DCT Certificate in Tourism (Level 4)

Core Units

Unit Title	Cultural Awareness and Workplace Communication	Programme/s	Tourism, Hospitality, Events, Retail & Culinary Arts (Level 4)
Unit Code	M1001	Credit Value	4
Classroom Hours:	48	Self-Study Hours:	12
Unit Description/ Purpose	Through this unit, students will acquire the basic knowledge and skills needed to communicate effectively within Dubai's multi-cultural environment and across the world. They will learn about various types of communication methods including written and verbal and the implications of culture in the communication process. Finally, emphasis will be placed on how to interact with people from a range of different social and cultural backgrounds as well as how to effectively handle conflicts and misunderstandings.		
High Level Learning Outcomes	**LO1:** Gain an understanding of different communication styles including both verbal and non-verbal aspects **LO2:** Identify and handle conflicts arising from miscommunication in a service setting and devise strategies to minimise cross cultural misunderstandings **LO3:** Apply different considerations while communicating with diverse audiences **LO4:** Gain familiarity with different types of written and verbal communication tools that are used in various contexts		
Topics	1. Effective verbal and non-verbal communication 2. Multiculturalism and diversity 3. Communicating in diverse workgroups 4. Listening skills 5. Business documents 6. Presentations 7. Service standards for dealing with diverse customers 8. Discrimination and handling conflicts		
Delivery Method & Facilities	• Classroom delivery • External visits • Guest speakers from local industry experts		
Unit Assessment	• Case Study • Presentation		

Unit Title	International Computer Driving License (ICDL) Basic Skills Certificate	Programme	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1002	Credit Value	6
Classroom Hours:	72	Self Study Hours:	18
Unit Description/ Purpose	ICDL (International Computer Driving Licence) is the world's leading computer skills certification. To date more than 14 million people have engaged with the ICDL programme, in over 100 countries. DCT is an officially Accredited Test Centre (ATC). The ICDL Basic Skills Certificate combines four ICDL modules- Computer Essentials, Online Essentials, Word Processing, Spreadsheets- that are essential for every working professional to excel in primary digital skills that are fundamental to all job functions.		
High Level Learning Outcomes	**LO1:** Gain a practical understanding of computer essentials which includes skills and concepts relating to the use of devices, file creation and management, networks and data security. **LO2**: Gain a practical understanding of online essentials which includes skills and concepts relating to web browsing, effective information search, online communication and e-mail. **LO3**: Gain a practical understanding of word processing which includes skills to accomplish everyday tasks associated with creating, formatting and finishing word processing documents, such as letters, CVs, and other documents. **LO4**: Gain a practical understanding of spreadsheets which includes skills to perform tasks associated with developing, formatting, modifying and using a spreadsheet, to use standard formulas and functions, and to competently create and format graphs or charts.		
Topics	31. Computer Essentials 32. Online Essentials 33. Word processing **34.** Spreadsheets		
Delivery Method & Facilities	• Classroom delivery through practicals		
Unit Assessment	• Practical task-based assessment		

Unit Title	Business Fundamentals	Programme/s	Tourism, Hospitality, Events & Retail
Unit Code	M1003	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit covers the basics of what a business is, how it is structured, the ownership, how it impacts the world in which we live and how processes within the business work. You will also begin to understand what businesses' aims are, what their goals are and how they work together as an organisation to achieve these. This unit will provide you with the opportunity to relate these key topics to the real world by researching and working on case studies based on existing global companies.		
High Level Learning Outcomes	**LO1:** Gain an understanding of what a business is and how it is organised, its key functional units and the main types and categorisations of businesses **LO2**: Describe different business ownership structures **LO3**: Articulate the goals of a business and describe how they are set and measured **LO4**: Explain the impact of disruptors on businesses, and indicate ways in which businesses must continuously add value to their offerings to effectively operate in an evolving macro environment		
Topics	35. **What is a Business?** • Goods and Services • Business Activities in the UAE • Primary, Secondary and Tertiary Industries • Employment Structures • Introducing Supply Chain • Adding Value 36. **Forms of Business Ownership** • Sole Trader • Partnerships • Corporation • Franchising 37. **Business Aims and Objectives** • Business Objectives • Setting SMART Objectives 38. **Main Functions of Business** • Finance • Procurement • Human Resources (HR) • Marketing • Operations • Sales 39. **Organisational Structures** 40. **Business Environment** • Stakeholders • Corporate Social Responsibility (CSR) • Disruptors		
Delivery Method & Facilities	• Classroom delivery • Site visits • Guest speakers		
Unit Assessment	• Short questions • Report		

Unit Title	Service Skills Fundamentals	Programme	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1004	Credit Value	5
Classroom Hours:	60	Self-Study Hours:	15
Unit Description/ Purpose	The purpose of this unit is to provide learners with the knowledge and skills to be able to understand the principles of customer service excellence and to recognise the difference between customer service and customer experience. Students will be able to proactively sell products and services to customers of the Tourism, Hospitality, Retail and Events sectors, to engage with customers in a way that builds rapport and trust, identify customer needs and desires and recommend appropriate products and services to meet identified needs. Students will be able to utilise common selling techniques to close the sale and deliver positive memorable experiences to customers.		
High Level Learning Outcomes	**LO1:** Gain an understanding of the role of customer service excellence and the creation of a customer experience in organisational success **LO2**: Understand and apply concepts related to consumer behaviour and psychology in order to better anticipate and cater to varying customer needs, and to build adequate rapport for a positive first impression **LO3**: Practically apply the FAB (Features, Advantages and Benefits) model to provide clear product and service information to customers **LO4**: Understand different types of selling and stages in the selling process and explore specific techniques at each stage to identify and respond to buying signals, close a sale and practice service recovery in the face of conflict		
Topics	1. Defining Customer Service 2. Creating Positive Memorable Service Experiences 3. The Psychology of Buying and Selling 4. Selling Techniques 5. Developing and Maintaining Product and Service Knowledge 6. Proactively Managing Customer Dissatisfaction		
Delivery Method & Facilities	• Classroom delivery • External visits • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment • Roleplay		

Unit Title	Marketing	Programme/s	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1005	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	This unit introduces students to the fundamental concepts within marketing and teaches them to craft a high-level marketing strategy by using the STP approach (segmentation, targeting, and positioning) and to design the marketing mix (product, price, place, and promotion). This unit aims to help students build a strong foundation of what marketing is and obtain a structured approach to planning marketing activities, while maintaining a high standard of ethics.		
High Level Learning Outcomes	**LO1:** Display an understanding of the basic marketing vocabulary and concepts **LO2**: Articulate and analyse the macro factors at play while developing a marketing plan **LO3**: Describe how to identify and target a specific audience for marketing efforts **LO4**: Design a high level marketing plan that incorporates the four key elements of a marketing mix using the STP approach		
Topics	**41. What is Marketing?** • Needs, Wants and Demands • Market Offerings/Products • Competition and Value • The Link between Sales and Marketing • The Marketing Planning Process • SWOT Analysis • The Marketing Mix **42. Understanding Customers** • The Three Roles of a Customer • Customer Decision Making • Organisational Decision Making **43. Segmentation, Targeting and Positioning** • Introduction to Segmentation • The basics of Targeting • Positioning a Product or Offering • Developing the Value Proposition Statement **44. Product** • Viewing Service as a Product • Developing a product • Branding **45. Price** • Pricing Decisions • Factors affecting pricing decisions • Pricing Strategies **46. Distribution Channels** • The importance of distribution channels • Deconstructing distribution channels **47. Promotion** • Communicating Value Proposition to Customers • Personal Selling • Advertising • Digital Marketing • Sales Promotion • Media Releases • Influencer Marketing • Familiarisation **48. Ethical and Legal Considerations** • Standards for Marketing Ethics • Consumer Rights in Dubai		
Delivery Method & Facilities	• Classroom delivery • Site visits • Guest speakers		
Unit Assessment	• Presentation		

Unit Title	Financial Accounting and Control	Programme	Tourism, Hospitality, Events and Retail (certificate)
Unit Code	M1006	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit focuses on the processes necessary to control specific workplace safety risks. The risk management approach is central to compliance with Occupational Safety & Health (OSH) legislation, which imposes obligations on businesses to manage the safety of their workers and anyone else in the workplace. Students will start by differentiating between a 'hazard' and a 'risk' and learning how to identify and categorise common workplace hazards. They will then explore how risk is measured and learn how to perform a common risk assessment with the help of a risk matrix. Various ways to control risk will be studied, including the many factors that influence the choice of risk control. Finally, students will explore the importance of evaluating and recording workplace incidents and illnesses, followed by a deep dive into the importance of safe food production in service establishments.		
High Level Learning Outcomes	**LO1:** Be able to identify and categorise common workplace hazards, ensuring that local legal requirements are being followed. **LO2**: Perform a risk assessment using a risk matrix. **LO3**: Explore the various ways to eliminate or control risk in the workplace and understand the importance of recording and evaluating incidents. **LO4**: Be familiar with safe food legislation in Dubai that impacts businesses, workers and their responsibilities including personal hygiene, type of food issues as well as correct food handling and storge procedures to reduce risk to health.		
Topics	49. Introduction to Hazards and Risks 50. Risk Assessments 51. Risk Control 52. Review Risk Management Process 53. Safe Food Production in Dubai		
Delivery Method & Facilities	• Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment		

Unit Title	Sustainability	Programme	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1007	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit introduces students to the concept of sustainability, and to current global issues and concerns in the field. Students will gain the knowledge and skills to analyse the impact of businesses operating in tourism on the three pillars of sustainability, will learn about major global and local initiatives in sustainability across various tourism subsectors and will understand the importance of continuous monitoring to measure the effectiveness of sustainability initiatives.		
High Level Learning Outcomes	**LO1:** Gain a holistic view of sustainability across three dimensions (environmental, social and economic) and understand key stakeholders in this area. **LO2**: Display an awareness of the major global issues in sustainability and understand the implications of sustainability concerns for tourism and its associated sectors. **LO3**: Describe existing global initiatives and mitigation techniques related to sustainability, and propose new solutions. **LO4**: Understand how the impact of sustainability measures are analysed and monitored.		
Topics	54. **Tourism and its Subsectors** • Hospitality • Events • Retail • Transportation • Tourism services and service providers • Working together for sustainable tourism 55. **Introduction to Sustainability** • Defining Sustainability • The Sustainable Development Goals (SDGs) • Sustainable Tourism • Sustainability in Dubai 56. **Defining the Three Pillars** • The Environmental Pillar • Environmental Impacts of Tourism and its subsectors • The Economic Pillar • Economic Impacts of Tourism and its subsectors • The Social Pillar • Socio-Cultural Impacts of Tourism and its subsectors • Social Responsibility 57. **Global Sustainability Issues** • Climate Change • Energy Usage • Land Mangement • Consumption and Waste • Water • Carbon Emissions 58. **Implications for the Tourism industry** • Aviation and the case of Emirates Group • The Cruise Industry • Accomodation and Hospitality • Adventure Tourism • Sports Tourism • Religious Tourism • Attractions 59. **Conducting Sustainable Tourism Activities** • Main techniques to minimise impacts • Managing impacts • Customer behaviour 60. **Monitoring Impacts and Changes** • Key monitoring methods		

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Delivery Method & Facilities	• Classroom delivery • Site visits to local leaders in sustainability initiatives • Guest speakers
Unit Assessment	• Presentation

Unit Title	Financial Accounting and Control	Programme/s	Tourism, Hospitality, Events & Retail (Level 4)
Unit Code	M1008	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	This unit will introduce and develop basic analytical skills service industry employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. This unit covers the knowledge and skills required to interpret financial information used by organisations to monitor business performance and provide information on operational and departmental financial activities. On successful completion of this unit, students will be able to interpret financial statements, perform breakeven analysis and calculations, create and interpret budgeting and forecasting data as well as calculate and explain key performance indicators such as financial ratios.		
High Level Learning Outcomes	**LO1:** Demonstrate an understanding of financial accounting systems. **LO2:** Apply a range of financial accounting techniques. **LO3**: Explain and apply tools for effective financial planning and control. **LO4**: Display an understanding of financial ratios.		
Topics	**61. What is Finance and Accounting** • Money, finance and accounting • Money in our day-to-day lives • Types of accounting • Records and documentation • Balancing a cash register **62. Financial Statements and Reports** • Income Statement • Balance Sheet • Cash Flow Statement and Forecast • Double-entry bookkeeping **63. Calculating the Price** • The break-even point: the relationship between cost, volume and price • Discounts and offers • Taxes in Dubai **64. Budgeting** • Budgeting • Variance Analysis **65. Financing a Business** • Types of finance • Risk and return **66. Analysing Business Performance** • Financial Rations • Key Performance Indicators (KPIs) **67. Audits** • What is an audit? • Responsibilities of a business • Business ethics		
Delivery Method & Facilities	• Classroom delivery • Practice exercises • Financial statement analysis and decision-making		
Unit Assessment	• Exam 1 • Exam 2		

Unit Title	Internship 1	Programmes	Tourism, Hospitality, Events, Retail and Culinary Arts
Unit Code	M1009	Credit Value	8
Hours in the workplace	120 (minimum)		
Unit Description/ Purpose	The internship unit involves a four week professional work placement with a Dubai business or government department in an industry that is relevant to the student's area of study. The internship provides students with exposure to a professional environment and an opportunity to apply the knowledge and skills they have gained through out the certificate programme in the real world. Students will set relevant objectives for their internship at the beginning of the month with their workplace supervisor and have weekly check-ins to assess progress. They will be involved in a number of activities and projects depending on the business, and all students willpartake in observations, meetings, clerical work and administration, to gain a clearer insight into the day-to-day functioning of the business. Students must complete the programme to the satisfaction of their host organisation and will be assessed against clear criteria. They will also be expected to keep a weekly diary of their activities and to complete a self-evaluation at the end of the placement.		
High Level Learning Outcomes	**LO1:** Plan, coordinate and undertake a range of professional activities within a workplace environment. **LO2:** Apply and practice good communication skills in a variety of professional and cultural contexts. **LO3:** Apply relevant skills and capabilities learnt throughout the year to support the needs of the business you are placed with. **LO4**: Evaluate the internship experience in relation to personal career goals, engaging in reflective practice to facilitate personal and professional growth.		
Topics	N/A		
Delivery Method & Facilities	• External internship in a professional business environment. • Weekly check-ins from academic advisor.		
Unit Assessment	• Written reflections. • Professional behaviour and attitude report from business placement.		

DCT Certificate in Tourism (Level 4)

Specialised Units

Unit Title	Introduction to the Tourism Industry	Programme	Tourism (Level 4)
Unit Code	T1001	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	This unit introduces students to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Students will study the varous sectors and offerings within the industry, examining the interactions between the different elements such as accommodation, transport, events, attractions and the variety of tourism services. This will support students in developing an appreciation of the travel and tourism experience. Students will then explore how to search for and use current and emerging information on the tourism industry to meet the needs of customers. This will lead into an overview of trends in the tourism industry, factors that impact trends and therefore disrupt the movements of inbound, outbound and domestic visitors. The laws and ethical issues relevant to the industry will be discussed, along with an overview of employment opportunities and the skills required to undertake positions available in the tourism sector. A common thread through the unit will be the tourism industry in Dubai, its growth in recent years and importance to the local economy.		
High Level Learning Outcomes	**LO1:** Discuss the history, development and economic importance of the tourism industry and explain how its different elements combine to provide a tourism experience. **LO2**: Explain and demonstrate how to use various sources of tourism related information. **LO3**: Review current trends and ethical practice in tourism that are shaping the industry in Dubai and internationally. **LO4**: Know the key roles within the Tourism industry and associated skills.		
Topics	1. Introduction to the tourism industry 2. The tourism industry sectors 3. Sources of information 4. Trends in the Tourism Industry 5. Compliance within the tourism industry 6. Employment opportunities within the tourism industry		
Delivery Method & Facilities	• Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment • Presentation		

Unit Title	Preparing for a career in Tourism	Programme/s	Tourism
Unit Code	T1002	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	The purpose of this unit is to equip learners with the fundamental skills required to access and excel at jobs in the tourism industry. Students will gain an understanding of the importance of personal branding and professionalism in making a positive first impression to a prospective employer, and will learn the key soft skills that are valued in the workplace of today. Learners will also be given an in-depth understanding of how to apply to jobs in the tourism industry: from finding potential opportunities, to setting career goals and learning the practical skills required during a job application process including effective CV creation, and key interview skills. Finally, learners will learn how to use feedback as a tool for constant improvement.		
High Level Learning Outcomes	**LO1:** Know the importance of cultivating a professional personal image. **LO2:** Explore the importance of taking ownership of on-going professional development to enhance professional identity and further career opportunities. **LO3:** Be prepared for the job application process for an entry level position within the Tourism sector. **LO4:** Develop the personal skills and attitudes required to be successful in a workplace environment.		
Topics	1. Personal Branding 2. Presenting a Professional Image 3. Taking responsibility for own Performance and Development 4. Preparing for an Interview 5. Motivation in the workplace 6. Working in a Team		
Delivery Method & Facilities	• Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment • Role Play		

Unit Title	Introduction to Hospitality	Programme	Hospitality	
Unit Code	H1007/T1007	Credit Value	3	
Classroom Hours:	36	Self Study Hours:		9
Unit Description/ Purpose	The purpose of this unit is to provide students with an introduction to the hospitality industry, both globally and within Dubai. Students will be introduced to the various types of hospitality establishments, including their function, structure and services offered. The importance of hospitality to local and global tourism economies will be explored, alongside key trends that are shaping the industry both locally and internationally. The hospitality industry often supports and enhances other offerings for tourism, events and retail; these relationships will be briefly introduced.			
High Level Learning Outcomes	**LO1:** Demonstrate an understanding of the local and global Hospitality industry in terms of structure, scope and economic impact. **LO2**: Review current trends in Hospitality that are shaping the industry in Dubai and internationally. **LO3**: Identify the variety of accommodation and F&B establishment types, understand their ratings and the range of facilities and services that are commonly provided.			
Topics	**7. An Overview of The Hospitality Industry** • The hospitality industry in Dubai • The link between hospitality and other sectors • Types of hospitality establishments • The origins of the hospitality industry • Global hospitality industry • Global industry players • Regional players in the hotel industry • Types of hospitality guests • Typical hospitality chain agreements • Legislation relevant to the hospitality industry • Current trends impacting the hospitality industry **8. The Accommodation Sector** • Types of establishments in the accommodation sector • Facilities and services • Accommodation ratings • Typical distribution platforms in the hotel industry **9. The Food and Beverage (F&B) Sector** • The F&B industry • Local examples of F&B companies • Ratings and review systems			
Delivery Method & Facilities	• Classroom delivery • External visits to local hospitality establishments • Guest speakers from local industry experts			
Unit Assessment	• Written Assessment			

Unit Title	Global Destinations	Programme	Tourism
Unit Code	T1003	Credit Value	4
Classroom Hours:	48	Self Study Hours:	12
Unit Description/ Purpose	This unit introduces students to a range of popular global destinations, with a key focus on the MENA region, explaining the features that make them popular for a variety of tourist types. Students will explore the geography, climate, history, trends, tourism landscape & possible tourism threats of these key destinations, alongside factors related to the type of traveller selecting them. They will learn how to investigate and report destination information in a reliable, relevant, clear and efficient manner. This unit will ultimately help to prepare students for a career in the travel and tourism industry as they develop and apply geographical knowledge and evaluate relevant data in order to meet customer requirements.		
High Level Learning Outcomes	**LO1:** Demonstrate knowledge and understanding of popular global destinations, with emphasis on their location, qualities and types of tourist that they attract. **LO2:** Evaluate factors that influence destination appeal and selection, in terms of both the destination and traveller trends. **LO3**: Describe the tourism landcape in the MENA region. **LO4**: Be able to provide current and accurate advice and information to travel customers that meets specific customer types or market need.		
Topics	10. Introduction to Global Destinations 11. Geographical awareness 12. Access to global destinations 13. Factors that influence the appeal of destinations and destination selection 14. Overview of the MENA region 15. Destinations in The GCC 16. Providing destination information		
Delivery Method & Facilities	• Classroom delivery • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment		

Unit Title	Introduction to Events	Programme	Events (Level 4)
Unit Code	E1008/T1008	Credit Value	3
Classroom Hours:	36	Self Study Hours:	9
Unit Description/ Purpose	This unit will provide students with an introduction to the events industry and its importance to the tourism sector both globally and within Dubai. The unit will actively develop the knowledge and knowledge required to source and use current and emerging information on the events industry. This includes industry structure, technology, laws and ethical issues, marketing and environmental impacts specifically relevant to the events industry.		
High Level Learning Outcomes	**LO1:** Identify the characteristics of an event, including the different types, classifications, stakeholders, major bodies and reasons for holding an event and technological application at events **LO2**: Understand basic legislations and ethical standards that relate to events globally and locally **LO3:** Describe the economic impact of events		
Topics	7. Understanding the events industry 8. Marketing and events 9. Sources and uses of information in the events industry 10. Economic Impact of Events 11. Legislation, Ethics and Standards 12. Technology in Events		
Delivery Method & Facilities	• Classroom delivery • External visits • Guest speakers from local industry experts		
Unit Assessment	• Report • Case-based short questions		

Unit Title	Travel Agency Operations	Programme	Tourism
Unit Code	T1004	Credit Value	5
Classroom Hours:	60	Self Study Hours:	5
Unit Description/ Purpose	This unit incorporates the different procedures undertaken in a travel agency in relation to travel bookings from the initial quotation stage through to the time of travel. Students will learn about the role of a travel agent and become familiar with key industry terminology. They will explore the various types of inquiries and proposals that are common to the industry, alongside developing the skills and knowledge required to prepare quotations, book supplier products and services and process travel related documentation.		
High Level Learning Outcomes	**LO1:** Describe the roles and responsibilities of different types of travel agents, tour operators and wholesalers. **LO2**: Be able to respond to customer inquiries and prepare a full travel quotation, following correct procedures. **LO3**: Understand the travel booking workflow and articulate the specific applications of both mid and back office systems that are used to support it. **LO4**: Demonstrate how to book supplier products and services. **LO5:** Know all the types of travel documentation that is required for the booking process.		
Topics	17. Introduction to travel agency operations 18. Terminology 19. From inquiries to proposals 20. Preparing quotations 21. Mid-office systems 22. Book supplier products and services 23. Process travel related documentation **24.** Final documentation		
Delivery Method & Facilities	• Classroom delivery • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment • Role play		

Unit Title	Tour Guiding	Programme	Tourism
Unit Code	T1005	Credit Value	6
Classroom Hours:	72	Self Study Hours:	18
Unit Description/ Purpose	This Unit provides the skills and knowledge required to work effectively as a tour guide. It covers an overview of the industry including types of tours, responsibilities of a tour guide and the key stakeholders involved in the execution of a tour. The content covered in this Unit will enable potential tour guides to plan guiding activities, communicate with tourism industry operators, sharpen the soft skills required to excel in their role, and to apply discretion and judgement within established organisational procedures. Key legal, ethical, safety, environmental and professional development issues that guides must consider in their day-to-day work are also covered.		
High Level Learning Outcomes	**LO1:** Describe the role and reponsibilities of a Tour Guide in Dubai. **LO2**: Articulate the importance of stakeholder communication for a tour guide, including when, how and who you are required to communicate with. **LO3**: Conduct a fully guided tour, demonstrating the key points involved in preparing for, conducting and concluding the tour. **LO4**: Describe risk assessments, legal requirements and ethical issues that are relevant to conducting a guided tour.		
Topics	25. What is a guide? 26. Industry relationships 27. Communicating with stakeholders 28. Preparing for the tour 29. Conducting the tour **30.** Risk Assessment, Ethics and Legal Requirements		
Delivery Method & Facilities	• Classroom delivery • External visits to local touris sites • Guest speakers from local industry experts		
Unit Assessment	• Written Assessment • Practical Assessment		