



Find out more!

The ultimate benchmark for professional tour guides

# New Zealand Certificate in Tour Guiding (Level 4)

A great tour leaves visitors inspired, and that takes more than enthusiasm. It takes knowledge, confidence, and professional skill. If you want your guides to represent your business at the highest standard, this is the qualification that sets them apart.

The New Zealand Certificate in Tour Guiding (Level 4) is a comprehensive, nationally recognised qualification designed for employees who lead tours or experiences in tourism, attractions, cultural sites, or any visitor setting.

Unlike short programmes, this qualification provides a complete skillset: from storytelling and interpretation planning, to advanced customer care, health and safety, and cultural awareness. It's delivered on-the-job, at a pace that works for your business, making it practical and cost-effective.

Give your team the tools to turn every tour into an experience that visitors will remember and recommend.

## Programme features – Skills for success

Your people will gain the depth of knowledge and practical skills to excel. Here's a summary:

- ▶ How to prepare and deliver engaging guided tours.
- ▶ How to design and present interpretation plans for storytelling that resonates.
- ▶ How to showcase Aotearoa New Zealand as a visitor destination.
- ▶ How to ensure health, safety, and security on every tour.
- ▶ How to adapt to different visitor needs and cultural contexts.
- ▶ How to communicate effectively across cultures.
- ▶ How to apply workplace policies and standard operating procedures.
- ▶ How to use visitor feedback for continuous improvement.

**Easy to deliver on the job. Nationally recognised. A real career step forward.**

Find out more: [www.ServiceIQ.org.nz/training/tourism/tourism-programmes](http://www.ServiceIQ.org.nz/training/tourism/tourism-programmes)

# ServiceIQ

Industry Qualifications

We are the workplace training specialist for service sector employers in aviation, hospitality, retail, travel, tourism, and museums. We help our customers succeed by growing their talent.

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