

Gold standard qualifications for the Tourism & Hospitality industries



CTH   
CONFEDERATION OF TOURISM & HOSPITALITY

www.cthwards.com

CTH - Gold standard qualifications for the Tourism & Hospitality industries

At CTH, our core mission is to provide the highest standard of qualifications. CTH achieves this through robust monitoring supported by industry, universities and the UK government regulator, Ofqual. CTH has partnerships with major international employers and academic institutions. CTH is a member of the Federation of Awarding Bodies.

Virgin Atlantic and Star Alliance work with CTH on our Certificate qualifications while our management programmes are endorsed by a variety of key industry players and lead to final year bachelor's and master's degrees with many respected British and international universities.



About the Confederation:

The need for qualified personnel

Travel, tourism and hospitality the world's single biggest industry and it has been estimated by the World Tourism Organisation that around one job in ten now depends on this fast growing sector. These travellers expect high standards of service and facilities and it is only through organised and structured training that the industry can meet these expectations.

The Confederation of Tourism & Hospitality was established in 1982 to provide recognised standards of management training appropriate to the needs of the hotel and travel industries, via its syllabi, examinations and awards.

CTH programmes are continuously developed and improved to ensure they are relevant and up to date. This is carried out under the careful scrutiny and supervision of experts in all aspects of the hotel, tourism and travel industries.

Why CTH qualifications?

More than 250 Approved Teaching Centres offer CTH qualifications globally and over 30,000 CTH learning assessments are taken each year, making the Confederation one of the leading hospitality, travel and tourism award bodies in the world.

CTH programmes are well respected across the hospitality, tourism and travel industries. This is demonstrated by the range and depth of our industry partnerships. These include programme endorsements from leading sectorial organisations such as Virgin Atlantic, Gordon Ramsay, Star Alliance, Radisson Edwardian Hotels, Thistle hotels and GTMC to name a few. Students can be confident that gaining a CTH qualification is an excellent start to a promising career with truly global opportunities.

Those studying for the specialist examinations and assessments of the Confederation are offered a structured learning process, encompassing both the theoretical and practical aspects of the industry and integrating the various subjects covered.

In addition, CTH offers students a defined pattern of career development through both further study opportunities and the benefits of progressive grades of personal membership of the Confederation.

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1 Tourism & Hospitality Management Programmes Developing future talent

CTH Management Programmes offer an excellent alternative, or complement to, university study in hospitality and tourism.

Graduates of these programmes typically aspire to management roles, whether at junior trainee level for those completing Level 4 Diploma level or at senior postgraduate level for those completing the Level 7 Diploma.

Each programme is specifically geared to a particular learning outcome. For example, the Level 5 Advanced Diploma is an ideal pathway course for centres seeking to run a full university 'top-up' final year, while the Level 6 Pro-Graduate Diploma offers a complete integrated degree level learning package in itself.



Some of our Management Level awards:



CTH is an awarding body approved by Ofqual who are the official regulators of qualifications, exams and tests in England. It is also recognised by a wide range of authorities and regulators worldwide.



The Federation of Awarding Bodies is the membership body which represents awarding organisations in the UK. CTH is a member of the Federation & fully abides by their policies & guidelines.



The Dhaka Sheraton Hotel endorses CTH qualifications in Hospitality Management as providing suitable preparation for employment opportunities in the hotel industry.



Thistle hotels are part of Guoman Hotel Management (UK) Limited operating a number of hotels throughout the UK. Thistle endorses the CTH qualifications in Hospitality and Tourism Management Level 6.



The Mantis Collection is a group of five star boutique accommodation and safari parks in Africa and Europe. The Mantis Collection endorses the CTH L4 Diploma and L5 Diploma in Hotel Management.



THE RITZ-CARLTON

The Ritz-Carlton Golf & Spa Resort, Rose Hall Resort in Jamaica endorses CTH qualifications in Hotel Management as providing suitable preparation for employment opportunities in the hotel industry.



Renaissance Doha City Centre Hotel endorses the CTH qualifications in Hospitality Management as providing suitable preparation for employment opportunities in the hotel industry.



Award-winning Premier Inn is the UK's largest and fastest-growing hotel brand with 578 budget hotels and more than 40,000 rooms. Premier Inn endorses the CTH Postgraduate Diploma in Hospitality & Tourism Management.

Management Programmes Overview

Introduction



CTH Management Programmes offer a comprehensive range of study programmes designed to suit all learning objectives.

Level 3 – Foundation Diploma

An introductory foundation in the core elements of the sector.

Level 4 – Diploma

For students seeking an essential grounding in management principles for direct entry to trainee positions in the industry.

Level 5 – Advanced Diploma

The next step, leading to direct entry into a final year 'top-up' university degree, and equivalent to year two of a bachelor's degree.

Level 6 – Pro-Graduate Diploma

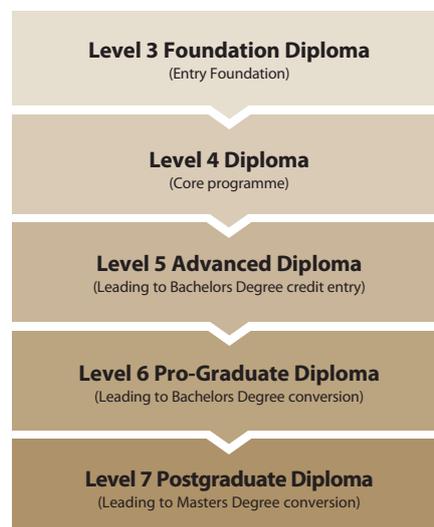
Offering equivalence to the majority of a full final year of a UK university bachelor's degree programme. Students completing this award can convert it into a university bachelor's degree with just a small amount of further study.

Level 7 – Postgraduate

A broad postgraduate learning programme, ideal for those with supervisory management experience in the sector.

CTH Management Programmes Structure

CTH Management Programmes are designed to offer flexibility of entry, as well as a steady progression of level up to full Postgraduate study.





Pathways



Opening the way to careers

CTH syllabi are carefully developed and updated on a regular basis in consultation with industry professionals to ensure their relevance to the actual career environment.

For example, in the case of the tourism and travel agency management programmes, the fares and ticketing components have been developed in conjunction with Virgin Atlantic Airways and the Star Alliance network of airlines.

Over the years, students who have completed CTH Diploma and Advanced Diploma programmes have progressed to successful careers in a wide range of roles within the hospitality and tourism industries.

Opening the way to university

CTH Management Programmes are widely recognised by universities as offering equivalency to degree level study. At undergraduate level, CTH Level 4 Diploma and Level 5 Advanced Diploma graduates may therefore gain direct entry to the second or final year of a variety of hospitality & tourism degree programmes, whilst Level 6 Pro-Graduate Diploma graduates will typically only need to complete just a few further modules to complete a bachelor's degree. Similarly, at postgraduate level Level 7 Postgraduate Diploma graduates may apply to the latter stages of an MA, MSc. or MBA.

University pathways

CTH graduates have access to a range of universities which specialise in tourism or hospitality, not just in the UK but internationally. Some of these partnerships are shown below. Visit our website for the latest list.



Career pathways



"The CTH approved centre has been providing industry training to more than 150 personnel in the Hilton Hotel Dalian including the CTH Diploma

programme for middle and senior level managers. We have employed many students from the school in the Hilton Hotel Dalian in industry training positions. With their skills and values, these students are the hotel industry managers of tomorrow."

Wolfgang Maier
General Manager,
Hilton Hotel Dalian



"Having worked in key deluxe hospitality groups around the world in the last few years (including The Waldorf Astoria in New York City, Claridge's in London and Regent Seven Seas Cruises). I have come across CTH graduates who have all been of very high calibre. Furthermore, my experience as a CTH Lecturer at Oxford House College, London confirmed my opinion that CTH offers high quality education that enhances graduates' chances of gaining a successful career in the international hospitality industry. In my current role, as Vice President Human Resources for First Hotels, I welcome the opportunity to recruit CTH graduates in the near future."

Nina Kullander
Vice President Human Resources,
First Hotels



English Language Pre-Entry Level Preparatory Programmes

Overview



The CTH Diplomas in English for Hospitality and Tourism are designed to prepare candidates who wish to study for CTH Management qualifications and who need additional, subject specific English language training.

The aims are to provide a series of qualifications that: provide students with a range of communication and study skills that can be used both in academia and in a vocational context; enable students to learn English Communication contextualised for the hospitality and tourism sectors; aid academic progression; and enable students to gain credits towards higher education.

Key Benefits

- **Excellent preparation for further study**
- **Exams 'anytime'**
- **Set and marked by CTH**
- **Results in 4 weeks**
- **Industry-specific UK professional body English language certificate**

Level 1

The CTH Level 1 Diploma in English Communication for Tourism & Hospitality QCF is designed to provide candidates with a range of communication and study skills and prepare them for an effective academic progression route. It aims to raise the candidates' use of English to Intermediate level via a programme of structured language study.

Level 2

Level 2 aims to raise the candidates' use of English to Upper Intermediate level. On successful completion of Level 2, candidates can be expected to be able to study for the CTH Diploma qualifications and other courses available, with some confidence.

Level 2 Combined

An integrated combination of the Level 1 and Level 2 programmes, providing a 117 credit value.

Entry requirements (for all English programmes)

Students should ideally have completed full time secondary or high school up to 16 years of age. These entry requirements are intended for guidance only as applicants may apply with a wide variety of backgrounds and qualifications. CTH accredited centres should assess all applicants to ensure they are able to meet the demands of the course.

CEFR English Levels

The equivalence of the CTH Level 1 and Level 2 courses to the CEFR (Common European Framework) are as follows:

- **CTH Certificate Level 1:**
CEFR (Basic User) Level A2
- **CTH Certificate Level 2:**
CEFR (Independent User) Level B2



Detail Information



Syllabus Details

These CTH English language proficiency programmes are designed specifically for the international hospitality and tourism industries and the content spans use of English relevant to all hotel department and restaurant staff, tour operators, resort representatives and travel agents. However, as the aim of the qualifications and the subsequent CTH Diplomas is to prepare for a career in management in the sector, all candidates will benefit from exposure to matters outside their specific field of interest.

CTH Level 1 Diploma in English Communication for Tourism & Hospitality

- **English for working in a restaurant** - Understanding the work of a restaurant, how to make restaurant reservations, how to welcome guests, take orders and deal with bills in a restaurant and to understand food and drinks service in a restaurant.
Assessment: Assignment & presentation
- **English for working in hotels and tourism** - Essential English language vocabulary and grammar to understand the work of a hotel, how to give guided tours in cities and outdoors and the work of tour operators and special interest tours.
Assessment: Assignment & presentation
- **Travel English** - This unit aims to provide students with an understanding of English language relating to travel and destinations and how to provide information on directions and traditions.
Assessment: Assignment & presentation

CTH Level 2 Diploma in English Communication for Tourism and Hospitality

- **English for effective interviews and careers in tourism and hospitality** - An understanding of recruitment & job hunting in the tourism and hospitality industry.
Assessment: Assignment & presentation
- **English for tour guides** - English for tour operations, how to promote a destination, responsible tourism & transport within tourism.
Assessment: Assignment & presentation
- **Customer relations English for tourism & hospitality** - Understanding the requirements of customer relations in tourism & hospitality.
Assessment: Assignment & presentation
- **English for hotels, locations, and travel agents** - Understanding how to communicate in hotels, how to communicate about locations and communication in travel agencies.
Assessment: Assignment & presentation
- **English for accommodation and staffing** - Understanding accommodation language, hotel staffing, organisation and reservation, plus check in and check out procedures.
Assessment: Assignment & presentation
- **English for aviation** - Understanding the structure and roles within the aviation industry, customer service and security.
Assessment: Assignment & presentation

A student's experience

I was brought up in the industry as my father runs a business hotel in Greece and my mother travels a lot to establish new co-operation deals. Although I gained experience from my family, knowledge is an ongoing process that never stops.

So far I have successfully acquired my Bachelor in Management and a Certificate in Accounting. Now, I am half-way to acquiring my Certificate in Tourism & Hospitality Operations, as well as also studying Culinary Arts.

Six months after my enrolment here, I heard that CTH (in partnership with BCED) were joining forces with DELTA, and I was the very first student to show interest in it.

After a short briefing by the Head of the Tourism Department and some web research, I was immediately excited by the idea of obtaining an internationally recognised professional Diploma without having to study overseas. It was a golden opportunity for me, not only to acquire new knowledge from the best in the world but also to help me expand my horizons outside Greece."

Minas from Greece



CTH Level 3 Foundation Diploma

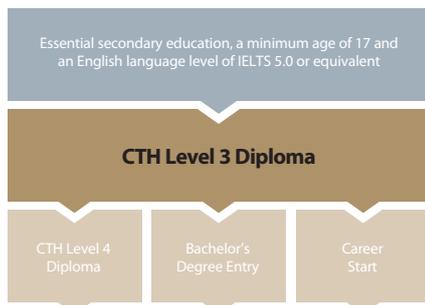
Entry Level

Foundation Programme

Overview



This programme is aimed at those who wish to gain access to the first year of selected university degrees, or to any of the Level 4 Diploma programmes. It is also a free-standing qualification for those who wish to enter employment at team member level.



Hospitality and Tourism is the world's single biggest industry, covering everything from international airlines and global hotel chains right down to small family-run restaurants and private tour guiding. The career options are huge and varied. CTH offers undergraduate & postgraduate level programmes specially designed to prepare the next generation of professionals in the sector. This preliminary foundation course is the first step towards an exciting career...

Study structure

The CTH Level 3 Foundation Diploma in Tourism & Hospitality is a 120 credit course where students are required to demonstrate interpersonal, self study and research and presentation skills throughout the qualification. Assessments are developed to encourage these skills to provide students with a very strong foundation for further studies in hospitality and tourism sectors.

Students can achieve the guided learning hours in combination of face to face classroom interactions, attending seminars, visits to hotels, self study and group study as well as research work. If students are based at a study centre, they will be required to attend a certain number of lecture hours to support their studies, and will receive guidance to complete the learning hours.

Students that are following this qualification without face to face interactions, such as online or distance study may require more hours to complete the qualification.

Admission requirements

Students must have completed secondary education at AS level with a minimum age of 17 years and have at least English IELTS 5.0 level or an approved equivalent. Students who do not satisfy the English language requirement, may chose to combine this programme with CTH's Certificate in English for Hospitality & Tourism (Levels 1 & 2).

Pathways

Successful graduates may apply for entry to any of CTH's Undergraduate Level programmes. Alternatively, the qualification is accepted for direct entry to a wide range of hospitality and tourism related bachelor's degree programmes.



De Palma Hotels endorses the Level 3 Diploma in Tourism and Hospitality Management. At De Palma Hotel we employ significant numbers of college leavers to join our staff team as trainees. We feel this qualification will provide significant benefit to learners prior to joining us.



Detail Information



Syllabus Details

CTH Level 3 Foundation Diploma in Tourism & Hospitality

- **Essentials of Human Resources & Business Computing in Tourism & Hospitality** - An understanding of the organisation of staff in tourism and hospitality.
Assessment: Examination or Assignment
- **Essentials of Marketing & Customer Relationships in Tourism & Hospitality** - An introduction to marketing, sales and customer relationships in the tourism and hospitality industry.
Assessment: Examination
- **Tourism & Hospitality Industry** - An overview of the different types and characteristics of different hotel and food service providers.
Assessment: Assignment
- **Essentials of Tourism & Hospitality Operations** - Introduces the students to a range of functions within the industry ie. front office, housekeeping, food and beverage operations, destination analysis and tour guiding operations.
Assessment: Work-based or Assignment



A student's experience



Yao Yao Chen, from China, studied the CTH Diploma in Tourism & Hospitality at Kings Bournemouth, an international college specialising in pre-university and English language courses.

Yao Yao said: "I would strongly recommend the course. My IELTS improved from 4.5 to 6.5. The smaller environment at Kings is the best preparation for university level studies."

Alex Bradwell, Yao Yao's main tutor, explains about the valuable experience students have outside the classroom: "Visits are made to a range of hotels, from boutique to world-famous five-star venues. This not only helps students see behind the scenes but also prepares them for the research element of the four assignments of their course."

Yao Yao successfully completed the course and went on to win a place at the University of Surrey (ranked No.1 in the UK for hospitality & tourism) to study for a BSc in International Hospitality Management."

Yao Yao Chen from China

A centre's experience



"Hospitality and Tourism is the world's single biggest industry and CTH qualifications are well designed to prepare the next generation of professionals entering the field.

Working with CTH helps GSM London students gain an accredited and recognised qualification to progress their careers in this exciting sector.

As a leading hospitality, travel and tourism awarding body CTH works with us to find ways to enhance our students learning experience and employability.

As a CTH Approved Teaching Centre we work in partnership with CTH to provide excellent career pathways and progression for our students."

Christy Traore Associate Dean (Education)
Head of Department (HR, OB, Marketing, Events & Tourism), GSM London

CTH Level 4 Diploma

Undergraduate Level (Part 1)

Overview



CTH Level 4 Diploma programmes provide an understanding of fundamental operational aspects and a knowledge of the key management principles involved.



Diploma level courses combine practical career-based elements with a number of essential underpinning management disciplines that will be invaluable as the student's career progresses.

Two specialist streams are offered, one in Hospitality Management and one in Tourism Management. Each comprises 7 mandatory units totalling 145 credits. Assessment is by a combination of closed book written 2.5 hour examination or assignment/work assessment. Students from this programme can either use it to help secure a trainee position with a relevant employer or use it for entry into the Level 5 Diploma courses.

Admission requirements

Whilst selection of students at Diploma level is at the discretion of the provider, students should have completed formal secondary education and have at least IELTS 5.5 level English or equivalent.

A student's experience



"I have a natural passion for the hotel industry. Although I already had seven years experience in the hotel industry across three different countries I felt I needed to complete

my profile academically in order to develop a career at a management level. I conducted research and discovered that CTH was the most valuable organisation since it delivers well structured professional courses and is internationally recognised among the leading hotel companies. After completing my first Diploma semester, I got a position at the five star deluxe Hotel "Langham" After completing the diploma level, I was promoted to supervisory level. I believe studying with CTH has been my most valuable experience and has aided my career progression."

Francesco from Italy



THE LANGHAM
London

Industry-driven qualifications

CTH works with the industry to ensure our programmes provide relevant practical skills:



CTH works with the global Intercontinental Hotels Group to provide specialist hospitality leadership training for their staff across all of their hotels worldwide.



CTH developed GDS-based fares & ticketing and travel reservations training endorsed by the Star Alliance network of leading airlines, which includes Lufthansa, Singapore Airlines and United Airlines.



CTH co-developed and manages the industry-leading Virgin Atlantic VA-1 & VA-2 fares & ticketing courses, as well as the specialist VA-Earth travel geography course.



Chartered Institute of Environmental Health

CTH worked with the Chartered Institute of Environmental Health when developing its food hygiene syllabus content.



Detail Information



Syllabus Details

Core modules

- **Finance in Tourism & Hospitality** - An essential understanding of income generation, cost control, budgeting and the interpretation of financial information.
Assessment: Examination
- **Customer Service Management in Tourism & Hospitality** - Customer expectations, service standards, performance, communication, complaint resolution and quality systems.
Assessment: Work-based or Assignment
- **Global Tourism and Hospitality** - An exploration of the scope of the industry, the various activities within it and its position in relation to the world market
Assessment: Assignment

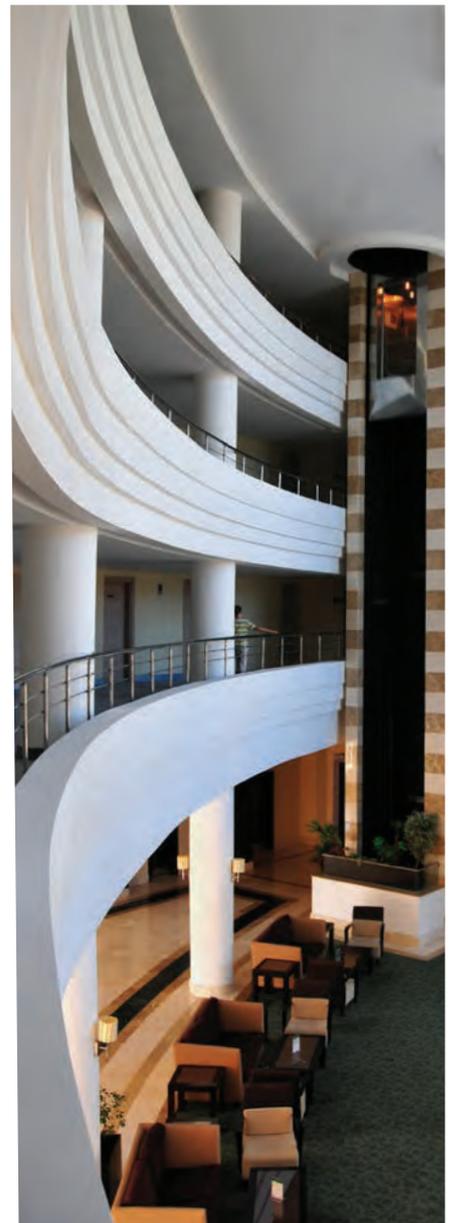
Hospitality stream specialist modules - CTH Level 4 Diploma in Hospitality Management

- **Rooms Division Operations** - An understanding of front office/reception, advance reservations, cashiering, guest relations, switchboard, concierge, portering, housekeeping, laundry, linen room, maintenance and security.
Assessment: Examination
- **Rooms Division Supervision** - Evaluation of Rooms Division effectiveness, supervision of operations & management of performance.
Assessment: Work-based or Assignment

- **Food & Beverage Operations** - Restaurant concepts & trends, kitchen layouts, catering requirements, hygiene, food storage, table layout, timetables, bills and presentation.
Assessment: Examination
- **Food & Beverage Supervision** - Evaluation of Food & Beverage operational effectiveness, supervision of operations & management of performance.
Assessment: Work-based or Assignment

Tourism stream specialist modules - CTH Level 4 Diploma in Tourism Management

- **Travel & Tourism Operations** - Tourism, special interest tourism, tour operators, outdoor pursuits, the distribution chain, market segmentation and change, travel agencies, services and tickets, currency, visas, programme planning and tour guiding.
Assessment: Examination
- **Travel & Tourism Supervision** - Evaluation of operational effectiveness, supervision of operations & management of performance.
Assessment: Work-based or Assignment
- **Travel Geography** - Countries, regions, characteristics, tourist patterns, impact, destination types, development, climate, culture, infrastructure, risks and attractions.
Assessment: Examination
- **Destination Analysis** - Primary & secondary data, destination audit, strengths & weaknesses, visitor analysis, resort lifecycle, governmental issues and accessibility.
Assessment: Work-based or Assignment

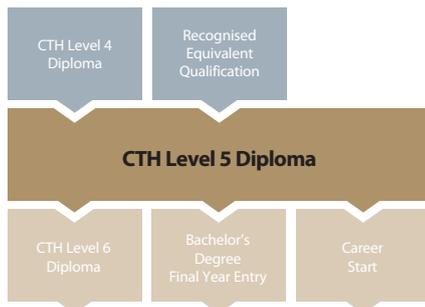


CTH Level 5 Advanced Diploma Undergraduate Level (Part 2)

Overview



The CTH Level 5 Diploma is a substantive management programme, typically taught over a nine month period and designed to provide students with direct entry to the final year of a university bachelor's degree.



The course aims to provide students with an understanding of the managerial, decision making and leadership aspects of the industry. In addition it is also designed to develop independent research and study skills required when working at senior managerial level in the industry. It is therefore an excellent preparation for either entry to the workplace or as a springboard into final year bachelors degree level study.

Two specialist streams are offered, one in Hospitality Management and one in Tourism Management. Each comprises seven mandatory units (five of which are common, with two specialised) and leads to a total of 175 credits.

Assessment is via a combination of closed book written examination or assignment/work assessment. All assessments are marked or moderated by CTH.

Admission requirements

Entry is available to graduates of the CTH Level 4 Diploma or equivalent approved qualification. Students should have at least IELTS 5.5 level English or equivalent.

University pathways

CTH Advanced Diploma graduates have access to a range of university final year degree programmes, not just in the UK but internationally. Some of these partnerships are shown below. Visit our website for the latest list.



Kuoni by Univairmer, Lille, France endorses the CTH Level 5 Diploma in Hotel & Events Management, approving of the relevancy of the qualification and how it can add value to both employers as well as employees within the sector and enhance career prospects.



Detail Information



Syllabus Details

Core modules

- **Understanding Funding & Finance in Tourism & Hospitality** - An understanding of the concepts financial management and accounting, controlling finances, managing cashflow and ensuring profitability.
Assessment: Examination
- **Human Resource Management in the Tourism & Hospitality Industry** - Leadership, motivation, teams, employment law, conflict resolution, delegation and HR policies.
Assessment: Assignment
- **Strategic Marketing in the Tourism & Hospitality Industry** - Strategies, marketing communications, branding, positioning, competitors, partnerships and planning.
Assessment: Examination
- **Customer Relationship Management in the Tourism & Hospitality Industry** - Standards, customer relationship management (CRM), service evaluation and training.
Assessment: Work-based or Assignment
- **Contemporary Issues in the Tourism & Hospitality Industry** - Emerging issues, demographics, cultural and political change, commercial impacts & change management.
Assessment: Examination

Hospitality stream specialist modules - CTH Level 5 Advanced Diploma in Hospitality Management

- **Food and Beverage Management** - Needs identification, menu planning, design of systems, procurement and quality assurance.
Assessment: Assignment
- **Facilities Management in the Tourism & Hospitality Industry** - Scope of role, suppliers, negotiation, space planning, resource optimisation, regulation, health & safety, maintenance and corporate standards.
Assessment: Work-based or Assignment

Tourism stream specialist modules - CTH Level 5 Advanced Diploma in Tourism Management

- **Tour Operations Management** - Destinations, seasons, culture, environment, niches, pricing, margin, booking, tour planning, marketing, subcontracting, regulation and legal issues.
Assessment: Assignment
- **Sustainable Tourism & Destination Development** - Definition, strategic planning, commercial needs, globalisation, authenticity, zoning, World Heritage, ethics and controls.
Assessment: Assignment

A student's experience

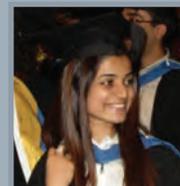


"I chose CTH as it is recognised globally, making it easier for me to find jobs within the sector in any country. I ended up doing the CTH Advanced

Diploma in Hotel Management and the course helped me gain admission into Bournemouth University's final year to do a top-up degree in International Hospitality & Tourism Management. I currently work for the Strand Palace Hotel in London as both a Reservations Supervisor and internal Trainer for the Hotel."

Genevieve from Ghana

STRAND PALACE HOTEL



Minaaz studied the CTH Diploma in Travel Agency Management and Advanced Diploma in Tourism Management and then went on to gain

a first class honours degree in International Hospitality & Tourism Management from Bournemouth University. She commented: "I decided to study with CTH because, besides being recognised worldwide by employers, the modules specialised in the specific areas which would be beneficial for my future career in tour operations."

Minaaz from India

CTH Level 6 Pro-Graduate Diploma

Undergraduate Level (Part 3)

Overview



The CTH Level 6 Pro-Graduate Diploma is designed to be equivalent to most of the final year of a bachelor's degree.



This programme is CTH's ultimate undergraduate level award and has been expressly designed to provide equivalent learning to that provided by much of the final year of a British university bachelor's degree programme in hospitality and tourism.

In fact, graduates of this programme are able to convert their award into a recognised British university bachelor's degree from Derby University simply by completing an additional 3 modules.

The programme is designed as an advanced 140 credit qualification in international hospitality and tourism management, covering all the key management skills required for a management career in the sector.

Admission requirements

Admission to this programme is open to those students who have completed an appropriate Level 5 qualification in a relevant subject, such as a CTH Level 5 Advanced Diploma or a relevant HND. Applicants should also have at least English IELTS 5.5 level or equivalent.



Le Meridien Etoile, Paris endorses CTH's Level 6 Diploma in Tourism & Hospitality Management qualifications as meeting the industry standards and preparing students with essential skills and competences for employment.



Park Hyatt Paris-Vendome endorses CTH's Level 6 Diploma in Tourism & Hospitality Management qualifications as meeting the industry standards and preparing students with essential skills and competences for employment.



Detail Information



Syllabus Details

CTH Level 6 Pro-Graduate Diploma in Tourism & Hospitality Management

■ **Emerging Issues in the Tourism Industry** - The impact and opportunities of cultural and urban tourism, and nature and eco-tourism.
Assessment: Examination

■ **The Strategic Impact of the Business Environment** - The macro environment, globalisation, the economy, responding to change, and competitive advantage.
Assessment: Assignment

Plus two from options below (60 credits)

■ **Business Strategy for Hospitality & Tourism** - Business analysis, planning models, growth strategies, vision, mission, culture and strategy implementation.
Assessment: Assignment

■ **Managing Events for Hospitality & Tourism** - Types of event, issues, pre/real-time/post event management.
Assessment: Assignment

■ **Quality Management for Hospitality & Tourism** - Importance, quality improvement measures, customer research & feedback.
Assessment: Examination

■ **Marketing Strategies for Hospitality and Tourism** - relationship vs transactional marketing, loyalty, third-party, social and e-marketing, and public relations.
Assessment: Assignment

Pathways

Successful completion of the CTH Level 6 Pro-Graduate Diploma exempts students from 50%* of the final year of the University of Derby BA (Hons) Degree in International Hospitality Business Management.

Students are exempted from three of the required six modules of the final year programme, needing to undertake just three modules to receive the degree.

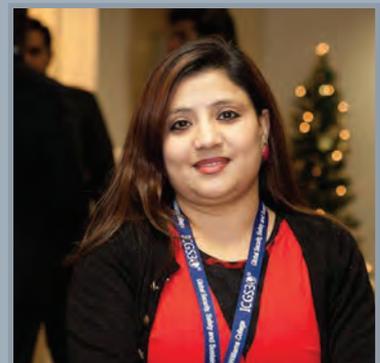
This excellent and respected University of Derby degree programme is available online anywhere in the world, making it the perfect choice for non-UK students unable to travel away from their home country to complete their bachelor's degree.



Pro-Graduate Diploma students can also go on to convert it to a university bachelor's degree in hospitality & tourism from Coventry University College (UK) or Binary University College (Malaysia). Please enquire for full details of current pathways available.



A student's experience



"I am currently enrolled in the Level 6 Diploma in Hospitality and Tourism course by CTH in Williams College.

I have searched for a course which enhances my career prospects, educational growth and provides greater in-depth into the hospitality and tourism industry. There is no course better than CTH currently in the market because as an overseas student this course not only gives me insight into the UK Hospitality sector but also helps me to gain an international perspective on the same.

I was given adequate information about the course and its usefulness at the time of enrolment at Williams College here in London. The course fees are affordable and the learning experience at Williams College is very satisfying. The academic and admin team provide great support to all students and the facilities, including the learning resources centre, and the support from the CTH course leader at every stage of our course is truly helpful."

Archana Adhikari from Nepal

* University of Derby progression subject to final confirmation

CTH Level 7 Postgraduate Diploma Postgraduate Level Programme

Overview



The CTH Level 7 Diploma in Hospitality & Tourism Management provides an industry relevant academic progression route for those who want to strengthen their career.

This university endorsed international qualification is appropriate for both hospitality and tourism graduates and experienced hospitality and tourism managers without a first degree.

It also provides an effective route for graduates in other fields who wish to make a career change into the growing hospitality and tourism sectors.

Objectives

- To understand the interrelationship between the hospitality and tourism sectors.
- To explore the strategic issues in business development, rather than operational level issues.
- To secure employment at senior supervisory/ management level.
- To secure progression on to the dissertation stage of a Master's Degree.

Admission requirements

- Minimum of a recognised university degree in a relevant hospitality, tourism or management subject. Equivalence for non-UK degrees should be evaluated through NARIC.
- Non-graduates and holders of non-relevant degrees - A minimum of 5 years of evidenced work experience at managerial level within the hospitality & tourism industries. (Subject to individual approval by CTH).
- Successful completion of the CTH Level 6 Graduate Diploma.

All applicants must be at least 26 years of age and hold at least IELTS 6.0 or other evidence of competence in English at this level.

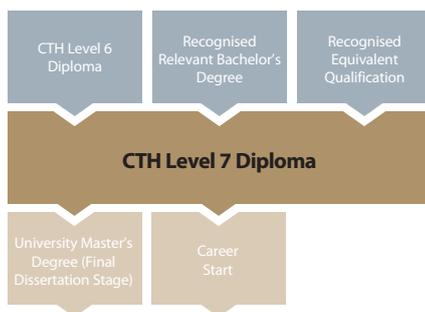
Assessment

Assessment involves investigative assignments, presentations and action research activities. The assessment of candidates' work is centre-based, against the specified learning outcomes and directed by CTH. All centres are expected to demonstrate a robust assessment system. In order to manage the quality of assessment within approved centres, CTH carries out external marking and moderation of assessments.

The postgraduate programme

This is a 120 credit value programme where students are required to demonstrate interpersonal, self study and research and presentation skills throughout the qualification. Assessments are developed to encourage these skills that will provide students with a very strong foundation for further studies in hospitality and tourism sectors.

Students can achieve the guided learning hours in a combination of face to face classroom interactions, attending seminars, visits to hotels, self study and group study as well as research work. If students are based at a study centre, they will be required to attend a certain number of lecture hours to support their studies, and will receive guidance to complete the learning hours.



Mövenpick Hotels & Resorts, a global hotel company with over 16,000 staff across 24 countries endorses, CTH's Level 7 Diploma in Hotel Management as a qualification that is current and meeting growing needs of the industry.



Fairmont, Raffles and Swissôtel (FRHI Hotels & Resorts) endorse the CTH Level 7 Diploma in International Hotel Management & believe the qualification adds value to employees & enhances the professionalism and career prospects of colleagues & any organization they may work in the future.



Syllabus and Pathways



Syllabus Details

CTH Level 7 Diploma in Hospitality & Tourism Management

- **Hospitality and Tourism Marketing Strategies** – Enable students to develop their understanding of marketing strategies and public relations tactics in the hospitality and tourism industry.
- **Management and Leadership Across Cultures** – Develop a critical understanding of the range of issues associated with management and leadership across cultures.
- **Hospitality and Tourism Strategic Planning** – Enable students to develop skills in strategic analysis and strategic planning. The module also considers risk evaluation and management, as well as business ethics.

Plus ONE of the following options:

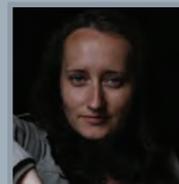
- **Managing Hospitality and Tourism Projects** – The purpose of this module is to enable students to develop understanding and skills in project management and decision-making. Students should critically evaluate a range of management tools and apply them practically through a project plan.
- **Research Methods for Hospitality and Tourism Managers** – The purpose of this module is to enable students to develop understanding and skills in research design, research methods and research presentation.

Master's Pathway

CTH Level 7 Diploma graduates have access to a range of universities to convert their Postgraduate level Diploma into a Master's Degree. Some of these partnerships are shown here. Visit cthwards.com for the latest list.



A student's experience



"I've always been passionate about working in Hospitality. I have worked in several internationally branded hotels in Central Europe and came to London to find out how

management theories inform the development of the hotel business. The CTH Postgraduate Diploma in Hospitality and Tourism Management has fulfilled my ambition. Its up-to-date syllabi keep me in pace with the current issues in the hospitality industry, and sets up a theoretical background which I need to further my career in the hotel business. I am recommending CTH qualifications to people with a career interest in the hospitality and tourism industry, because in order to achieve that, a solid theoretical platform is essential."

Szilvia Duba
Duty Manager at YHA Holland Park London

A centre's experience LSM Business School

"LSM Business School is proud to be delivering the CTH Postgraduate Diploma in Hospitality and Tourism Management. The qualification prepares our students to be able to perform in high-level strategic roles, thus adding to their continuing professional development. Since delivering this qualification, LSM Business School has been extremely satisfied with the quality, level and industry relevance of the qualification's syllabi and the support we have received from CTH."

Mr Lee Yi – MA, BSc (Hons), Programme Leader – Hospitality & Tourism Management



2 Culinary Programmes

Fostering excellence in international cuisine

CTH Culinary awards have been carefully developed to provide a truly Gold Standard of qualifications for this specialist sector.

Our qualifications are available for a wide range of cuisine types, including specialist areas such as Vegetarian cookery and Confectionary & Patisserie. And they are offered at all levels from entry-level (Level 2) right up to advanced (Level 5).

Wherever possible our syllabi are developed in conjunction with leading industry practitioners and trainers to ensure career-relevance and long-term employability.



Some of our Culinary awards:



Successful graduates of CTH Culinary Skills Programmes are awarded an official certificate of their achievement.

CTH offers a range of culinary programmes, covering not just general culinary skills but also more specialist areas such as **vegetarian** cookery, **ethnic** cookery, kitchen & larder and confectionery & **patisserie**.



CTH Culinary Programmes are designed to offer flexibility of entry, as well as a steady progression of level up to university bachelor's degree.



Culinary Skills

LEVEL 2 AWARD, CERTIFICATE & DIPLOMA PROGRAMMES

A set of entry-level programmes that introduce candidates to a range of core food preparation and cooking techniques designed to provide a basis for a first working role in a professional kitchen.



The aim of these qualifications is to:

- **Provide an introduction to the core skills required in a professional kitchen**
- **Improve the skills of individuals & increase their chances of gaining employment**
- **To support the skills required within the catering industry**

The courses introduce candidates to essential kitchen skills for employment, with learning outcomes focused on practical cookery and kitchen skills rather than underpinning theory. The qualifications are at Level 2, allowing open access to all candidates.

Assessment Methods

Assessment is via practical examination where candidates will be required to produce dishes in a professional kitchen environment. Each unit is assessed individually and carries equal weighting. The qualification is internally assessed but with external moderation from a CTH assessor. Moderation will take the form of attending examination sessions and analysis of internal assessor's mark

schemes for consistency of application of marks. CTH will also carry out a standardisation session with each delivery centre prior to practical examinations taking place.

Programme Overview

The award has been divided into units that allow for the development of a variety of cooking skills such as health, safety and food hygiene in practice, as well personal cleanliness, working methods and code of conduct.

The qualifications involve a mix of theoretical and practical applications of the following:

Award

A short beginner's course providing a total of 9 learning credits:

- **Kitchen practices**
- **Basic vegetable & soup dishes**
- **Basic cakes & pastries**
- **Basic meat, poultry, fish or vegetarian dishes**

A vegetarian option is available in which the last module is replaced by a module covering the proeparation of solely vegetarian dishes.

Certificate

A more extensive beginners' programme offering 25 credits, with a greater contact time and depth of learning.

- **Vegetables, sauces & soups**
- **Poultry, meat & game**
- **Fish & shellfish**
- **Cold & hot desserts**
- **Baking & baked products**

Diploma

A fully-rounded beginner's programme of 37 credits and offering a wide-ranging introduction to professional cooking:

- **Vegetables, sauces & soups**
- **Poultry & meat**
- **Fish & shellfish**
- **Cold & hot desserts**
- **Baked products**
- **Farinaceous dishes**
- **Dough products**
- **Health & safety**
- **Food safety practice**

Optional units include:

- **Nutrition & healthier dishes**
- **Eggs & egg dishes**
- **Vegetarian cookery**
- **Menu costing and planning**



Professional Cookery

LEVEL 3 CERTIFICATE & DIPLOMA PROGRAMMES

Professional training in the essentials of commercial cookery, carefully structured to prepare students for a first career role in various kitchen environments.

Programme overview

The CTH Level 3 programmes are designed as more substantial professional cookery qualification, available at both Certificate (25 credit) and Diploma (75 credit) level.

Certificate

This course comprises 5 mandatory units including essential cookery & food preparation necessary for professional employment as follows:

- Techniques and skills in preparation, cooking and finishing vegetables, sauces & soups
- Techniques and skills in preparation, cooking & finishing poultry, meat & game
- Techniques and skills in preparation, cooking & finishing fish & shellfish
- Techniques and skills in producing frozen, cold & hot desserts
- Techniques & skills in baking & baked products

Diploma

Students undertaking the Diploma choose five additional options that allow them to focus on particular areas of interest. They can select 5 from:

- Food safety practices in the preparation, service & storage of food
- Kitchen organisation
- High volume food production
- Food product development

- Techniques & skills in producing fermented dough products
- Nutrition & healthier dishes
- Producing farinaceous goods
- Vegetarian cookery
- Ethnic cookery
- International cookery

All teaching on this programme should be tutor guided and within a practical kitchen environment. Units are assessed via either practical examination or by written assignment.

SPECIALISMS

CTH also offers two specialist derivatives of the Level 3 Diploma programme as follows:

1. Kitchen & Larder (Diploma)

A specialist version of the Level 3 Diploma programme for those students wishing to focus on savoury dishes. This course gives a total of 45 credits.

Mandatory modules:

- Techniques and skills in preparation, cooking and finishing vegetables, sauces & soups
- Techniques and skills in preparation, cooking & finishing poultry, meat & game
- Techniques and skills in preparation, cooking & finishing fish & shellfish
- Food safety practices in the preparation, service and storage of food

Kitchen & Larder students must also study two further modules from the following options that allow them to focus on particular areas of interest:

- Kitchen organisation
- High volume food production
- Food product development
- Techniques & skills in producing fermented dough products
- Nutrition & healthier dishes
- Producing farinaceous goods
- Vegetarian cookery
- Ethnic cookery
- International cookery

2. Confectionery & Patisserie (Diploma)

A specialist 50 credit derivative of the Level 3 Diploma programme for those students wishing to focus on sweets and cakes.

- Techniques and skills in producing frozen, cold and hot desserts
- Techniques and skills in baking and baked products
- Techniques and skills in producing fermented dough products
- Techniques and skills in producing decorative items and display products
- Techniques & skills in producing paste products and petit fours
- Food safety practices in the preparation, service and storage of food
- Kitchen organisation



Culinary Arts

DIPLOMA PROGRAMME

A career as a professional chef is challenging but also immensely rewarding. Professional cookery, as many celebrity chefs have shown, is a highly creative activity and one that demands dedication, creativity and flair.

The CTH Culinary Arts Diploma has been carefully developed in partnership with Gordon Ramsay's Tante Marie organisation to provide students with an excellent set of skills in food preparation in a professional environment - a perfect first step to a rewarding culinary career.

"Our professional qualification is designed in consultation with some of the industry's leading chefs. Throughout this qualification, students will learn the skills and knowledge required to cook in a professional kitchen environment, and gain the keys to a successful career in the industry."

Gordon Ramsay and Tante Marie

**GORDON
RAMSAY**



Designed by CTH and Gordon Ramsay's Tante Marie for those with ambitions to become a professional chef and for those who would like a career in food.

The qualification is a mix of practical and theoretical sessions but with a strong emphasis on the practical element. As well as the key cooking subjects, the curriculum also covers menu planning and budgeting.

The qualification develops culinary skills by working in a kitchen environment which will be enhanced through demonstrations, appropriate theory sessions and visits. Students develop knife skills, familiarity with produce, and master many professional skills such as elementary butchery, fish preparation and pastry work, to an appropriate level.

Structures

The assessment methodology for Menu Planning is by assignment, all other units by practical examination. Each of the modules is internally and externally assessed and the qualification awarded by CTH.

Admission Requirements

Students must have completed formal secondary education and have a minimum English IELTS 5.0 level or an approved equivalent. Students must be over 16.

Centre Requirements

The CTH Culinary Arts Diploma is a specialist course designed to impart a high level of skill to the students that undertake it. Centres seeking to run the programme must therefore be able to demonstrate both a high standard of built culinary training facilities and excellence in their teaching personnel.

Syllabus Overview

The course covers skills including;

Prepare, Cook, and Finish;

- Farinaceous Dishes
- Fish and Shell Fish
- Hors d'oeuvres, Cocktails and Canapés
- Meat, Poultry and Game
- Pastries, Desserts and Confectionary
- Soups
- Stocks, Sauces and Dressings
- Terrine Dishes
- Vegetables and Salads
- Yeast Products

And

- Menu Planning
- Professional Kitchen Skills

This Level 4 Diploma in Professional Culinary Arts is regulated by People First, the Sector Skills Council and Ofqual and carries 96 credits within the government's Qualifications Credit Framework. This enables students to gain credit towards any future qualifications they may wish to take, be they at university or CTH accredited colleges around the world.



Culinary Management

LEVEL 5 ADVANCED DIPLOMA PROGRAMME

Developed in conjunction with the renowned Tante Marie Culinary Academy, this advanced course offers students the opportunity to put their knowledge into practice.

Developed in partnership with



Teaching centres typically run the programme as a practical 'apprenticeship' in a working restaurant kitchen and front of house environment.

On completion students will be ready to set up and run their own hospitality business. They will understand the legal obligations of a company director, the accounting procedures, how to put in place a Health and Safety plan (including Food Safety), and how a 'service kitchen' works. They will be trained in etiquette – how to welcome guests and ensure they have a fabulous experience. Students will gain exposure to all aspects, including serving the customers, preparing the food, running the bar and producing year-end accounts. They will also create health and safety plans to ensure a restaurant passes its official inspections.

Syllabus Overview

The course comprises five compulsory modules;

- **Customer relationships & marketing in hospitality management**
- **Business principles & governance in hospitality**
- **Human resource management in hospitality**
- **Procurement & management of kitchen resources**
- **Professional kitchen management**

This Level 5 Diploma in Culinary & Hospitality Management carries 160 credits within the government's Qualifications Credit Framework.

Assessment Methods

Assessment is by examination, assignment and work-based assessment.

Admission Requirements

Candidates should first have successfully completed the CTH Level 4 Diploma in Culinary Arts or an equivalent qualification.

Centre Requirements

This is a specialist course designed to impart a high level of skill. Centres must therefore demonstrate both a high standard of built culinary training facilities and excellence in their teaching personnel.

Pathways

Students who successfully complete the CTH Level 5 Advanced Diploma in Culinary & Hospitality Management are eligible to apply for direct entry into the final year top-up degree programme at the Edge Hotel School. This leads to a BA (Hons) Degree in Hotel Management awarded by the University of Essex. Alternatively, Students may apply for credit entry to the BA (Hons) Degree in Culinary Arts Management programme at University College Birmingham.

EDGE HOTEL SCHOOL
UNIVERSITY OF ESSEX | WIVENHOE HOUSE



3 Professional Skills Short Course Programmes Developing practitioner skills

Each CTH professional skills programme is a specialised qualification, carefully designed to meet the unique training needs of a particular practitioner role within the travel and tourism industry.

In every case the syllabi are of the highest standard and developed in tandem with leading organisations in the sector.

Ranging from short training courses in a single specialist skill right up to a comprehensive Cer in a range of practitioner competencies, CTH Professional Skills programmes deliver training that both enhances job performance and develops career prospects.



Our Professional Skills level awards:



Successful graduates of CTH Professional Skills Programmes are awarded an official certificate of their achievement.

CTH believes that industry relevance is an essential factor in the achievement of effective training. We therefore take great care to involve leading industry players wherever possible in the planning and development of our programme syllabi.

Shown here are just some of the industry partners who we work with for our various Professional Skills programmes.

GTMC

Radisson

virgin atlantic 



STAR ALLIANCE 
THE WAY THE EARTH CONNECTS

VA-EARTH, VA-1 & VA-2

The industry-standard travel training programmes for essential travel geography and manual fares & ticketing from Virgin Atlantic Airways and the GTMC.

Proven training for the travel industry

Since their launch in 2003 the Virgin Atlantic Airways / GTMC VA-1 and VA-2 programmes have become the industry-standard in airline fares and ticketing training, with thousands of students taking the programmes worldwide. Designed both for those already working in the sector and those seeking to enter it, these courses offer a great training in essential travel geography and manual fares & ticketing skills.

VA-Earth (20 credits) teaches the essentials of world geography from a travel & tourism perspective, giving a valuable knowledge of the continents, oceans, countries & cities of the world.

The fares & ticketing programme is available at two levels (each of 20 credits). VA-1 covers all the essentials of destination coding and fare construction, while the advanced course, VA-2, builds on this via more complex fare construction involving a range of travel options.

User-friendly, well-structured materials

The Virgin Atlantic / GTMC student manuals contain comprehensive course notes with everything the student needs to complete the course. Also included are extensive question/answer exercises and four mock examinations - ideal preparation for the final exam.

All the training material is written and presented to be both enjoyable to study and easy to understand. Furthermore, the courses have been progressively refined by a team of experts to reflect the ever changing needs of the industry.

Lecturer support packs and hotline telephone back-up

Each teaching centre is provided with separate lecturers support packs with guidance notes and additional student exercises, plus practice exam questions and model answers. Additional assistance by telephone or e-mail is available to tutorial staff and administrators.

Professional certification

The programme pack price includes the course examination and VA certificate.

VA EARTH

CTH Level 2 Certificate in VA Earth

An introductory course designed to develop the global geographic skills of new entrants to the industry.

- To be able to locate countries on continents and on the world map
- To match a capital city & country
- To name major cities in specific countries
- To identify the oceans of the world
- To provide stimulating information about the major cities of the world

VA-1

CTH Level 2 Certificate in VA Fares & Ticketing

The first level of Virgin Atlantic/GTMC's industry-standard programme.

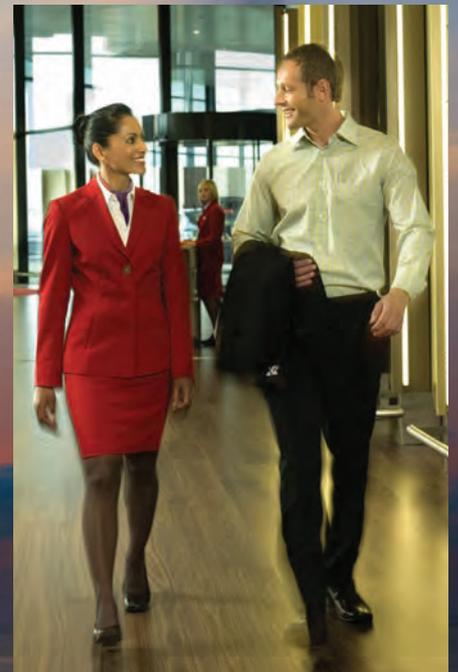
- Interpret all types of tickets, from e-tickets, to atbs to optat/tat
- Define IATA geographic areas, global indicators, and the airline coding system
- Identify the lowest applicable fare from the full range of airfares
- Construct fares in nucs, using the fundamental principles of the mileage system

VA-2

CTH Level 3 Certificate in VA Fares & Ticketing

The second, more advanced level of the Virgin Atlantic/GTMC programme.

- Calculate fares for journeys with surface sectors
- Calculate fares applying hips, ctm check and backhaul check, including exceptions and secondary levels
- Construct special/ normal fares with surface sectors, normal open jaws, side trips and stopover charges
- Assess multi-sector fares for itineraries containing mixed classes
- Calculate fares for journeys involving side trips



Students receive a high quality virgin atlantic / gtmc certificate on successful completion of their programme

SabreGDS

Sabre's official user training course with certification from Star Alliance & the GTMC.

This 20 credit course is backed by Star Alliance which incorporates top airlines including United Airlines, Air Canada, Singapore Airlines, Thai International and Air New Zealand. Their backing and that of the GTMC (who represent the UK's £7 billion business travel sector) ensures that this qualification carries real weight.

All training is undertaken on Sabre's own training system. Training material comprises course notes and question/answer exercises and equips candidates with a thorough knowledge of Sabre, combining online study with practical exercises, creating, retrieving and amending complex travel itineraries.



GTMC



Take Off into Travel

LEVEL 2 DIPLOMA IN INTERNATIONAL TRAVEL RESERVATIONS

This qualification is a combination of three travel skills programmes to form a single QCF registered Level 2 award at Certificate level. Students not only receive a combined CTH Level 2 Take Off into Travel Certificate, they also receive the Virgin Atlantic and Star Alliance certificates awarded in the component modules of the programme.

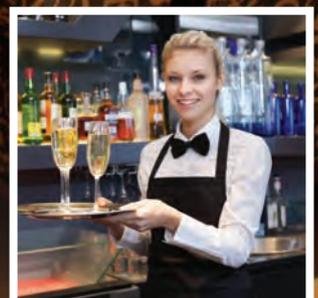
The 60 credit qualification combines the following awards:

- Virgin Atlantic VA-Earth Travel Geography
- Virgin Atlantic VA-1 Fares & Ticketing
- Star Alliance Sabre GDS User



Hospitality Practice

A Level 2 Certificate programme designed to provide students with the essential skills for their first job in the hospitality sector.



New programme for 2017

This qualification is primarily designed to be studied in parallel with one of our Management Diploma programmes at either Level 3 or Level 4, but it is also a valuable skills course in its own right. It has been developed specifically to provide students new to the hospitality sector with a range of essential skills they are likely to need to perform successfully in their first career role in the sector.

Important note: This programme is still in development and will not be available until the Autumn of 2017. Syllabus content is subject to change. Please ask for further details.

Programme overview

This Certificate qualification will include the following skills:

- **Reception duties** - Check-in, customer handling and check-out procedure
- **Housekeeping duties** - How to prepare a guest room
- **Restuarant service** - Basic table waiting skills
- **Concierge & portering** - Baggage, taxis and guest assistance
- **Bar work** - Essential beverage preparation and service skills

Team Leadership

IN HOSPITALITY & TOURISM CERTIFICATE

This short qualification provides learners with a recognised qualification in leadership that covers the requirements of managing tasks, teams and individuals.

Designed in partnership with world renowned leadership guru, John Adair the qualification (2 credits) involves:

- What is leadership?
- Managers and leaders

- John Adair Action Centred Leadership
- The twenty first century leader
- Effective leadership
- Leadership functions
- The role of the leader
- How to delegate
- Motivation



Some examples of CTH industry partnerships:



CTH has an internship agreement with the Sheraton Towers Hotel in Singapore. Both the organisations share the common ethos and belief that practical training is essential in grooming future talent in the effort of developing Singapore to excel in the hospitality industry internationally. To achieve that shared value, the partnership also aspires to leverage new training opportunities to prepare the students to be more industry ready.



CTH has an internship agreement with the Hilton Hotel in Singapore. CTH students who are currently studying in the South East Asia region, particularly in Singapore, will have the opportunity to work at the hotel through an internship programme. On top of this, the hotel will provide an allowance for students who are accepted for this opportunity.



CTH has an internship agreement with the Renaissance Kuala Lumpur Hotel in Malaysia. Both the organisations share the common ethos and belief that practical training is essential in grooming future talent in the effort of developing Malaysia to excel in the hospitality industry internationally. To achieve that shared value, the partnership also aspires to leverage new training opportunities to prepare the students to be more industry ready.



Diva Maldives is a five star luxury private island resort by Naiade. It is surrounded by a secluded lagoon, boasting of white sandy beaches, lush tropical gardens and floral bursts of colour. Diva Maldives have reviewed the CTH Diploma programme for middle and senior level managers, and have endorsed the qualifications and invite CTH students to join the resort for training programmes accordingly.



Maribago Bluewater Beach Resort is pleased to endorse CTH's qualifications in Hotel Management. Maribago Bluewater Beach Resort is a lush 5-hectare tropical paradise hotel located on Buyong, Mactan Island in the Philippines.

Work Experience in Hospitality & Tourism

CERTIFICATE PROGRAMME

Work experience gives a rich source of first hand experience that helps prepare students for the start of their careers. It also helps them better understand what they want to do when they complete their qualification, as well as contributing to the standards they subsequently achieve. This programme certifies work experience, adding value to a CV/Resumé because employers know the experience has been independently validated, assessed and certified.

How it works

The work experience placement should be with an organisation involved in hospitality or tourism; for example, a travel agency, airline,

restaurant, hotel or tour operator. The placement should be relevant to the content of a CTH management Diploma at Level 4 or above and ideally with an organisation which reflects the student's aspirations for their future career.

Assessment

A work experience placement usually lasts between six weeks and one year. The minimum number of overall hours required to attend the placement, and therefore be eligible to apply for the Certificate in Work Experience, is 200 hours. The Certificate is assessed with a work diary of the experience and a 3000 word report, marked by CTH.

External Programme Endorsement

What is an endorsement?

In certain circumstances, CTH will allow one of its Approved Teaching Centres to carry the 'CTH Endorsed' logo on their own internal certificates for their own internal courses.

This can occur where an Approved Teaching Centre is running a high quality hospitality, travel or tourism programme that is not covered by any of CTH's existing awards. In such situations the 'CTH Endorsed' logo serves as a quality assurance mark for these internal awards and enables the centre to demonstrate a degree of external validation of the programme.

Who is it for?

CTH will only consider endorsing programmes that are relevant, of a high educational quality and run by a CTH Approved Teaching Centre of a proven high standard.

What is the process?

The endorsement process can vary from institution to institution, but usually follows these steps:

■ **Step 1:** The Approved Teaching Centre should approach CTH for preliminary pathway discussions about their proposal.

■ **Step 2:** If these discussions are positive the next step would be for the Centre to submit a written proposal comprising a full institution profile (including details of the ownership, history, qualifications offered, staff profiles & governmental recognitions) and full details of the programme for which an endorsement is being sought.

■ **Step 3:** CTH will then carry out a formal assessment of the internal award(s) that require endorsement, including site visits and interviews with lecturers/trainers and, in the case of pre-existing programmes, students currently on-course.

■ **Step 4:** Should CTH endorsement be conferred, consent will be granted for 'CTH Endorsed' certification to be issued to successful students completing the programme.

■ **Step 5:** On an on-going basis CTH will monitor programme standards via site visits and qualitative assessment to ensure the maintenance of suitable quality thresholds.

How much does it cost?

The cost of a programme endorsement will vary depending on the nature and complexity of the programme in question, however, it usually consists of an up front assessment fee as well as an incremental fee per student.

4 Partnering with CTH

How we work with you & your students

With hundreds of approved teaching centres already operating the world over, CTH has a well-established support network in place to help new centres get up and running with the minimum of difficulty.

This includes learning resources, training material and on-line support, all carefully structured to optimise learning both inside and outside the classroom.

Your students too will benefit from membership of a global body that unites professionals in the tourism and hospitality sectors, with on-line forums, events and networking opportunities to help them develop their future careers.

Contact CTH and become part of the success.



Our partners:

Approved Centres

A CTH 'Approved Centre' is an organisation (typically a college, professional training organisation or corporate internal training department) that has been approved to run certain CTH programmes under license.

To become an approved centre you need to apply to CTH, giving full details and enclosing the CVs of the lecturers who will be employed. CTH will then assess the proposed lecturers' suitability and your centre facilities. CTH may request a visit to inspect your facilities and meet your proposed lecturers. On approval, centres are granted provisional accreditation for one year. This is upgraded to full accreditation for a further two years providing the centre has registered candidates for examinations and the agreement regulations have been upheld.

Criteria for Centre Acceptance -

Applications for 'Recognised CTH Centre' status should have and provide evidence of the following:

- Appropriate premises, facilities and equipment typical of a further education establishment.
- Suitable lecturing staff with appropriate and relevant academic qualifications and industry experience.
- The appropriate government approvals or equivalent regulatory body approvals as required.

Individual Members

There are three grades of membership:

Student Member - Student Membership gives access to the CTH Member website, including text books, industry articles and other study materials. Student Members are also able to create discussion groups and access jobs on the website. On joining, Student Members receive a Membership Card, a CTH pin badge, CTH card wallet and CTH personal memory stick.

Professional Member (MCTH) - Open to individuals that have met one of the requirements below:

- CTH graduates of qualifications at Level 6 and above, OR
- CTH graduates with qualifications below Level 6, but have at least 3 years of industry work experience, OR
- Non CTH graduates, with at least five years of relevant managerial work experience.

Members are expected to abide by the CTH Member Code of Conduct (as set out on our website) in all their professional activities.

As a Professional Member, you have access to all member benefits as well as use of the post-nominals, MCTH, after your name.

Fellow (FCTH) - Awarded at the discretion of the Confederation to those who have achieved positions of significant responsibility in the industry, or who have made notable contributions to the work of the Confederation.

Corporate Associates

At CTH we believe strongly in the idea that a professional awards body can only be effective and relevant if it works closely within the industry it represents. We therefore seek to always work closely with leading figures, companies and sectoral organisations from the Tourism and Hospitality industries in the development and constant updating of our programmes.

Our long-standing relationships with organisations such as the Institute of Hospitality, the Guild of Travel Management Companies and Virgin Atlantic Airways demonstrate this professional sectoral commitment.

CTH is always seeking to expand its links of this type and welcomes partnership opportunities with leading Tourism and Hospitality industry players on an on-going basis.

Key Facts

CTH learning resources for students and lecturers

CTH Learning Toolkits



A FREE resource for CTH Approved Teaching Centres

As a part of our on-going commitment to support our centres, CTH is delighted to inform that we have now developed full and comprehensive centre specific delivery materials for all our Management Programme modules.

Preparing to launch a new programme and developing the necessary course delivery material can be a lengthy and expensive process for colleges. Typically it means paying staff to develop lecture slides, case studies, sample assessments and so on. It can be a major cost, especially for smaller colleges, and the end result is rarely as comprehensive as staff and students would like.

Designed primarily as a lecturer resource, these kits comprise a mass of time-saving handouts, case studies, exam guides & revision materials.

CTH's module-specific LTKs are an ideal 'off the shelf' teaching resource, providing almost everything needed to effectively deliver our Management level courses:

1. Course Materials Over 300 pages of tailor-made module handouts, lecture slides with speaker notes, real case studies and industry examples, articles highlighting the application of theory in to practice as well as sample session questions and answers.

2. Assessment & Exam Support Materials 200+ pages of exam/assignment support materials including exam notes and past questions and answers.

3. Revision Materials 200+ pages of revision cards, modular summary cards, case study applications and mini case studies.

All in all, each module kit includes over 900 pages of materials, enabling centres to simply use these materials as an integrated resource to deliver the modules to CTH's quality standards.

They are free for CTH Approved Teaching Centres to use for the delivery of CTH programmes. We also allow you to copy these materials for your CTH students (unlike textbooks that are typically restricted by copyright). For example, you can e mail them to your students, upload them to your student portal or give out hard copies of the printouts in class.

Just log in to the CTH Members section of the website to access the CTH Learner Tool Kits for the modules you are teaching.

Lecturer resources

- Unit structure outline
- Syllabus
- Division of syllabus into sessions
- Scheme of work
- Key topics identified as concepts and application
- Knowledge and skills requirement
- Session plans
- Session delivery slides and notes
- Unit overview handout
- Real industry examples
- Session articles (Additional reading)
- Session quiz
- Instructor session planning worksheet
- Supervisor teaching techniques

Student resources

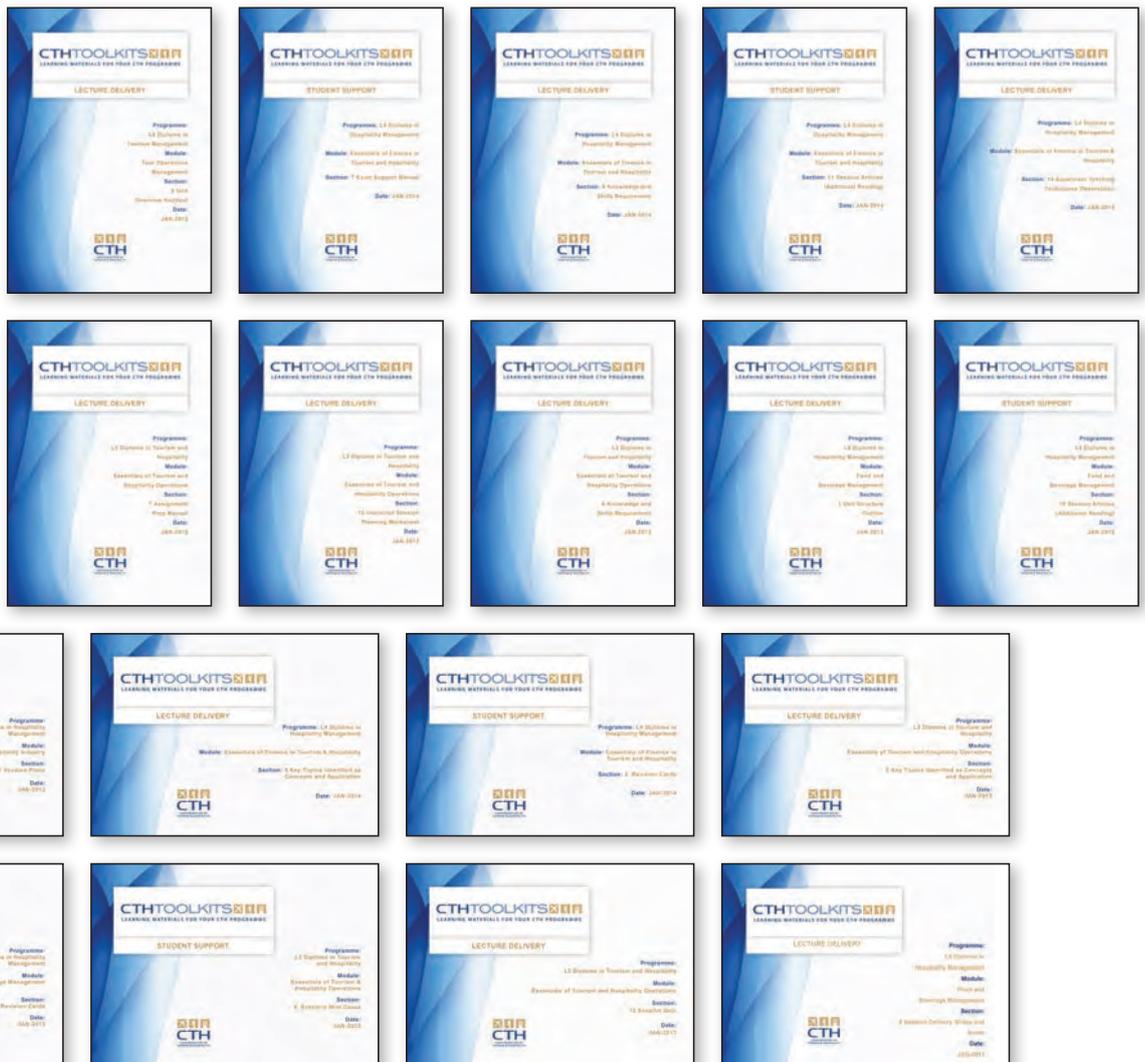
- Unit structure outline
- Syllabus
- Division of syllabus into sessions
- Unit summary
- Revision cards
- Scenario mini cases
- Assessment prep manual
- Assessment workshop manual
- FAQ manual
- Session articles (additional reading)
- Session tests

To help students gain the most they can from their studies CTH has developed a range of support resources to ease and speed the learning process.

CTH Learning Toolkits



Each CTH Learning Tool Kit has a huge number of sections providing extensive lecturer and student support material.



Key Facts

Student Membership & support services

CTH Student Member services



Student Membership

Student Membership of CTH comes with a range of benefits included in the membership fee. These include a Membership card and wallet, a free CTH computer memory stick and a prestigious CTH pin badge.

The pin badge looks great on all types of clothing, whether on a formal uniform or casual dress. It's the perfect way of signalling your membership to the world and showing your commitment to the very best standards in your chosen profession.

Member skills development

CTH is first and foremost a learning and skills development body, with a focus on providing its members with the learning material to work towards achieving the Confederation's internationally recognised qualifications. To that end we give our



members free access to thousands of pages of books, study materials and sample qualification assessments; all highly useful in helping upgrade your skills base, even if you choose never to actually undertake the formal qualification itself.

The CTH Members website

Student Members of CTH, as well as staff at CTH Approved Teaching Centres, get automatic access to the CTH Members section of the CTH website.

This vibrant on-line environment is packed with study and industry information. It includes;

- **Study Resources** - The Study Resources section is specifically designed to assist CTH Student Members, as well as their lecturers and Approved Teaching Centres. This section comprises a range of study material, including past papers, module materials, research papers, a Harvard Referencing Guide and more.
- **Career Support** - This page is split into two areas; the Job Search and the Job Tips page. The Job Search specialises in searching for jobs in the hospitality & tourism industry, worldwide. The Job Tips offers advice and articles to help students get into and manoeuvre through the working world.
- **Social Area** - Connect and engage with other CTH students from around the world.
- **Industry News** - Access and update yourself with the latest news and events from around the world.
- **Web Directory** - Whether you are looking for employers or you want to investigate your assignment topic in more detail you can find relevant hospitality and tourism website links in one place here.



When you become a CTH Student Member you gain access to a massive array of learning support material and industry information

CTH Student Member services



The CTH Members area is a dedicated password protected section of the CTH website that has been specially developed as a resource for our members worldwide.



Once logged in, members can access a range of services including extensive study resources, industry jobs, industry news and a variety of interactive student forums.



One of the greatest attractions of the CTH Members are its study resources, which include an extensive industry-specific eLibrary, learning materials, past examination papers and a range of industry journals.

A student's experience



"For as long as I can remember I have liked to cook. Food for me is an art of flavour, different textures and colours on the plate and at that time I didn't have enough knowledge about it. So it was an easy decision: go to school and learn more!

One of the reasons I chose Tante Marie was because Gordon Ramsay is one of the owners. I just followed my idol. I thought, if I change my career, I will learn from the best. I knew this is only the first step to my professional culinary world; but very important one. I've really enjoyed making desserts and bread, and especially to make sauces. To my opinion the sauce is "the soul" of the final dish. The sauce gives flavour and character to a dish.

Once I have finished my CTH level 4 Diploma in Culinary Arts my plans are firstly: to improve my knowledge about French cuisine, to finish my software for professional kitchens and find investors. Secondly: to get more knowledge of other cuisines. Finally: to find a job where I could use my knowledge."

Marija Nardin
Student at Tante Marie

Key Facts

Quality Assurance & Examination Procedures

Quality Assurance



Statement of Quality Assurance

CTH provides recognised standards of Management training appropriate to the needs of the Hotel, Tourism and Travel industries through its syllabi, examinations and awards. These are continually improved to ensure that they are relevant and up-to-date. CTH offers a structured learning process, encompassing both the theoretical and practical aspects of the industry, integrating the various subjects, together with a clearly defined pattern of career development through progressive grades of membership.

To achieve its mission CTH works in partnership with approved delivery centres, employers and stakeholders to:

- Promote quality by providing clear, complete information on all aspects of the curriculum.
- Ensure examinations are in line with industry requirements by providing relevant and appropriate syllabus content.
- Provide responsive and practical support to approved training centres at all times and within stated time frames.
- Assist approved centres with marketing and development wherever practicable.
- Respect the cultural and religious aspects of our approved training centres, staff, candidates and members.
- Communicate and promote information on the academic standards and quality of our courses, on behalf of our approved colleges, members and candidates.

- Safeguard the candidate and wider public interest in the maintenance of academic awards and the quality of education which our courses provide.

CTH requires Approved Centres to conform to the following guidelines to:

- Have effective financial management procedures in place to ensure the fees due to CTH are collected, recorded and paid to CTH promptly.
- Have in place facilities and systems to provide quality training, assessment and implementation of the CTH syllabus for all candidates in line with equal opportunities legislation.
- Ensure the class size does not exceed 35 candidates. Where the programme is taught in a lecture/tutorial format the lectures should not exceed 100 candidates with a 40% ratio of tutorials with no more than 20 candidates.
- Ensure examinations are administered according to CTH policy and procedures. Failure to adhere to these policies and procedures may result in the centre being found guilty of malpractice. Centres should refer to CTH's Malpractice Policy.
- Maintain effective management procedures to monitor candidate class attendance rates and to take such action as is necessary to ensure a minimum 80% attendance rate to comply with the centre's local government regulations.

- Provide information, advice and academic support to the CTH candidates enrolled at the centre.
- Ensure the lecturing staff are competent to deliver the CTH syllabus for which the approved centre is licensed.
- Adhere to CTH's Equal Opportunities Policy.
- Ensure CTH candidates are at all times treated in a professional manner.
- Respect the cultural and religious aspects of our approved colleges, staff, candidates and members.
- Inform candidates of their anticipated learning outcome and periodically inform them of their progress. Successes should be reinforced and unsatisfactory performance addressed to ensure the best possible outcome for the candidate.

CTH requires that all enrolled candidates:

- Should be fully engaged in the learning process and their attention focused on the process so that the candidate is able to progress according to their rate of comprehension.
- Must be responsive and respectful to the teaching staff.
- Should at all times ensure that their behaviour does not adversely affect their fellow candidates or their study centre.
- Have a commitment to study and excellence.

At CTH, our core mission is to provide the highest standard of qualifications. CTH achieves this through robust monitoring, supported by industry.

Examination Procedures



Academic entry requirements

CTH offers qualifications at a wide range of levels and so specific admission criteria may vary according to both CTH's own requirements and those of the individual Approved Centre. Please check to confirm the specific requirements of each course.

Generally, lower level programmes are open-access and therefore available to any student at entry level so long as they have had a good secondary education and have reasonable English fluency.

More advanced levels typically require the student to have completed the lower level (or an equivalent) prior to undertaking the higher level qualification.

Eligibility for entry to examination or assessment by assignment

Candidates for the Confederation's examinations or assignments must, at the time of entry, be undertaking (or have just completed) the respective course at an approved educational establishment.

Students taking Diploma programmes are required to become Student Members of the Confederation before they may register for examinations or assignments.

Exam registration process

All applications for exam registration and student membership (where required) must be made through the educational institution at which the student is registered for the CTH course. Approved Teaching Centres will hold copies of the necessary forms and will be able to advise on the fee payable at the time of registration. (Details of current CTH membership and examination fees are available on request).

Students requiring Student Membership will, upon acceptance, receive a letter confirming their student membership status, a membership card and their individual registration number. This number must be quoted in any correspondence with the Confederation. This number must also be used on all examination and assessment work.

Exemptions

Students may apply for exemption from modules of a particular programme if they can demonstrate suitable relevant prior learning. CTH considers any request for exemption on an individual basis and qualifying documentary evidence of a prior award and transcript will normally be required. Each application will incur an exemption fee which is payable in full in advance.

Exam / Assessment Dates

Examinations and assessments are typically available on an on-demand basis for programmes at Certificate level.

For Diploma level programmes the provision of examination / assessment dates varies depending on the specific subject or level being undertaken. Generally CTH operates three standard exam rounds per year in January, June and September, however assignments and certain examinations may be available on-demand. Please enquire for further details.

Examination results & certificates

For Certificate programmes CTH typically aims to publish results within 3 - 4 weeks of examination / assessment.

For Diploma programmes CTH aims to publish results within 8 weeks of the examination of assessment date. Each candidate will receive a record of performance in one of four grades for each component of the examination. The grades are Distinction, Merit, Pass and Fail. Formal certificates are awarded to those candidates who achieve a Pass grade or above in all components of their qualification. Students may be granted exemption from some or all components, but in the event of total exemption from a particular qualification, no certificate/ diploma will be awarded.

Key Facts

How to become an official CTH Approved Teaching Centre



Making Your Application



Overview

You can register your centre to apply to deliver CTH programmes by completing our Centre Application Form which is available by either emailing CTH Head Office (info@cthawards.com) or on our website (cthawards.com).

It is important that you enclose the CVs of the lecturer(s) who will be employed to run the programme modules with your application form. Our Centre Administration department will then assess the proposed lecturer's suitability and your centre facilities. CTH may request a visit to inspect your facilities and meet your proposed lecturers.

On approval, centres are granted provisional accreditation for one year. This is upgraded to full accreditation for a further two years providing the centre has registered candidates for Management Programmes examinations and the agreement regulations have been upheld.



Steps Towards official CTH Centre Accreditation

Stage 1

- The applicant centre fills out the CTH application form and send with relevant documentation to CTH Head Office.

Stage 2

- CTH will review the application and request more information if necessary.
- In most cases CTH will require a Centre Inspection prior to confirmation of accreditation. Where this is logistically difficult a centre may be granted interim approval pending a confirmatory visit and physical inspection.
- CTH will then respond to the centre advising if their application has been successful. Successful applications will be sent a formal CTH License Agreement for signature.

Stage 3

- The applicant centre should return the CTH License Agreement having had it duly signed by the responsible corporate officer, keeping a copy for its own records.

Stage 4

- The CTH administration team, upon receipt of the signed License Agreement, will send the newly approved centre an official Centre Administration Pack.

NB. Centres should note that approved centres are reviewed on an annual basis

Terms & conditions of being an approved CTH Teaching Centre

- It is a condition of granting 'Approved CTH Centre' status that the Centre granted this status accepts that all material provided by CTH is confidential and copyright to CTH.
- Any fees due to CTH must be remitted on enrolment of the students and prior to students sitting examinations.
- Any dispensation granted for the reproduction of CTH originated text or course information is specifically granted and only remains in force whilst the Centre retains its Approved Centre status.
- The Centre must undertake to adhere to all CTH's documented policies and procedures, including those covering equal opportunities.
- The Centre must undertake to accept and adhere to CTH's Quality Assurance process. Under the this process CTH monitors, on an annual basis via an Annual Return, the performance of its approved centres against the criteria outlined in its Quality Assurance Statement and the Centre's CTH License Agreement.

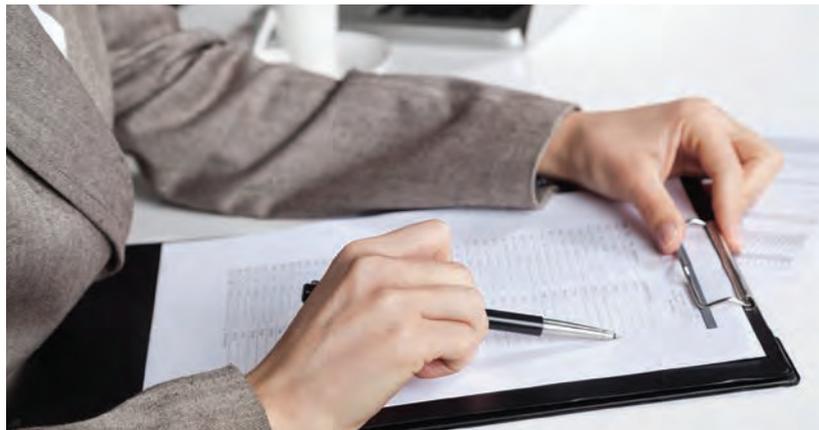
CTH has hundreds of Approved Teaching Centres worldwide that have been accredited to offer its programmes to intending students.

A centre experience



"We have been teaching the CTH Diploma and Advanced Diploma programme here in China for nearly seven years. We find CTH supportive and helpful in giving both guidance and support. They are always open to suggestions that may help to improve the programmes. Any queries we have are responded to speedily. After completion of the programme most students are offered jobs in International 5 star hotels such as Intercontinental, Shangri La and Banyan Tree and many are on Management Trainee Programmes. Some students elect to top-up their CTH qualification to a BA at an overseas university. Currently we have over 100 past students overseas and all are doing well in their continued studies. We can highly recommend the CTH programmes to any educational organisation that wants quality internationally recognised courses which are both flexible and relevant for today's hotel and tourism industries."

Rick Murless,
Principal,
Management Institute of Tourism,
Catering and Hospitality (MITCH),
China



Workplace Assessment

LEVEL 3 CERTIFICATE (ASSESSOR COURSE)

This 15 credit programme supports CTH Approved Teaching Centres who wish to apply workplace-based assessment. All CTH Centres wishing to apply workplace-based assessment must have at least one staff member who has undertaken this course.

Entry requirements

Applicants for this qualification need to meet the following criteria. They should:

- Have a sound and in-depth knowledge of the relevant qualification being assessed.

- Have verifiable relevant experience at or above the level being assessed. This knowledge must be of sufficient depth to be effective when judging learners' competence. Assessors' knowledge could be verified by: CV and references; relevant qualifications; membership of a relevant professional institution/body.

Applicants may recently have been working in a relevant business or they may have been working as a tutor, lecturer or teacher in an educational establishment.



Confederation of Tourism & Hospitality

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Important notice: Whilst every effort is made to ensure that this document is correct at the time of going to press CTH reserves the right to alter its programmes & specifications. Please check the CTH website to verify current details.

Follow Us

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 [@com/cthawards1](https://twitter.com/com/cthawards1)

Accredited & Approved by Ofqual

CTH is an awarding body approved by Ofqual, DCELLS and CCEA who are the official regulators of qualifications, exams and tests in England, Wales and Northern Ireland respectively.



The Federation of Awarding Bodies is the membership body which represents awarding organisations in the UK. CTH is a member of the Federation and fully abides by their policies and guidelines.