

## **LEVEL 4 CRITERIA**

### **RATIONALE**

Institute of Tourist Guiding Level 4, Blue Badge award, accredited qualification is designed to provide students with the knowledge, understanding and skills for success working as tourist guides within the specified area and for continuous professional development.

### **AIMS**

To provide a qualification for those wishing to work as tourist guides on site, on foot and on a moving vehicle within a specified area for individuals or for groups of visitors. To develop a successful range of skills and personal qualities essential for performance meeting visitors' needs.

To provide foundation for continuous professional development.

### **OBJECTIVES**

Students should be able to:

- Select the most appropriate routes, sites, stopping places; showing understanding of the various aspects of the area, the interests of the participants; maintaining an appropriate time schedule; having regard for the health and safety of both visitors and staff.
- Present an effective commentary: showing understanding of the various aspects of the area, the interests of the participants; maintaining an appropriate time schedule; having regard for the health and safety of both visitors and staff.
- Deliver administrative measures for the running of a small business.
- Demonstrate ability to work both independently and as a member or leader of a team.
- Demonstrate relevant management skills.
- Demonstrate a range of effective communication skills.

### **KEY INTEREST GROUPS**

See "Steering Group" document.

### **PRIOR KNOWLEDGE/ATTAINMENT/EXPERIENCE**

This qualification is open to all. In accepting students the training provider should be conscious of their successfully completing the course. The provider should have a mechanism for assessing potential for candidates' success. No specific prior educational experience, knowledge, or attainment is a prerequisite, however candidates should be made aware of the skills required to achieve the learning outcomes of the course.

The following may however benefit more readily from the programme:

- Those working already in an environment where they are required to make announcements or presentations.
- Other level 2 and 3 qualifications allied to this sector of the tourist industry such as Level 2 Fixed Route Commentary, Interpretation and Presentation, Level 3 Flexible Route Commentary Interpretation and Presentation and some Higher Education qualifications.

## SUMMARY OF LEARNING OUTCOMES

To achieve this qualification a student must demonstrate:

### Required Knowledge

- Accurate recall of the relevant 'tour' knowledge as and when required.
- Awareness of the legal obligations relevant to working as a Tourist Guide.
- Business and marketing information relevant to a Tourist Guiding business.
- Itinerary and tour planning with selection appropriate for specific requirements.

### Required Skills

- Ability to research, to recall accurately and select the relevant 'tour' knowledge as and when appropriate.
- A range of skills, personal qualities and attitudes essential for the delivery of effective tourist guiding.
- A range of communication skills essential for effective performance meeting visitors' needs.
- Ability to work as part of a team.
- Demonstrated flexibility and self-motivation.
- Ability for self-evaluation of performance.

## STATEMENT OF PROGRAMME CONTENT

### Product Knowledge

- Knowledge and understanding necessary to deliver an effective commentary and presentation.
- Knowledge of health and safety requirements and provisions including dealing with disabled visitors.
- Provision for and importance of tourism in the area.

### Practical Skills

- To achieve audibility, comprehension, clarity of delivery, coherence of delivery, selection of commentary, effective rapport, effective customer care, effective administration, time management.

## MANDATORY UNITS

- Communications Seminar (16 hours) delivered by Institute approved person(s).
- Tour Planning Project of 3000 words

## OPTIONAL UNITS

- Individual areas, sites or training providers may wish to offer for accreditation optional modules in order to meet perceived market requirements: e.g. additional languages, special services for specific ability/disability groups.
- First Aid

## COMMON UNITS

- Background Knowledge Exam
- Communications Seminar

## LEARNING HOURS

- 200-250 Contact hours of which 110-140 hours must be practical sessions on site and 16 hours must be for the Communications Seminar.
- A minimum of a half of the practical sessions should be on a coach or similar moving vehicle.
- 500 Self-directed study hours.

## **KEY SKILLS**

- Communication
- IT

## **SPIRITUAL / MORAL / ETHICAL / SOCIAL / CULTURAL ISSUES**

Such issues should be addressed as integral elements of the programme.

## **ENVIRONMENTAL / HEALTH & SAFETY / EUROPEAN DEVELOPMENTS**

Such issues should be addressed as integral elements of the programme.

## **NOTES FOR GUIDANCE**

- Spiritual – spiritual issues can be raised when students are learning how to work in a team and developing communication skills.
- Moral and ethical issues – understanding the impacts of tourism development particularly those that are considered to be negative can lead to discussions on moral and ethical issues.
- Social and cultural issues – a discussion on objectives such as social and cultural impacts of tourism eg promoting understanding between cultures, the encouragement of tourism experiences for all, can lead to discussions on social and cultural issues.
- Environmental issues – an understanding of environmental issues relating to the area of study and wider environmental issues relating to tourism can lead to discussions on the environment.
- Health and Safety can be raised and discussed in relation to the conduct of tours and the health and safety requirements for both clients and staff.
- Understanding economic issues and European developments within tourism and tourist guiding can lead to discussions on the economic issues and European developments.

## **ARRANGEMENTS FOR ASSESSMENT, MODERATION, AWARDED AND REPORTING ATTAINMENT**

The Institute arranges and provides all examinations at Level 4. Please contact the Institute for a copy of the Examinations Handbook. A tour planning project of 3000 words is also required at Level 4.

## **GUIDING IN LANGUAGES WHICH ARE NOT THE GUIDE'S FIRST LANGUAGE**

Please refer to the regulations issued by the Language Committee of the Institute.