EUROPASS DIPLOMA SUPPLEMENT

TITLE OF THE DIPLOMA (ES)

Técnico Superior en Guía, Información y Asistencias Turísticas

TRANSLATED TITLE OF THE DIPLOMA (EN) [1]

Higher Technician in Tourist Guide, Information and Assistance

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(1) This translation has no legal status.

DIPLOMA DESCRIPTION

The holder of this diploma will have acquired the General Competence with regard to:

Planning, promoting and providing information on national tourist destinations, guiding and assisting travellers and customers in terminals, transport means, events and other tourist destinations.

Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:

"Tourist Market Structure"
The holder:
– Contextualises the tourist sector, its historical evolution and current situation, analysing their implications as a socioeconomic activity.
– Identifies the different tourist typologies relating them with demand and foreseeable evolution.
– Analyses the tourist offer, characterising its main components, as well as mediation and distribution channels.
– Characterises the tourist demand, relating the different factors and elements that motivate the same, as well as current trends.

"Protocol and Public Relations"
The holder:
– Applies institutional protocol analysing the different organization systems and using protocol rules and official precedence.
– Applies business protocol describing the different elements of design and organisation, according to the nature and type of event, as well as the audience to which it is addressed.
– Applies the fundamentals and elements of public relations (PR) in the tourist area, selecting and applying the associated techniques.
– Establishes communication with the customer relating the used techniques with the type of user.
– Manages complaints and suggestions, describing the pre-established solving stages in order to achieve customer satisfaction.
– Shows attitudes for appropriate customer service analysing the importance of going beyond customer expectations as regards the treatment received.

"Tourist Marketing"
The holder:
– Characterises tourist marketing recognising its basic constituting elements.
– Interprets market segmentation and product-service positioning, recognising quantitative and qualitative data.
– Identifies the elements of marketing-mix recognising its application in the tourist sector.
– Applies new technologies to tourist marketing, analysing their applications and opportunities in the development of policies related to the same.
– Characterises a marketing plan relating the same with the different types of company and products-services.
– Recognises the process of consumer purchase decision analysing his/her motivations and needs.
– Characterises "consumerism" criteria relating them with society, marketing and ethics.

"Tourist Destinations"
The holder:
– Identifies the tourist geography of Spain, distinguishing its administrative division and the most relevant aspects of its orography, hydrography and climate.
– Identifies the tourist geography of Europe and the rest of the world, recognising the political division of continents and their states, orography, hydrography and climate.
– Identifies the main tourist destinations in Spain, describing and assessing their resources and tourist offer.
– Identifies the main tourist destinations in Europe and the rest of the world, describing and assessing their resources and tourist offer.

"Tourist Resources"

The holder:
– Identifies the tourist resources of an area analysing its typology, characteristics and protection rules.
– Interprets the basic concepts of art that characterises Spanish art heritage.
– Identifies Spanish socio-cultural heritage analysing its diversity.
– Analyses Spanish natural heritage characterising and interpreting the same as a tourist resource.
– Interprets art, socio-cultural and historical heritage globally, analysing the necessary strategies for its application as a tourist resource.

"Tourist Information Services"

The holder:
– Describes the tourist information systems, discriminating their specific characteristics according to tourist activities and areas.
– Defines the different types of tourist information offices recognising their specific aims.
– Structures each tourist information system organising the necessary resources.
– Designs the customer services plan within a tourist information system adapting the organisation chart to the rest of resources.
– Communicates the products and services of the systems of information spreading the tasks they carry out.

"Tourist Guide and Assistance Processes"

The holder:
– Characterises the services of assistance and guide analysing the processes derived from these activities.
– Designs itineraries, visits and other services analysing the information and applying the methodology of each process.
– Describes the requirements inherent to travellers' trips analysing the applicable regulations.
– Applies the techniques of communication and encouragement, analysing and relating them with the different group typologies.
– Develops the activities of assistance and guide identifying the stages and procedures in each case.
– Monitors procedures for tourists' arrival and departure at transport terminals characterising performance protocols.

"Tourist Products Design"

The holder:
– Analyses the tourist potential of an area applying resources assessment techniques.
– Determines the opportunity of creation, modification or elimination of a tourist product/service, assessing the variables that characterise the same.
– Designs tourist products/services/destinations organising and planning specific actions.
– Implements tourist products/services and/or destinations selecting the higher socioeconomic impact variables for the environment.
– Stimulates national economic resources, relating the activity of local agent with the tourist product/service created.

"English"

The holder:
– Recognises professional and current information contained in any type of oral discourses produced by any communication means in standard language, interpreting with precision the contents of the message.
– Interprets professional information contained in complex written texts, analysing its contents thoroughly.
– Produces oral messages which are clear and structured, analysing the content of the situation and adapting the linguistic register to the listener.
– Writes documents and reports in relation to the specific sector or academic and daily life, relating linguistic resources with their goal.

"Second Foreign Language"

The holder:
– Recognises professional and current information contained in clear and simple oral discourses produced in standard language, identifying the global content of the message.
– Interprets professional information contained in simple texts, analysing the contents of the same thoroughly.
– Produces oral messages which are clear and structured, relating the purpose of the message with the acquired linguistic structures.
– Writes simple texts, relating grammatical rules with their goals.
– Applies professional attitudes and behaviours in communicative situations, describing common relationships which are characteristic of the foreign language country.

"Project on Tourist Guide, Information and Assistance"

The holder:
– Identifies the needs of the production sector, relating them with the standard projects that may satisfy them.
– Designs projects related to the competences described in the diploma, including and developing their constituting stages.
– Plans the project implementation, determining the intervention plan and associated documentation.

– Defines the procedures for the monitoring and control of the project implementation, justifying the selection of variables and instruments used.

"Professional Training and Guidance"
The holder:
– Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.
– Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.
– Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
– Determines the protective action of the Spanish Health Service in view of the different eventualities covered, identifying the different types of assistance.
– Assesses risks derived from his/her activity, analysing job conditions and risk factors present in his/her labour setting.
– Participates in the development of a risk prevention plan in a small enterprise, identifying the responsibilities of all agents involved.
– Applies protection and prevention measures, analysing risk situations in the labour setting of the Higher Technician in Tourist Guide, Information and Assistance.

"Business and Entrepreneurial Initiative"
The holder:
– Recognises skills related to entrepreneurial initiative, analysing the requirements derived from job positions and business activities.
– Defines the opportunity of creating a small enterprise, assessing the impact on the performance setting and incorporating ethic values.
– Carries out the activities for the setting-up and implementation of a company, choosing the legal structure and identifying the associated legal obligations.
– Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation.

"On the Job Training"
The holder:
– Identifies the company's structure and organization relating the same with the type of service provided.
– Applies labour and ethic habits in his/her professional activity according to the characteristics of the job position and the procedures established by the company.
– Carries out and coordinates the different activities of local guide and tourist escort guide s/he is qualified, identifying and using appropriate means, equipment and tools and applying techniques and procedures in accordance with the established instructions and/or norms, as well as in relation to the work position held in the different types of companies.
– Carries out and coordinates the different activities of tourism information and tourism development agent using the appropriate means, equipment and tools and applying techniques and procedures in accordance with the established instructions and/or norms, as well as customers' demand, taking into account the existing tourist resources in the work area.
– Carries out the different activities of the tourist assistance in transport and events terminals, using control means, equipment and tools and applying techniques and procedures in accordance with the established instructions and/or norms.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Higher Technician in Tourist Guide, Information and Assistance works in the tourist sector, understood in a wide sense, which includes any type of events, travellers' terminals and transport companies, as well as traditional tourist areas, such as destinations and information offices, among others. S/he is also qualified to create and implement local development plans and activities, linked to the same sector.

The most relevant occupations or jobs are the following:

- Local guide
- Tourist escort guide
- Tourist guide at sites of cultural interest
- Tourist information provider
- Head of information offices
- Tourism promoter
- Tourist consulting firm technician
- Local tourist development agent
- Stewardess/assistant in land or water transport means
- Terminal (stations, docks and airports) assistant

- Check-in clerk in transport terminals
- Fair, conference and conventions assistant
- Events services manager

AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA

Name of the body awarding the diploma on behalf of the King of Spain: Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

Official duration of the education/ training leading to the diploma: 2000 hours.

Level of the diploma (national or international)
- NATIONAL: Non-University Higher Education
- INTERNATIONAL:
    - Level 5 of the International Standard Classification of Education (ISCED5).
    - Level 5 of the European Qualifications Framework (EQF5).

Entry requirements: Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding access test.

Access to next level of education/training: This diploma provides access to University studies.

Legal basis. Basic regulation according to which the diploma is established:
- Minimum teaching requirements established by the State: Royal Decree 1255/2009, of 24 July, according to which the diploma of Higher Technician in Tourist Guide, Information and Assistance and its corresponding minimum teaching requirements are established.

Explanatory note: This document is designed to provide additional information about the specified diploma and does not have any legal status in itself.

COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA

PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE	CREDITS ECTS
Tourist Market Structure.	8
Protocol and Public Relations.	8
Tourist Marketing.	10
Tourist Destinations.	12
Tourist Resources.	10
Tourist Information Services	6
Tourist Guide and Assistance Processes	8
Tourist Products Design.	8
English.	7
Second Foreign Language.	7
Project on Tourist Guide, Information and Assistance.	5
Vocational Training and Guidance.	5
Business and Entrepreneurial Initiative.	4
On the Job Training.	22
	TOTAL CREDITS
	120
OFFICIAL DURATION (HOURS)	*2000*

* The minimum education requirements shown in the table above comprise 55% official credit points valid throughout Spain. The remaining 45% corresponds to each Autonomous Community and can be described in the **Annex I** of this supplement.