

1. TITLE OF THE CERTIFICATE (ES)

**Certificado de Profesionalidad de nivel 3 en
HOTI0108 PROMOCIÓN TURÍSTICA LOCAL E INFORMACIÓN AL VISITANTE**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Professional Certificate Level 3 in
HOTI0108 LOCAL TOURIST PROMOTION AND VISITOR INFORMATION
(This translation has no legal status)**

3. PROFILE OF SKILLS AND COMPETENCES

The holder of this certificate will have acquired the **general competence** to promote and market local tourist destinations, managing tourist information services and participating in the creation, marketing and management of tourist products and services in the local environment, using English if necessary. This general competence is divided into the following **skills units** (UC):

- Manage tourist information (UC1074_3).
- Create, promote and manage local tourist services and products (UC1075_3).
- Manage information and tourist distribution units (UC0268_3).
- Communicate in English with an independent user level, in tourist activities (UC1057_2).

The professional skills are acquired through the **learning outcomes** defined within the related Training Modules (MF):

- Tourist information (MF0174_3).
- Local tourist products and services (MF1075_3).
- Management of information and tourist distribution units (MF0268_3).
- Professional English for tourism (MF1057_2).
- Practical training at the workplace in Local tourist promotion and visitor information (MP0020)

(See legal basis for all learning outcomes information acquired by the holder of this Certificate in each MF).

As a reference the learning outcomes include in the Practical training at the workplace that complete and reinforce the learning outcomes acquired in the other training modules, are:

- Collaborate on obtaining information of tourist interest about the local environment, evaluating, selecting and adapting the information obtained to customer needs according to their segment.
- Manage information, documentation and activity programmes that they can be used for achieving established objectives.
- Apply techniques for treating requests for tourist information, complaints and claims that occur frequently in tourist information centres or services, and resolve them in the best way.
- Collaborate on evaluating the tourist potential in a specific local environment that enables opportunities to be detected for creating and developing local tourist products.
- Collaborate on the implementation of strategies for the creation, improvement and development of tourist products and services in local environments, taking into account the area's tourist potential, current and potential demand and environmental protection.
- Put into practice marketing strategies for local tourist products, services and destinations, in accordance with the characteristics of the local tourist resources and services.
- Collaborate on the budget management and control of the unit, calculating the cost of the budgets and defining the appropriate action plans for achieving the objectives.
- Apply staff integration and management techniques used in tourist information units.
- Collaborate in quality controls on certain services and products in tourist information units and assist in evaluating the results obtained.
- Communicate verbally with one or more people in standard English, expressing and interpreting fluidly messages of medium complexity in a variety of formal and informal situations that are intrinsic to tourist services.
- Take part in the company's working processes, following the rules and instructions established at the workplace.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THIS CERTIFICATE

The holder of this certificate may work in visitor centres, municipal tourist information offices, conference offices, employers' organisations, consortia or any other public, local or regional body. The holder may work providing information and advice, collaborating on planning activities, product creation or tourist promotion, or manage tourist information and distribution units. The most pertinent occupations and positions are:

- Local tourism development agent.
- Tourist information specialist.
- Tourist information officer.
- Tourist information office manager.
- Tourist promoter.
- Tourist consultancy specialist.
- Quality coordinator in tourist service companies and organisations.

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the national/regional authority providing accreditation/recognition of the certificate

The Ministry of Employment and Social Security or the corresponding autonomous regional administration within the scope of its competence, in the name of the King. The certificate is valid throughout Spain.

Level of the certificate

The Professional Certificate Level 3 of the National Repertoire of Professional Certificates corresponds to level 4 of the International Standard Classification of Education (ISCED-P 2011).

The European Qualification Framework (EQF) level:

Grading scale/Pass requirements

The grading scale and pass level of the training modules are expressed on a scale of 0 to 10. The minimum score for a pass is 5 in every training module including a pass in the practical training at the workplace module.

The grading system is as follows:

- FAIL: 0 to 4.9
- PASS-SATISFACTORY: 5 to 6.9
- PASS-GOOD: 7 to 8.9
- PASS-EXCELLENT: 9 to 10

Access to next level of education/training

This Professional Certificate Level 3 gives access to Professional Certificate Level 3 within the same professional area and family.

For validation purposes, the educational authorities will recognise the professional module or modules of the VET diplomas corresponding to the skills units included in the training modules of this certificate.

Legal basis

Royal Decree Royal Decree 1376/2008 of 1 August, establishing ten professional certificates in the professional family Hospitality and tourism, which are included in the National Repertoire of Professional Certificates. (Appendix IX, Code: HOTI0108)

Amended by Royal Decree 619/2013 of 2 August, establishing two professional certificates in the professional family Hospitality and Tourism, which are included in the National Repertoire of Professional Certificates, and updating the professional certificates established as Appendices I, II, III, IV, V, VI, VII, VIII, IX and X of Royal Decree 1376/2008 of 1 August, as Appendices I and II of Royal Decree 1256/2009 of 24 July, amended by Royal Decree 685/2011 of 13 May, and as Appendices II, III and V of Royal Decree 685/2011 of 13 May.

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

This certificate may be acquired by:

1. Training: Completion with a pass grade of the face-to-face or online training programme.
2. Recognition of the professional skills acquired through professional experience or non-formal training (prior learning): Completion of a process of skills evaluation and accreditation in all the skills units making up the professional certificate.
3. Dual training: Completion of a training and apprenticeship contract, which may range from 1 year (or 6 months, if stipulated as such in the collective agreement) to 3 years, during which effective working time is combined with time dedicated to training under the training programme for the professional certificate.

The training method (number 1 above) requires successful completion of the training modules and the practical training at the workplace:

Description of vocational training received	Percentage of total programme (%)	Duration (hours)
Training modules	83	570
Practical training at the workplace	17	120
Total duration of training leading to the certificate		690

Entry/access requirements:

- *Bachiller* Diploma (upper secondary education); or
- Professional Certificate Level 2 in the same professional area.
- If neither of the above or higher certifications are held, a pass in the key skills tests.

Additional information: Professional certificates are instruments for official accreditation of the professional qualifications in the National Catalogue of Professional Qualifications for all economic activities, within the scope of the labour administration. The National Repertoire of Professional Certificates is divided into three qualification levels (Level 1, Level 2 and Level 3), and by sectors into 26 professional families and 102 professional areas. More information is available at: www.sepe.es

National Europass Centre: www.oapee.es

(*) **Explanatory note:** This document is designed to provide additional information about the specified certificate, but has no legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications; Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates; and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://europass.cedefop.eu.int>

Information on Professional Certificates of the Map of Qualifications and Vocational Training in Spain

