



**CTH LEVEL 3 FOUNDATION
DIPLOMA IN
TRAVEL AND TOURISM
(OFQUAL - 601/8150/3)**

**QUALIFICATION
SPECIFICATION**

DECEMBER 2017

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Introduction to the CTH Level 3 Foundation Diploma in Travel and Tourism Qualification Specification

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INTRODUCTION

The purpose of this document is to explain the aims, structure, and content of the CTH Level 3 Foundation Diploma in Travel and Tourism. This is a bespoke qualification developed for GSM London.

This document includes the learning outcomes, assessment criteria and indicative content for each unit. In this document, there is guidance relating to learning, teaching and assessment strategies for these qualifications and an explanation of the assessment quality assurance processes.

Aims of the Qualification

The aims are to provide a qualification that:

- 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

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

CTH accredited centres will assess all applicants to ensure they are able to meet the demands of the course, and provide any support necessary for their students.

Applicant profile	Recommended entry requirements
CTH students and Associate Members Applicants from other regulated awarding organisations	1. CTH or other regulated vocational qualification at a level appropriate for the level of the qualification applied for (i.e. Level 2) and 2. Minimum IELTS 4.5 or other evidence of competence in English at this level
Other students	<ul style="list-style-type: none"> • Completed full time secondary or high school education up to age 16 • No requirement for work experience in the hospitality and/or tourism industry and <ul style="list-style-type: none"> • Minimum IELTS 4.5 or other evidence of competence in English at this level

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 3 Foundation Diploma in Travel and Tourism 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 650 hours of TQT (Total Qualification Time) of which 375 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)

This vocational qualification is approved by Ofqual and is included on the Register of Regulated Qualifications.

The qualification is at Level 3 and designed to be 65 credits. The qualification conforms to the relevant level descriptors as developed by Ofqual. One credit represents ten hours of study at any specified level, therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of 650 hours (total qualification time). This figure includes but is not limited to formal classes, self-study, revision and assessment. However, students completing this qualification should also be able to demonstrate their ability as independent students.

The credit values and unit structures for the qualification are set out in the following table.

The qualification structure is below, please note all units are mandatory.

Level 3 Foundation Diploma in Travel and Tourism						
QAN: 60181503						
Qualification ID: 128			Membership ID: 304			
Students must achieve All 4 Mandatory units, providing a combined 65 credits, all at level 3						
Credit value (CV): 65			Qualification Level (L):			
Guided Learning Hours (GLH) for qualification: 375			Total Qualification Time (TQT) for Qualification: 650			
Mandatory units						
Unit Code	Unit Title	L	CV	GLH	Ofqual no.	Assessment Method
TTO	Travel and tourism operations	3	15	80	F/504/4387	Assignment
TG	Travel geography	3	15	80	Y/504/4394	Assignment
FTH	Finance in tourism and hospitality	3	15	80	M/507/3867	Closed book written exam
MT	Management for tourism	3	20	135	R/506/3591	Assignment
Diploma Total (4 units)			65	375		

This qualification provides for progression to other qualifications, particularly to CTH's qualifications at Level 4. Further details of articulation agreements with universities can be obtained via the CTH website at: <http://www.cthwards.com>

Assessment

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 for this qualification will be carried out by both assignments and a closed book written examination. 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.

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.

Grading criteria:

Level 3	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:
	<ul style="list-style-type: none"> • do not meet the requirements of the assessment criteria and learning outcomes of the unit 	<ul style="list-style-type: none"> • 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 • demonstrate a level of understanding of key issues in the area of study • interpret and evaluate correctly key concepts and models • apply a range of theories relevant to the area of study • use a range of research and investigative techniques • produce work that is well presented, clear and well structured, with sources clearly referenced 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study • provide a good level of interpretation and evaluation of concepts and models • show some evidence of original thinking • apply a range of theories in different contexts • use a range of research and investigative techniques to solve problems • make well-argued conclusions or recommendations • present work that is neat, clear, well-structured and coherent, with sources clearly referenced

Qualification Units

Title	Travel and Tourism Operations		
Unit purpose and aim(s)	This unit covers assessing the tourism sector and the factors that affect participation in tourism, delivering travel and tourism services and tour guiding services		
Ofqual ref	F/504/4387		
Level	3		
Credit value (CV)	15	Guided Learning Hours (GLH)	80
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 Assess the tourism sector	1.1 Explain the factors that affect the development of the tourist sector 1.2 Explain the factors that contribute to the development of tourism 1.3 Assess the extent, quality and diversity of tourism provision 1.4 Explain the distribution chain in the tourist sector 1.5 Explain the nature and role of intermediaries		
2 Assess the factors that affect participation in tourism	2.1 Define the socio-economic factors that affect tourism 2.2 Define the motivators for travel and their implications 2.3 Identify the way in which psychographic factors affect participation in tourism		
3 Deliver travel and tourism services	3.1 Define travel agency products and services 3.2 Maintain attractive and up to date publicity and sales materials 3.3 Suggest products and services that best meet customers' needs 3.4 Recommend optimum travelling times and modes of transport that meet budgetary limitations 3.5 Offer viable alternatives within budget		
4 Deliver tour guiding services	4.1 Identify tour guiding processes and standards 4.2 Communicate with customers in a way that they can understand 4.3 Project a friendly, professional and knowledgeable image 4.4 Manage problems in accordance with organisational procedures		

Title	Travel Geography		
Unit purpose and aim(s)	This unit covers understanding the features of travel geography, patterns of domestic and international tourism and the nature of tourism destinations		
Ofqual ref	Y/504/4394		
Level	3		
Credit value (CV)	15	Guided Learning Hours (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 features of travel geography	1.1 Identify geographical and geological features of a tourist region 1.2 Identify meteorological features of a tourist region 1.3 Assess the geographical appeal of international travel destinations for different types of tourist		
2 Understand patterns of domestic and international tourism	2.1 Explain the role of travel geography in tourism 2.2 Assess the patterns of tourism and their advantages and disadvantages 2.3 Identify the inter-relationships of core and peripheral regions of world tourism 2.4 Assess the economic value of domestic and international tourism		
3 Understand the nature of tourism destinations	3.1 Explain the features of different types of destination 3.2 Explain the primary and secondary features of different types of destination 3.3 Explain the social and cultural features of different types of destination 3.4 Describe the strengths of a destination (access, attractions, accommodation, activities, amenities and ancillary services)		

Title	Finance in Tourism and Hospitality		
Unit purpose and aim(s)	This unit enables students to gain an understanding of main sources of finance, to understand the relationships between cost volume and profit, to carry out specific costing practices and make recommendations on prices and interpret business performance using recognised tools. It is not an in-depth accounting unit, and this should be borne in mind when planning and executing the delivery.		
Ofqual ref	M/507/3867		
Level	3		
Credit value (CV)	15	Guided Learning Hours (GLH)	80
Learning outcomes	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can		
When awarded credit for this unit, a student will:			
1. Understand the sources of income generation and other funding in the tourism and hospitality industry.	1.1 Describe sources of income generation. 1.2 Describe sources of funding.		
2. Understand the operation of the business in terms of the elements of costs.	2.1 Describe the elements of cost found within the tourism and hospitality industry. 2.2 Describe some of the key aspects of effective control systems for high value assets.		
3. Be able to apply the concept of marginal costing to price setting, particularly as applied to those costs which change with time or level of activity	3.1 Identify operations when this is a useful tool. 3.2 Calculate marginal costs and apply the result to pricing decisions.		
4. Be able to prepare budgets and compare budgets with actual results	4.1 Explain the main reasons for using budgets, and some of their limitations. 4.2 Prepare relevant operating budgets. 4.3 Calculate variances between given actual and budgeted figures and comment on the results.		
5. Be able to interpret business performance from profit and loss statements and balance sheets using ratios and percentages.	5.1 Use a number of tools to analyse a given business' performance to include basic sales, liquidity, efficiency and financial ratios.		

Title	Management for Tourism		
Unit purpose and aim(s)	This unit covers the identification of products in the tourism and hospitality industry, understanding trends in tourism, and the structure of the industry.		
Ofqual ref	R/506/3591		
Level	3		
Credit value (CV)	20	Guided Learning Hours (GLH)	135
Learning outcomes	Assessment criteria		
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:		
1 Be able to identify a tourism and a hospitality product	1.1 Identify a global tourism product 1.2 Identify a global hospitality product		
2 Understand trends in tourism	2.1 Explain what is meant by the supply of tourism 2.2 Give an example of tourist behaviour and motivation to travel 2.3 Identify a positive and a negative aspect of tourism development 2.4 Provide an example of sustainable tourism practices		
3 Understand the structure of the tourism industry	3.1 Identify and explain the role of an organisation and a sector within the tourism industry 3.2 Explain the relationship between different sectors that provide tourism-related services and facilities 3.3 Explain an approach or process to tourism planning 3.4 Discuss an aspect of the marketing of tourism		

APPENDIX A – SAMPLE ASSESSMENT MATERIALS

1. **Assessment type:** Written examination

Unit: Travel and Tourism Operations

Unit Reference number: F/504/4387

2. **Assessment type:** Assignment

Unit: Management for Tourism

Unit Reference number: R/506/3591

1. **Assessment type:** Closed book written examination

Unit: Travel and Tourism Operations

Unit Reference number: F/504/4387



Unit: Travel and Tourism Operations

Sample 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.

EXAM QUESTIONS

Please note: ALL questions are compulsory

All questions are compulsory and carry a total of 100 marks

Question 1	<p>For a country of your choice answer the following questions:</p> <p>1.1 Discuss three factors that have contributed to the development of tourism in the country of your choice.</p> <p>1.2 Explain the extent and diversity of tourism provision in your country of choice.</p> <p>1.3 Describe the distribution chain in the tourism sector. Give examples from the country of your choice to support your answer.</p> <p>1.4 Explain the term intermediaries.</p>	25 marks
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Question 2	<p>2.1 Discuss the socio-economic factors that affect tourism.</p> <p>2.2 Evaluate three different motivators for travel.</p> <p>2.3 Explain the term 'psychographic factors' and discuss how they relate to participation in tourism.</p>	25 marks
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<p>Question 3</p>	<p>A family of four, a mother, father and two sons aged 14 and 16, are going to the travel agency in a town or city of your choice on Monday to book a holiday for next summer.</p> <p>3.1 Explain the services they can expect to receive from the travel agency.</p> <p>3.2 Discuss why it is important for the travel agency to be well stocked with sales material. Give examples to support your answer.</p> <p>3.3 Recommend two different holidays to the family, which would be at a similar cost but have different modes of transport and optimum travelling times.</p>	<p>25 marks</p>
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<p>Question 4</p>	<p>A party of three retired couples are planning a celebratory holiday together next spring. They want to go on a guided safari tour.</p> <p>4.1 Explain why a guided tour should have documented processes and standards.</p> <p>4.2 Discuss the importance of communication between the tour guiding company and its customers.</p> <p>4.3 Give examples of how the tour guide on the safari would provide a friendly and professional image.</p> <p>4.4 Explain the organisational procedures the safari tour company should develop to handle problems that may arise on the tour. .</p>	<p>25 marks</p>
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2. **Assessment type:** Assignment

Unit: Management for Tourism

Unit Reference number: R/506/3591



Unit: Management for Tourism

Sample Assignment

Assignment instructions

Students must base their assignments on an organisation of their choice. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignment 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. Two progress tutorial reports signed by both tutor and student must also be submitted to CTH.

Assignment Task

Management for Tourism

Students are required to prepare a 3,000-word report.

Outline

The following areas should be evaluated in detail supported by examples.

Tourism and hospitality product(s)

Trends in tourism

- Supply of tourism
- Tourist behaviour
- Motivation to travel
- Positive and negative aspects of tourism development
- Sustainable tourism practices

Structure of the tourism industry

- Role of an organisation and a sector within the tourism industry
- Relationship between different sectors that provide tourism-related services and facilities
- Approach or process to tourism planning
- Marketing of tourism

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.

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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