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**CTH LEVEL 6 PROFESSIONAL  
DIPLOMA IN TOURISM AND  
HOSPITALITY MANAGEMENT  
OFQUAL: 603/5138/X**

**QUALIFICATION SPECIFICATION**

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**SEPTEMBER 2019**

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## Introduction to the CTH Level 6 Professional Diploma in Tourism and Hospitality

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### Introduction

The objective of this qualification specification is to provide an overview of the CTH Level 6 Professional Diploma in Tourism and Hospitality qualification.

This document includes the aim, size, level, structure and content including learning outcomes and assessment criteria for each unit, together with sample assessment/s.

There is guidance relating to the accreditation requirements, and delivery and assessment for this qualification, and details of grading criteria and the grading of units.

Further details regarding this qualification are available from CTH, and contained within the more comprehensive delivery and assessment handbook.

### Purpose of the Qualification

The purpose is to provide a qualification that:

- provides students with an understanding of the Tourism and Hospitality Industry and of the key functions within the sector,
- 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.
- Provides students with the knowledge and skills to enter employment in the tourism and hospitality sector.

## Access and Entry Requirements – Level 6 Professional Diploma

Approved CTH Centres are responsible for checking applications against the following admission requirements and ensuring students can fulfil the demands of, and successfully complete the qualification, prior to admission and enrolment.

Learners must have appropriate level of academic skills, or be given support by centres to acquire the relevant study skills at degree level for this qualification.

The qualification is at the same level as the final year of a UK undergraduate degree. CTH reserves the right to review and approve or reject all applications prior to enrolment.

Requirement for:		Admission requirements
<b>All students</b>	<b>Minimum age</b>	19 at enrolment.
	<b>English Language</b>	All students without English as a first language must hold at least IELTS 5.5 or other evidence of competence in English at this level.  The course is taught in English and requires students to study independently outside taught sessions and read around the subject from books and other academic sources.
	<b>Study skills</b>	The qualification is assessed only in English by assignments and examinations; high level language and academic study skills including academic referencing (Harvard style) and criticality are essential, or must be gained via support from centres.
<b>UK students</b>		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.
<b>Or International students</b>		Students should hold a regulated academic or vocational qualification equivalent to a UK Level 5, for example a CTH Level 5 Diploma, or a recognised Chinese 3-year Diploma. Equivalence to be evaluated through NARIC.
<b>Or Work experience applicants</b>		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.

## CTH Requirements - Level 6

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### Accreditation

Prospective Centres should apply to become an accredited CTH Centre in order to deliver this qualification. Please see the 'Contact CTH' page at the end of this specification for advice on the approval process or should you wish to discuss your curriculum requirements.

The CTH Approval Committee will consider applications from centres against a set of criteria, including the availability of suitable teaching accommodation and staffing, experience of delivering qualifications at a similar level, and evidence of expertise in academically-related areas. Expertise should cover planning the delivery of courses leading to regulated qualifications, ensuring students have the necessary academic study skills, quality assurance and preventing malpractice and maladministration. A skype conversation with CTH academic and quality staff will form part of the initial approval application process

### Teaching Rooms

Suitable teaching rooms and IT facilities should be available to students. Accommodation and equipment used for the delivery of the qualification must comply with the relevant legislation relating to Health & Safety.

The approved Centre should ideally also provide an appropriate area and facilities for student relaxation and recreation.

### Centre Staffing

Staff delivering this qualification must be able to demonstrate that they meet the following requirements:

- Be occupationally competent or technically knowledgeable in the area for which they are teaching
- Have recent relevant experience in the specific area that they will be assessing or verifying
- Hold a teaching qualification as well as a relevant degree at least at UK degree level.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification. Centres must appoint an Internal Verifier and have a named quality assurance lead. Centres must appoint an Internal Verifier and have a named quality assurance lead.

### Continuing Professional Development

Centres must support their staff to ensure that they have current knowledge of the occupational area, and that delivery, assessment and internal verification is in line

with current good practice and takes into consideration relevant international regulatory requirements.

## **CTH Support**

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### **CTH training**

New CTH centres are eligible for free induction training (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

CTH also offers training for assessors and Internal Verifiers, and for teaching staff who may be delivering a unit for the first time.

### **CTH Members Website and resources**

The CTH Members website is available for both Centre Teaching staff and CTH students. It contains a wealth of teaching and learning resources. Teaching staff can download useful classroom materials including the CTH Learning Toolkits, as well as subject-specific PowerPoint slides, past exam papers and assessments and examiner reports. Students can access the online resources library, including relevant e-books and journals from EBSCO. Study guides for each unit are available for students.

### **Assessment opportunities**

CTH offer up to four assessment opportunities each year, with associated Exam Boards and Certification. See the CTH website for more details.

### **Assessment responsibilities**

Centres:

- Must register students as CTH Members within 6 weeks of starting the course.
- Must also register students for each assessment submissions within the timescales stated on the CTH website.

CTH produce and distribute all assessments to centres where learners have been registered.

Assignments:

- CTH produce all assignment briefs.
- Centres are responsible for the marking and internal verification of assessments.
- Word versions of student assignments and mark sheets plus signed student & tutor declarations of authenticity and compulsory progress tutorial reports are sent electronically to CTH, who then use Turnitin to check for similarity, then moderate student work.

## Examinations:

- All examinations are set by CTH, who distribute these electronically to Centres.
- Student exam scripts are returned to CTH, with attendance sheets, seating plans and any other documentation including special consideration forms, invigilators reports, suspected malpractice reports.
- CTH staff marking and moderate all exam papers.

CTH Exam Board review all moderated assessment results taking into consideration reports from the Malpractice Panel, and ratify these before publication,

## Qualification Level, Size and Structure

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The CTH Level 6 Professional Diploma in Tourism and Hospitality is a vocationally related qualification on the UK's Regulated Qualification Framework (RQF) and adheres to the Ofqual requirements for regulated qualifications.

### Qualification size

The qualification is designed to be delivered in 1,200 hours of TQT (Total Qualification Time) of which 420 are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

### Definitions

- **Guided Learning Hours – GLH**  
This is the amount of time the average student is expected to spend in lectures and other tutor-supervised learning and activities.
- **Total Qualification Time – TQT**  
TQT is made up of Guided Learning Hours plus all other time taken in assessment preparation, study or any form of participation in education and training relevant to the qualification not under the direct supervision of a lecturer or tutor.

### The following activities are indicative of those included in TQT:

- Guided Learning (GLH) when the lecturer is present, e.g. formal classes, lecturers, seminars, tutorials, supervised assessment (e.g. exams or observed practice)
- Independent and unsupervised learning or research
- Unsupervised coursework, or directed activity
- Watching webinars or podcasts
- Work placement, self-study, visits to hospitality or tourism organisations, revision and time spent on written assignments.

Students completing this qualification should be able to demonstrate their ability as independent learners.

**Qualification Level:**

This qualification is at

- Level 6 on the Regulated Qualifications Framework in England (RQF), equivalent to
- Level 7 on the European Qualification Framework (EQF)

CTH qualifications comply with level descriptors set by Ofqual, which are set out for Levels 3 to 7 in the Appendix.

The descriptors below set out the generic knowledge and skills associated with the typical holder of a qualification at that level.

The level descriptors are framed as outcomes and each category starts with a stem statement (“the holder can...”) which then links into the outcomes associated with each level of the framework.

**Level 6 Knowledge descriptor:**

**Level 6 Skills descriptor**

**The holder...**

**The holder can...**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• has advanced practical, conceptual or technological knowledge and understanding of a subject or field of work to create ways forward in contexts where there are many interacting factors.</li> <li>• understands different perspectives, approaches or schools of thought and the theories that underpin them.</li> <li>• can critically analyse, interpret and evaluate complex information, concepts and ideas.</li> </ul> | <ul style="list-style-type: none"> <li>• determine, refine, adapt and use appropriate methods and advanced cognitive and practical skills to address problems that have limited definition and involve many interacting factors.</li> <li>• use and, where appropriate, design relevant research and development to inform actions.</li> <li>• evaluate actions, methods and results and their implications.</li> </ul> |
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## Qualification Structure

The qualification structure, units, sizing information and assessment types for the CTH Level 6 Professional Diploma in Tourism and Hospitality are set out in the following table, often referred to as the Rules of Combination. Further details of each unit are included later in the specification.

CTH Level 6 Professional Diploma in Tourism and Hospitality Management						
QAN: 603/5138/X						
Students must achieve all four units.						
Credit value (CV): 120 Each credit is equivalent to 10 hours study time (TQT)						
Guided Learning Hours (GLH) for Qualification: 420				Total Qualification Time (TQT) for Qualification: 1200		
Four Mandatory Units						
Unit Code	Unit Title	L	CV	GLH	URN.	Assessment Method
SIBE	The Strategic Impact of the Business Environment	6	35	120	M/503/6110	Assignment
BSHT	Business Strategy for Hospitality and Tourism	6	35	120	T/503/6111	Closed book written examination
MEHT	Managing Events for Hospitality and Tourism	6	25	90	A/503/6112	Assignment
QMHT	Quality Management for Hospitality and Tourism	6	25	90	F/503/6113	Case-study based written examination
<b>Professional Diploma Total (4 units)</b>			<b>120</b>	<b>420</b>		

## Progression opportunities

This CTH level 6 qualification provides progression to

- the CTH Level 7 Executive Diploma in Hospitality & Tourism and Management vocational qualification,
- University of Derby **BA (Hons) in International Hospitality Management** top-up degree with exemptions for three out of the usual six final year units.

This study route offers a very low cost and flexible route to a UK degree. The qualification is delivered and assessed wholly online, available globally and flexible enough to combine with employment:

The following admissions criteria apply:

1. Hold a CTH Level 5 and CTH level 6 qualifications. The Level 6 **must include** the four Level 6 units specified in this specification.
  2. Have a total of 6 months relevant work experience. (this could be achieved on a part time, full time or by blocks of work experience)
  3. Have a level of English equivalent to IELTS 6.0
- BA/BSc in Tourism and Hospitality or related subject from a number of universities around the world.

Further details of articulation agreements with Universities can be obtained via the CTH website at: <http://www.cthawards.com>. Note that admissions criteria vary, however students wishing to 'top-up' their CTH Level 6 qualification to a Bachelor's degree may require a Merit profile in this qualification and have IELTS 6.0 level of English when applying.

### Qualification Grading Criteria

Individual units can be graded either as fail, pass, merit or distinction. The qualification is also graded. 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.

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.

Level 6	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 69%) students must:	To achieve a distinction grade (70%+) 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"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• demonstrate evidence of critical analysis to evaluate principles and concepts in the area of study</li> <li>• evaluate complex information and resolves conflicting information and situations</li> <li>• apply theories, principles and concepts to the area of study to provide insight into complex or conflicting information or situations</li> <li>• develop coherent and credible arguments justified from a wide range of academic research.</li> <li>• question assumptions, inconsistencies and areas of doubt within the field of study.</li> <li>• use tried and tested approaches to problem solving to create practicable solutions</li> <li>• use a wide range of</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• apply theories, principles and concepts beyond the area of study to create innovation insights into complex or conflicting information or situations</li> <li>• evaluate the implications of actions, methods and results and their consequences</li> <li>• make rational and substantiated judgements in complex and unpredictable contexts within the field of study</li> <li>• use a wide range of academic research sources and theories to justify recommendations</li> <li>• reconcile uncertainties and ambiguities in the area of study</li> <li>• adapt and synthesise different approaches to problem solving to create innovative</li> </ul>

			<p>academic research sources and theories to justify recommendations</p> <ul style="list-style-type: none"> <li>• present work that is articulate and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing</li> </ul>	<p>insights and solutions</p> <ul style="list-style-type: none"> <li>• present work that is persuasively argued and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing</li> </ul>
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## **Assessment Methodology**

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

Assessment of students' work will be carried out by a range of methods including assignment, essay examination or work assessment. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and generic 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 applicable to this qualification.

### Qualification Units

<b>Title</b>	<b>The Strategic Impact of the Business Environment</b>	
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>	
URN.	M/503/6110	
Unit Code	SIBE	
Level	6	
Credit value	35 (equivalent to 350 hours of total study time/TQT)	
GLH	120	
Learning outcomes	Assessment criteria	
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>	
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 Tourism Organisation should develop or adapt strategies to respond to market changes</p>	

## CTH Level 6 Professional Diploma in Tourism and Hospitality Qualification Specification

<b>Title</b>	<b>Business Strategy for Hospitality and Tourism</b>	
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>	
URN	T/503/6111	
Unit Code	BSHT	
Level	6	
Credit value	35 (equivalent to 350 hours of total study time/TQT)	
GLH	120	
Learning outcomes	Assessment criteria	
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>	
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 environment and strategic options facing a Hospitality and Tourism Organisation</p>	
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>	

<b>Title</b>	<b>Managing Events for Hospitality and Tourism</b>	
Unit purpose and aim(s)	<p>MEHT Students will develop an understanding of the event industry and the unique aspects of managing events.</p> <p>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.</p>	
URN	A/503/6112	
Unit Code	MEHT	
Level	6	
Credit value	25 (equivalent to 250 hours of total study time/TQT)	
GLH	120	
Learning outcomes	Assessment criteria	
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	<p>1.1 Appraise the size, nature and structure of the event industry</p> <p>1.2 Analyse the complexities of event management</p>	
2. Develop plans for managing events for the Hospitality and Tourism industry	<p>2.1 Critically evaluate event management processes</p> <p>2.2 Critically analyse the integration of operations management theory within the context of event management</p> <p>2.3 Critically analyse the integration of service quality theory and application within events management</p>	

## CTH Level 6 Professional Diploma in Tourism and Hospitality Qualification Specification

<b>Title</b>	<b>Quality Management for Hospitality and Tourism</b>	
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.	
URN	F/503/6113	
Unit Code	QMHT	
Level	6	
Credit value	25 (equivalent to 250 hours of total study time/TQT)	
GLH	120	
Learning outcomes	Assessment criteria	
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	1.1 Critically evaluate the importance of quality management within key hospitality functions  1.2 Assess the role of personnel in maintaining quality  1.3 Analyse how 'continuous quality and service improvement' can improve service levels  1.4 Critically evaluate the relationship between Quality Management and Human Resource Management	
2. Develop continuous quality improvement measures for Hospitality and Tourism Operations	2.1 Employ a range of qualitative techniques to critically evaluate the effectiveness of Hospitality and Tourism operations  2.2 Employ a range of quantitative techniques and theories to critically evaluate the effectiveness of Hospitality and Tourism operations  2.3 Recommend ways to enable continuous improvement to service levels	

**APPENDIX A – SPECIMEN ASSESSMENT MATERIALS**

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1. Assessment type: Assignment

Unit: The Strategic Impact of the Business Environment

## **The Strategic Impact of the Business Environment (M/503/6110)**

<b>Assessment methodology</b>
<b>Assignment</b>

<b>Unit title</b>	<b>The Strategic Impact of the Business Environment</b>
<b>URN</b>	<b>M/503/6110</b>
<b>Credit value</b>	<b>35</b>
<b>Level</b>	<b>6</b>
<b>Code</b>	<b>SIBE</b>

**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
<b>The word count is 4,500</b>		

## CONTACT CTH

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### About CTH:

CTH, the Confederation of Tourism and Hospitality, is an Ofqual recognised Awarding Organisation established in 1982 specialising in gold standard qualifications for the hospitality, culinary, travel and tourism sectors.

CTH employs specialist staff with experience in these industries and links to current industry partners, as well as education or training experience. They are available to discuss your curriculum requirements or queries concerning this qualification.

In addition to our existing portfolio of qualifications currently available (included in Ofqual's Register of Regulated Qualifications), we can also offer individual unit qualifications, or discuss requirements for new qualifications suitable for local needs.

### Location:

CTH offices are located in London's West End, opposite to Selfridges entrance in Duke Street. The address is 37 Duke Street, London W1U 1LN

### Website:

[www.cthawards.com](http://www.cthawards.com)

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