LEVEL 4 DIPLOMA IN TOURISM MANAGEMENT (OFQUAL - 601/7121/2)

QUALIFICATION SPECIFICATION

MARCH 2017

CONTENTS

INTRODUCTION

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

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

Aims of the qualification

The aims are to provide a qualification that:

* provides for an effective academic progression route;

* enables students to gain credit towards higher education;

* enables students to develop higher level academic skills that can be applied in a vocational context.

Entry requirements

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

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

Applicant profile	Recommended entry requirements
All applicants must be at least 17 years of age and hold at least IELTS 5.5 or other evidence of competence in English at this level.	
CTH students and Associate Members Applicants from other regulated awarding organisations Hospitality/Tourism/Business Management graduates with a Bachelors degree from a UK institution	• Students who hold a regulated academic or vocational qualification at Level 3 (e.g. BTEC or A Level) in any subject are most likely to be successful on this course.
Hospitality/Tourism/Business Management graduates with a Foundation degree or equivalent from a non-UK educational institution	• Students should have passed a school leaving certificate or other regulated academic or vocational qualification equivalent to a UK 'A' Level (UK Level 3). Equivalence to be evaluated through NARIC.
Graduates from non-related fields or non-graduates with substantial	• Evidence of at least three years' work experience in the hospitality

hospitality and/or tourism work experience	and/or tourism industry ideally with some work experience at a supervisory level. • Preferably school leaving certificate.

Qualification structure (rules of combination)

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

The qualification is at Level 3 and designed to be 120 credits. The qualification conforms to the relevant level descriptors as developed by Ofqual. One credit represents ten hours of study at any specified level, therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of 600 learning hours. This figure includes but is not limited to formal classes, self-study, revision and assessment. However, students completing this qualification should also be able to demonstrate their ability as independent students.

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

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

CTH Level 4 Diploma in Tourism Management– 601/7121/2 (QCF)						
Students must achieve: • all 7 Mandatory units, providing 145 credits ie a total of 145 credits, of which 55 credits are at level 3 and 90 credits are at level 4						
Min credit (Mandatory units): 145			**Max credit (Mandatory units): 145**			
Min GLH for qualification: 835			**Max GLH for qualification: 835**			
Mandatory units						
Unit Code	**Unit title**	**L**	**CV**	**GLH**	**Ofqual no.**	**Assessment method**
TTO	Travel and Tourism Operations	3	20	140	F/504/4387	Closed book written examination
TTS	Travel and Tourism Supervision	4	25	125	T/504/4418	Assignment or work-based assessment
TG	Travel Geography	3	20	140	Y/504/4394	Closed book written

						examination
DA	Destination Analysis	4	25	125	A/504/4419	Assignment or work-based assessment
FTH	Finance in Tourism and Hospitality	3	15	105	M/507/3867	Closed book written examination
CSMTH	Customer Service Management in Tourism and Hospitality	4	20	100	R/504/4412	Assignment or work-based examination
GTH	Global Tourism and Hospitality	4	20	100	H/504/4415	Assignment
Total			**145**	**835**		

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

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

ASSESSMENT

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

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

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

See Appendix A for specimen assessment materials.

Grading criteria

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

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

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

GRADING CRITERIA

Level 3	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	do not meet the requirements of the assessment criteria and learning outcomes of the unit	meet the requirements of the assessment criteria and learning outcomes	• meet the requirements of the assessment criteria and learning outcomes • demonstrate a level of understanding of key issues in the area of study • interpret and evaluate correctly key concepts and models • apply a range of theories relevant to the area of study • use a range of research and investigative techniques • produce work that is well presented, clear and well structured, with sources clearly referenced	• meet the requirements of the assessment criteria and learning outcomes • demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study • provide a good level of interpretation and evaluation of concepts and models • show some evidence of original thinking • apply a range of theories in different contexts • use a range of research and investigative techniques to solve problems • make well argued conclusions or recommendations • present work that is neat, clear, well-structured and coherent, with sources clearly referenced

GRADING CRITERIA

Level 4	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	do not meet the requirements of the assessment criteria and learning outcomes of the unit	meet the requirements of the assessment criteria and learning outcomes	• meet the requirements of the assessment criteria and learning outcomes • use, analyse and interpret quantitative and qualitative data to develop coherent arguments • apply a range of theories in different contexts • demonstrate the use of a range of academic research sources • make sound judgements that accord with theories and concepts in the area of study • use established problem solving techniques within the area of study • present work that is neat, clear and well structured, with clearly referenced sources	• meet the requirements of the assessment criteria and learning outcomes • apply a detailed knowledge of the theories, trends and issues within the area of study drawn from a range of academic research • evaluate the selection of approaches, models and tools in the area of study • demonstrate the use of a range of academic research sources • communicate the results of work convincingly, supported by structured and coherent arguments • adapt and synthesise established problem solving techniques • make sound judgements that accord with theories and concepts in the area of study • present work that is professional and coherent, with clearly referenced sources

UNITS OF ASSESSMENT

Title	Travel and Tourism Operations
Unit purpose and aim(s)	This unit covers assessing the tourism sector and the factors that affect participation in tourism, delivering travel and tourism services and tour guiding services
Ofqual ref	F/504/4387
Unit Code	TTO
Level	3
Credit value	20
GLH	140

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Assess the tourism sector	1.1 Explain the factors that affect the development of the tourist sector 1.2 Explain the factors that contribute to the development of tourism 1.3 Assess the extent, quality and diversity of tourism provision 1.4 Explain the distribution chain in the tourist sector 1.5 Explain the nature and role of intermediaries	• Factors affecting tourism • Special interest tourism factors: evolution of transport, winter sports, longer paid holidays, long haul travel, development of global destinations, current developments • Tour operators (independent and integrated), specialist providers, package and non-packaged holidays • Outdoor pursuits, adventure activities cultural events, archaeological tours, language courses, educational trips, hobbies and interests, sports competitions, spiritual interests • Distribution chain • Vertical and horizontal integration • Intermediaries
2 Assess the factors that affect participation in tourism	2.1 Define the socio-economic factors that affect tourism 2.2 Define the motivators for travel and their implications 2.3 Identify the way in which psychographic factors affect participation in tourism	• Demographics, market segmentation, social change and trends, consumer behaviour, increased disposable income, political stability • Travel types such as business, leisure, family • Danger, thrills, challenge, skill improvements, escape, relaxation, discovery, status, image, novelty, classification of tourist groups, VALS lifestyle model

3 Deliver travel and tourism services	3.1 Define travel agency products and services 3.2 Maintain attractive and up to date publicity and sales materials 3.3 Suggest products and services that best meet customers' needs 3.4 Recommend optimum travelling times and modes of transport that meet budgetary limitations 3.5 Offer viable alternatives within budget	• Role of travel agents • Products and services: packages and inclusive packages, cruises, coach holidays, special interests, flights, rail tickets, ferry, coach tickets, car hire, ancillary products, travellers' cheques, insurance, visa and passport applications, theatre tickets • Customer profiles • Sales techniques and advice giving • Daily, weekly and monthly procedures, sales materials, valuable documents, accuracy & attractiveness of window displays, late availability cards and advertising • Brochures, manuals, directories, gazetteers, tourist authority publications, guidebooks, magazines, internet
4 Deliver tour guiding services	4.1 Identify tour guiding processes and standards 4.2 Communicate with customers in a way that they can understand 4.3 Project a friendly, professional and knowledgeable image 4.4 Manage problems in accordance with organisational procedures	• Processes: planning, dealing with customers, induction, welcome, meet and greet, leading people on guided tours • Standards of customer service and personal presentation, recognised standards (eg Blue Badge) • Communication techniques and interpersonal skills • Problems, problem solving techniques and authority limits

Title	Travel and Tourism Supervision
Unit purpose and aim(s)	This unit covers managing a travel agency, managing tour provision and managing staff performance
Ofqual ref	T/504/4418
Unit Code	TTS
Level	4
Credit value	25
GLH	125

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Manage a travel agency	1.1 Evaluate the extent to which products and services meet customers' needs including special interest tourism 1.2 Assess the value of ancillary products 1.3 Define the legal considerations and confidentiality issues 1.4 Identify areas for improvement in travel agency operations 1.5 Identify sources of up to date information to support sales 1.6 Assess the trends and factors that will affect travel agencies in the future	• Daily, weekly and monthly procedures, fixed and variable costs, sales materials, valuable documents, accuracy & attractiveness of window displays, late availability cards and advertising • Membership requirements of ABTA, IATA, ATOL, advertising law, security of data storage, access to client records, data protection • Brochures, manuals, directories, gazetteers, tourist authority publications, guidebooks, magazines, internet • Special interest requirements: logistics, regulations, laws, codes of practice, access, visas, insurance, accommodation, quality of equipment, environmental issues, education and cultural awareness • Future factors: distribution, IT, direct sales, sales points, promotions, multimedia distribution • Ancillary products
2 Manage tour provision	2.1 Distinguish between the functions of different types of tour operators 2.2 Identify the requirements of planning and designing a tour 2.3 Create tours that meet agreed objectives 2.4 Evaluate the effectiveness of different methods of selling a tour	• Outbound, inbound, domestic, independent & specialist tour operators • Components of a package holiday tour • Objectives of a tour • Methods of promotion, marketing and selling

3 Manage guided tours	3.1 Design a tour guide process that meets organisational objectives and standards 3.2 Train staff on their roles, requirements and standards to be maintained 3.3 Ensure that guided tour processes include crisis and contingency management procedures 3.4 Evaluate the effectiveness and profitability of guided tours	• Components of a guided tour • Contractual implications of agreements with other organisations • Crisis management • Contingency management • Cost-benefit analysis
4 Manage the performance of staff in travel and tourism	4.1 Agree targets and objectives that align with business needs 4.2 Provide training interventions that meet identified needs 4.3 Allocate and direct work to meet performance targets and quality standards 4.4 Manage underperformance and in accordance with organisational requirements 4.5 Analyse the principles of recruitment and selection of staff	• Objective setting • Training needs analysis • Training techniques in selling and customer service skills, product and service knowledge • Training design • Training interventions (eg classroom, coaching, shadowing etc) • Review processes • Team building • Performance management • Discipline and grievance processes • Recruitment and selection

Title	Travel Geography
Unit purpose and aim(s)	This unit covers understanding the features of travel geography, patterns of domestic and international tourism and the nature of tourism destinations
Ofqual ref	Y/504/4394
Unit Code	TG
Level	3
Credit value	20
GLH	140

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Understand the features of travel geography	1.1 Identify geographical and geological features of a tourist region 1.2 Identify meteorological features of a tourist region 1.3 Assess the geographical appeal of international travel destinations for different types of tourist	• World travel geography (continents, countries, regions) • Characteristics and appeal of natural resources ie landform landscapes deserts, rivers, mountain ranges, lakes, coastlines, seas, oceans, islands • Tourist appeal of coastal and beach development, wildlife resources, national parks, protected landscapes • Climates and seasons of different regions, time zones, dateline, latitude and longitude
2 Understand patterns of domestic and international tourism	2.1 Explain the role of travel geography in tourism 2.2 Assess the patterns of tourism and their advantages and disadvantages 2.3 Identify the inter-relationships of core and peripheral regions of world tourism 2.4 Assess the economic value of domestic and international tourism	• Definition of tourist and tourism and the tourist system • Tourist patterns (domestic and international) • Directional flows of international and domestic tourists • Economic value of tourism • Other ie non-economic value of tourism eg sustainability
3 Understand the nature of tourism destinations	3.1 Explain the features of different types of destination 3.2 Explain the primary and secondary features of different types of destination 3.3 Explain the social and cultural features of different types of destination 3.4 Describe the strengths of a destination (access, attractions, accommodation, activities, amenities and ancillary services)	• Self-contained resorts, villages, towns, capital cities, areas, regions, countries, traditional centres touring centres, purpose-built resorts, evolving concept of destinations • Primary features: climate, ecology, cultural traditions, architecture, landforms • Secondary features: hotels, catering, transport, activities, amusements,

3 Understand the nature of tourism destinations contd.		• Attractions, resorts, cities, countryside areas, beaches, historical and cultural destinations • Air, sea, road, rail networks, cruises • Features: tourist destination activities, natural disasters, established and developing destinations, national and regional reasons for developing tourism • Risks eg adverse meteorological phenomena, natural disasters, wild animals, pollution, disease, political problems, finance • Grading systems eg Blue Flag

Title	Destination Analysis
Unit purpose and aim(s)	This unit covers understanding the principles of destination analysis, carrying out a destination audit and assessing the factors that affect tourism destination development
Ofqual ref	A/504/4419
Unit Code	DA
Level	4
Credit value	25
GLH	125

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Understand the principles of destination analysis	1.1 Explain the purposes of destination analysis 1.2 Explain the principles of data collection and analysis 1.3 Explain how to assess the risks associated with a tourist destination 1.4 Explain the importance of the accessibility of a tourist destination	• Differences between primary and secondary data • Evolving nature of destinations • Risks eg adverse meteorological phenomena, natural disasters, wild animals, pollution, disease, political problems, finance, political and economic stability
2 Carry out a destination audit	2.1 Identify the market and competitive environment of a destination 2.2 Research the factors that affect tourists' choice of destination 2.3 Analyse the features and strengths of different types of destination (access, attractions, accommodation, activities, amenities and ancillary services) 2.4 Analyse the stage of a destination in the Tourism Area Life Cycle (TALC) 2.5 Assess the risks and development needs with a tourist destination 2.6 Make viable recommendations for the development of a destination which meet organisational objectives	• 6 As of destination analysis • Use of SWOT and PESTLE to identify competitive advantage of a destination • Socio-economic groups of tourist (inc. age distributions, income, adventure, independent travellers, assisted/packages • Factors: cost, VFR business, preferred activities, climate, budget • Political and economic features different types of destination • TALC (Product lifecycle, resort lifecycle) • Product portfolio • Factors affecting accessibility of destinations

3 Assess the factors that affect tourism destination development	3.1 Determine the factors to be considered when developing a destination 3.2 Assess the impact of technology on destination development 3.3 Assess the impact of ethnic tourism, culture, ecotourism and sustainability on destination development 3.4 Assess the reliability, suitability and frequency of transport for different geographical regions	• Political/economic features: governmental input; types and purpose of tourism investment incentives; reasons for controlling growth; control of standards; advantages of hosting special events • Product life cycle, resort development model, spatial process of tourism development, seaside and tourist resort model, policies and practices for beach development and its impact on host region, destination planning and sustainable and alternative destination development • Virtual reality and information technology • Importance of accessibility and transport links

Title	Finance in Tourism and Hospitality
Unit purpose and aim(s)	This unit enables students to gain an understanding of main sources of finance, to understand the relationships between cost volume and profit, to carry out specific costing practices and make recommendations on prices and interpret business performance using recognised tools.
	It is not an in-depth accounting unit, and this should be borne in mind when planning and executing the delivery.
Ofqual ref	M/507/3867
Unit Code	FTH
Level	3
Credit value	15
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1. Understand the sources of income generation and other funding in the tourism and hospitality industry.	1.1 Describe sources of income generation. 1.2 Describe sources of funding.	Sales, commission, grants, sponsorship, Retained profits, investors, bank loans, mortgages, creditors;
2. Understand the operation of the business in terms of the elements of costs.	2.1 Describe the elements of cost found within the tourism and hospitality industry. 2.2 Describe some of the key aspects of effective control systems for high value assets.	Materials, consumables, labour, overheads, Cash control, bank reconciliation, control of purchasing and storage of consumables
3. Be able to apply the concept of marginal costing to price setting, particularly as applied to those costs which change with time or level of activity	3.1 Identify operations when this is a useful tool. 3.2 Calculate marginal costs and apply the result to pricing decisions.	The nature of costs in relation to sales, ranging from fixed to semi-fixed to variable. High fixed cost/low variable cost operations with time constraints. Last minute offers, price deals, filling seats on planes/rooms in hotels.
4. Be able to prepare budgets and compare budgets with actual results	4.1 Explain the main reasons for using budgets, and some of their limitations. 4.2 Prepare relevant operating budgets. 4.3 Calculate variances between given actual and budgeted figures and comment on the results.	To assist with planning an operation and to measure its actual performance. Limited to measurable aspects of the business, and so can miss the less tangible aspects. Cash flow, sales, Variances to include sales volume, materials, labour, overheads and gross and net profit.
5. Be able to interpret business performance from profit and loss statements	5.1 Use a number of tools to analyse a given business' performance to include basic sales,	Sales profitability: gross and net profit,

and balance sheets using ratios and percentages.	liquidity, efficiency and financial ratios.	Liquidity ratios: current test and acid test Efficiency ratios: debtors and creditors payment periods; stock turnover Financial ratios:-return on capital employed

Title	Customer Service Management in Tourism and Hospitality
Unit purpose and aim(s)	This unit covers the management of customer service operations, managing the resolution of customers' queries and complaints, analysing the effectiveness of customer service in hospitality or tourism and understanding the use of quality systems in the tourism and hospitality industry
Ofqual ref	R/504/4412
Unit Code	CSMTH
Level	4
Credit value	20
GLH	100

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Manage customer service operations in hospitality or tourism	1.1 Explain the importance of anticipating customers' needs and preferences 1.2 Set customer service targets and standards for a department 1.3 Allocate resources to operations to enable efficient customer service 1.4 Ensure all staff maintain customer service standards 1.5 Make use of customer feedback to improve products and services	• Guest relations management including use of technology • Standards of customer service • Image of the organisation • Customers' expectations • Monitoring staff performance and behaviour in customer service • Factors that create/influence rapport with customers • Risk identification and contingency planning • Customer Relationship Management (CRM) definition, scope and use • Role of the manager in coaching staff and providing feedback
2 Manage the resolution of customers' queries and complaints in hospitality or tourism	2.1 Describe possible actions to prevent problems 2.2 Identify the cause of complaints 2.3 Explain how to handle complaints in accordance with customer service standards 2.4 Maintain records of issues, problems and incidents	• Techniques to identify problems • Possible courses to prevent problems • Compensation, discounts and offers • Authority limits and empowering staff • Use of information in resolving and preventing complaints • Communicating in a way that customers can understand (ie jargon-free) • Verbal and non-verbal communication techniques

3 Analyse the effectiveness of customer service in hospitality or tourism	3.1 Implement an evaluation plan in accordance with organisational requirements	• Sources of information on customers and business performance • Analytical techniques
	3.2 Analyse information using agreed techniques 3.3 Identify strengths, areas for improvement and patterns of repeated customer complaints 3.4 Recommend improvements that are practicable and which offer value for money	• Use of customer information in quality operations • Criteria for recommending improvements
4 Understand the use of quality systems in the tourism and hospitality industry	4.1 Define 'quality', quality attributes and measures 4.2 Explain the components of an effective quality system 4.3 Explain how to identify problems, defects and shortfalls against quality standards 4.4 Explain how quality standards can be used to make improvements	• Quality variables • Quality systems: TQM, Investors in People, Hospitality Assured, ISO and other non-UK standards • Quality criteria and measures • Fault diagnosis and problem solving

Title	Global Tourism and Hospitality
Unit purpose and aim(s)	This unit covers understanding the size and scope of the global tourism and hospitality industry, the food and accommodation sub-sectors, the issues and influences affecting it and the growth of global tourism and hospitality brands
Ofqual ref	H/504/4415
Unit Code	GTH
Level	4
Credit value	20
GLH	100

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:	Indicative content
1 Understand the size and scope of the global tourism and hospitality industry	1.1 Analyse the size, nature and sub-sectors of the global tourism and hospitality industry 1.2 Analyse the role of stakeholders of the industry 1.3 Explain the history of the tourism and hospitality industry 1.4 Analyse the inter-relationships and links between tourism and other sectors	• Private sector, commercial, catering sectors, government-related organisations, other tourism and hospitality-related services • IATA, UNWTO, CAA, BAA, ABTA, Visit Britain, grading organisations, similar non-UK organisations • History of the industry • Events that have shaped the industry • World distribution of affluence
2 Understand the food and accommodation sub-sectors within the global tourism and hospitality industry	2.1 Characterise the distinctions between different types of accommodation and their operation 2.2 Characterise the distinctions between different types of food operation 2.3 Analyse the factors affecting accommodation location decisions 2.4 Analyse the effectiveness of transport and distribution systems	• Types of accommodation (business/conference, resort and boutique hotels, guest houses, B&Bs, villas, serviced apartments, etc) • Food production and service (restaurants, fast food outlets, contract catering, industrial, welfare and travel catering, the licensed trade • Legal and statutory requirements • Accommodation development considerations • Domestic and global transport and distribution systems
3 Understand the issues and influences affecting the global tourism and hospitality industry	3.1 Review the development of the industry and the reasons for change 3.2 Evaluate the impact of government activity and political issues 3.3 Define the contribution of the industry on the economy and its impacts 3.4 Evaluate the effect of trends in modern lifestyle habits	• Changes in fashion, expectations, technology, travel, business and holiday, domestic and foreign, business practices) • Visas, permits, foreign exchange restrictions, political unrest and tourism policy • Positive and negative socio-economic impacts • Economic growth and decline,

	3.5 Evaluate the way in which external factors affect the industry and organisations within it	government stability, disposable income, socio-economic groupings, sustainability
		• Influence of Corporate Social Responsibility (CSR), globalisation and 'green' issues and sustainability, ethical tourism
		• Organisational culture, business practice
4 Understand the growth of global tourism and hospitality brands	4.1 Define the characteristics and uses of branding 4.2 Analyse the development of global tourism and hospitality brands 4.3 Analyse the benefits of branding and brand loyalty 4.4 Explain the use of tourism and hospitality globalisation strategies and their risks	• Definition, elements of and categories • History and role of branding • Benefits • Strategic alliances, franchising, management contracts, joint ventures, acquisition (uses and risks)

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. Mock examination

2. Sample assignment

Travel and Tourism Operations

(F/504/4387)

Assessment methodology
Closed book written examination

TTO

Travel and Tourism Operations

Mock Examination

Instructions

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

TTO EXAMINATION RECORD

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

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

Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether candidates achieved the following:

Learning Outcome 1: Assess the tourism sector	
	1.1 Explain the factors that affect the development of the tourist sector
	1.2 Explain the factors that contribute to the development of tourism
	1.3 Assess the extent, quality and diversity of tourism provision
	1.4 Explain the distribution chain in the tourist sector
	1.5 Explain the nature and role of intermediaries
Learning Outcome 2: Assess the factors that affect participation in tourism	
	2.1 Define the socio-economic factors that affect tourism
	2.2 Define the motivators for travel and their implications
	2.3 Identify the way in which psychographic factors affect participation in tourism
Learning Outcome 3: Deliver travel and tourism services	
	3.1 Define travel agency products and services
	3.2 Maintain attractive and up to date publicity and sales materials
	3.3 Suggest products and services that best meet customers' needs
	3.4 Recommend optimum travelling times and modes of transport that meet budgetary limitations
	3.5 Offer viable alternatives within budget
Learning Outcome 4: Deliver tour guiding services	
	4.1 Identify tour guiding processes and standards
	4.2 Communicate with customers in a way that they can understand
	4.3 Project a friendly, professional and knowledgeable image
	4.4 Manage problems in accordance with organisational procedures

<u>EXAM QUESTIONS</u>

Please note: ALL questions are compulsory

All questions are compulsory and carry a total of 100 marks

Question 1	For a country of your choice answer the following questions:	
	1.1 Discuss **three** factors that have contributed to the development of tourism in the country of your choice.	
	1.2 Explain the extent and diversity of tourism provision in your country of choice.	
	1.3 Describe the distribution chain in the tourism sector. Give examples from the country of your choice to support your answer.	**25 marks**
	1.4 Explain the term intermediaries.	

Question 2	2.1 Discuss the socio-economic factors that affect tourism.	
	2.2 Evaluate **three** different motivators for travel.	
	2.3 Explain the term 'psychographic factors' and discuss how they relate to participation in tourism.	**25 marks**

Question 3	A family of four, a mother, father and two sons aged 14 and 16, are going to the travel agency in a town or city of your choice on Monday to book a holiday for next summer. 3.1 Explain the services they can expect to receive from the travel agency. 3.2 Discuss why it is important for the travel agency to be well stocked with sales material. Give examples to support your answer. 3.3 Recommend two different holidays to the family, which would be at a similar cost but have different modes of transport and optimum travelling times.	**25 marks**

Question 4	A party of three retired couples are planning a celebratory holiday together next spring. They want to go on a guided safari tour. 4.1 Explain why a guided tour should have documented processes and standards. 4.2 Discuss the importance of communication between the tour guiding company and its customers. 4.3 Give examples of how the tour guide on the safari would provide a friendly and professional image. 4.4 Explain the organisational procedures the safari tour company should develop to handle problems that may arise on the tour. .	**25 marks**

Destination Analysis

(A/504/4419)

Assessment method
Assignment

Unit title	**Destination Analysis**
Ofqual no.	**A/504/4419**
Credit value	**25**
Level	**4**
Unit Code	**DA**

This unit is assessed by assignment.

Assignment instructions

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

Assignment must

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

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

Assignment Task – Destination Analysis

Students are required to prepare a 3,500 word

Outline

Students will understand the principles of destination analysis, carrying out a destination audit and assessing the factors that affect tourism destination development.

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

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

Explanation of the principles of destination analysis
- Explain the purpose of destination analysis
- Explain the principles of data collection and analysis
- Explain how to assess the risks associated with a tourist destination
- Explain the importance of the accessibility of a tourist destination

Audits of destinations
- Identify the market and competitive environment of a destination
- Research the factors that affect tourists' choice of destination
- Analyse the features and strengths of different destinations (access, attractions, accommodation, activities, amenities and ancillary)
- Analyse the stage of destination in the Tourism Area Life Cycle (TALC)
- Assess the risks and development needs with a tourist destination
- Make viable recommendations for the development of a destination which meet the organisational objectives

Analysis of tourism destination development
- Determine the factors to be considered when developing a destination
- Assess the impact of technology on destination development
- Assess the impact of ethnic tourism, culture, ecotourism and sustainability
- Asses the reliability, suitability and frequency of transport for different geographical regions

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

The analysis should be concluded with detailed and well-justified recommendations; relevant examples can also be used. The secondary research undertaken should be appended to this assignment.

Assignment task – Destination Analysis

<table>
<tr>
<td colspan="3">Task instructions – Assignment – 100%</td>
</tr>
<tr>
<td colspan="3">Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether Students achieved the following:</td>
</tr>
<tr>
<td>Assessment criteria</td>
<td>LO/AC ref</td>
<td>Marks</td>
</tr>
<tr>
<td>1 Explain the purpose of destination analysis, the principles of data collection and analysis, how to assess associated risks associated and the importance of accessibility to a tourist destination</td>
<td>LO1, 1.1, 1.2, 1.3, 1.4</td>
<td>20</td>
</tr>
<tr>
<td>2 Identify the market, competitive environment and factors affecting tourists' choices, analyse the features and strengths of different types of destination and the stage within the Tourism Area Life Cycle (TALC), assess the risks and development needs of a tourist destination and make viable recommendations for development</td>
<td>LO2, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6</td>
<td>40</td>
</tr>
<tr>
<td>3 Identify the factors for consideration in destination development, the impact of technology, ethnic tourism, culture, ecotourism and sustainability and the reliability, suitability and frequency of transport</td>
<td>LO3, 3.1, 3.2, 3.3, 3.4</td>
<td>40</td>
</tr>
<tr>
<td colspan="3">The word count is 3,500 words</td>
</tr>
</table>

APPENDIX B – RECOMMENDED READING

Travel and Tourism Operations

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

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

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

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

Travel and Tourism Supervision

Ashworth, G. and Goodall, B. (eds.), 2013. *Marketing Tourism Places*. London: Routledge. Available on EBSCO.

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

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

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

Travel Geography

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

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

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

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

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

Finance in Tourism and Hospitality

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

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

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

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

Customer Service Management in Tourism and Hospitality

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

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

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

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

GLOBAL TOURISM AND HOSPITALITY

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

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

Visser, G. and Ferriara, S. (eds.), 2013. *Tourism and Crisis*. London: Routledge. Available on EBSCO.

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

Also see research work published in the following academic journals

Tourism Geographies

Current Issues in Tourism

Hospitality and Society

Tourism Management

Journal of Quality Assurance in Hospitality and Tourism

Service Industries Journal