

**CTH LEVEL 5 ADVANCED
DIPLOMA IN
HOSPITALITY
MANAGEMENT
(QAN - 601/7131/5)**

**QUALIFICATION
SPECIFICATION**

DECEMBER 2017

CONTENTS

Introduction to the CTH Level 6 Advanced Diploma in Hospitality Management	2
Introduction	2
Aims of the Qualification	2
Access & Entry Requirements.....	3
Qualification Accreditation Requirements.....	5
CTH Support	6
Qualification Level, Size and Structure	7
Qualification Structure (Rules of combination)	7
Qualification Grading criteria.....	10
Assessment Methodology	12
Qualification Units (details)	13
Sample Assessments	21
Examination.....	21
Assignment.....	26
Contact CTH	30

Introduction to the CTH Level 6 Advanced Diploma in Hospitality Management

Introduction

The purpose of this qualification specification is to provide an overview of the CTH Level 5 Advanced Diploma in Hospitality Management qualification.

This document includes the aim, size, structure and content including learning outcomes and assessment criteria for each unit, together with different types of sample assessments. There is guidance relating to the accreditation, delivery and assessment requirements 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 qualification and assessment handbooks.

Aims of the Qualification

The aims are 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.

Access & Entry Requirements

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

Approved CTH Centres are responsible for ensuring students meet the recommended admission requirements below, prior to admission and enrolment, and are deemed able to fulfil the demands of the course and successfully complete the qualification.

CTH would also expect approved Centres to undertake an initial assessment of each student prior to the start of their programme to ensure they are able to provide the student with any necessary additional support.

The course is equivalent to the second year of a UK university degree.

Requirement for:		Admission requirements
All students	Minimum age	18 at enrolment.
	English Language	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 qualification is assessed by written assignments and examinations in the English language; high level language skills are essential.
	Study skills	The course requires students to read around the subject and use academic referencing (Harvard style) in their written assignments. Academic Study skills are essential
UK students		Students should hold a regulated academic or vocational qualification at Level 4 in a related subject (Tourism or Hospitality), including CTH level 4 Diploma or Pearson HNC.
Or international students		Students should hold a regulated academic or vocational qualification equivalent to a UK Level 4 in a related subject (Tourism or Hospitality), for example a CTH Level 4 Diploma, HNC etc.). Equivalence to be evaluated through NARIC.

Or work experience applicants	<p>Evidence of at least three years' work experience in the hospitality and/or tourism industry which must include one year at supervisory or management level.</p> <p>Students should usually have successfully completed secondary education, and preferably have gained a post-school qualification in any subject.</p>
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Qualification Accreditation Requirements

Accreditation

Prospective Centres should apply for approval as 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 CTH accreditation process, or wish to discuss your curriculum requirements.

The CTH accreditation 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 including planning the delivery of courses leading to regulated qualifications, quality assurance and preventing malpractice. A skype conversation with CTH academic and quality staff will form part of the initial accreditation 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.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification.

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

CTH training

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

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

CTH Members Website and resources

Students become CTH Student members when they register for CTH qualifications, and have access to the CTH Members website, as well as a lapel pin and membership badge. The Members website resource is available for both Centre teaching staff and students and contains a wealth of resources. Students can access our online resource library including relevant e-books and journals from EBSCO. Teaching staff can download teaching materials including the CTH Learning Toolkits per unit as well as subject specific PowerPoint slides, past exam papers and assessments and examiner reports.

Assessment opportunities

CTH offer up to five assessment opportunities each year, with associated Exam Boards and Certification. Contact CTH or see the CTH website for more details.

Assessment responsibilities

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

- For assignments, Centres are responsible for marking and internal verification. Student assignments, signed student declarations and progress tutorial reports are sent electronically to CTH, who then moderate student work.
- All examination scripts are returned to CTH for marking and moderation.

Qualification Level, Size and Structure

The CTH Level 5 Advanced Diploma in Hospitality Management is a vocationally related qualification on the UK's Regulated Qualification Framework (RQF) and adheres to the Ofqual requirements for assigning a level to a regulated qualification. These requirements and standard Level Descriptors are contained in an Ofqual publication Ofqual/15/5774, Qualification and Component Levels, available via gov.uk. The document URL is:

<https://www.gov.uk/government/publications/qualification-and-component-levels>

Qualification size

The qualification is designed to be delivered in 1200 hours of TQT (Total Qualification Time) of which 480 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 supervised learning and practice, but may vary by student.
- **Total Qualification Time – TQT**
TQT is made up of Guided Learning Hours plus all other time taken in preparation, study or any form of participation in education and training but 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 pre-recorded webinars or podcasts
- Work placement, self-study, visits to hospitality or tourism outlets, revision and time spent on written assignments.

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

Qualification Structure (Rules of Combination)

The qualification, units and TQT for the CTH Level 5 Diploma in Hospitality Management 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 5 Advanced Diploma in Hospitality Management						
QAN: 601/7131/5						
Students must achieve:						
<ul style="list-style-type: none"> All 7 Mandatory units, providing 120 credits, of which 15 credits are at level 4 and 105 are at level 5 						
Credit value (CV): 120						
Guided Learning Hours (GLH) for Qualification: 480				Total Qualification Time (TQT) for Qualification: 1200		
Mandatory Units						
Unit Code	Unit Title	L	CV	GLH	URN.	Assessment Method
UFTH	Understanding Funding and Finance in Tourism and Hospitality	4	15	80	K/507/3866	Closed book written examination
HRMTHI	Human Resource Management in the Tourism and Hospitality Industry	5	20	60	T/504/4421	Assignment
SMTHI	Strategic Marketing in the Tourism and Hospitality Industry	5	15	60	A/504/4422	Closed book written examination
CRMTHI	Customer Relationship Management in the Tourism and Hospitality Industry	5	15	60	F/504/4423	Assignment or work-based assessment
CITHI	Contemporary Issues in the Tourism and Hospitality Industry	5	15	60	J/504/4424	Closed book written examination
FBM	Food and Beverage Management	5	20	80	T/504/4449	Assignment
FMTHI	Facilities Management in the Tourism and Hospitality Industry	5	20	80	M/504/4451	Assignment or work-based assessment
Advanced Diploma Total (7 units)			120	480		

The level 5 qualification provides progression to a level 6 CTH vocational qualification.

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

Qualification 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.

Qualification 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	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

GRADING CRITERIA

Level 5	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	meets 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 • analyse information, theories and concepts critically • apply theories, concepts and principles beyond the context in which they were first learned • use a wide range of academic research sources • demonstrate evidence of critical evaluation of the suitability of approaches, techniques and models in the area of study • reach balanced conclusions with regard to conflicting theories and arguments • use investigative techniques to solve problems • use research sources and/or theories to make sound and justified judgements and recommendations • recognise how the limits of their knowledge influences the field of study • present work that is clear, coherently structured 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 • present a cogent rationale for recommending developments to theories and principles underpinning the area of study • make reasoned and evidence-based generalisations and deductions from interpretations of data • apply theories, concepts and principles beyond the context in which they were first learned • use a wide range of academic sources of research to identify patterns and trends and substantiate findings and recommendations • adapt problem solving techniques from another context or in an innovative way • present work that is fluently expressed, professionally presented to a range of audiences in a way that conforms with agreed conventions, including Harvard Style academic referencing

Assessment Methodology

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 applicable to this qualification.

Qualification Units

Title	Understanding Funding and Finance in Tourism and Hospitality	
Unit purpose and aim(s)	This unit covers understanding the concepts of financial management and accounting within a hospitality or tourism business; controlling the finances and managing the cash flow and Manage the profitability of a department within a hospitality or tourism business	
URN.	K/507/3866	
Unit Code	UFTH	
Level	4	
Credit value	15	
GLH	80	
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 the sources of funding for both the private and public sectors in the tourism and hospitality industry.	1.1 Describe the main sources of internal funding. 1.2 Describe the main sources of short term external funding. 1.3 Describe a number of sources of long term external funding. 1.4 Describe the role the public sector may have in funding the industry.	
2. Understand the importance of costs, volume and profit for decision making in tourism and hospitality	2.1 Identify costs such as direct, indirect, fixed and variable; and use methods of allocation and apportionment. 2.2 Discuss how the volume of trade can affect income using break-even analysis. 2.3 Show how to use different pricing methods to achieve targeted gross and net profits	
3. Understand the use of management accounting information to assist decision making in tourism and hospitality	3.1 Explain where to find the relevant management accounting information for a given issue. 3.2 Use a range of processes and procedures to aid decision making	
4. Interpret financial accounts to aid in decision making in the tourism and hospitality industry	4.1 Use a number of tools to measure and interpret given financial accounts 4.2 Use the recognised tools shown in 4.1 to make valid suggestions on how to improve the business' performance.	

Title	Human Resource Management in the Tourism and Hospitality Industry	
Unit purpose and aim(s)	This unit covers understanding the principles of human resource (HR) management in the tourism and hospitality industry; leading teams and developing human resources policies	
URN.	T/504/4421	
Unit Code	HRMTHI	
Level	5	
Credit value	20	
GLH	60	
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 the principles underpinning human resource (HR) management in the tourism and hospitality industry	1.1 Analyse the functions of people management and distinguish between leaders and managers 1.2 Identify the respective roles and responsibilities of line managers and the HR function 1.3 Define the personal qualities and managerial skills that are capable of influencing staff behaviour positively 1.4 Explain the links between staff motivation and business performance 1.5 Evaluate the costs and benefits of staff training and development 1.6 Ensure that operational policies and practices are aligned with strategic HR policies	
2 Lead teams in the tourism and hospitality industry	2.1 Communicate expectations and requirements unequivocally 2.2 Lead by example, exhibiting organisational standards of presentation, behaviour and performance 2.3 Arrange for suitable training that meets identified development needs to maximise business benefit 2.4 Deal promptly with problems and underperformance, giving objective and constructive feedback 2.5 5 Identify and manage conflict sensitively but firmly	
3. Develop human resources policies in the tourism and hospitality industry	3.1 Develop HR strategy and systems to implement policies that are consistent with operational priorities, objectives and values 3.2 Manage HR processes in accordance with organisational policy 3.3 Deploy human resources in order to optimise business performance, individual staff satisfaction and retention 3.4 Evaluate the effectiveness of HR policies and processes and recommend improvements	

Title	Strategic Marketing in the Tourism and Hospitality Industry	
Unit purpose and aim(s)	This unit covers contributing to the development of marketing and sales strategies in the tourism and hospitality industry; optimising marketing communications, building strategic partnerships, new product development and understanding the purpose and components of an organisational business plan	
URN.	A/504/4422	
Unit Code	SMTHI	
Level	5	
Credit value	15	
GLH	60	
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 Contribute to the development of marketing and sales strategies in the tourism and hospitality industry	1.1 Evaluate the interface between sales and marketing 1.2 Offer contributions that meet strategic and operational objectives and priorities of a tourism and hospitality business 1.3 Identify sales and marketing targets and objectives that are realistic and relevant to the market 1.4 Assess international and cultural influences in the tourism and hospitality industry	
2 Optimise marketing communications in the tourism and hospitality industry	2.1 Design marketing communications that appeal to a range of target customers 2.2 Optimise the use of a range of different media 2.3 Evaluate the effectiveness of marketing communications	
3 Build strategic partnerships in the tourism and hospitality industry	3.1 Identify gaps and areas of market saturation 3.2 Identify potential partners that are capable of furthering organisational objectives 3.3 Analyse the requirements of production, quality and distribution channels 3.4 Negotiate agreements that are consistent with organisational objectives, priorities and values	
4 Develop new products and/or services (NPD) in hospitality or tourism	4.1 Characterise the market for new or adapted products and/or services 4.2 Generate and screen practicable ideas against agreed criteria through market testing 4.3 Clarify any intellectual property issues 4.4 Price product or service in accordance with pricing strategy	
5 Understand the purpose and components of an organisational business plan in the tourism and hospitality industry	5.1 Identify potential business opportunities that are commensurate with strategic objectives from an analysis of emerging trends 5.2 Ensure the coherence of different functional priorities and plans 5.3 Explain the allocation of operational resources in line with strategic and operational priorities 5.4 Explain the consultation process relating to business planning	

Title	Customer Relationship Management in the Tourism and Hospitality Industry	
Unit purpose and aim(s)	This unit covers developing a customer service strategy in the tourism and hospitality industry; managing customer relationships (CRM) and evaluating customer service	
URN.	F/504/4423	
Unit Code	CRMTHI	
Level	5	
Credit value	15	
GLH	60	
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 Develop a customer service strategy in the tourism and hospitality industry	1.1 Analyse customers' needs at all stages of the buying cycle 1.2 Specify organisational standards of customer service 1.3 Ensure the coherence of the strategy with other organisational strategies, plans and priorities 1.4 Design an after-sales care programme that meets identified customer needs 1.5 Obtain internal and external stakeholders' commitment to the strategy and its implications	
2 Manage customer relationships (CRM) in the tourism and hospitality industry	2.1 Define the scope, types and uses of Customer Relationship Management (CRM) and their implications 2.2 Manage a CRM system that is responsive within agreed customer service standards and is capable of identifying critical customer information 2.3 Ensure the coherence of a CRM strategy, data and activities with those of other departments 2.4 Address procurement and customer service issues identified by CRM information	
3 Evaluate customer service in the tourism and hospitality industry	3.1 Develop an evaluation plan that addresses customer service objectives 3.2 Use evaluation methods and obtain information that is within the agreed budget 3.3 Identify strengths and areas for improvement 3.4 Develop measures to improve customer service that are consistent with organisational objectives, priorities and values	

Title	Contemporary Issues in the Tourism and Hospitality Industry	
Unit purpose and aim(s)	This unit covers understanding how to identify emerging issues in the tourism and hospitality industry and examining their impact	
URN.	J/504/4424	
Unit Code	CITHI	
Level	5	
Credit value	15	
GLH	60	
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 to identify emerging issues in the tourism and hospitality industry	1.1 Use information sources that are relevant to the identification of issues 1.2 Analyse information using accepted analytical techniques 1.3 Evaluate the use of systems thinking as a means of identifying emerging issues 1.4 Assess the reliability and validity of media information 1.5 Evaluate the implications of ethics and social responsibility	
2 Examine the impact of emerging issues in the tourism and hospitality industry	2.1 Assess the relevance and potential seriousness of emerging issues 2.2 Identify who may be affected and in what way 2.3 Assess the attitudes of stakeholders to emerging issues 2.4 Identify how emerging issues may affect a business (eg strategic, financial, operational, environmental, political, technological, reputation, ethical, customer reaction, consumer rights) in the short and long term 2.5 Analyse the potential implications of emerging issues and the possible consequences of non-action 2.6 Assess the role of a project team in addressing emerging issues 2.7 Evaluate the role of knowledge management in addressing emerging issues	

Title	Food and Beverage Management	
Unit purpose and aim(s)	This unit covers developing food and beverage operations, understanding the management of food and beverage operations and evaluating their effectiveness	
URN.	T/504/4449	
Unit Code	FBM	
Level	5	
Credit value	20	
GLH	80	
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 Develop food and beverage operations	1.1 Characterise the market environment and identify the needs of customers 1.2 Specify goals and quality standards and develop costed ideas and concepts to meet identified needs 1.3 Specify design aspects that will create the desired atmosphere and conform with corporate identity 1.4 Develop menus and drinks lists that meet a range of requirements 1.5 Design safe, efficient and hygienic kitchen, service and storage systems 1.6 Explain how to comply with the legal considerations of food and beverage operations	
2 Understand the management of food and beverage operations	2.1 Develop procurement systems and controls to ensure that volumes and quality of purchases are maintained within budget 2.2 Assure the quality and reliability of products and services through effective management of supplier contracts 2.3 Allocate resources to meet the needs of changing priorities 2.4 Ensure that organisational standards of efficiency, courtesy, personal presentation and hygiene are maintained at all times 2.5 Develop promotional activities that are appropriate to the type of food and beverage operation	
3 Evaluate the effectiveness of food and beverage operations	3.1 Specify a range of realistic quantitative and qualitative performance indicators 3.2 Develop customer satisfaction and feedback systems 3.3 Identify business opportunities from an analysis of competitor information 3.4 Identify shortfalls in performance against targets and objectives	

Title	Facilities Management in the Tourism and Hospitality Industry	
Unit purpose and aim(s)	This unit covers evaluating the role of a facilities manager in a hospitality or tourism organisation; ensuring the facilities of a hospitality or tourism organisation meet health, safety and environmental requirements and maintaining and developing the facilities of a hospitality or tourism organisation premises	
URN.	M/504/4451	
Unit Code	FMTHI	
Level	5	
Credit value	20	
GLH	80	
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 Evaluate the role of a facilities manager in a hospitality or tourism organisation	1.1 Assess the scope of facilities management in meeting customers' and other stakeholders' needs 1.2 Assess the role and responsibilities of a facilities manager 1.3 Assess the issues in outsourcing the facilities function 1.4 Assess the quality of existing and potential suppliers and identify suppliers that meet procurement criteria 1.5 Negotiate contracts for the supply of goods and services that offer best value for money	
2 Optimise the facilities of a hospitality or tourism organisation	2.1 Determine the factors that affect the use of space and analyse current and likely future user requirements for space 2.2 Appraise options for capital investment and determine the costs and benefits of a possible capital investment project 2.3 Forecast expected income and investment costs for a capital investment project	
3 Ensure the facilities of a hospitality or tourism organisation meets health, safety and environmental requirements	3.1 Explain the legislative requirements of health, safety and the environment (including sustainability) 3.2 Identify risks, problems and security issues using risk assessment methods 3.3 Recommend procedures for monitoring organisational health, safety and sustainability standards	
4 Maintain and develop the facilities of a hospitality or tourism organisation premises	4.1 Ensure that the premises are secured and maintained to organisational and environmental standards and practices 4.2 Explain the provisions of the contract with technical services and maintenance suppliers 4.3 Identify the need for improvements to facilities that are likely to enhance business efficiency and environmental good practice 4.4 Implement changes that are consistent with business objectives and that are likely to enhance business efficiency	

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. **Assessment type:** Written examination

Unit: Strategic Marketing in the Tourism and Hospitality Industry

2. **Assessment type:** Assignment

Unit: Customer Relationship Management in the Tourism & Hospitality Industry

Sample Assessments

Strategic Marketing in the Tourism and Hospitality Industry (A/504/4422)

Assessment methodology
Closed book written examination



SMTHI

Strategic Marketing in the Tourism and Hospitality Industry

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.

SMTHI EXAMINATION RECORD

The Learning outcomes and assessment criteria for the Strategic Marketing in the Tourism and Hospitality 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: Contribute to the development of marketing and sales strategies in the tourism and hospitality industry

- 1.1 Evaluate the interface between sales and marketing
- 1.2 Offer contributions that meet strategic and operational objectives and priorities of a tourism and hospitality business
- 1.3 Identify sales and marketing targets and objectives that are realistic and relevant to the market
- 1.4 Assess international and cultural influences in the tourism and hospitality industry

Learning Outcome 2: Optimise marketing communications in the tourism and hospitality industry

- 2.1 Design marketing communications that appeal to a range of target customers
- 2.2 Optimise the use of a range of different media
- 2.3 Evaluate the effectiveness of marketing communications

Learning Outcome 3: Build strategic partnerships in the tourism and hospitality industry

- 3.1 Identify gaps and areas of market saturation
- 3.2 Identify potential partners that are capable of furthering organisational objectives
- 3.3 Analyse the requirements of production, quality and distribution channels
- 3.4 Negotiate agreements that are consistent with organisational objectives, priorities and values

Learning Outcome 4: Develop new products and/or services (NPD) in hospitality or tourism

- 4.1 Characterise the market for new or adapted products and/or services
- 4.2 Generate and screen practicable ideas against agreed criteria through market testing
- 4.3 Clarify any intellectual property issues
- 4.4 Price product or service in accordance with pricing strategy

Learning Outcome 5: Understand the purpose and components of an organisational business plan in the tourism and hospitality industry

- 5.1 Identify potential business opportunities that are commensurate with strategic objectives from an analysis of emerging trends
- 5.2 Ensure the coherence of different functional priorities and plans
- 5.3 Explain the allocation of operational resources in line with strategic and operational priorities
- 5.4 Explain the consultation process relating to business planning

EXAM QUESTIONS

Please note: ALL questions are compulsory

Question 1	<p>All your answers to Question 1 should be related to your chosen organisation. For a hotel, travel agency or tour operator in a location of your choice:</p> <ul style="list-style-type: none"> • Compare and contrast the roles of sales and marketing within the organisation. • Distinguish between the organisation's strategic and operational objectives. Give examples of each plus two sales targets you could establish. Discuss how these targets would be achieved. • Describe how cultural influences impact on the tourism and hospitality industry in the location you have identified. 	20 marks
Question 2	<p>You are undertaking a summer internship within a hotel or travel agency and you have been asked to prepare marketing communications that will appeal to a range of target customers.</p> <p>2.1 Discuss the overall objectives of a marketing communication strategy within the business.</p> <p>2.2 Identify two different media you would use to promote the business and discuss their advantages and disadvantages.</p> <p>2.3 Explain how you would evaluate the effectiveness of marketing communications.</p>	20 marks
Question 3	<p>3.1 Building strategic partnerships in tourism and hospitality is crucial in many of the larger organisations. Discuss how strategic partners could help a tourism and hospitality department to further its organisational objectives. Give an example to support your answer.</p> <p>3.2 Explain how you would identify an area of market saturation, and what you would recommend to your organisation.</p> <p>3.3 Differentiate between the requirements of production and distributions channels within a tourism or hospitality organisation.</p> <p>3.4 Evaluate the key steps involved in a negotiation meeting.</p>	20 marks

Question 4	<p>Hospitality and tourism organisations need to develop new products and services in order to remain competitive within the industry. Discuss the following with reference to a tourism or hospitality organisation:</p> <ul style="list-style-type: none"> • How would the organisation characterise the market for new or adapted products or services. • Explain the purpose and implementation of market testing. • Define the term 'intellectual property' and explain its function when developing new products and services. • Describe the key aspects of a pricing strategy and how the organisation would implement it. 	20 marks
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Question 5	<p>Explain the purpose of an organisational business plan in the tourism or hospitality industry. In your answer discuss the following:</p> <ul style="list-style-type: none"> • The analysis of emerging trends in hospitality and tourism • How to match functional priorities and plans • The key aspects of allocating operational resources • Consultation processes 	20 marks
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**Customer Relationship Management in the Tourism
and
Hospitality Industry
(F/504/4424)**

Assessment methodology
Assignment

Unit title	Customer Relationship Management in the Tourism and Hospitality Industry
URN	F/504/4424
Credit value	15
Level	5
Code	CRMTHI

This unit may be assessed either by assignment or work-based assessment. Centres may decide which method will be used. This document relates to assignments. Separate documentation is available for work-based assessments.

Assignment instructions

Students must base their assignments on their own working practice in their place of work or in an organisation that is known to them. They 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 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 - Customer relationship management in the tourism and hospitality industry

Students are required to select an organisation in the Tourism or Hospitality Industry and prepare a 4,000 word report discussing how a customer service strategy is developed within their chosen organisation as well as how customer relationship management is implemented and customer service evaluated.

The organisation should be researched with particular reference to the following areas:

- Customer service strategies
- Customer relationship management
- The evaluation of customer service

Outline

Students are required to conduct relevant and adequate primary and secondary research on the chosen organisation. The student should therefore be able to visit the selected organisation.

Students should include a brief introduction to the organisation 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 quoted from the selected organisation;

Development of a customer service strategy

- analysis of customers' needs,
- specifying organisational customer service standards
- ensuring coherence with other strategies and activities
- designing an aftercare program and obtaining stakeholders' commitment

Management of customer relationships

- defining the scope and uses of a CRM
- managing a responsive CRM,
- ensuring coherence of a CRM strategy with other activities
- addressing CRM-identified procurement and customer service issues

Evaluation of customer service

- developing a customer service evaluation plan
- using appropriate evaluation methods to identify strengths and weaknesses
- developing measures to improve customer service

Students should demonstrate application of theory and knowledge to their chosen organisation and ensure they have addressed the assessment criteria for the unit.

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

Task instructions		
Task - Customer service strategy, relationships and evaluation – 100%		
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:		
Assessment criteria	LO/AC ref	Marks
1 Analyse customers' needs, specify organisational customer service standards, ensuring coherence with other strategies and activities, design an aftercare programme and obtain stakeholders' commitment	LO1, 1.1, 1.2, 1.3, 1.4, 1.5	40
2 Define the scope and uses of a CRM, manage a responsive CRM, ensure coherence of a CRM strategy with other activities and address CRM-identified procurement and customer service issues	LO2, 2.1, 2.2, 2.3, 2.4	30
3 Develop a customer service evaluation plan, use appropriate evaluation methods to identify strengths and weaknesses and develop measures to improve customer service	LO3, 3.1, 3.2, 3.3, 3.4	30
The word limit is 4,000 words		

CONTACT CTH

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

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