



**CTH LEVEL 6 PRO-
GRADUATE DIPLOMA IN
TOURISM AND HOSPITALITY
MANAGEMENT
(OFQUAL – 601/2082/4)**

**QUALIFICATION
SPECIFICATION**

MARCH 2017

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INTRODUCTION

The purpose of this document is to explain the aims, structure, and content of the Level 6 Diploma in Tourism and Hospitality Management.

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

Aims of the qualification

The aims are to provide a qualification that:

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

Entry requirements

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

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

Applicant profile	Recommended entry requirements
All applicants must be at least 19 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 UK institution	<ul style="list-style-type: none"> • Students must hold a regulated academic or vocational qualification at Level 5 in a related subject (Tourism or Hospitality), including CTH Level 5 Advanced Diploma or a HND.
Hospitality/Tourism/Business Management graduates with a Foundation degree or equivalent from a non-UK educational institution	<ul style="list-style-type: none"> • Students should hold a regulated academic or vocational qualification equivalent to a UK Level 5, for example a CTH Level 4 Diploma, or

	recognised Chinese 3-year Diploma. Equivalence to be evaluated through NARIC.
Graduates from non-related fields or non-graduates with substantial hospitality and/or tourism work experience	<ul style="list-style-type: none"> Evidence, including detailed CV and employer reference/s confirming roles and responsibilities, of at least four years' work experience in the hospitality and/or tourism industry which must include two years at a recognised management level. Education as for Level 5 is preferred.

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 6 and designed to be 140 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 560 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 6 Diploma in Tourism and Hospitality Management – 601/2082/4
<p>Students must achieve:</p> <ul style="list-style-type: none"> the 2 Mandatory units, providing 80 credits, plus 2 units from optional group, giving 60 credits i.e. a total of 140 credits

CTH Level 6 Pro-Graduate Diploma in Tourism and Hospitality Qualification Specification

Min credit (Mandatory units): 140		Max credit (Mandatory units): 140				
Min GLH for qualification: 560		Max GLH for qualification: 560				
Mandatory units						
Unit Code	Unit title	L	CV	GLH	Ofqual no.	Assessment method
EITI	Emerging Issues in The Tourism Industry	6	40	160	A/503/6109	Closed book written examination
SIBE	The Strategic Impact of the Business Environment	6	40	160	M/503/6110	Assignment
Optional group						
BSHT	Business Strategy for Hospitality and Tourism	6	30	120	T/503/6111	Assignment
MEHT	Managing Events for Hospitality and Tourism	6	30	120	A/503/6112	Assignment
QMHT	Quality Management for Hospitality and Tourism	6	30	120	F/503/6113	Closed book written examination
MSHT	Marketing Strategies for Hospitality and Tourism	6	30	120	J/503/6114	Assignment
Total			140	560		

The level 6 qualification provides progression to a level 7 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.

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.

CTH Level 6 Pro-Graduate Diploma in Tourism and Hospitality Qualification Specification

GRADING CRITERIA

Level 6	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:
	have major weaknesses or have not fulfilled the CTH academic regulations	meet the requirements of the assessment criteria and learning outcomes	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate evidence of critical analysis to evaluate principles and concepts in the area of study • evaluate complex information and resolves conflicting information and situations • apply theories, principles and concepts to the area of study to provide insight into complex or conflicting information or situations • develop coherent and credible arguments justified from a wide range of academic research. • question assumptions, inconsistencies and areas of doubt within the field of study. • use tried and tested approaches to problem solving to create practicable solutions • use a wide range of academic research sources and theories to justify recommendations • present work that is articulate and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • apply theories, principles and concepts beyond the area of study to create innovation insights into complex or conflicting information or situations • evaluate the implications of actions, methods and results and their consequences • make rational and substantiated judgements in complex and unpredictable contexts within the field of study • use a wide range of academic research sources and theories to justify recommendations • reconcile uncertainties and ambiguities in the area of study • adapt and synthesise different approaches to problem solving to create innovative insights and solutions • present work that is persuasively argued and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing

UNITS OF ASSESSMENT

Title	Emerging Issues In The Tourism Industry	
Unit purpose and aim(s)	<p>EITI Students will understand the issues and develop their ability to critically appraise the development of strategic tourism initiatives and plans.</p> <p>Students will be able to examine cultural and urban tourism issues that impact on local people and lifestyles and have an appreciation of the ways in which effective tourism can bring positive benefits to the destination and its local people.</p> <p>Students will examine the issues relating to the impact of tourism on fragile, pristine and (usually) protected areas identifying how effective tourism can bring positive benefits to the destination.</p>	
Ofqual ref	A/502/6109	
Unit Code	EITI	
Level	6	
Credit value	40	
GLH	160	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Critically appraise the strategic impact of culture and urban tourism on different worldwide destinations	<p>1.1 Analyse the issues to be considered in the development of urban tourism</p> <p>1.2 Analyse the issues to be considered in the development of cultural tourism</p> <p>1.3 Critically analyse the impacts of urban and cultural tourism</p>	<ul style="list-style-type: none"> • Various issues in the development of urban tourism (planning policies, infrastructural development) • Trends in urban tourism at worldwide destinations (resort cities/historical cities and rejuvenated cities etc). • Various issues in the development of cultural tourism (planning policies, infrastructural development) • Trends and development of cultural tourism worldwide (history, art, sporting events, religious, festivals, values and lifestyles) • Contribution of urban dimensions towards tourism industry. (Infrastructure development, regeneration, traffic congestion, urban image etc.) • Contribution of cultural dimensions towards tourism industry (preservation of ancient values/artefacts, commercialisation of culture etc.).
2. Critically appraise the strategic impact of ecotourism on different	2.1 Examine the key trends and developments of eco-tourism	<ul style="list-style-type: none"> • Key trends and developments of nature and eco-tourism (global warming, sustainable

worldwide destinations	<p>2.2 Identify the issues that impact on the development of nature tourism</p> <p>2.3 Assess the impacts of eco tourism on nature and wildlife environments</p>	<p>concept, environmental and green issues)</p> <ul style="list-style-type: none"> • Issues related to the development of nature tourism (planning, environmental awareness, funds for conservation, direct benefits; economic, political empowerment, human rights, education of tourists, employability) <p>Analysis of eco-tourism on nature and wildlife environments. Advantages and disadvantages of attracting mass tourism/alternative tourism, conservation policies, protected areas, future sustainability, popular destinations etc.</p>
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CTH Level 6 Pro-Graduate Diploma in Tourism and Hospitality Qualification Specification

Title	The Strategic Impact of the Business Environment	
Unit purpose and aim(s)	<p>SIBE This unit will develop critical analysis skills in students enabling them to scrutinise the external and internal factors that impact upon Hospitality and Tourism Organisations worldwide.</p> <p>Students will demonstrate ability to use a variety of analysis tools to facilitate analysis of environmental and internal business factors and their effect on the business and its market.</p> <p>Students will develop their ability to assess the impact of these changing and evolving factors on a Hospitality and Tourism Organisations ability to respond and develop appropriate strategies.</p>	
Ofqual ref	M/503/6110	
Unit Code	SIBE	
Level	6	
Credit value	40	
GLH	160	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Analyse how a Hospitality and Tourism business environment changes and evolves	<p>1.1 Examine the current business environment issues that impact on Hospitality and Tourism Organisations</p> <p>1.2 Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations</p>	<ul style="list-style-type: none"> • Concept, significance and nature of business environment • Elements of environment – internal and external • Natural disasters, global warming, environmental concerns, security
2. Analyse how changes in the business environment affect the strategy of a Hospitality and Tourism Organisation	<p>2.1 Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market</p> <p>2.2 Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving</p> <p>2.3 Analyse the internal factors that impact on Hospitality and Tourism Organisations strategic performance</p> <p>2.4 Make recommendations on how a Hospitality and</p>	<ul style="list-style-type: none"> • The changing dimensions of business environment and their impact on Hospitality and Tourism Organisations • Impact of technology • Diversity management • Diversification • Globalisation <ul style="list-style-type: none"> - Macro environment - PESTEL - Porter's Five Forces Analysis - SWOT analysis. - Micro environment - Suppliers, publics, intermediaries, customers and competitors • McKinsey's 7S's Framework • Organisational climate; work culture, resources, competences and core competences

	Tourism Organisation should develop or adapt strategies to respond to market changes	<ul style="list-style-type: none">• Competitive advantage.• Porter's value chain analysis and its application in the industry• Porter's generic strategy (framework of focus, cost leadership, and differentiation)• Risk management, reputation, financial, economic
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CTH Level 6 Pro-Graduate Diploma in Tourism and Hospitality Qualification Specification

Title	Business Strategy for Hospitality and Tourism	
Unit purpose and aim(s)	<p>BSHT This unit aims to introduce students to the development of strategy for a Hospitality or Tourism Organisation that creates competitive advantage and long term sustainable growth for the business.</p> <p>Students will be able to identify and critically evaluate the issues facing a Hospitality or Tourism Organisation when implementing a strategic plan and apply a range of methods and tools to assist with strategic implementation.</p>	
Ofqual ref	T/503/6111	
Unit Code	BSHT	
Level	6	
Credit value	30	
GLH	120	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Analyse the impact of the business environment on the success of an organisation	<p>1.1 Critically analyse the internal business environment for a Hospitality and Tourism Organisation</p> <p>1.2 Critically analyse the external business environment for a Hospitality and Tourism Organisation</p>	<ul style="list-style-type: none"> • Internal environmental analysis for Hospitality and Tourism Organisations • Models for assessment of internal business environment • Buyers, suppliers, intermediaries, competitors • Financial institutions • SWOT analysis • External environmental analysis • Models for external business analysis (industry life cycle, PESTLE, SWOT, Porter's five forces, Pressure Groups) • Critical Success Factors (CSFs)/Strategic Industry Factor's (SIFs)
2. Develop a strategic plan for a Hospitality and Tourism Organisation	<p>2.1 Critically evaluate options for strategic growth for a Hospitality and Tourism Organisation</p> <p>2.2 Identify and critically evaluate the strategic options for gaining competitive advantage</p> <p>2.3 Make justified recommendations as to the strategic direction for a Hospitality and Tourism Organisation</p> <p>2.4 Prepare an outline strategic plan based on a critical analysis of the strategic</p>	<ul style="list-style-type: none"> • Growth strategies - Ansoff Matrix, BCG Matrix • Competitive strategies – Porter's Generic Strategies • Strategic planning

	environment and strategic options facing a Hospitality and Tourism Organisation	
3. Develop a strategic implementation plan	<p>3.1 Assess the role of integrated operational plans in implementing business strategy</p> <p>3.2 Evaluate the factors that may affect the implementation of a Hospitality or Tourism Organisations strategy</p> <p>3.3 Develop a communications plan to assist the implementation of strategy</p> <p>3.4 Assess the use of targets and budgets as a form of control when implementing strategic plans</p>	<ul style="list-style-type: none"> • Strategy and Strategic Management definitions, concepts and perspectives • The scope and process of Strategic Management • Vision, Mission, SMART objectives • Corporate, Functional and operational objectives, finance, HR, marketing, production • Product and service development strategy and process • Strategic planning methods: top down and bottom up planning • Strategic fit and resources analysis • Implementation – action and communication plans • Barriers to implementation • Culture • Stakeholders internal and external • Control – targets and budgets

Title	Managing Events for Hospitality and Tourism	
Unit purpose and aim(s)	MEHT Students will develop an understanding of the event industry and the unique aspects of managing events. Students will develop the ability to apply operational and service quality management techniques to event management and make improvements to the event management process that will enhance the customer experience.	
Ofqual ref	A/503/6112	
Unit Code	MEHT	
Level	6	
Credit value	30	
GLH	120	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Critically evaluate the issues involved in managing events for Hospitality and Tourism	1.1 Appraise the size, nature and structure of the event industry 1.2 Analyse the complexities of event management	<ul style="list-style-type: none"> • Event typologies • Organisational/business • Cultural • Leisure, sporting events personal • Business tourism, • Conference sector • International and domestic case studies • Explicit and implicit service • Environmental scanning • Distinctive features of service operations • Risk • Legal and regulatory issues • Ethical and social issues • Reputation
2. Develop plans for managing events for the Hospitality and Tourism industry	2.1 Critically evaluate event management processes 2.2 Critically analyse the integration of operations management theory within the context of event management 2.3 Critically analyse the integration of service quality theory and application within events management	<ul style="list-style-type: none"> • The event management process: pre, real-time and post-event management • Operations management, including environmental and health & safety issues • Service quality dimensions: reliability, responsiveness, assurance, empathy and tangibles • Risk Management

CTH Level 6 Pro-Graduate Diploma in Tourism and Hospitality Qualification Specification

Title	Quality Management for Hospitality and Tourism	
Unit purpose and aim(s)	QMHT Students will gain an understanding of the role of quality management in improving customer service levels for Hospitality and Tourism operations. Students will develop skills to enable them to make recommendations to amend quality improvement processes to improve the customer experience.	
Ofqual ref	F/503/6113	
Unit Code	QMHT	
Level	6	
Credit value	30	
GLH	120	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Understand how quality management can be used to improve Hospitality and Tourism Operations	<p>1.1 Critically evaluate the importance of quality management within key hospitality functions</p> <p>1.2 Assess the role of personnel in maintaining quality</p> <p>1.3 Analyse how 'continuous quality and service improvement' can improve service levels</p> <p>1.4 Critically evaluate the relationship between Quality Management and Human Resource Management</p>	<ul style="list-style-type: none"> • Quality management and measures • Role of personnel in maintaining quality • Service management and measures • Role of HRM in quality management
2. Develop continuous quality improvement measures for Hospitality and Tourism Operations	<p>2.1 Employ a range of qualitative techniques to critically evaluate the effectiveness of Hospitality and Tourism operations</p> <p>2.2 Employ a range of quantitative techniques and theories to critically evaluate the effectiveness of Hospitality and Tourism operations</p> <p>2.3 Recommend ways to enable Continuous</p>	<ul style="list-style-type: none"> • Service quality • SERVQUAL model; • Hospitality Assured • Customer feedback • Performance management • Service improvement. • Quality measures • Service measures • Customer research and feedback • Human resources planning • Performance management • Quality management • Staff training

	improvement to service levels	• Continuous improvement
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CTH Level 6 Pro-Graduate Diploma in Tourism and Hospitality Qualification Specification

Title	Marketing Strategies for Hospitality and Tourism	
Unit purpose and aim(s)	<p>MSHT Students will develop the ability to contribute to the strategic marketing of Hospitality and Tourism Organisations and products through critical understanding of the strategic issues affecting and informing marketing strategy in the industry sectors.</p> <p>Students will be able to demonstrate a clear understanding of the role that public relations plays in implementing marketing strategy and communicating with Hospitality and Tourism Organisations' key stakeholders.</p>	
Ofqual ref	J/503/6114	
Unit Code	MSHT	
Level	6	
Credit value	30	
GLH	120	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Contribute to the development of marketing strategies for Hospitality and Tourism Organisations	<p>1.1 Critically evaluate the role of relationship marketing in marketing strategy</p> <p>1.2 Critically evaluate the role of branding in marketing strategy</p> <p>1.3 Discuss the impacts of technology on marketing strategy for Hospitality and Tourism Organisations</p>	<ul style="list-style-type: none"> • Relationship marketing in Hospitality and Tourism marketing strategies • Transactional-v-relationship marketing • Customer satisfaction • Customer loyalty • Network and relationship marketing • Strategic customer relations • Third party marketing through Travel Agents, airlines etc. • Extended marketing mix, • Brand identity and strategy • Green issues • Ethics and social marketing • Effectiveness of e-marketing • Knowledge management • ACT • Data analysis • Customer data and information • Role of media, viral and e-marketing, twitter
2. Critically evaluate how public relations can contribute to marketing strategy for Hospitality and Tourism Organisations	<p>2.1 Discuss the role public relations plays in marketing strategy for Hospitality and Tourism Organisations</p> <p>2.2 Appraise public relation's tactics in the context of marketing strategies for Hospitality and Tourism</p>	<ul style="list-style-type: none"> • Strategic customer relations • Stakeholders • Pressure groups • Strategic versus tactical

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. Mock examination
2. Sample assignment

Emerging Issues in the Tourism Industry (A/503/6109)

Assessment methodology
Written examination

EITI

Emerging Issues in the Tourism Industry

Mock Examination

Instructions

- **Three hours** are allowed for this paper which carries a total of **100 marks**
- Do not begin writing until instructed to by the invigilator
- Read these instructions carefully before answering any questions
- **All answers are to be written in blue or black ink.**
- Make sure that your **name, CTH membership number, centre name** and the **unit title** are clearly marked on any additional pages you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- **All the questions in this examination are compulsory**
- 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.
- **Ensure that you allow time at the end to review your answers before handing in your paper.**
- 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 question part.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

EITI EXAMINATION RECORD

The Learning outcomes and assessment criteria for the Emerging Issues in the Tourism Industry 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: Critically appraise the strategic impact of culture and urban tourism on different worldwide destinations

- 1.1 Analyse the issues to be considered in the development of urban tourism
- 1.2 Analyse the issues to be considered in the development of cultural tourism
- 1.3 Critically analyse the impacts of urban and cultural tourism

Learning Outcome 2: Critically appraise the strategic impact of ecotourism on different worldwide destinations

- 2.1 Examine the key trends and developments of eco-tourism
- 2.2 Identify the issues that impact on the development of nature tourism
- 2.3 Assess the impacts of eco tourism on nature and wildlife environments

MOCK Exam September 2015

EXAM QUESTIONS

Please note: ALL questions are compulsory

<p>Question 1</p>	<p>1.1 Compare and contrast the issues to be considered in the development of urban tourism in two different worldwide destinations. Name the destinations and recommend strategies that can be used to lessen the impact of urban tourism on these destinations.</p> <p>1.2 For a cultural tourism destination of your choice explain why it would need to take into consideration planning policies and infrastructure development when improving facilities. Give examples to support your answer.</p> <p>1.3 Interest in urban and cultural tourism, widespread among tourism planners and marketers, has been increasing, explain the environmental and socio-cultural problems that can be caused by rapid growth in tourist numbers.</p> <p>For the impacts listed above, suggest ways in which these impacts can be reduced.</p>	<p>50 marks</p>
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MOCK Exam September 2015

<p>Question 2</p>	<p>2.1 Ecotourism has the potential to seriously impact local communities, largely due to the tendency of ecotourists to have a greater interest in the culture and nature of the areas they visit, as compared to mass tourists (McMinn, 1997).</p> <p>Analyse this statement for a destination of your choice, identifying the key trends and developments in the area. Give examples to support your answer.</p> <p>2.2 For a country of your choice, explain how nature tourism is being developed to encourage tourism, protect the environment and serve the needs of the local people. Analyse the benefits and disadvantages to the chosen country, giving examples to illustrate your answer.</p> <p>2.3 Sustainable strategies are being used to reduce environmental damage to nature and wildlife tourist areas. Describe these strategies using examples from places you have studied.</p>	<p>50 marks</p>
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The Strategic Impact of the Business Environment (M/503/6110)

Assessment methodology
Assignment

Unit title	The Strategic Impact of the Business Environment
Ofqual no.	M/503/6110
Credit value	40
Level	6
Code	SIBE

This unit is assessed by assignment.

Assignment instructions

Students must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must:

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with 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 students and tutor's declaration.

Assignment task - The Strategic Impact of the Business Environment

Students are required to prepare a 4,500 word report.

This unit will develop critical analysis skills in students enabling them to scrutinise the external and internal factors that impact upon Hospitality and Tourism organisations worldwide.

Outline

Students will demonstrate their ability to use a variety of analysis tools to facilitate analysis of environmental and internal business factors and their effect on the business and its market.

Students will develop their ability to assess the impact of these changing and evolving factors on a Hospitality and Tourism Organisation's ability to respond and develop appropriate strategies.

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

The following areas should be evaluated in detail supported by examples from the chosen organisation

Analyse how a Hospitality and Tourism business environment changes and evolves

- Examine the current business environment issues that impact on Hospitality and Tourism Organisations
- Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations

Analyse how changes in the business environment affect the strategy of a Hospitality and Tourism Organisation

- Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market
- Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving
- Analyse the internal factors that impact on Hospitality and Tourism Organisations' strategic performance
- Make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes

Assignment task - The Strategic Impact of the Business Environment

Task instructions		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Centre (AC) of the unit assessment. Therefore, consideration will be given to whether students achieved the following:		
Assessment criteria	LO/AC ref	Marks
1. Examine the current business environment issues that impact on Hospitality and Tourism Organisations and the evolving business environment issues and their impact on Hospitality and Tourism Organisations	LO 1. 1.1, 1.2	50
2. Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market and to determine how the market for Hospitality or Tourism Organisations is changing and evolving. Analyse the internal factors that impact on Hospitality and Tourism Organisation's strategic performance and make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes	LO2. 2.1, 2.2, 2.3, 2.4	50
The word count is 4,500		

CTH assignment mark sheet - The Strategic Impact of the Business Environment

Student name:		CTH number:	
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Task 1: Analyse how a Hospitality and Tourism business environment changes and evolves – 50%		Weighting	Internal marking			CTH
Task/Assessment Criteria	Comments		1 st marker (marks)	Internal verifier I/V	Agreed mark	CTH final mark
1.1 Examine the current business environment issues that impact on Hospitality and Tourism Organisations 1.2 Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations		50				

Task 2: Analyse how changes in the business environment affect the strategy of a Hospitality and Tourism Organisation – 50%		Weighting	Internal marking			CTH
Task/Assessment Criteria	Comments		1st marker (marks)	Internal verifier I/V	Agreed mark	CTH final mark
<p>2.1 Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market</p> <p>2.2 Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving</p> <p>2.3 Analyse the internal factors that impact on Hospitality and Tourism Organisations strategic performance</p> <p>2.4 Make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes</p>		50				

CTH assignment mark sheet - The Strategic Impact of the Business Environment

Student name	
CTH number	

		Total available marks	1st marker (marks)	Internal verifier	Agreed mark	CTH final mark
Marks	Task 1	50				
	Task 2	50				
Total marks		100				

**CTH assignment mark sheet – The Strategic Impact of the Business
Environment**

Student name:		CTH number:	
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First marker comments:

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

Internal verifier I/V comments:

Signed:.....**Name:**.....**Date:**..... These sections should be used by assessors to record summative feedback, ie. the strengths and weaknesses of the assessed work

CTH comments:

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

CTH Unit Assignment Feedback Form

Unit name	
Student name and CTH number	
I/V name and signature	

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

CTH Assignment Checklist

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

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

Tutor signature:

Date:

APPENDIX B – RECOMMENDED READING

EITI Suggested Text Books

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

Ateljevic, I., Pritchard, A. and Morgan, N. eds. (2007). *The Critical Turn in Tourism Studies : Innovative Research Methods*. Oxford: Elsevier. Available on EBSCO.

Brotherton, B. and Wood, R. eds. (2008). *The Sage Handbook of Hospitality Management*. London: Sage. 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.

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

Research work published in the following academic journals:

Annals of Tourism Research

Tourism Geographies

Current Issues in Tourism

Hospitality and Society

International Journal of Contemporary Hospitality Management

Mobilities

SIBE Suggested Text Books

Brotherton, B. and Wood, R. eds. (2008). *The Sage Handbook of Hospitality Management*. London: Sage. Available on EBSCO.

Edgell, D. (2013). *Tourism, Policy and Planning: Yesterday, Today and Tomorrow*. London: Routledge. Available on EBSCO.

Hassanien, A., Dale, C., and Clarke, A. (2010). *Hospitality Business Development*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Lee-Ross, D. and Lashley, C. (2009). *Entrepreneurship and Small Business Management in the Hospitality Industry*. Oxford: Butterworth-Heinemann. Available on EBSCO.

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

Sheppardson, C. and Gibson, H. (2011). *Leadership and Entrepreneurship in the Hospitality Industry*. Oxford: Goodfellow. Available on EBSCO.

Research work published in the following academic journals

Annals of Tourism Research
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Tourism Management
Journal of Quality Assurance in Hospitality and Tourism
Service Industries Journal

BSHT Suggested Text Books

Business Strategy for Hospitality and Tourism

Brotherton, B. and Wood, R. eds. (2008). *The Sage Handbook of Hospitality Management*. London: Sage. Available on EBSCO.

Cullen, J. and Parboteeah, P. (2009). *International Business : Strategy and the Multinational Company*. London: Routledge. Available on Ebsco.

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

Sheppardson, C. and Gibson, H. (2011). *Leadership and Entrepreneurship in the Hospitality Industry*. Oxford: Goodfellow. Available on EBSCO.

Verbeke, A. (2013). *International Business Strategy : Rethinking the Foundations of Global Corporate Success*. Cambridge: Cambridge University Press. Available on Ebsco.

Witt, S., Buckley, P. and Brooke, M. (2013). *The Management of International Tourism*. London: Routledge. Available on Ebsco.

Research work published in the following academic journals

International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
Tourism Management
Journal of Travel and Tourism Marketing
European Journal of Marketing
European Management Journal

MEHT Suggested Text Books

Adams, L. and James, C. (2013). *Event Management in Sport, Recreation and Tourism : Theoretical and Practical Dimensions*. London: Routledge. Available on EBSCO.

Ali-Knight, J., Robertson, M., Fyall, A. and Ladkin, A. eds. (2009). *International Perspectives of Festivals and Events: Paradigms of Analysis*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Andrews, H. And Leopold, T. (2013). *Events and the Social Sciences*. London: Routledge. Available on EBSCO.

Blackshaw, T. ed. (2013). *Routledge Handbook of Leisure Studies*. London: Routledge. Available on EBSCO.

Bowdin, G. (2011). *Events Management*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Sharples, L. and Hall, C. M. (2008). *Food and Wine Festivals and Events Around the World : Development, Management and Markets*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Research work published in the following academic journals

Annals of Tourism Research

Tourism Management

Event Management

International Journal of Events Management Research

Journal of Policy Research in Tourism, Leisure and Events

International Journal of Cultural Policy

QMHT Suggested Text Books

Adams, L. and James, C. (2013). *Event Management in Sport, Recreation and Tourism : Theoretical and Practical Dimensions*. London: Routledge. Available on EBSCO.

Brotherton, B. and Wood, R. eds. (2008). *The Sage Handbook of Hospitality Management*. London: Sage. Available on EBSCO.

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.

Research work published in the following academic journals

Annals of Tourism Research

International Journal of Hospitality Management

International Journal of Contemporary Hospitality Management
Tourism Management
Journal of Quality Assurance in Hospitality and Tourism
Service Industries Journal

MSHT Suggested Text Books

Andreu, L, Gnoth, J. and Kozak, M. eds. (2009). *Advances in Tourism Destination Marketing*. London: Routledge. Available on EBSCO.

Brotherton, B. and Wood, R. eds. (2008). *The Sage Handbook of Hospitality Management*. London: Sage. Available on EBSCO.

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

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

McCabe, S. (2009). *Marketing Communications in Tourism and Hospitality*. Oxford: Butterworth-Heinemann. Available on EBSCO.

Tresidder, R. and Hirst, C. (2012). *Marketing in Food, Hospitality, Tourism and Events: A Critical Approach*. Oxford: Goodfellow. Available on EBSCO.

Research work published in the following academic journals

International Journal of Contemporary Hospitality Management
Journal of Policy Research in Tourism, Leisure and Events
Tourism Management
Journal of Travel and Tourism Marketing
European Journal of Marketing
Journal of Vacation Marketing