
**CTH LEVEL 5 ADVANCED
DIPLOMA IN
TOURISM MANAGEMENT
(QAN: 601/7135/2)**

**QUALIFICATION
SPECIFICATION**

DECEMBER 2017

CONTENTS

Introduction to the CTH Level 5 Advanced Diploma in Tourism Management.....	2
Introduction.....	2
Aims of the Qualification.....	2
Access and 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	13
Qualification Units (details).....	14
Sample Assessments.....	22
Sample Closed Book Written Examination.....	23
Sample Assignment.....	27
Contact CTH.....	28

Introduction to the CTH Level 5 Advanced Diploma in Tourism Management

Introduction

The purpose of this qualification specification is to provide an overview of the CTH Level 5 Advanced Diploma in Tourism 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	<p>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.</p> <p>The qualification is assessed by written assignments and examinations in the English language; high level language skills are essential.</p>
	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>

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 Tourism 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 1,200 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 Advanced 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 Tourism Management						
QAN: 601/7135/2						
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 credits 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
TOM	Tour Operations Management	5	20	80	J/504/4455	Assignment

CTH Level 5 Advanced Diploma in Tourism Management Qualification Specification

STDD	Sustainable Tourism and Destination Development	5	20	80	D/504/4459	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.

CTH Level 5 Advanced Diploma in Tourism Management Qualification Specification

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

CTH Level 5 Advanced Diploma in Tourism Management Qualification Specification

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	
QAN	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	
QAN	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 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	
QAN	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	
QAN	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	

<p>3 Evaluate customer service in the tourism and hospitality industry</p>	<p>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</p>
--	---

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	
QAN	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	Tour Operations Management	
Unit purpose and aim(s)	This unit covers understanding the global market for tour operations; compiling and marketing an international tour/package holiday and understanding the international legal framework within tour operations	
QAN	J/504/4455	
Unit Code	TOM	
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 Understand the global market for tour operations	1.1 Identify the characteristics of the global tour operations market 1.2 Develop tour concepts, ideas and criteria that align with organisational objectives and priorities and identified market needs	
2 Compile an international tour	2.1 Develop a tour that meets objectives and the specification 2.2 Evaluate a range of destinations against agreed criteria 2.3 Evaluate the benefits and risks associated with different types of tours 2.4 Set a pricing structure that is realistic and attractive to identified potential customers 2.5 Negotiate partnerships and alliances that will deliver requirements to agreed quality standards within budget 2.6 Develop contingency management processes that are appropriate to the nature of the tour	
3 Market international tours	3.1 Specify marketing methods appropriate to the target market 3.2 Negotiate mechanisms and outlets for the sale of international tours that are appropriate to the target market 3.3 Manage the sale of international tours to agreed quality standards and budgets	
4 Understand the legal framework within international tour operations	4.1 Assess the impact of current legislation on tour operators 4.2 Explain the rights of customers and travellers 4.3 Assess insurance requirements and the need for financial protection 4.4 Analyse the impact of consumer rights on tour operators 4.5 Analyse the influence of stakeholders and explain the role of government authorities overseas	

Title	Sustainable Tourism and Destination Development	
Unit purpose and aim(s)	This unit covers an understanding of the scope and management of sustainable tourism and its environment and destination development	
QAN	D/504/4459	
Unit Code	STDD	
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 Understand the scope of sustainable tourism and its environment	1.1 Evaluate the scope of sustainable tourism 1.2 Assess the potential market for a sustainable tourist destination 1.3 Assess the limitations of sustainable tourism	
2 Understand sustainable destination development	2.1 Scope the potential tourist market of a sustainable destination 2.2 Assess the impact of tourism on the environment and develop a sustainable tourism strategy that maximises business potential 2.3 Assess the socio-cultural factors that have an impact on sustainable destination development 2.4 Assess the influence of public and private sector involvement 2.5 Analyse the role of local, regional and national government on the development of a sustainable destination	
3 Understand the management of a sustainable tourist destination	3.1 Analyse the factors that may have an impact on the management of sustainable destinations 3.2 Assess the nature and significance of a holistic approach to sustainable destination development 3.3 Evaluate the marketing concepts underpinning sustainable tourism 3.4 Evaluate the management principles and practices underpinning sustainable tourism destinations 3.5 Design control mechanisms that are appropriate to the preservation of the sustainable destination	

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. **Assessment type:** Written examination

Unit: Contemporary Issues in the Tourism and Hospitality Industry

2. **Assessment type:** Assignment

Unit: Tour Operation Management

**Contemporary Issues in the Tourism and
Hospitality Industry
(J/504/4424)**

Assessment methodology
Closed book written examination



CITHI

Contemporary Issues in the Tourism and Hospitality 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
- 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.
- **All questions 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.
- 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.

CITHI EXAMINATION RECORD

The Learning outcomes and assessment criteria for the Contemporary Issues 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 students achieved the following:

Learning Outcome 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

Learning Outcome 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

All questions are compulsory and carry a total of 100 marks

Question 1	<p>Being prepared to deal with emerging issues that may affect tourism and hospitality industries will help organisations to be successful. Give an example of an emerging issue to support your answer.</p> <ul style="list-style-type: none"> • Apply accepted analytical techniques, including the use of systems thinking, to identify an emerging issue that will affect either a hospitality or tourism organisation • Assess and evaluate the relevant sources of information that can be employed • Explain in detail how media information can be used and how reliable and valid that information can be • Evaluate the roles of ethics and social responsibility in identifying emerging issues. 	LO 1
		40 marks
Question 2	<p>For two emerging issues affecting the tourism and hospitality industry evaluate the following:</p> <ul style="list-style-type: none"> • How relevant and potentially serious are the issues? • Who would be affected by these emerging issues and in what way? • The attitudes of those stakeholders who would be affected by the emerging issues. 	LO 2
		20 marks
Question 3	<p>For a tourism or hospitality business of your choice:</p> <ul style="list-style-type: none"> • Identify two emerging issues and how they could affect the business in both the short and long term. • Analyse the potential implications of these emerging issues on the business • Identify how non-action would affect the business • Assess how a project team could address emerging issues • Evaluate the function of knowledge management in addressing emerging issues 	LO 2
		40 marks

**Tour Operation Management
(J/504/4455)**

Assessment methodology
Assignment

Unit title	Tour Operations Management
QAN	J/504/4455
Credit value	20
Level	5
Unit Code	TOM

This unit may be assessed by assignment.

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% 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.

Assessment task – Tour Operations Management

Outline

Students are required to show an understanding of the tour operations industry and prepare a 4,000-word report to include the characteristics of the global market for tour operations; an example of an international tour taking into consideration objectives, specifications, pricing structures and customer choices; how to market international tours and the implications of the legal framework within international tour operations.

The following area should be evaluated in detail supported by examples:

The global market for tour operations

- Identify the characteristics of the global tour operations market
- Develop tour concepts, ideas and criteria that align with organisational objectives and priorities and identified market needs.

Compiling an international tour

- Develop a tour that meets objectives and the specification
- Evaluate a range of destinations against agreed criteria
- Evaluate the benefits and risks associated with different types of tours
- Set a pricing structure that is realistic and attractive to identified potential customers
- Negotiate partnerships and alliances that will deliver requirements to agreed quality standards within budget
- Develop contingency management processes that are appropriate to the nature of the tour

Marketing international tours

- Specify marketing methods appropriate to the target market
- Negotiate mechanisms and outlets for the sale of international tours that are appropriate to the target market
- Manage the sale of international tours to agreed quality standards and budgets.

Understanding the legal framework within international tour operations

- Assess the impact of current legislation on tour operators
- Explain the rights of customers and travellers
- Assess insurance requirements and the need for financial protection
- Analyse the impact of consumer rights on tour operators
- Analyse the influence of stakeholders and explain the role of government authorities overseas

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

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

Task instructions		
Task – Tour Operations Management – 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 Identify the characteristics of the global tour operations market and develop tour concepts, ideas and criteria that meet identified needs	LO1, 1.1, 1.2	20
2 Develop a tour that meets agreed objectives, evaluate a range of destinations, evaluate the benefits and risks of different types of tours, set realistic pricing structures, negotiate partnerships and alliances to agreed standards and develop suitable contingency management processes	LO2, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	25
3 Specify appropriate marketing methods for the target market, negotiate sales mechanisms and outlets and manage the sale of international tours to agreed standards and budgets	LO3, 3.1, 3.2, 3.3	25
4 Assess the impact of legislation on tour operations, explain the rights of customers and travellers, assess the requirements for insurance and financial protection, analyse the impact of consumer rights on tour operators and analyse the influence of stakeholders and the role of government authorities overseas	LO 4, 4.1, 4.2, 4.3, 4.4	30
The word count 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

Website:

www.cthawards.com

Contact us via:

Email: Please use contact email: info@cthawards.com

Telephone: CTH switchboard +44 (0)207 258 9850.

Skype: CTH Awards

Twitter: @cthawards

Facebook: cthawards

CTH is a not for profit company limited by guarantee. Registered in England No. 2090576

