CTH LEVEL 6 PROFESSIONAL DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

(QAN – 601/2082/4)

QUALIFICATION SPECIFICATION

DECEMBER 2017

CONTENTS

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

Introduction

The purpose 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, 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 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, or be given support by centres to acquire academic study skills at degree level for this qualification, and directed independent learning guidance and support.

The qualification is at the same level as the final year of a UK undergraduate degree.

Requirement for:		Admission requirements
All students	Minimum age	19 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 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.
	Study skills	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.
UK students		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.
Or International students		Students should hold a regulated academic or vocational qualification equivalent to a UK Level 5, for example a CTH Level 4 Diploma, or recognised Chinese 3-year Diploma. Equivalence to be evaluated through NARIC.
Or Work experience applicants		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.

Progression to a university BA/BSc in Tourism and Hospitality or related subject:

Students wishing to 'top-up' their CTH Level 6 qualification to a Bachelor's degree should normally have achieved a Merit profile in this qualification and have IELTS 6.0 when applying.

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 considers 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 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 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/qualication-and-component-levels

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 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.

Structure

The qualification, units and TQT 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: 601/2082/4						
Students must achieve: • Both mandatory units, providing a combined 70 credits • 2 units from the optional group, providing a combined 50 credits I.e. a total of 120 credits, **all at level 6**						
Credit value (CV): 120						
Guided Learning Hours (GLH) for Qualification: 420				**Total Qualification Time (TQT) for Qualification:** 1200		
Mandatory Units						
Unit Code	**Unit Title**	**L**	**CV**	**GLH**	**URN.**	**Assessment Method**
SIBE	The Strategic Impact of the Business Environment	6	35	105	M/503/6110	Assignment
EITI	Emerging Issues in the Tourism Industry	6	35	105	A/503/6109	Closed book written examination
Optional Group (2 from 4)						
BSHT	Business Strategy for Hospitality and Tourism	6	25	105	T/503/6111	Assignment
MEHT	Managing Events for Hospitality and Tourism	6	25	105	A/503/6112	Assignment
QMHT	Quality Management for Hospitality and Tourism	6	25	105	F/503/6113	Closed book written examination
MSHT	Marketing Strategies for Hospitality and Tourism	6	25	105	J/503/6114	Assignment
Professional Diploma Total (4 units)			**120**	**420**		

The level 6 qualification provides progression to a level 7 CTH vocational qualification.

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

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.

Level 6	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	have major weaknesses or have not fulfilled the CTH academic regulations	meet the requirements of the assessment criteria and learning outcomes	- meet the requirements of the assessment criteria and learning outcomes - demonstrate evidence of critical analysis to evaluate principles and concepts in the area of study - evaluate complex information and resolves conflicting information and situations - apply theories, principles and concepts to the area of study to provide insight into complex or conflicting information or situations - develop coherent and credible arguments justified from a wide range of academic research. - question assumptions, inconsistencies and areas of doubt within the field of study. - use tried and tested approaches to problem solving to create practicable solutions - use a wide range of academic research sources and theories to justify recommendations	- meet the requirements of the assessment criteria and learning outcomes - apply theories, principles and concepts beyond the area of study to create innovation insights into complex or conflicting information or situations - evaluate the implications of actions, methods and results and their consequences - make rational and substantiated judgements in complex and unpredictable contexts within the field of study - use a wide range of academic research sources and theories to justify recommendations - reconcile uncertainties and ambiguities in the area of study - adapt and synthesise different approaches to problem solving to create innovative insights and solutions - present work that is persuasively argued and

			• present work that is articulate and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing	professionally presented in conformity 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.

Assessment Units

Title	The Strategic Impact of the Business Environment
Unit purpose and aim(s)	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. 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. 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.
URN.	M/503/6110
Unit Code	SIBE
Level	6
Credit value	35
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria 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	1.1 Examine the current business environment issues that impact on Hospitality and Tourism Organisations 1.2 Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations
2. Analyse how changes in the business environment affect the strategy of a Hospitality and Tourism Organisation	2.1 Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market 2.2 Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving 2.3 Analyse the internal factors that impact on Hospitality and Tourism Organisations strategic performance 2.4 Make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes

Title	**Emerging Issues in The Tourism Industry**
Unit purpose and aim(s)	EITI Students will understand the issues and develop their ability to critically appraise the development of strategic tourism initiatives and plans. Students will be able to examine cultural and urban tourism issues that impact on local people and lifestyles and have an appreciation of the ways in which effective tourism can bring positive benefits to the destination and its local people. Students will examine the issues relating to the impact of tourism on fragile, pristine and (usually) protected areas identifying how effective tourism can bring positive benefits to the destination.
URN.	A/503/6109
Unit Code	EITI
Level	6
Credit value	35
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:
1. Critically appraise the strategic impact of culture and urban tourism on different worldwide destinations	1.1 Analyse the issues to be considered in the development of urban tourism 1.2 Analyse the issues to be considered in the development of cultural tourism 1.3 Critically analyse the impacts of urban and cultural tourism
2. Critically appraise the strategic impact of ecotourism on different worldwide destinations	2.1 Examine the key trends and developments of eco-tourism 2.2 Identify the issues that impact on the development of nature tourism 2.3 Assess the impacts of eco tourism on nature and wildlife environments

Title	Business Strategy for Hospitality and Tourism
Unit purpose and aim(s)	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.
	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.
URN	T/503/6111
Unit Code	BSHT
Level	6
Credit value	25
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria 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	1.1 Critically analyse the internal business environment for a Hospitality and Tourism Organisation 1.2 Critically analyse the external business environment for a Hospitality and Tourism Organisation
2. Develop a strategic plan for a Hospitality and Tourism Organisation	2.1 Critically evaluate options for strategic growth for a Hospitality and Tourism Organisation 2.2 Identify and critically evaluate the strategic options for gaining competitive advantage 2.3 Make justified recommendations as to the strategic direction for a Hospitality and Tourism Organisation 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
3. Develop a strategic implementation plan	3.1 Assess the role of integrated operational plans in implementing business strategy 3.2 Evaluate the factors that may affect the implementation of a Hospitality or Tourism Organisations strategy 3.3 Develop a communications plan to assist the implementation of strategy 3.4 Assess the use of targets and budgets as a form of control when implementing strategic plans

Title	**Managing Events for Hospitality and Tourism**
Unit purpose and aim(s)	MEHT Students will develop an understanding of the event industry and the unique aspects of managing events. Students will develop the ability to apply operational and service quality management techniques to event management and make improvements to the event management process that will enhance the customer experience.
URN	A/503/6112
Unit Code	MEHT
Level	6
Credit value	25
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:
1. Critically evaluate the issues involved in managing events for Hospitality and Tourism	1.1 Appraise the size, nature and structure of the event industry 1.2 Analyse the complexities of event management
2. Develop plans for managing events for the Hospitality and Tourism industry	2.1 Critically evaluate event management processes 2.2 Critically analyse the integration of operations management theory within the context of event management 2.3 Critically analyse the integration of service quality theory and application within events management

Title	**Quality Management for Hospitality and Tourism**
Unit purpose and aim(s)	QMHT Students will gain an understanding of the role of quality management in improving customer service levels for Hospitality and Tourism operations.
	Students will develop skills to enable them to make recommendations to amend quality improvement processes to improve the customer experience.
URN	F/503/6113
Unit Code	QMHT
Level	6
Credit value	25
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria 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

Title	**Marketing Strategies for Hospitality and Tourism**
Unit purpose and aim(s)	MSHT Students will develop the ability to contribute to the strategic marketing of Hospitality and Tourism Organisations and products through critical understanding of the strategic issues affecting and informing marketing strategy in the industry sectors. Students will be able to demonstrate a clear understanding of the role that public relations plays in implementing marketing strategy and communicating with Hospitality and Tourism Organisations' key stakeholders.
URN	J/503/6114
Unit Code	MSHT
Level	6
Credit value	25
GLH	105

Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:
1. Contribute to the development of marketing strategies for Hospitality and Tourism Organisations	1.1 Critically evaluate the role of relationship marketing in marketing strategy 1.2 Critically evaluate the role of branding in marketing strategy 1.3 Discuss the impacts of technology on marketing strategy for Hospitality and Tourism Organisations
2. Critically evaluate how public relations can contribute to marketing strategy for Hospitality and Tourism Organisations	2.1 Discuss the role public relations plays in marketing strategy for Hospitality and Tourism Organisations 2.2 Appraise public relation's tactics in the context of marketing strategies for Hospitality and Tourism

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. Assignment type: Written Examination

   Unit: Emerging Issues in the Tourism Industry

2. Assessment type: Assignment

   Unit: The Strategic Impact of the Business Environment

Emerging Issues in the Tourism Industry

(A/503/6109)

Assessment methodology
Written examination

EITI

Emerging Issues in the Tourism Industry

Mock Examination

Instructions

- **Three hours** are allowed for this paper which carries a total of **100 marks**
- Do not begin writing until instructed to by the invigilator
- Read these instructions carefully before answering any questions
- **All answers are to be written in blue or black ink.**
- Make sure that your **name, CTH membership number, centre name** and the **unit title** are clearly marked on any additional pages you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- **All the questions in this examination are compulsory**
- You must attempt all questions to gain a pass. The number of marks allocated to each question is given next to the question and you should spend time in accordance with that allocation.
- **Ensure that you allow time at the end to review your answers before handing in your paper.**
- You may find it helpful to make rough notes in the answer booklet, these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each question part.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

EITI EXAMINATION RECORD

The Learning outcomes and assessment criteria for the Emerging Issues in the Tourism Industry unit are as follows. Please ensure that when you answer the questions on pages 3 and 4 that you do answer every sub section of every question.

This page is for background information on the unit only and is not part of the examination.

Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether candidates achieved the following:
Learning Outcome 1: Critically appraise the strategic impact of culture and urban tourism on different worldwide destinations
1.1 Analyse the issues to be considered in the development of urban tourism
1.2 Analyse the issues to be considered in the development of cultural tourism
1.3 Critically analyse the impacts of urban and cultural tourism
Learning Outcome 2: Critically appraise the strategic impact of ecotourism on different worldwide destinations
2.1 Examine the key trends and developments of eco-tourism
2.2 Identify the issues that impact on the development of nature tourism
2.3 Assess the impacts of eco tourism on nature and wildlife environments

EXAM QUESTIONS

Please note: ALL questions are compulsory

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

| Question 2 | 2.1
Ecotourism has the potential to seriously impact local communities, largely due to the tendency of ecotourists to have a greater interest in the culture and nature of the areas they visit, as compared to mass tourists (McMinn, 1997).

Analyse this statement for a destination of your choice, identifying the key trends and developments in the area. Give examples to support your answer.

2.2
For a country of your choice, explain how nature tourism is being developed to encourage tourism, protect the environment and serve the needs of the local people. Analyse the benefits and disadvantages to the chosen country, giving examples to illustrate your answer.

2.3
Sustainable strategies are being used to reduce environmental damage to nature and wildlife tourist areas. Describe these strategies using examples from places you have studied. | **50 marks** |

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

Assessment methodology
Assignment

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

This unit is assessed by assignment.

Assignment instructions

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

Assignments must:

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;

- include a brief introduction to the assignment;

- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;

- make clear connections between theory and practice;

- provide a demonstration of the practical application of theory in the workplace;

- cite references in accordance with Harvard System;

- be presented in report format;

- be within 10% of the required word count;

- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the students and tutor's declaration.

Assignment task - The Strategic Impact of the Business Environment

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

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

Outline

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

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

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

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

Analyse how a Hospitality and Tourism business environment changes and evolves

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

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

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

Assignment task - The Strategic Impact of the Business Environment

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

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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