

CERTIFICATE IN TOURISM

Module Title	Business Fundamentals		
Credit value	3	Duration (hours)	45
Aim	<p>This module will introduce learners to the fundamentals of business. They will begin by exploring the definition of a business, the three main business sectors and what license types are possible for businesses in the UAE. Learners will then study the various forms of business ownership and evaluate the pros and cons of each. They will begin to understand how a business can be structured, what business goals and objectives are and how the various functions of an organisation work together to achieve these. Learners will analyse the business life-cycle, review external business environments and investigate how they impact the success and strategic aims of a business. This module will provide learners with the opportunity to relate these key topics to the real world by researching and working on case studies based on existing local and global companies.</p>		
Module Learning Outcomes			
<p><i>At the end of this module, learners will be able to:</i></p>			
1. Describe what businesses do and how their core departments function			
2. Evaluate business ownership and organisational structures			
3. Examine business aims and objectives			
4. Examine the environment in which businesses operate			

Module Title	Cultural Awareness and Workplace Communication		
Credit value	4	Duration (hours)	60
Aim	<p>This module is designed to provide learners with the basic knowledge and skills required to communicate effectively within Dubai's multi-cultural work environment. Learners will study various types of communication methods, including verbal, non-verbal and written. There will be a particular focus on the implications of culture in the communication process, and learners will gain the knowledge and skills to interact effectively with people from a range of different social and cultural backgrounds. The module will also define guidelines for learners to effectively research, read and reference information enabling them to communicate successfully. Learners will be equipped with the skills to create and present various types of written communication such as emails, reports and presentations to further help them to communicate successfully in the workplace.</p>		
Module Learning Outcomes			
<p><i>At the end of this module, learners will be able to:</i></p>			
1. Describe forms of communication such as verbal and non-verbal			

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2. Apply considerations of culture and diversity while communicating with people from multicultural backgrounds
3. Demonstrate effective methods of researching, reading and referencing information
4. Use types of professional communication

Module Title	Financial Accounting and Control		
Credit value	4	Duration (hours)	60
Aim	This module will introduce and develop basic analytical skills that employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. Learners will acquire the skills and knowledge 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 module, 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.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Examine financial accounting systems in current use			
2. Apply financial accounting techniques effectively			
3. Apply tools for effective financial planning and control			
4. Calculate financial ratios accurately			

Module Title	Global Destinations		
Credit value	4	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to help prepare them 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. The module introduces learners to the key aspects of global destinations, what factors influence a destination's appeal and what motivating and enabling factors encourage a customer to travel there. Learners will begin by exploring basic global geographical concepts and features such as climate and climate graphs, time zones, longitudinal positions and physical features, continents, oceans, mountain ranges and forests. They will then investigate the geography, history, trends, tourism landscape & possible tourism threats of key global destinations and attractions, alongside factors related to the type of traveller visiting them. Learners will discover how to investigate and report destination information in a reliable, relevant, clear and efficient manner, and be able to present travel recommendations based on customer		

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	profiles. There will be a focus on the MENA region at the end of this unit, where learners will study the history, geography and tourist appeal of nearby destinations.
Module Learning Outcomes	
<i>At the end of this module, learners will be able to:</i>	
1. Describe major global features	
2. Explain factors that influence destination appeal	
3. Investigate consumer trends when selecting a tourist destination	
4. Present recommendations on suitable destinations based on customer profiles	

Module Title	Hazard Identification and Risk Assessment		
Credit value	3	Duration (hours)	45
Aim	<p>This module is designed to focus on the processes necessary to control safety and risks in the workplace. 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. In this unit, learners will start with basics by differentiating between a 'hazard' and a 'risk' and learning how to identify and categorise common workplace hazards. They will learn how risk is measured and also learn to perform a common risk assessment with the help of a risk matrix. The module will take the learners through various ways to control risk and understand the many factors that influence the choice of risk control. Learners will also be exploring the importance of evaluating and recording workplace incidents and illnesses. This will then be followed by a deep dive into the importance of safe food production in service establishments. Overall this unit will equip learners with essential knowledge and skills required to ensure safety in a service industry workplace.</p>		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Examine common workplace hazards and associated risks			
2. Perform a risk assessment using a risk matrix			
3. Recall ways to eliminate or control risks through a risk register			
4. Explain legislation regarding safe food practices in Dubai impacting businesses and workers			

Module Title	ICT Essentials
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Credit value	6	Duration (hours)	90
Aim	This module provides learners with a basic understanding and hands on application of ICT concepts and standard computer applications that are commonly used to support administrative functions in a work environment. Learners will gain proficiency in the basic use of word processing applications and spreadsheets that are essential to use in business environments where computer, smart phone, tablet use is required. This module covers content that fulfils the requirements for learners to sit for the Basic Skills Certificate examinations for ICDL: an industry standard in ICT.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Use devices to create and manage files across networks using safe data practices			
2. Use essential online skills			
3. Use Microsoft Word to carry out basic word processing tasks			
4. Use Microsoft Excel to create basic spreadsheets			

Module Title	Internship		
Credit value	8	Duration (hours)	240
Aim	The internship module involves a six-week professional work placement with a Dubai business or government department in an industry that is relevant to the learner's area of study. The internship provides learners with exposure to a professional environment and an opportunity to apply the knowledge and skills they have gained throughout the certificate programme. They will set relevant objectives for their internship at the beginning of the month with their workplace supervisor and have weekly meetings to assess progress. They will be involved in a number of activities and projects depending on the business, and all learners will take part in observations, meetings, clerical work and administration, to gain a clearer insight into the day-to-day functioning of the business. Learners 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-reflection at the end of the placement. Learners will complete their internship within the Tourism Industry.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Display professional attitude and presentation for a tourism workplace environment			
2. Practice professional communication and teamwork in a tourism workplace environment			
3. Reflect on the internship experience using a recognised reflective cycle			

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4. Create action plans to support personal and professional growth

Module Title	Introduction to the Events Industry (Short)		
Credit value	3	Duration (hours)	45
Aim	This module aims to provide learners with an introduction to the events industry and its importance to the tourism sector both globally and within Dubai. The module will actively develop the skills 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.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Explore the fundamentals of the events industry.			
2. Research sources of information available in the events industry.			
3. Describe the impacts of events.			

Module Title	Introduction to the Hospitality Industry (Short)		
Credit value	3	Duration (hours)	45
Aim	The purpose of this unit is to provide learners with an introduction to the Hospitality industry, both globally and within Dubai. Learners will be introduced to the various types of hospitality establishments, including their function, structure and services offered. The importance of the industry to local and global economies will be explored, alongside key trends that are shaping the industry both locally and internationally. Learners will learn about key job roles and skill requirements within Hospitality organisations, whilst considering regional recruitment challenges and possible solutions. The Hospitality industry often supports and enhances other offerings for tourism, events and retail; these relationships will be briefly introduced.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Describe the local and global Hospitality industry in terms of structure, scope and economic impact			
2. Compare common accommodation and F&B establishment types, including their ratings and the facilities and services that they offer			
3. Explain current trends in Hospitality that are shaping the industry in Dubai and internationally			

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Module Title	Introduction to the Tourism Industry		
Credit value	4	Duration (hours)	60
Aim	<p>This module introduces learners to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Learners will study the various 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 learners in developing an appreciation of the travel and tourism experience. Learners 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 module will be the tourism industry in Dubai, its growth in recent years and importance to the local economy.</p>		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Explore key tourism concepts including sectors, customer segments and economic impacts			
2. Explain the offerings of tourism businesses and how they remain compliant			
3. Explain the key career roles within the tourism industry and their associated skills			
4. Review current trends in tourism that are shaping the industry in Dubai and internationally			

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Module Title	Marketing		
Credit value	4	Duration (hours)	60
Aim	<p>This module introduces learners to the fundamental concepts within marketing and teaches them to craft a high-level marketing plan by using the STP approach (segmentation, targeting, and positioning) and to design the marketing mix (product, price, place, and promotion).</p> <p>This module aims to help learners build a strong foundation of what marketing is and obtain a structured approach to planning marketing activities, while maintaining a high standard of ethics.</p>		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Recognise fundamental marketing concepts and related vocabulary.			
2. Analyse the macro environment of a company using tools such as SWOT analysis, the PESTLE framework and competitor profiles.			
3. Describe how to identify and target a specific audience for marketing.			
4. Design a high-level marketing plan that incorporates the four key elements of a marketing mix using the STP approach.			

Module Title	Preparing for a Career in Tourism		
Credit value	3	Duration (hours)	45
Aim	<p>The purpose of this module is to equip learners with the fundamental skills required to access and excel at jobs in the Tourism industry. Learners will understand the importance of personal branding and professionalism required in making a positive first impression to a prospective employer. They will identify and learn the key soft skills that are required to make them successful at workplace today. This module will also give them an opportunity to understand how learners can take responsibility for their own development in their career. Learners will also be given an in-depth understanding of how to apply to various jobs in the Tourism industry: from finding potential job opportunities, to setting career goals and learning the practical skills required to excel during the job application process. This includes effective CV creation, writing a cover letter and key interview skills.</p>		
Module Learning Outcomes			

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At the end of this module, learners will be able to:

1. Develop a personal brand
2. Write a CV and cover letter for a job in the Tourism industry
3. Apply key interview skills required for a job at an entry level position within the Tourism sector
4. Describe the personal skills and attitudes required to be successful in a workplace environment

Module Title	Service Skills Fundamentals		
Credit value	5	Duration (hours)	75
Aim	The purpose of this module is to provide learners with the knowledge and skills required to be able to understand the principles of service excellence. Learners are taught to recognise the difference between customer service and customer experience. They will develop skills to enable them to proactively sell products and services to customers of the Hospitality industry. Learners will also be able to engage with customers in a way that builds rapport and trust, identifies customer needs, desires and in turn recommend appropriate products and services to meet their needs. Learners will also be equipped to utilise common selling techniques to close the sale and deliver positive memorable experiences to customers.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Examine service excellence and the importance of product and service knowledge for the service industry			
2. Create a memorable customer experience through listening to customer needs while building rapport and trust			
3. Apply the steps used in the selling process while exploring ways to maximise sales, handling refunds and exchanges for the customer.			
4. Resolve customer complaints while applying the concept of service recovery to generate customer loyalty			

Module Title	Sustainability		
Credit value	3	Duration (hours)	45
Aim	This module will introduce learners to the concept of sustainability and make them aware of the current global issues and environmental concerns in tourism and its related industries. Learners will gain the knowledge and skills to analyse the impact of the three pillars of sustainability on businesses operating in tourism and tourism related sectors. Learners will be exposed to major global and local initiatives taking place in sustainability and examine how that contributes to the industry. They will understand the importance of continuous monitoring of sustainability initiatives and also identify various methods used to measure the effectiveness of initiatives over		

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	time. The knowledge and skills acquired in this unit will enable learners to develop creative solutions to enable businesses to reach their sustainability targets.
Module Learning Outcomes	
<i>At the end of this module, learners will be able to:</i>	
1. Explain the three dimensions of sustainability, including their impacts and stakeholders	
2. Review major global issues in sustainability and their implications on tourism and tourism related sectors.	
3. Describe existing and future global initiatives and techniques used to support sustainability	
4. Identify methods to analyse and monitor the impact of sustainability initiatives	

Module Title	Tour Guiding		
Credit value	6	Duration (hours)	90
Aim	This module aims to provide learners with the knowledge and skills required to work effectively as a tour guide. The module gives the learners 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 module enables 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. Learners are also exposed to key legal, ethical, safety, environmental and professional development issues that tour guides must consider in their day-to-day work to be successful.		
Module Learning Outcomes			
<i>At the end of this module, learners will be able to:</i>			
1. Plan a guided tour around a popular area or attraction in Dubai			
2. Prepare the necessary documents required to conduct a tour			
3. Conduct a guided tour to participants in the role of a tour guide			
4. Evaluate the success of a guided tour using participant feedback			

Module Title	Travel Agency Operations		
Credit value	5	Duration (hours)	75
Aim	This module aims to provide learners with the knowledge to understand the role of a travel agent and a familiarity with key industry terminology. This module covers the different		

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procedures undertaken in a travel agency in relation to travel bookings, from the initial quotation stage through to the time of travel. Learners will explore the various types of enquiries and proposals that are common within the industry, alongside developing the skills and knowledge required to prepare quotations, book supplier products and services and process travel related documentation.

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Ask potential customers appropriate and relevant questions in order to gather necessary information for a travel proposal
2. Respond to customer enquires with all the relevant travel proposal documentation
3. Process bookings for products and services.
4. Perform the financial calculations that are routinely used by travel agents.