
**CTH LEVEL 4 DIPLOMA IN
HOSPITALITY
MANAGEMENT
(OFQUAL – 601/7119/4)**

**QUALIFICATION
SPECIFICATION**

MARCH 2017

CONTENTS

Introduction
Aims of the qualifications
Entry requirements.....
Qualification structure (rules of combination)
Assessment
Grading criteria
Units of assessment.....
Rooms Division Operations.....
Rooms Division Supervision.....
Food and Beverage Operations
Food and Beverage Supervision
Finance in Tourism and Hospitality
Customer Service Management in Tourism and Hospitality
Global Tourism and Hospitality
Appendix A - Specimen assessment methods
Appendix B - Recommended reading.....

INTRODUCTION

The purpose of this document is to explain the aims, structure, and content of the Level 4 Diploma in Hospitality Management.

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 Hospitality/Tourism/Business Management graduates with a Bachelors degree from a UK institution	<ul style="list-style-type: none"> • CTH or other regulated vocational qualifications at a level appropriate for the level of the qualification applied for (ie Level 4 or 5) or <ul style="list-style-type: none"> • Minimum of a Foundation degree in hospitality, tourism or business management from a UK-registered university or equivalent and <ul style="list-style-type: none"> • Minimum IELTS 5.5 or other evidence of competence in English at this level
Hospitality/Tourism/Business Management graduates with a Foundation degree or equivalent from a non-UK educational institution	<ul style="list-style-type: none"> • Evidence of equivalence of qualification to a UK hospitality and/or tourism and/or business management Foundation degree or equivalent (ie Level 4 or 5). Equivalence to be evaluated through NARIC

	<p>and</p> <ul style="list-style-type: none"> • Minimum IELTS 5.5 or other evidence of competence in English at this level
<p>Graduates from non-related fields or non-graduates with substantial hospitality and/or tourism work experience</p>	<ul style="list-style-type: none"> • Evidence of at least three years' work experience in the hospitality and/or tourism industry at a recognised management level or above <p>and</p> <ul style="list-style-type: none"> • Minimum IELTS 5.5 or other evidence of competence in English at this level

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 4 and designed to be 145 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 600 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.

CTH Level 4 Diploma in Hospitality Management– 601/7119/4						
Students must achieve: <ul style="list-style-type: none"> all 7 Mandatory units, providing 145 credits ie a total of 145 credits, of which 55 credits are at level 3 and 90 credits are at level 4						
Min credit (Mandatory units): 145			Max credit (Mandatory units): 145			
Min GLH for qualification: 835			Max GLH for qualification: 835			
Mandatory units						
Unit Code	Unit title	L	CV	GLH	Ofqual no.	Assessment method
RDO	Rooms Division Operations	3	20	140	L/504/4389	Closed book written examination
RDS	Rooms Division Supervision	4	25	125	K/504/4416	Assignment or work-based assessment
FBO	Food and Beverage Operations	3	20	140	F/504/4390	Closed book written examination
FBS	Food and Beverage Supervision	4	25	125	M/504/4417	Assignment or work-based assessment
FTH	Finance in Tourism and Hospitality	3	15	105	M/507/3867	Closed book written examination
CSMTH	Customer Service Management in Tourism and Hospitality	4	20	100	R/504/4412	Assignment or work-based assessment
GTH	Global Tourism and Hospitality	4	20	100	H/504/4415	Assignment
Total			145	835		

The level 4 qualification provides progression to a level 5 CTH vocational qualification.

Further details of articulation agreements with Universities can be obtained via the CTH website at: <http://www.cthawards.com>

ASSESSMENT

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:
	do not meet the requirements of the assessment criteria and learning outcomes of the unit	meet the requirements of the assessment criteria and learning outcomes	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate a level of understanding of key issues in the area of study • interpret and evaluate correctly key concepts and models • apply a range of theories relevant to the area of study • use a range of research and investigative techniques • produce work that is well presented, clear and well structured, with sources clearly referenced 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study • provide a good level of interpretation and evaluation of concepts and models • show some evidence of original thinking • apply a range of theories in different contexts • use a range of research and investigative techniques to solve problems • make well argued conclusions or recommendations • present work that is neat, clear, well-structured and coherent, with sources clearly referenced

GRADING CRITERIA

Level 4	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:
	do not meet the requirements of the assessment criteria and learning outcomes of the unit	meet the requirements of the assessment criteria and learning outcomes	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • use, analyse and interpret quantitative and qualitative data to develop coherent arguments • apply a range of theories in different contexts • demonstrate the use of a range of academic research sources • make sound judgements that accord with theories and concepts in the area of study • use established problem solving techniques within the area of study • present work that is neat, clear and well structured, with clearly referenced sources 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • apply a detailed knowledge of the theories, trends and issues within the area of study drawn from a range of academic research • evaluate the selection of approaches, models and tools in the area of study • demonstrate the use of a range of academic research sources • communicate the results of work convincingly, supported by structured and coherent arguments • adapt and synthesise established problem solving techniques • make sound judgements that accord with theories and concepts in the area of study • present work that is professional and coherent, with clearly referenced sources

UNITS OF ASSESSMENT

Title		Rooms Division Operations	
Unit purpose and aim(s)	This unit covers understanding rooms division operations (front office and housekeeping departments), front office processes and housekeeping operations		
Ofqual ref	L/504/4389		
Unit Code	RDO		
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 rooms division operations (front office and housekeeping departments)	1.1 Define the functions of rooms divisions 1.2 Identify the role and responsibilities of rooms division staff within an organisational structure 1.3 Explain the impact of “the guest cycle” on rooms division operations 1.4 Explain the components of customer offerings 1.5 Describe organisational customer service standards 1.6 Explain the services to support customers’ needs	<ul style="list-style-type: none"> • Reception, advance reservations, cashiering, guest relations, switchboard, concierge, portering, housekeeping, laundry, linen room, maintenance, security • Roles and responsibilities (inc. customer service, allocation of work, standard operating procedures, routine methods of work, quality standard, pests and waste disposal) • Typical rooms division organisational structures and interrelationships • The “guest cycle” • Customer offerings (packages) • Customer service standards • Guest business centre, theatre tickets, flights etc 	
2 Understand front office processes	2.1 Describe the organisational procedures for reservation, reception and cashiering functions 2.2 Explain how to use manual and electronic systems to track room status 2.3 Explain how to process check-out functions and payments in accordance with organisational procedures and standards 2.4 Explain the use of communication systems	<ul style="list-style-type: none"> • Information requirements for reservations (including legal requirements) • Arrivals and departure lists, room lists, functions lists • Different methods guaranteeing reservations • Advance deposits, pre-payments • IT systems including room allocation, confirmation procedures, deposits and guaranteed arrivals • Reservation status, release times, cancellation procedures, handling corporate and group reservations, booking bedrooms for conference and banqueting events 	

<p>2 Understand front office processes contd.</p>		<ul style="list-style-type: none"> • Check-in and check-out • Industry terminology • Room tracking systems • Calculating bills and taking payment (petty cash, foreign currency exchange, cash handling, credit worthiness and credit control) • Switchboard, incoming and outgoing mail, internet
<p>3 Understand housekeeping operations</p>	<p>3.1 Describe the organisational procedures and standards in the housekeeping, laundries, linen rooms and maintenance departments in a hotel</p> <p>3.2 Explain how to use safe working practices and minimise the potential for accidents</p> <p>3.3 Explain how to organise the safe use and storage of cleaning materials</p> <p>3.4 Explain how to ensure that guest rooms and public areas are clean, safe and secure</p>	<ul style="list-style-type: none"> • Cleaning materials – use and storage • Cleaning techniques • Maintenance requirements: guest rooms, public areas, exterior of the building • Health, safety, fire and emergency inspections and procedures • Accident prevention • Safe working practices • Organisational standards of security and presentation • Arranging for repairs

Title		Rooms Division Supervision	
Unit purpose and aim(s)	This unit covers evaluating the effectiveness of rooms division operations (front office and housekeeping departments), supervising housekeeping operations and managing the performance of staff		
Ofqual ref	K/504/4416		
Unit Code	RDS		
Level	4		
Credit value	25		
GLH	125		
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 Evaluate the effectiveness of rooms division operations (front office and housekeeping departments)	1.1 Analyse the structure, distribution of responsibilities and contribution of rooms division to an organisation 1.2 Identify shortfalls and weaknesses in performance and their causes and recommend practicable improvements 1.3 Evaluate the quality of furniture, furnishings and fittings for purchase and care against organisational standards 1.4 Analyse the security and safety responsibilities of rooms division personnel 1.5 Explain the use of property management systems	<ul style="list-style-type: none"> • Sources of performance data and customer feedback • Analytical techniques • Criteria: performance norms, historical data, meeting legal requirements • Forecasting data required: length of stay, origin, average expenditure, source of bookings • Occupancy and room revenue analysis: occupancy rates, average room rate, revenue achieved through REVPAR, GOPPAR, guest history records • Limits of authority and budget • Security, data protection, manual and electronic keys, safety deposit boxes, room safes • Contribution: increased occupancy, customer loyalty, new business • Property management systems • Flooring, carpets, wall coverings, furniture, soft furnishings, beds, bedding, bathroom fittings and accessories – requirements and standards • Capital expenditure items • Care of hard and soft furnishings 	
2 Supervise front office processes	2.1 Develop customer-focused policies and procedures to deal with guest arrivals and checkouts 2.2 Explain the functionality of accounting and banking procedures to meet customer and legal requirements	<ul style="list-style-type: none"> • VIPs, chance arrivals, group check-ins, non-arrivals, walking guests and those with special requirements • Check-in and check-out procedures (inc. express check-out, recording deposits) 	

		and prepayments, processing VPOs, disbursements)
2 Supervise front office processes contd.	2.3 Develop rotas and allocate work to ensure operational efficiency 2.4 Monitor the standards of work and behaviour of staff	<ul style="list-style-type: none"> • Secure payment procedures (petty cash, foreign currency exchange, cash handling, credit worthiness, credit control) • Machine billing, computer billing, operational reports • Bank reconciliation, documentation, administering floats, night audit audits, ledger accounts • Posting charges, preparing and presenting guest bills, payment procedures, accepting different methods of payment • Financial legal requirements • Staff rota planning and work allocation • Communication skills, multi-lingual staff
3 Supervise housekeeping operations	3.1 Develop rotas and allocate work to ensure operational efficiency 3.2 Specify manual and mechanical cleaning equipment and cleaning materials that are appropriate to the task 3.3 Evaluate the advantages and disadvantages of purchased and contract hire of products, services and resources 3.4 Monitor compliance with procedures for the inspection, control and storage of clean and dirty linen 3.5 Develop procedures for the housekeeping, maintenance and working order of an organisation to agreed standards 3.6 Supervise the cleanliness, safety and security of guest rooms and public areas including regular safety inspections	<ul style="list-style-type: none"> • Staff rota planning and work allocation • Monitoring and supervision of staff • Suitability of cleaning equipment for different tasks • Stock control and purchasing • Types and volume of cleaning materials • Linen and laundry services • Linen stock taking • Guest rooms, public areas, common areas, exterior of buildings • Hotel and leisure facilities • Organisational standards of maintenance • Prevention of accidents, fire safety, emergency procedures
4 Manage the performance of staff in rooms division	4.1 Agree targets and objectives that align with business needs 4.2 Provide training interventions that meet identified needs 4.3 Allocate and direct work to meet performance targets and quality standards 4.4 Manage underperformance and in accordance with organisational requirements 4.5 Analyse the principles of recruitment and selection of staff	<ul style="list-style-type: none"> • Objective setting • Training needs analysis • Training design • Training interventions • Review processes • Team building • Performance management • Discipline and grievance processes • Recruitment and selection

Title	Food and Beverage Operations	
Unit purpose and aim(s)	This unit covers understanding the principles of food production operations, food production operations and food and beverage service	
Ofqual ref	F/504/4390	
Unit Code	FBO	
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 principles of food and beverage operations	1.1 Describe typical organisational structures and roles in food and beverage operations 1.2 Describe different kinds of food operations 1.3 Identify the nature of the meal or event for which service is required 1.4 Explain how menus and wine lists are structured 1.5 Describe how to comply with hygiene, health and safety standards and legislation 1.6 Explain how to maintain food and beverage stock levels	<ul style="list-style-type: none"> • Kitchen, restaurant, banqueting organisational structures • Restaurant concepts, outlets, banqueting, fast food, hotel, industrial, outside catering, institutional, in-flight, restaurant, public house, transport catering • Trends in lifestyles, diets and customer expectations • Different types of food service • Different types of beverage service
2 Understand food production operations	2.1 Identify the ingredients needed and explain how to prepare them to the required standard in the correct sequence 2.2 Explain the suitability of different cooking methods and equipment for different dishes 2.3 Explain how to present dishes in accordance with organisational standards 2.4 Identify organisational purchasing procedures 2.5 Explain storage methods that are appropriate to different food items	<ul style="list-style-type: none"> • Kitchen layouts and equipment • Requirements of recipes • Requirements of different cooking methods (traditional, centralised, cook-chill, cook-freeze, sous vide) • Cooking times for different foods • Hygiene requirements for preparing, cooking, presenting and storing food • Food poisoning symptoms, “at risk” groups and common causes of food poisoning • Food safety control measures (inc. preventing cross contamination, bacteria, food pests) • Workplace health and safety legal requirements inc. cleaning routines, waste disposal, fire prevention • Kitchen food storage requirements

<p>3 Understand food and beverage service</p>	<p>3.1 Describe organisational standards and timings in setting up for food and beverage service</p> <p>3.2 Describe how to serve food and beverages in accordance with organisational standards</p> <p>3.3 Explain the customer care service required in a food and beverage department</p> <p>3.4 Describe how to calculate and present accurate bills in different payment forms</p> <p>3.5 Explain the requirements of hygiene in food and beverage service</p>	<ul style="list-style-type: none"> • Clearing and cleaning • Crockery, cutlery, glassware, napery • Rooms and furniture inc. dropping tables, service stations, trays etc • Problem solving • Flow management • Timetables, staffing rotas • Personal presentation and hygiene requirements • Organisational customer service standards (presentation, manner, timing, temperature of food and beverages, meeting and greeting) • Referring problems • Calculating bills • Different methods of payment
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Title		Food and Beverage Supervision	
Unit purpose and aim(s)	This unit covers evaluating the effectiveness of food and beverage operations, developing food and beverage operations, understanding how to arrange banquets and functions, understanding how to supervise the purchasing and storage of food and beverages and the management of staff performance		
Ofqual ref	M/504/4417		
Unit Code	FBS		
Level	4		
Credit value	25		
GLH	125		
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 Evaluate the effectiveness of food and beverage operations	1.1 Set realistic criteria for the evaluation of food and beverage operations 1.2 Analyse the efficiency and effectiveness of food and beverage operations 1.3 Analyse the occupational, environmental and human factors that affect hygiene, health and safety 1.4 Evaluate the potential impact of non-compliance with regulatory requirements	<ul style="list-style-type: none"> • Analysing facilities, layout, methods of preparation, cooking, service, quality, customer satisfaction, legislative requirements, cost-effectiveness and profitability • Sources of information including customer feedback • Factors that affect customers' perceptions • Analytical techniques • Food production methods • Food service on-site and off-site • Beverages: alcoholic and non-alcoholic (hot and cold) • Risk assessment processes • Factors affecting health and safety and how to mitigate them • Legislative requirements and law enforcement organisations 	
2 Develop food and beverage operations	2.1 Allocate human and physical resources that are sufficient to meet objectives 2.2 Define the factors that affect the development of menus and wine lists and recommend changes to meet identified needs and within budget 2.3 Recommend changes to methods of food production and/or food and beverage service that meet identified needs and within budget 2.4 Explain how any changes may influence customers' perceptions of the organisational brand 2.5 Evaluate the quality of staffs' selling, customer service skills and the extent of their product and	<ul style="list-style-type: none"> • Operational requirements (plans, targets and objectives) • Financial and purchasing implications of changes to food and beverage operations (raw materials, changes to facilities, cooking methods and service) • Implications of change to customers' perceptions and the organisation • Trends in lifestyle, eating and drinking habits 	

	service knowledge	
3 Understand how to arrange banquets and functions	<p>3.1 Develop plans for banquets and functions that meet the specification within budget</p> <p>3.2 Define menus, wine lists, cooking and service methods that are appropriate to the banquet or function</p> <p>3.3 Address hygiene, health and safety issues for each event plan</p> <p>3.4 Specify supervision and staffing arrangements for each event that are sufficient to meet the specification</p> <p>3.5 Evaluate the success of the event against agreed criteria</p>	<ul style="list-style-type: none"> • Specification of the banquet/function • Methods of cooking and service appropriate to different types of event • Numbers, roles and responsibilities of event staff • Post-event evaluation • Criteria: profitability, customer satisfaction
4 Understand how to supervise the purchasing and storage of food and beverages	<p>4.1 Define purchasing standards appropriate to the item to be purchased</p> <p>4.2 Analyse the efficiency and effectiveness of the purchasing and storage of food and beverage items</p> <p>4.3 Specify storage methods that are appropriate to the item being stored</p> <p>4.4 Specify procedures for the issue of stock that are appropriate to the item</p>	<ul style="list-style-type: none"> • Food and non-food items • Alcoholic and non-alcoholic beverages • High value items • Special storage requirements • Age requirements • Storage and stock records
5 Manage the performance of staff in food and beverage	<p>5.1 Agree targets and objectives that align with business needs</p> <p>5.2 Provide training interventions that meet identified needs</p> <p>5.3 Allocate and direct work to meet performance targets and quality standards</p> <p>5.4 Manage underperformance and in accordance with organisational requirements</p> <p>5.5 Analyse the principles of recruitment and selection of staff</p>	<ul style="list-style-type: none"> • Objective setting • Training needs analysis • Training design • Training interventions • Review processes • Team building • Performance management • Discipline and grievance processes • Recruitment and selection

Title		Finance in Tourism and Hospitality	
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"> Sales, commission, grants, sponsorship, Retained profits, investors, bank loans, mortgages, creditors; 	
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"> Materials, consumables, labour, overheads, Cash control, bank reconciliation, control of purchasing and storage of consumables 	
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"> 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. Last minute offers, price deals, filling seats on planes/rooms in hotels. 	
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"> 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. Cash flow, sales, Variances to include sales volume, materials, labour, overheads and gross and net profit. 	

<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"> • Sales profitability: gross and net profit, • Liquidity ratios: current test and acid test • Efficiency ratios: debtors and creditors payment periods; stock turnover • Financial ratios:-return on capital employed
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Title		Customer Service Management in Tourism and Hospitality	
Unit purpose and aim(s)	This unit covers the management of customer service operations, managing the resolution of customers' queries and complaints, analysing the effectiveness of customer service in hospitality or tourism and understanding the use of quality systems in the tourism and hospitality industry		
Ofqual ref	R/504/4412		
Unit Code	CSMTH		
Level	4		
Credit value	20		
GLH	100		
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 Manage customer service operations in hospitality or tourism	1.1 Explain the importance of anticipating customers' needs and preferences 1.2 Set customer service targets and standards for a department 1.3 Allocate resources to operations to enable efficient customer service 1.4 Ensure all staff maintain customer service standards 1.5 Make use of customer feedback to improve products and services	<ul style="list-style-type: none"> • Guest relations management including use of technology • Standards of customer service • Image of the organisation • Customers' expectations • Monitoring staff performance and behaviour in customer service • Factors that create/influence rapport with customers • Risk identification and contingency planning • Customer Relationship Management (CRM) definition, scope and use • Role of the manager in coaching staff and providing feedback 	
2 Manage the resolution of customers' queries and complaints in hospitality or tourism	2.1 Describe possible actions to prevent problems 2.2 Identify the cause of complaints 2.3 Explain how to handle complaints in accordance with customer service standards 2.4 Maintain records of issues, problems and incidents	<ul style="list-style-type: none"> • Techniques to identify problems • Possible courses to prevent problems • Compensation, discounts and offers • Authority limits and empowering staff • Use of information in resolving and preventing complaints • Communicating in a way that customers can understand (ie jargon-free) • Verbal and non-verbal communication techniques 	

<p>3 Analyse the effectiveness of customer service in hospitality or tourism</p>	<p>3.1 Implement an evaluation plan in accordance with organisational requirements</p> <p>3.2 Analyse information using agreed techniques</p> <p>3.3 Identify strengths, areas for improvement and patterns of repeated customer complaints</p> <p>3.4 Recommend improvements that are practicable and which offer value for money</p>	<ul style="list-style-type: none"> • Sources of information on customers and business performance • Analytical techniques • Use of customer information in quality operations • Criteria for recommending improvements
<p>4 Understand the use of quality systems in the tourism and hospitality industry</p>	<p>4.1 Define “quality”, quality attributes and measures</p> <p>4.2 Explain the components of an effective quality system</p> <p>4.3 Explain how to identify problems, defects and shortfalls against quality standards</p> <p>4.4 Explain how quality standards can be used to make improvements</p>	<ul style="list-style-type: none"> • Quality variables • Quality systems: TQM, Investors in People, Hospitality Assured, ISO and other non-UK standards • Quality criteria and measures • Fault diagnosis and problem solving

Title	Global Tourism and Hospitality	
Unit purpose and aim(s)	This unit covers understanding the size and scope of the global tourism and hospitality industry, the food and accommodation sub-sectors, the issues and influences affecting it and the growth of global tourism and hospitality brands	
Ofqual ref	H/504/4415	
Unit Code	GTH	
Level	4	
Credit value	20	
GLH	100	
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 size and scope of the global tourism and hospitality industry	1.1 Analyse the size, nature and sub-sectors of the global tourism and hospitality industry 1.2 Analyse the role of stakeholders of the industry 1.3 Explain the history of the tourism and hospitality industry 1.4 Analyse the inter-relationships and links between tourism and other sectors	<ul style="list-style-type: none"> • Private sector, commercial, catering sectors, government-related organisations, other tourism and hospitality-related services • IATA, UNWTO, CAA, BAA, ABTA, Visit Britain, grading organisations, similar non-UK organisations • History of the industry • Events that have shaped the industry • World distribution of affluence
2 Understand the food and accommodation sub-sectors within the global tourism and hospitality industry	2.1 Characterise the distinctions between different types of accommodation and their operation 2.2 Characterise the distinctions between different types of food operation 2.3 Analyse the factors affecting accommodation location decisions 2.4 Analyse the effectiveness of transport and distribution systems	<ul style="list-style-type: none"> • Types of accommodation (business/conference, resort and boutique hotels, guest houses, B&Bs, villas, serviced apartments, etc) • Food production and service (restaurants, fast food outlets, contract catering, industrial, welfare and travel catering, the licensed trade) • Legal and statutory requirements • Accommodation development considerations • Domestic and global transport and distribution systems

<p>3 Understand the issues and influences affecting the global tourism and hospitality industry</p>	<p>3.1 Review the development of the industry and the reasons for change</p> <p>3.2 Evaluate the impact of government activity and political issues</p> <p>3.3 Define the contribution of the industry on the economy and its impacts</p> <p>3.4 Evaluate the effect of trends in modern lifestyle habits</p> <p>3.5 Evaluate the way in which external factors affect the industry and organisations within it</p>	<ul style="list-style-type: none"> • Changes in fashion, expectations, technology, travel, business and holiday, domestic and foreign, business practices) • Visas, permits, foreign exchange restrictions, political unrest and tourism policy • Positive and negative socio-economic impacts • Economic growth and decline, government stability, disposable income, socio-economic groupings, sustainability • Influence of Corporate Social Responsibility (CSR), globalisation and “green” issues and sustainability, ethical tourism • Organisational culture, business practice
<p>4 Understand the growth of global tourism and hospitality brands</p>	<p>4.1 Define the characteristics and uses of branding</p> <p>4.2 Analyse the development of global tourism and hospitality brands</p> <p>4.3 Analyse the benefits of branding and brand loyalty</p> <p>4.4 Explain the use of tourism and hospitality globalisation strategies and their risks</p>	<ul style="list-style-type: none"> • Definition, elements of and categories • History and role of branding • Benefits • Strategic alliances, franchising, management contracts, joint ventures, acquisition (uses and risks)

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. Mock examination
2. Sample assignment

Rooms Division Operations (L/504/4389)

Assessment methodology
Closed book written examination



RDO

Rooms Division 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.

MOCK Exam September 2015

RDO EXAMINATION RECORD

The Learning outcomes and assessment criteria for the Rooms Division 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:

Learning Outcome 1: Understand rooms division operations (front office and housekeeping departments)

- 1.1 Define the functions of rooms divisions
- 1.2 Identify the role and responsibilities of rooms division staff within an organisational structure
- 1.3 Explain the impact of “the guest cycle” on rooms division operations
- 1.4 Explain the components of customer offerings
- 1.5 Describe organisational customer service standards
- 1.6 Explain the services to support customers’ needs

Learning Outcome 2: Understand front office processes

- 2.1 Describe the organisational procedures for reservation, reception and cashiering functions
- 2.2 Explain how to use manual and electronic systems to track room status
- 2.3 Explain how to process check-out functions and payments in accordance with organisational procedures and standards
- 2.4 Explain the use of communication systems

Learning Outcome 3: Understand housekeeping operations

- 3.1 Describe the organisational procedures and standards in the housekeeping, laundries, linen rooms and maintenance departments in a hotel
- 3.2 Explain how to use safe working practices and minimise the potential for accidents
- 3.3 Explain how to organise the safe use and storage of cleaning materials
- 3.4 Explain how to ensure that guest rooms and public areas are clean, safe and secure

EXAM QUESTIONS

Please note: ALL questions are compulsory

Question 1	<p>1.1 Identify three of the functions of the rooms division department, and compare their individual responsibilities.</p> <p>1.2 Describe the organisational structure of the rooms division department in a 150-bedroom 4-star city hotel.</p> <p>1.3 Explain how the guest cycle impacts on rooms division operations.</p> <p>1.4 Discuss the organisational service standards within the rooms division department and explain how they should be developed to support customers' needs.</p>	40 marks
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Question 2	<p>The four-star 150-bedroom Tower Hotel in Edinburgh is in the city centre. It is used by business people and tourists and has a good reputation on the various travel websites.</p> <p>2.1 Describe the organisational procedures for the reservations department in the Tower Hotel.</p> <p>2.2 Discuss the advantages and disadvantages of manual and electronic systems used to track room status and payments.</p> <p>2.3 Compare and contrast two communication systems that the Tower Hotel may have within the hotel.</p>	30 marks
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<p>Question 3</p>	<p>3.1 Explain why the housekeeping department in a hotel needs detailed organisational procedures and standards. Give examples of three housekeeping standards to illustrate your answer.</p> <p>3.2 You are the Executive Housekeeper of a large city-centre hotel and have 85 members of staff. You are responsible for health, safety and security in your department, explain how you would ensure that your staff are made aware of their responsibilities in these areas. Give examples to support your answer.</p>	<p>30 marks</p>
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Food and Beverage Supervision (M/504/4417)

Assessment methodology
Assignment

Unit title	Food and Beverage Supervision
Ofqual no.	M/504/4417
Credit value	25
Level	4
Unit Code	FBS

Student name	
Assessment ref	
Centre	

This unit may be assessed either by assignment or work-based assessment. Centres may decide which method will be used. This document relates to assignments. Separate documentation is available for work-based assessments.

Assignment instructions

Students must base their assignments on their own working practice in their place of work or in an organisation that is known to them. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments 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

Students are required to select an organisation in the hospitality industry and prepare a 3,500 word report discussing how the food and beverage departments are supervised with particular reference to the following areas:

- the development, management and evaluation of food and beverage operations
- how banquets and functions are arranged
- how food and beverages are purchased and stored.

Outline

Students are required to conduct relevant and adequate primary and secondary research on the different areas within rooms division. The student should therefore be able to visit the selected organisation.

Students should include a brief introduction to the organisation they have selected in terms of the size, customers, services, products and future plans.

The following areas should be evaluated in detail supported by examples quoted from the selected organisation;

Development, management and evaluation of food and beverage operations

- Factors affecting food and beverage offerings and recommend affordable improvements and their impact
- Recruitment and selection, targets and allocation of resources, the provision of training, evaluation of employee performance and management of underperformance
- Setting of evaluation criteria, the analysis and evaluation of the efficiency of operations, the factors that affect hygiene, health and safety and impact of non-compliance with regulatory requirements

Banquets and functions

- The development of appropriate plans, menus and drinks lists
- Hygiene, health and safety issues
- Staffing and supervision arrangements
- Evaluating events.

Supervision of the purchase and storage of food and beverages

- Defining purchasing standards
- Factors affecting storage arrangements
- Stock issue procedures

Students should demonstrate application of theory and knowledge to their chosen organisation 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. The secondary research undertaken should be appended to this assignment.

Assignment task

Task instructions		
Task 1- Development, management and evaluation of food and beverage operations - 60%		
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:		
Assessment criteria	LO/AC ref	Marks
1 Define the factors affecting food and beverage offerings and recommend affordable improvements and their impact	LO2, 2.2, 2.3, 2.4	20
2 Analyse recruitment and selection, agree targets, allocate resources, provide training, evaluate employee performance and manage underperformance	LO2, 2.1, 2.5, LO5, 5.1, 5.2, 5.3, 5.4, 5.5	20
3 Set evaluation criteria, analyse and evaluate the efficiency of operations, the factors that affect hygiene, health and safety and the impact of non-compliance with regulatory requirements	LO1, 1.1, 1.2, 1.3, 1.4	20
The word count is 2,000 words		

Task instructions		
Task 2 – Banquets and functions - 20%		
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:		
Assessment criteria	LO/AC ref	Marks
1 Develop appropriate plans, menus and drinks lists, addressing hygiene issues, specifying staffing and supervision arrangements and evaluating the event	LO3, 3.1, 3.2, 3.3, 3.4, 3.5	20
The word count is 750 words		

Task instructions		
Task 3 – Supervision of the purchase and storage of food and beverages - 20%		
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:		
Assessment criteria	LO/AC ref	Marks
1 Define appropriate purchasing standards and storage arrangements, analyse the efficiency of purchasing and storage and specify stock issue procedures	LO4, 4.1, 4.2, 4.3, 4.4	20
The word count is 750 words		

APPENDIX B – RECOMMENDED READING

Rooms Division Operations

Bardi, J., 2007. *Hotel Front Office Management*. Chichester: Wiley. Available on EBSCO.

Barrows, C. and Powers, T., 2009. *Introduction to Management in the Hospitality Industry*. Chichester: Wiley. Available on EBSCO.

Lockyer, T., 2007. *The International Hotel Industry: Sustainable Management*. Oxford: Haworth Press. Available on EBSCO.

Rutherford, D. and O'Fallon, M. 2007. *Hotel Management and Operations*. Chichester: Wiley. Available on EBSCO.

Rooms Division Supervision

Barrows, C. and Powers, T. 2009., *Introduction to Management in the Hospitality Industry*. Chichester: Wiley. Available on EBSCO.

Baum, T., 2006. *Human Resource Management for Tourism, Hospitality and Leisure: An International perspective*. London: Thomson.

Guiding, C., 2002. *Financial Management for Hospitality Decision Makers*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Lockyer, T., 2007. *The International Hotel Industry: Sustainable Management*. Oxford: Haworth Press. Available on EBSCO.

Food and Beverage Operations

Cousins, J., Pennington, A. and Foskett, D., 2011. *Food and Beverage Management*. London: Goodfellow. Available on EBSCO.

Davis, B. 2012. *Food and Beverage Management*. London: Routledge. Available on EBSCO.

Dittmer, Paul, Keefe, J. Desmond., 2009. *Principles of Food, Beverage and Labor Cost Controls*. New York: Wiley. Available on EBSCO.

Rutherford, D. and O'Fallon, M., 2007. *Hotel Management and Operations*. Chichester: Wiley. Available on EBSCO.

Food and Beverage Supervision

Baum, T., 2006. *Human Resource Management for Tourism, Hospitality and Leisure: An International perspective*. London: Thomson.

Cousins, J., Pennington, A. and Foskett, D., 2011. *Food and Beverage Management*. London: Goodfellow. Available on EBSCO.

Davis, B., 2012. *Food and Beverage Management*. London: Routledge. Available on EBSCO.

Dittmer, Paul, Keefe, J. Desmond., 2009. *Principles of Food, Beverage and Labor Cost Controls*. New York: Wiley. Available on EBSCO.

Finance in Tourism and Hospitality

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.

Customer Service Management in Tourism and Hospitality

Hudson, S. and Hudson, L., 2012. *Customer Service in Tourism and Hospitality*. Oxford: Goodfellow. Available on EBSCO.

Jones, P., 2008. *Handbook of Hospitality Operations and IT*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Laws, E. and Scott, N. (eds.), 2006. *Knowledge Sharing and Quality Assurance in Hospitality and Tourism*. Oxford: Haworth. Available on EBSCO.

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

Global Tourism and Hospitality

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.

Visser, G. and Ferriara, S. (eds.), 2013. *Tourism and Crisis*. 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
Hospitality and Society