

# InterContinental Hotels Group & CTH in global qualifications partnership



InterContinental Hotels Group (IHG) and the Confederation of Tourism & Hospitality (CTH) have established a ground-breaking partnership to provide CTH's gold-standard Hotel Leadership Qualifications to IHG employees worldwide.



**InterContinental Hotels Group**

Incorporating:



1.



2.

The IHG CTH Leadership Diplomas



These two qualifications, conceived exclusively for IHG, have been designed to form an integral part of their internal staff leadership development strategy.

There are two programmes; one at Level 3 targetted at Supervisory staff and one at Level 4 targetted at Managerial staff. These qualifications are exclusively available to IHG staff members only and delivered as part of the company's own internal staff training schemes. As part of the scheme CTH is also training key IHG staff to become approved CTH Assessors via CTH's Level 3 Assessors Diploma.

CTH Level 3 Diploma in Hospitality Leadership

This programme provides a first foundation in leadership skills and is designed for those staff with little or no prior experience of leadership roles and the specific leadership skills necessary to perform successfully.

CTH Level 4 Diploma in Hospitality Leadership

This programme provides a more advanced leadership training, building on learners' existing experiences and prior training to hone their leadership performance abilities to help develop their full managerial potential.

Syllabus

- Think ahead in hospitality leadership
- Champion change in hospitality leadership
- Lead others in hospitality leadership
- Develop others in hospitality leadership
- Drive results in hospitality leadership
- Work collaboratively in hospitality leadership

**Study structure:** Each CTH Diploma in Hospitality Leadership is a 120 Credit programme with a recommended 180 Guided Learning Hours. Learners must achieve all 6 mandatory 20 Credit units in order to achieve the qualification. Indicative content of each programme includes setting goals, planning and prioritising work, driving change, driving continuous improvement, effective performance assessment, supporting others, understanding motivation, coaching and teamwork.

The Intercontinental Hotels Group



Intercontinental Hotels Group is one of the world's leading hotel organisations with over 4,700 hotels and resorts worldwide and a further 1,000+ in development.

It currently has an amazing near 700,000 rooms globally across an enviable hotel portfolio that includes the world-famous Holiday Inn and Crowne Plaza brands, as well as the group's flagship InterContinental one.

Apart from these world-renowned established chains, IHG also includes various new and innovative hotel chains, such as the Hotel Indigo boutique hotel concept that is being rolled out across 100 locations across the globe.

And in fast-growing China, where IHG is the biggest international operator, the group is launching a whole new China-focussed upscale brand, Hualuxe Hotels, that are specifically targetted to the needs of Chinese clientele.

The group is a major employer in the hospitality sector worldwide with more than 100,000 staff in nearly 100 countries. As a leading sector employer IHG takes a careful interest in the skills development of its personnel, helping each individual move forward in the personal career path to achieve to the very best of their ability.

The Confederation of Tourism & Hospitality



The Confederation of Tourism and Hospitality (CTH) is the UK's leading professional awarding body for qualifications in the specialist growing hospitality and tourism sector worldwide.

CTH was established in 1982 as a specialist professional body to focus on the training needs of new entrants to the hospitality and tourism industries, and now has accredited colleges worldwide delivering sought after CTH qualifications. It provides a ladder of progression in Tourism, Travel and Hospitality qualifications at Certificate, Diploma, Advanced Diploma, Graduate Diploma and Postgraduate Diploma level.

CTH ensures consistent quality through its approved status with Ofqual and the QCA's UK accredited qualification framework. All qualifications are developed in conjunction with the UK Sector Skills Council, People1st, to ensure relevance, value and quality. This approach guarantees that CTH qualifications are valued by employers throughout the world.

CTH is a member of the Federation of Awarding Bodies; its management qualifications are endorsed by over 25 British and international universities.

CTH also has strong links with industry, with effective relationships and high profile endorsements from organisations such as Virgin Atlantic, GTMC, Star Alliance, Marriot Hotels Caribbean, Radisson Edwardian, Sheraton Hotels, Mantis Collection, Adair Leadership, The Chartered Institute of Environmental Health and many others.

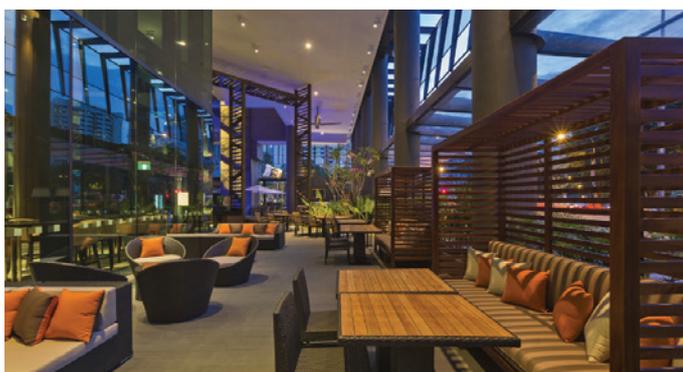
3.



Images:

1. A Crowne Plaza Hotel lobby
2. The first Hualuxe Hotel in Wuxi Taihu
3. An InterContinental Hotel typical guest room
4. A new Holiday Inn Express lobby area
5. A guest room at a Hotel Indigo boutique hotel

4.



5.

