

# Level 5 Advanced Certificate in Tourism Management

**120**

TRAINING HOURS

**USD 350**

FEE PER CANDIDATE

**5**

CURRICULUM UNITS

## Programme purpose

Build strategic and managerial capability in destination development, sustainable tourism and visitor-experience leadership.

## Who should attend

Experienced tourism professionals, supervisors and aspiring managers seeking advanced tourism-sector knowledge.

No formal prerequisite is specified. Learners should be able to participate in the language of delivery; discuss support needs with your ATP before training.

## By the end of the programme

- 01** Analyse tourism strategy and policy influences.
- 02** Evaluate destination development options.
- 03** Lead a sustainable tourism initiative.
- 04** Design a visitor-experience improvement programme.
- 05** Use tourism research to inform commercial decisions.

## Learning and assessment

Tutor-led explanation, guided practice, discussion and realistic scenarios support the published learning outcomes. Multiple-choice examination: 90 questions, 180 minutes. Your ATP confirms the delivery timetable, feedback arrangements and assessment dates.

The fee shown is the WTTA programme fee per candidate. Confirm any separate ATP tuition or local delivery charges before enrolment. Read WTTA learner policies at [wtta.co.uk/policies](https://wtta.co.uk/policies).

# Learning in detail

Level 5 Advanced Certificate in Tourism Management

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|-----------|---------------------------------------------------------------------------------------------------------------|-------------|
| <b>01</b> | <b>Tourism strategy and policy</b>                                                                            | <b>20 h</b> |
|           | Analyse tourism strategy and policy influences. Develop recommendations that consider stakeholder priorities. |             |
|           | Topics: Strategic frameworks; policy context; stakeholder consultation; competing tourism objectives.         |             |
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| <b>02</b> | <b>Destination planning and development</b>                                                                   | <b>30 h</b> |
|           | Evaluate destination development options. Prepare a justified destination-development proposal.               |             |
|           | Topics: Destination audits; infrastructure; visitor capacity; investment priorities; implementation planning. |             |
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| <b>03</b> | <b>Sustainable tourism leadership</b>                                                                     | <b>25 h</b> |
|           | Lead a sustainable tourism initiative. Select indicators to monitor environmental and community outcomes. |             |
|           | Topics: Sustainability governance; community participation; resource management; impact monitoring.       |             |
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| <b>04</b> | <b>Visitor experience and service-quality management</b>                                                    | <b>20 h</b> |
|           | Design a visitor-experience improvement programme. Use service evidence to prioritise operational changes.  |             |
|           | Topics: Experience mapping; inclusive design; quality standards; feedback analysis; improvement leadership. |             |
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| <b>05</b> | <b>Tourism marketing, research and commercial performance</b>                                                         | <b>25 h</b> |
|           | Use tourism research to inform commercial decisions. Develop a marketing and performance plan with clear assumptions. |             |
|           | Topics: Research methods; market segments; positioning; campaign choices; commercial indicators.                      |             |
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## Applied work and feedback

Use a realistic customer or organisational brief to apply the units. Produce a clear recommendation, supporting checklist or action plan, and explain the evidence behind your decisions.

Learning resources: ATP learning materials, current official destination or supplier information, WTTA learner policies, and relevant case studies. Use approved training access for reservation-system exercises.

WTTA level labels do not imply recognition on an external qualifications framework.