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**CTH LEVEL 3 FOUNDATION  
DIPLOMA IN  
TRAVEL AND TOURISM  
(OFQUAL - 601/8150/3)**

**QUALIFICATION  
SPECIFICATION**

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**MARCH 2017**

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## INTRODUCTION

The purpose of this document is to explain the aims, structure, and content of the CTH Level 3 Foundation Diploma in Travel and Tourism.

This document includes the learning outcomes, assessment criteria and indicative content for each unit. In this document, there is guidance relating to learning, teaching and assessment strategies for these qualifications and an explanation of the assessment quality assurance processes.

### Aims of the qualification

The aims are to provide a qualification that:

- provides for an effective academic progression route;
- enables students to gain credit towards higher education;
- enables students to develop higher level academic skills that can be applied in a vocational context.

### Entry requirements

The entry requirements below are intended for guidance only as applicants may apply with a wide variety of backgrounds and qualifications.

CTH accredited centres will assess all applicants to ensure they are able to meet the demands of the course.

Applicant profile	Recommended entry requirements
CTH students and Associate Members Applicants from other regulated awarding organisations	<ul style="list-style-type: none"> <li>• CTH or other regulated vocational qualification at a level appropriate for the level of the qualification applied for (i.e. Level 2)</li> </ul> and <ul style="list-style-type: none"> <li>• Minimum IELTS 4.5 or other evidence of competence in English at this level</li> </ul>
Other students	<ul style="list-style-type: none"> <li>• Completed full time secondary or high school education up to age 16</li> <li>• No requirement for work experience in the hospitality and/or tourism industry</li> </ul> and <ul style="list-style-type: none"> <li>• Minimum IELTS 4.5 or other evidence of competence in English at this level</li> </ul>

### Qualification structure (rules of combination)

This vocational qualification is approved by Ofqual and is included on the Register of Regulated Qualifications.

The qualification is at Level 3 and designed to be 75 credits. The qualification conforms to the relevant level descriptors as developed by Ofqual. One credit represents ten hours of study at any specified level, therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of 585 learning hours. This figure includes but is not limited to formal classes, self-study, revision and assessment. However, students completing this qualification should also be able to demonstrate their ability as independent students.

The credit values and unit structures for the qualification are set out in the following table.

The qualification structure is below, please note all units are mandatory.

Level 3 Diploma in Tourism and Hospitality – 600/7003/1						
Students must achieve:						
<ul style="list-style-type: none"> <li>all 4 mandatory units, providing 75 credits</li> </ul>						
ie a total of 75 credits at Level 3						
<b>Min credit (Mandatory units): 75</b>				<b>Max credit (Mandatory units): 75</b>		
<b>Min GLH for qualification: 585</b>				<b>Max GLH for qualification: 585</b>		
Unit Code	Unit title	L	CV	GLH	Ofqual no.	Assessment method
TTO	Travel and tourism operations	3	20	140	F/504/4387	Closed book written exam
TG	Travel geography	3	20	140	Y/504/4394	Closed book written exam
FTH	Finance in tourism and hospitality	3	15	105	M/507/3867	Closed book written exam
MT	Management for tourism	3	20	200	R/506/3591	Assignment
<b>Total</b>			<b>75</b>	<b>585</b>		

This qualification provides for progression to other qualifications, particularly to CTH's qualifications at Level 4. Further details of articulation agreements with universities can be obtained via the CTH website at: <http://www.cthawards.com>

## ASSESSMENT

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Given the broad and highly varied nature of the tourism and hospitality business, assessment of knowledge purely by examination is not generally felt to be an appropriate assessment method. Students need to demonstrate their higher-level skills and qualities specified in the learning outcomes within a heterogeneous vocational context where investigative assignments and presentations are more appropriate.

Assessment of students' work will be carried out by a range of methods including assignment, essay examination or work assessment. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out below to assist assessors in allocating marks.

For students who wish to progress to a university degree course, CTH recommends that where a unit offers a choice of assessment method, students should carry out assignments rather than practical assessments.

See Appendix A for specimen assessment materials.

### Grading criteria

Individual units can be graded either as fail, pass, merit or distinction. However, the qualification is not subject to grading. The qualification is either achieved or not achieved.

In terms of certification, this means that students will receive a transcript of their results showing the grades for each unit successfully completed, plus the Diploma that recognises their level of achievement. Note that the Diploma does not allocate a grade.

The following table explains the generic grading criteria that should be used by centres in conjunction with the unit mark sheets to assess all students' work.

**GRADING CRITERIA**

Level 3	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	<ul style="list-style-type: none"> <li>• do not meet the requirements of the assessment criteria and learning outcomes of the unit</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• demonstrate a level of understanding of key issues in the area of study</li> <li>• interpret and evaluate correctly key concepts and models</li> <li>• apply a range of theories relevant to the area of study</li> <li>• use a range of research and investigative techniques</li> <li>• produce work that is well presented, clear and well structured, with sources clearly referenced</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study</li> <li>• provide a good level of interpretation and evaluation of concepts and models</li> <li>• show some evidence of original thinking</li> <li>• apply a range of theories in different contexts</li> <li>• use a range of research and investigative techniques to solve problems</li> <li>• make well argued conclusions or recommendations</li> <li>• present work that is neat, clear, well-structured and coherent, with sources clearly referenced</li> </ul>

## UNITS OF ASSESSMENT

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Title		Travel and tourism operations	
Unit purpose and aim(s)	This unit covers assessing the tourism sector and the factors that affect participation in tourism, delivering travel and tourism services and tour guiding services		
Ofqual ref	F/504/4387		
CTH ref	TTO		
Level	3		
Credit value	20		
GLH	140		
Learning outcomes	Assessment criteria	Indicative content	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:		
1 Assess the tourism sector	1.1 Explain the factors that affect the development of the tourist sector 1.2 Explain the factors that contribute to the development of tourism 1.3 Assess the extent, quality and diversity of tourism provision 1.4 Explain the distribution chain in the tourist sector 1.5 Explain the nature and role of intermediaries	<ul style="list-style-type: none"> <li>• Factors affecting tourism</li> <li>• Special interest tourism factors: evolution of transport, winter sports, longer paid holidays, long haul travel, development of global destinations, current developments</li> <li>• Tour operators (independent and integrated), specialist providers, package and non-packaged holidays</li> <li>• Outdoor pursuits, adventure activities cultural events, archaeological tours, language courses, educational trips, hobbies and interests, sports competitions, spiritual interests</li> <li>• Distribution chain</li> <li>• Vertical and horizontal integration</li> <li>• Intermediaries</li> </ul>	
2 Assess the factors that affect participation in tourism	2.1 Define the socio-economic factors that affect tourism 2.2 Define the motivators for travel and their implications 2.3 Identify the way in which psychographic factors affect participation in tourism	<ul style="list-style-type: none"> <li>• Demographics, market segmentation, social change and trends, consumer behaviour, increased disposable income, political stability</li> <li>• Travel types such as business, leisure, family</li> <li>• Danger, thrills, challenge, skill improvements, escape, relaxation, discovery, status, image,</li> </ul>	



		novelty, classification of tourist groups, VALS lifestyle model
3 Deliver travel and tourism services	3.1 Define travel agency products and services 3.2 Maintain attractive and up to date publicity and sales materials 3.3 Suggest products and services that best meet customers' needs 3.4 Recommend optimum travelling times and modes of transport that meet budgetary limitations 3.5 Offer viable alternatives within budget	<ul style="list-style-type: none"> <li>• Role of travel agents</li> <li>• Products and services: packages and inclusive packages, cruises, coach holidays, special interests, flights, rail tickets, ferry, coach tickets, car hire, ancillary products, travellers' cheques, insurance, visa and passport applications, theatre tickets</li> <li>• Customer profiles</li> <li>• Sales techniques and advice giving</li> <li>• Daily, weekly and monthly procedures, sales materials, valuable documents, accuracy &amp; attractiveness of window displays, late availability cards and advertising</li> <li>• Brochures, manuals, directories, gazetteers, tourist authority publications, guidebooks, magazines, internet</li> </ul>
4 Deliver tour guiding services	4.1 Identify tour guiding processes and standards 4.2 Communicate with customers in a way that they can understand 4.3 Project a friendly, professional and knowledgeable image 4.4 Manage problems in accordance with organisational procedures	<ul style="list-style-type: none"> <li>• Processes: planning, dealing with customers, induction, welcome, meet and greet, leading people on guided tours</li> <li>• Standards of customer service and personal presentation, recognised standards (eg Blue Badge)</li> <li>• Communication techniques and interpersonal skills</li> <li>• Problems, problem solving techniques and authority limits</li> </ul>

Title		Travel geography	
Unit purpose and aim(s)	This unit covers understanding the features of travel geography, patterns of domestic and international tourism and the nature of tourism destinations		
Ofqual ref	Y/504/4394		
CTH ref	TG		
Level	3		
Credit value	20		
GLH	140		
Learning outcomes	Assessment criteria	Indicative content	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:		
1 Understand the features of travel geography	1.1 Identify geographical and geological features of a tourist region 1.2 Identify meteorological features of a tourist region 1.3 Assess the geographical appeal of international travel destinations for different types of tourist	<ul style="list-style-type: none"> <li>World travel geography (continents, countries, regions)</li> <li>Characteristics and appeal of natural resources ie landform landscapes deserts, rivers, mountain ranges, lakes, coastlines, seas, oceans, islands</li> <li>Tourist appeal of coastal and beach development, wildlife resources, national parks, protected landscapes</li> <li>Climates and seasons of different regions, time zones, dateline, latitude and longitude</li> </ul>	
2 Understand patterns of domestic and international tourism	2.1 Explain the role of travel geography in tourism 2.2 Assess the patterns of tourism and their advantages and disadvantages 2.3 Identify the inter-relationships of core and peripheral regions of world tourism 2.4 Assess the economic value of domestic and international tourism	<ul style="list-style-type: none"> <li>Definition of tourist and tourism and the tourist system</li> <li>Tourist patterns (domestic and international)</li> <li>Directional flows of international and domestic tourists</li> <li>Economic value of tourism</li> <li>Other ie non-economic value of tourism eg sustainability</li> </ul>	
3 Understand the nature of tourism destinations	3.1 Explain the features of different types of destination 3.2 Explain the primary and secondary features of	<ul style="list-style-type: none"> <li>Self-contained resorts, villages, towns, capital cities, areas, regions, countries, traditional centres touring centres, purpose-built resorts,</li> </ul>	

	<p>different types of destination</p> <p>3.3 Explain the social and cultural features of different types of destination</p> <p>3.4 Describe the strengths of a destination (access, attractions, accommodation, activities, amenities and ancillary services)</p>	<p>evolving concept of destinations</p> <ul style="list-style-type: none"> <li>• Primary features: climate, ecology, cultural traditions, architecture, landforms</li> <li>• Secondary features: hotels, catering, transport, activities, amusements,</li> <li>• Attractions, resorts, cities, countryside areas, beaches, historical and cultural destinations</li> <li>• Air, sea, road, rail networks, cruises</li> <li>• Features: tourist destination activities, natural disasters, established and developing destinations, national and regional reasons for developing tourism</li> <li>• Risks eg adverse meteorological phenomena, natural disasters, wild animals, pollution, disease, political problems, finance</li> <li>• Grading systems eg Blue Flag</li> </ul>
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<b>Title</b>		<b>Finance in Tourism and Hospitality</b>	
Unit purpose and aim(s)	This unit enables students to gain an understanding of main sources of finance, to understand the relationships between cost volume and profit, to carry out specific costing practices and make recommendations on prices and interpret business performance using recognised tools. It is not an in-depth accounting unit, and this should be borne in mind when planning and executing the delivery.		
Ofqual ref	M/507/3867		
Unit Code	FTH		
Level	3		
Credit value	15		
GLH	105		
Learning outcomes	Assessment criteria	Indicative content	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:		
1. Understand the sources of income generation and other funding in the tourism and hospitality industry.	1.1 Describe sources of income generation. 1.2 Describe sources of funding.	<ul style="list-style-type: none"> <li>Sales, commission, grants, sponsorship,</li> <li>Retained profits, investors, bank loans, mortgages, creditors;</li> </ul>	
2. Understand the operation of the business in terms of the elements of costs.	2.1 Describe the elements of cost found within the tourism and hospitality industry. 2.2 Describe some of the key aspects of effective control systems for high value assets.	<ul style="list-style-type: none"> <li>Materials, consumables, labour, overheads,</li> <li>Cash control, bank reconciliation, control of purchasing and storage of consumables</li> </ul>	
3. Be able to apply the concept of marginal costing to price setting, particularly as applied to those costs which change with time or level of activity	3.1 Identify operations when this is a useful tool. 3.2 Calculate marginal costs and apply the result to pricing decisions.	<ul style="list-style-type: none"> <li>The nature of costs in relation to sales, ranging from fixed to semi-fixed to variable. High fixed cost/low variable cost operations with time constraints.</li> <li>Last minute offers, price deals, filling seats on planes/rooms in hotels.</li> </ul>	
4. Be able to prepare budgets and compare budgets with actual results	4.1 Explain the main reasons for using budgets, and some of their limitations. 4.2 Prepare relevant operating budgets. 4.3 Calculate variances between given actual and budgeted figures and comment on the results.	<ul style="list-style-type: none"> <li>To assist with planning an operation and to measure its actual performance. Limited to measurable aspects of the business, and so can miss the less tangible aspects.</li> <li>Cash flow, sales,</li> <li>Variances to include sales volume, materials, labour, overheads and gross and net profit.</li> </ul>	

<p>5. Be able to interpret business performance from profit and loss statements and balance sheets using ratios and percentages.</p>	<p>5.1 Use a number of tools to analyse a given business' performance to include basic sales, liquidity, efficiency and financial ratios.</p>	<ul style="list-style-type: none"> <li>• Sales profitability: gross and net profit,</li> <li>• Liquidity ratios: current test and acid test</li> <li>• Efficiency ratios: debtors and creditors payment periods; stock turnover</li> <li>• Financial ratios:-return on capital employed</li> </ul>
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<b>Title</b>	<b>Management for tourism</b>	
Unit purpose and aim(s)	This unit covers the identification of products in the tourism and hospitality industry, understanding trends in tourism, and the structure of the industry.	
Ofqual ref	R/506/3591	
CTH ref	MT	
Level	3	
Credit value	20	
GLH	200	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:	
1 Be able to identify a tourism and a hospitality product	1.1 Identify a global tourism product 1.2 Identify a global hospitality product	<ul style="list-style-type: none"> <li>• Types of tourism</li> <li>• Identifying tourism products in different destinations</li> <li>• Hospitality products</li> </ul>
2 Understand trends in tourism	2.1 Explain what is meant by the supply of tourism 2.2 Give an example of tourist behaviour and motivation to travel 2.3 Identify a positive and a negative aspect of tourism development 2.4 Provide an example of sustainable tourism practices	<ul style="list-style-type: none"> <li>• Tourism terminology</li> <li>• History of tourism</li> <li>• Past and present trends in tourism</li> <li>• Tourist behaviour and travel motivations</li> <li>• Tourism development: positive and negative aspects</li> <li>• Sustainability and CSR</li> </ul>
3 Understand the structure of the tourism industry	3.1 Identify and explain the role of an organisation and a sector within the tourism industry 3.2 Explain the relationship between different sectors that provide tourism-related services and facilities 3.3 Explain an approach or process to tourism planning 3.4 Discuss an aspect of the marketing of tourism	<ul style="list-style-type: none"> <li>• Creating travel itineraries using the internet</li> <li>• Role of different tourism suppliers</li> <li>• Tourism planning</li> <li>• Tourism marketing</li> </ul>

## **APPENDIX A – SPECIMEN ASSESSMENT MATERIALS**

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1. Mock examination
2. Sample assignment

**Travel and Tourism Operations  
(F/504/4387)**

<b>Assessment methodology</b>
Closed book written examination





# TTO

## Travel and Tourism Operations

### Mock Examination

#### Instructions

- **Three hours** are allowed for this paper which carries a total of **100 marks**
- Read these instructions carefully before answering any questions
- Do not begin writing until instructed to by the invigilator
- Make sure that your **name, date of birth, CTH membership number** and **centre name** are clearly marked on each page of the answer sheet and any other material you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- You must attempt all questions to gain a pass. The number of marks allocated to each question is given next to the question and you should spend time in accordance with that allocation.
- You may find it helpful to make rough notes in the answer booklet; these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each part of the question.
- The **answer booklet and the question paper must both be handed in** to the invigilator before you leave the examination room.

**TTO EXAMINATION RECORD**

The Learning outcomes and assessment criteria for the Travel and Tourism Operations unit are as follows. Please ensure that when you answer the questions on pages 3 and 4 that you do answer every sub section of every question.

**This page is for background information on the unit only and is not part of the examination.**

Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether candidates achieved the following:	
<b>Learning Outcome 1: Assess the tourism sector</b>	
	<ul style="list-style-type: none"> <li>1.1 Explain the factors that affect the development of the tourist sector</li> <li>1.2 Explain the factors that contribute to the development of tourism</li> <li>1.3 Assess the extent, quality and diversity of tourism provision</li> <li>1.4 Explain the distribution chain in the tourist sector</li> <li>1.5 Explain the nature and role of intermediaries</li> </ul>
<b>Learning Outcome 2: Assess the factors that affect participation in tourism</b>	
	<ul style="list-style-type: none"> <li>2.1 Define the socio-economic factors that affect tourism</li> <li>2.2 Define the motivators for travel and their implications</li> <li>2.3 Identify the way in which psychographic factors affect participation in tourism</li> </ul>
<b>Learning Outcome 3: Deliver travel and tourism services</b>	
	<ul style="list-style-type: none"> <li>3.1 Define travel agency products and services</li> <li>3.2 Maintain attractive and up to date publicity and sales materials</li> <li>3.3 Suggest products and services that best meet customers' needs</li> <li>3.4 Recommend optimum travelling times and modes of transport that meet budgetary limitations</li> <li>3.5 Offer viable alternatives within budget</li> </ul>
<b>Learning Outcome 4: Deliver tour guiding services</b>	
	<ul style="list-style-type: none"> <li>4.1 Identify tour guiding processes and standards</li> <li>4.2 Communicate with customers in a way that they can understand</li> <li>4.3 Project a friendly, professional and knowledgeable image</li> <li>4.4 Manage problems in accordance with organisational procedures</li> </ul>

**EXAM QUESTIONS**

**Please note: ALL questions are compulsory**

**All questions are compulsory and carry a total of 100 marks**

<p><b>Question 1</b></p>	<p>For a country of your choice answer the following questions:</p> <p>1.1 Discuss <b>three</b> factors that have contributed to the development of tourism in the country of your choice.</p> <p>1.2 Explain the extent and diversity of tourism provision in your country of choice.</p> <p>1.3 Describe the distribution chain in the tourism sector. Give examples from the country of your choice to support your answer.</p> <p>1.4 Explain the term intermediaries.</p>	<p><b>25 marks</b></p>
<p><b>Question 2</b></p>	<p>2.1 Discuss the socio-economic factors that affect tourism.</p> <p>2.2 Evaluate <b>three</b> different motivators for travel.</p> <p>2.3 Explain the term ‘psychographic factors’ and discuss how they relate to participation in tourism.</p>	<p><b>25 marks</b></p>

<p><b>Question 3</b></p>	<p>A family of four, a mother, father and two sons aged 14 and 16, are going to the travel agency in a town or city of your choice on Monday to book a holiday for next summer.</p> <p>3.1 Explain the services they can expect to receive from the travel agency.</p> <p>3.2 Discuss why it is important for the travel agency to be well stocked with sales material. Give examples to support your answer.</p> <p>3.3 Recommend two different holidays to the family, which would be at a similar cost but have different modes of transport and optimum travelling times.</p>	<p><b>25 marks</b></p>
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<p><b>Question 4</b></p>	<p>A party of three retired couples are planning a celebratory holiday together next spring. They want to go on a guided safari tour.</p> <p>4.1 Explain why a guided tour should have documented processes and standards.</p> <p>4.2 Discuss the importance of communication between the tour guiding company and its customers.</p> <p>4.3 Give examples of how the tour guide on the safari would provide a friendly and professional image.</p> <p>4.4 Explain the organisational procedures the safari tour company should develop to handle problems that may arise on the tour. .</p>	<p><b>25 marks</b></p>
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**Management for Tourism  
(R/506/3591)**

<b>Unit Title</b>	<b>Assessment methodology</b>
<b>Assignment</b>	<b>100%</b>

<b>Unit title</b>	<b>Management for Tourism</b>
<b>Ofqual no.</b>	<b>R/506/3591</b>
<b>Credit value</b>	<b>20</b>
<b>Level</b>	<b>3</b>
<b>CTH ref.</b>	<b>MT</b>

This unit is assessed by an assignment (100%).

### Assignment instructions

Students must base their assignments on an organisation of their choice. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

### Assignment must

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with the Harvard System;
- be presented in report format;
- be within 10% of the required word count;
- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration.

## **Assignment Task – Management for Tourism**

Students are required to prepare a 3,000 word report.

### **Outline**

The following areas should be evaluated in detail supported by examples.

Tourism and hospitality product(s)

Trends in tourism

- Supply of tourism
- Tourist behaviour
- Motivation to travel
- Positive and negative aspects of tourism development
- Sustainable tourism practices

Structure of the tourism industry

- Role of an organisation and a sector within the tourism industry
- Relationship between different sectors that provide tourism-related services and facilities
- Approach or process to tourism planning
- Marketing of tourism

Students should demonstrate application of theory and knowledge and ensure they have addressed the assessment criteria outlined in the following tables.

The analysis should be concluded with detailed and well-justified recommendations; relevant examples can also be used.

### Assignment task – Management for Tourism

<b>Task instructions – Assignment – 100%</b>		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether Students achieved the following:		
<b>Assessment criteria</b>	<b>LO/AC ref</b>	<b>Marks</b>
1 Identify a tourism and a hospitality product	LO 1, 1.1, 1.2,	20
2 Explain trends in tourism by explaining what is meant by the supply of tourism. Give examples of tourism behaviour, motivation to travel and sustainable tourism practices. Identify a positive and a negative aspect of tourism development.	LO 2, 2.1, 2.2, 2.3, 2.4,	40
3 Explain the structure of the tourism industry by identifying and explaining the role of an organisation and a sector within the tourism industry, the relationship between different sectors that provide tourism-related services and facilities and an approach or process to tourism planning. Discuss aspects of the marketing of tourism.	LO 3, 3.1, 3.2, 3.3, 3.4,	40
<b>The word count is 3,000 words</b>		



**CTH assignment mark sheet – Management for Tourism**

<b>Student name:</b>		<b>CTH Number:</b>	
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<b>Task 1: Be able to identify a tourism and a hospitality product - 20%</b>		<b>Weight -ing</b>	<b>Internal marking</b>			<b>CTH</b>
<b>Task / Assessment Criteria</b>	<b>Comments</b>		<b>1<sup>st</sup> marker (marks)</b>	<b>Internal verifier I/V</b>	<b>Agreed mark</b>	
1.1 Identify a global tourism product 1.2 Identify a global hospitality product		20				

<b>Task 2: Understand trends in tourism - 40%</b>		<b>Weight -ing</b>	<b>Internal marking</b>			<b>CTH</b>
<b>Task / Assessment Criteria</b>	<b>Comments</b>		<b>1<sup>st</sup> marker (marks)</b>	<b>Internal verifier I/V</b>	<b>Agreed mark</b>	
2.1 Explain what is meant by the supply of tourism 2.2 Give an example of tourist behaviour and motivation to travel 2.3 Identify a positive and a negative aspect of tourism development 2.4 Provide an example of sustainable tourism practices		40				

<b>Task 3: Understand the structure of the tourism industry - 40%</b>		<b>Weight -ing</b>	<b>Internal marking</b>			<b>CTH</b>
<b>Task / Assessment Criteria</b>	<b>Comments</b>		<b>1<sup>st</sup> marker (marks)</b>	<b>Internal verifier I/V</b>	<b>Agreed mark</b>	
3.1 Identify and explain the role of an organisation and a sector within the tourism industry 3.2 Explain the relationship between different sectors that provide tourism-related services and facilities 3.3 Explain an approach or process to tourism planning 3.4 Discuss an aspect of the marketing of tourism		40				

**CTH Summary Mark Sheet – Management for Tourism**

<b>Student name</b>						
<b>CTH number</b>						
		<b>Total available marks</b>	<b>1<sup>st</sup> marker (marks)</b>	<b>Internal verifier I/V (marks)</b>	<b>Agreed mark</b>	<b>CTH final mark</b>
<b>Marks</b>	<b>Task 1</b>	20				
	<b>Task 2</b>	40				
	<b>Task 3</b>	40				
	<b>Total Marks</b>	100				

**CTH assignment mark sheet – Management for Tourism**

<b>CTH number</b>	
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**First Marker Comments:**

Signed:.....Name:.....Date:.....

**Internal verifier I/V Comments:**

Signed:.....Name:.....Date:.....

Note: These sections should be used by assessors to record their summative feedback, i.e. the strengths and weaknesses of the assessed work.

**CTH Comments**

Signed:.....Name:.....Date:.....

**CTH Unit Assignment Feedback Form – Management for Tourism**

<b>Unit name</b>	
<b>Student name and CTH number</b>	
<b>I/V name and signature</b>	

<b>CRITERIA</b>	<b>SUB-CRITERIA</b>		
<b>Organisation</b>	Structure		
	Layout		
<b>Knowledge and understanding</b> (of relevant ideas and methods)	Knowledge of topic		
	Level of understanding of key issues		
	Use, analysis and interpretation of quantitative and qualitative data		
	The use of academic research sources		
<b>Application</b> (ability to apply relevant ideas and methods to specific problems and issues)	Apply a range of theories in different contexts		
	Make sound judgements that accord with relevant theories and concepts		
	Use problem solving techniques		
<b>Originality</b> (ability to reflect critically on relevant knowledge and methods and to develop clear original arguments)	Creativity and originality		
<b>General Comments</b>			
<b>Agreed Centre mark</b>		<b>Final mark</b>	

**CTH Assignment check list –management for Tourism**

<b>DOCUMENTS TO ATTACH TO MARK SHEET. Please indicate below if the following documents are attached.</b> Note: all documents should contain the student ID number, unit title and date of submission clearly on all pages.	<b>YES</b>	<b>NO</b>
Front cover page of assignment with student and tutor declaration		
Written assignment (one hard copy and one electronic copy)		
Tutorial progress record/s		
Please use this box to list any other documents that are attached to this mark sheet		

**I hereby confirm that this student produced a valid CTH membership card and appropriate photographic identification (e.g. passport, national ID, driving licence or college ID card) during the registration process.**

**Tutor signature:**

**Date:**

## APPENDIX B – RECOMMENDED READING

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Mansfeld, Y. and Pizam, A. (eds.), 2006. *Tourism, Security and Safety: From theory to practice*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Page, S., 2011. *Tourism Management: An introduction*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Robinson, M. and Jamal, T. (eds.), 2009. *The Sage Handbook of Tourism Studies*. London: Sage. Available on EBSCO.

Robinson, P. (ed.), 2009. *Operations Management in the Travel Industry*. Wallingford: CABI.

### **Also see research work published in the following academic journals**

Tourism Management  
Journal of Sustainable Tourism  
Journal of Travel and Tourism Marketing

Boniface, B. and Cooper, C., 2009. *Worldwide Destinations Casebook: The Geography of Travel and Tourism*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Hannam, K. and Knox, D., 2010. *Understanding Tourism: A critical introduction*. London: Sage.

Robinson, M. and Jamal, T. (eds.), 2009. *The Sage Handbook of Tourism Studies*. London: Sage. Available on EBSCO.

Williams, S., 2009. *Tourism Geography: A new synthesis*. London: Routledge. Available on EBSCO.

Wilson, J. (ed.), 2012. *The Routledge Handbook of Tourism Geographies*. London: Routledge. Available on EBSCO.

### **Also see research work published in the following academic journals**

Tourism Geographies  
Current Issues in Tourism  
Journal of Tourism and Cultural Change

Adams, D., 2006. *Management Accounting for the Hospitality, Tourism and Leisure Industries*. London: Thomson.

Buhalis, D. and Egger, R. (eds.), 2009. *ETourism Case Studies: Management and Marketing Issues*. Oxford: Butterworth-Heinemann. Available on EBSCO.

DeFranco, A. and Lattin, T., 2007. *Hospitality Financial Management*. Chichester: Wiley. Available on EBSCO.

Guilding, C., 2009. *Accounting Essentials for Hospitality Managers*. Oxford: Butterworth-Heinemann. Available on EBSCO.

**Also see research work published in the following academic journals**

Tourism Management

Journal of Travel and Tourism Marketing

Tourism Economics