
- Assessment
- Internal quality assurance
- External quality assurance.

Access to Assessment & Qualifications provides full details of the arrangements that may be made to facilitate access to assessments and qualifications for candidates who are eligible for adjustments in assessment.

The **centre homepage** section of the City & Guilds website also contains useful information such on such things as:

- **Walled Garden:** how to register and certificate candidates on line
- **Events:** dates and information on the latest Centre events
- **Online assessment:** information on how to register for GOLA/e-volve assessments.

Useful contacts

UK learners General qualification information	T: +44 (0)844 543 0033 E: learnersupport@cityandguilds.com
International learners General qualification information	T: +44 (0)844 543 0033 F: +44 (0)20 7294 2413 E: intcg@cityandguilds.com
Centres Exam entries, Certificates, Registrations/enrolment, Invoices, Missing or late exam materials, Nominal roll reports, Results	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: centresupport@cityandguilds.com
Single subject qualifications Exam entries, Results, Certification, Missing or late exam materials, Incorrect exam papers, Forms request (BB, results entry), Exam date and time change	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 F: +44 (0)20 7294 2404 (BB forms) E: singlesubjects@cityandguilds.com
International awards Results, Entries, Enrolments, Invoices, Missing or late exam materials, Nominal roll reports	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: intops@cityandguilds.com
Walled Garden Re-issue of password or username, Technical problems, Entries, Results, GOLA/e-volve, Navigation, User/menu option, Problems	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413 E: walledgarden@cityandguilds.com
Employer Employer solutions, Mapping, Accreditation, Development Skills, Consultancy	T: +44 (0)121 503 8993 E: business@cityandguilds.com
Publications Logbooks, Centre documents, Forms, Free literature	T: +44 (0)844 543 0000 F: +44 (0)20 7294 2413

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