CTH LEVEL 7

EXECUTIVE DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

(QAN - 601/0276/7)

QUALIFICATION SPECIFICATION

DECEMBER 2017

CONTENTS

Introduction to the CTH Level 7 Executive Diploma in Tourism Management

Introduction

The purpose of this qualification specification is to provide an overview of the CTH Level 7 Executive 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 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

CTH accredited centres must first assess all applicants to ensure they meet the mandatory admission requirements below, and are deemed able to meet the demands of the course. Prospective students should then complete the mandatory CTH Level 7 application form with full supporting evidence before any offer is made. CTH will consider the applications and evidence provided and inform centres of the decision to accept/deny each application.

Only students approved by CTH may be admitted and subsequently enrolled. Applications for CTH membership should then be submitted within 6 weeks of enrolment.

The qualification is at the same level as a UK university postgraduate/Master's degree. All learners are expected to have, or be given support by the Centre to acquire academic study skills at a postgraduate level for this qualification.

Requirement for:		Admission requirements
All students	Minimum age	24 at enrolment.
	English Language	All students without English as a first language must hold at least IELTS 6.0 or other evidence of competence in English at this level.
	Study skills	The course requires independent study and research outside the classroom, extensive reading around the subject and use of academic referencing (Harvard style) in written assignments. Assessment is by written assignments and examinations; high level English language and academic study skills are essential
UK students		• CTH Level 6 pro-Graduate Diploma, or • Bachelor's degree with Honours in hospitality, tourism or business management from a recognised UK university, or other recognised relevant qualification at Level 6.
Or International students		• CTH Level 6 pro-Graduate Diploma, or • Recognised degree in a relevant hospitality and/or tourism and/or business management subject, which must be equivalent to a UK Bachelor's degree with Honours. Evidence of degrees or other recognised qualifications outside the UK should be evaluated through UK NARIC.
Or Work experience applicants		Evidence of at least five years' work experience at a managerial level in the hospitality and/or tourism industry. Precise details of this experience will be required including a detailed CV with the name/s of the organisation, employment dates, job titles and number and roles of staff directly managed and references.

Progression to a university Master's degree:
Students wishing to 'top-up' their CTH Level 7 qualification to a Master's degree should usually have at least 2 years post-graduation work experience and IELTS 6.5 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 7 Executive 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 360 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

The qualification, units and TQT for the CTH Level 7 Executive Diploma in Hospitality and Tourism 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 7 Executive Diploma in Hospitality and Tourism Management QAN: 601/0276/7						
Students must achieve: • 3 mandatory Units, providing a combined 90 credits • 1 optional Unit, providing 30 credits I.e. a total of 120 credits, **all at level 7**						
Credit value (CV): 120						
Guided Learning Hours (GLH) for Qualification: 360			**Total Qualification Time (TQT) for Qualification:** 1200			
Mandatory Units						
Unit Code	**Unit Title**	**L**	**CV**	**GLH**	**URN.**	**Assessment Method**
HTMS	Hospitality and Tourism Marketing Strategies	7	30	90	A/505/2794	Assignment 80% Presentation 20%
MLAC	Management and Leadership Across Cultures	7	30	90	F/505/2795	Assignment 80% Presentation 20%
HTSP	Hospitality and Tourism Strategic Planning	7	30	90	J/505/2796	Assignment 100%
Optional Units. A total of 30 credits (one Unit) to be taken						
MHTP	Managing Hospitality and Tourism Projects	7	30	90	L/505/2797	Assignment 100%
RMHTM	Research Methods for Hospitality and Tourism Managers	7	30	90	R/505/2798	Assignment 80% Presentation 20%
Executive Diploma Total (4 units)			**120**	**360**		

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 7	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 • exhibit good critical analysis and evaluation • exhibit good understanding of current research, knowledge and issues in the area of study • demonstrate significant originality with very clear ideas • apply theories, principles and concepts beyond the area of study to create insights into complex or conflicting information or situations • show a high level of coherence and logic in drawing conclusions • make substantiated judgements and recommendations in a complex field of study • apply a comprehensive understanding and application of research techniques • make well formulated and fully justified conclusions	• meet the requirements of the assessment criteria and learning outcomes • exhibit high level of critical analysis and evaluation • apply a broad and deep understanding of current research, knowledge and issues in the area of study • exhibit highly original thinking • apply theories, principles and concepts beyond the area of study to create original insights into complex or conflicting information or situations • demonstrate exceptional clarity of complex ideas with excellent coherence and logic in drawing conclusions • make substantiated judgements and recommendations in a complex field of study • apply critical understanding and application of research techniques • make very clearly formulated and fully justified conclusions that are clearly communicated

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	Hospitality and Tourism Marketing Strategies
Unit purpose and aim(s)	This unit covers developing marketing strategies, and critically evaluating marketing communication strategies for hospitality and tourism organisations
URN	A/505/2794
Unit Code	HTMS
Level	7
Credit value	30
GLH	90

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 Develop marketing strategies for hospitality and tourism organisations	1.1 Critically evaluate marketing strategies in the hospitality or tourism sector 1.2 Assess the role of network and customer relationship marketing strategies for hospitality or tourism organisations 1.3 Recommend marketing and customer loyalty strategies for a hospitality or tourism organisation
2 Critically evaluate marketing communication strategies for hospitality and tourism organisations	2.1 Explain how marketing communications can be used to develop brand identity strategies 2.2 Assess the effectiveness of e-marketing, viral and guerrilla marketing strategies within hospitality or tourism organisations 2.3 Recommend and justify marketing communication strategies for a hospitality or tourism organisation

Title	**Management and Leadership Across Cultures**
Unit purpose and aim(s)	This unit covers leading and motivating a workforce across different cultures and managing cultural diversity within an organisation
URN	F/505/2795
Unit Code	MLAC
Level	7
Credit value	30
GLH	90

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 Lead and motivate a workforce across different cultures	1.1 Critically evaluate theories of leadership and motivation 1.2 Compare and contrast different leadership styles across different cultures 1.3 Compare and contrast different motivation techniques across different cultures 1.4 Recommend leadership strategies for an organisation that operates across different cultures
2 Manage cultural diversity within an organisation	2.1 Critically evaluate the theories relating to managing cultural diversity 2.2 Recommend responses to the different needs and expectations of culturally diverse guests 2.3 Recommend techniques for managing and building teams with a culturally diverse workforce

Title	Hospitality and Tourism Strategic Planning
Unit purpose and aim(s)	This unit covers critically evaluating strategic options, and developing a business strategy for a hospitality or tourism organisation
URN.	J/505/2796
Unit Code	HTSP
Level	7
Credit value	30
GLH	90

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 strategic options for a hospitality and tourism organisation.	1.1 Compare and contrast the different approaches and theories used to identify and evaluate business strategy 1.2 Use strategic business development theories to identify the strategic options available for a hospitality or tourism organisation 1.3 Critically evaluate the range of strategic options available to a hospitality or tourism organisation 1.4 Identify the risks to a hospitality or tourism organisation of adopting a strategic option 1.5 Recommend and justify strategic options available to a hospitality or tourism organisation
2 Develop a Business Strategy for a Hospitality or Tourism Organisation	2.1 Use strategic planning models to formulate a business strategy for a hospitality or tourism organisation 2.2 Critically evaluate the role of ethics in the development of a business strategy 2.3 Identify and analyse areas of potential conflict in the implementation of business strategy 2.4 Recommend techniques to reduce potential conflict during the implementation of business strategy

Title	**Managing Hospitality and Tourism Projects**
Unit purpose and aim(s)	This unit covers critically evaluating the theories, concepts and tools relating to project management and decision making as well as defining a specific project for a hospitality and tourism organisation.
URN.	L/505/2797
Unit Code	MHTP
Level	7
Credit value	30
GLH	90

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 theories, concepts and tools relating to project management and decision making for a hospitality or tourism organisation.	1.1 Assess a range of tools for use in managing a hospitality or tourism project. 1.2 Critically evaluate the concepts of project management and decision making within a hospitality or tourism context.
2 Define a specific project for a hospitality and tourism organisation.	2.1 Compare and contrast the challenges posed by different types of hospitality or tourism projects. 2.2 Use research techniques to identify different project options for hospitality or tourism organisations. 2.3 Define and justify a hospitality or tourism project. 2.4 Evaluate different approaches to managing the project within a hospitality or tourism context. 2.5 Recommend and justify a project management approach.
3 Develop a project plan.	3.1 Formulate quantifiable and justifiable project aims and objectives. 3.2 Evaluate the resource and organisational issues and specify requirements associated with the project. 3.3 Identify the impact of not implementing a project for a hospitality or tourism organisation. 3.4 Formulate a project plan for a hospitality or tourism organisation. 3.5 Evaluate the risks to a project plan for a hospitality or tourism organisation. 3.6 Develop quantifiable measures to minimise and control risk during the implementation of a project. 3.7 Evaluate project performance.

Title	Research Methods for Hospitality and Tourism Managers
Unit purpose and aim(s)	This unit covers planning and implementing a hospitality or tourism research project
URN	R/505/2798
Unit Code	RMHTM
Level	7
Credit value	30
GLH	90

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 Plan a hospitality and tourism research project	1.1 Critically evaluate a range of research methods that can be applied to a hospitality or tourism context 1.2 Critically evaluate a range of research tools that can be applied to a hospitality or tourism research project 1.3 Assess the ethical considerations when undertaking hospitality, leisure, travel or tourism research projects 1.4 Formulate a research plan for a hospitality, leisure, travel or tourism organisation
2 Implement a hospitality or tourism research project	2.1 Use quantitative and qualitative techniques in a hospitality or tourism research project 2.2 Critically evaluate information sources. 2.3 Evaluate the results of a hospitality or tourism research project. 2.4 Make justifiable recommendations from the results of research undertaken. 2.5 Present the results of a hospitality or tourism research project.

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. Assessment Type: Assignment

   Unit: Hospitality & Tourism Strategic Planning

Hospitality and Tourism Strategic Planning
(J/505/2796)

Assessment methodology	
Assignment	100%

Unit title	**Hospitality and Tourism Strategic Planning**
URN	**J/505/2796**
Credit value	**30**
Level	**7**
Unit Code	**HTSP**

This unit is assessed by an assignment (100%).

Assignment instructions

Students must base their assignments on their own working practice in their place of work or in 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.

Unit descriptor

Students will develop strategic business planning skills for hospitality and tourism organisations. Students will critically evaluate the theories of business strategy and develop skills to analyse strategic fit and develop business strategy for hospitality or tourism organisations. Students will be able to evaluate the risks and consider the management of strategic implementation and business ethics.

Learning Outcomes At the end of this unit the student will:	Assessment Criteria The student can:	Indicative Content
1. Critically evaluate strategic options for a hospitality and tourism organisation.	1.1 Compare and contrast the different approaches and theories used to identify and evaluate business strategy 1.2 Use strategic business development theories to identify the strategic options available for a hospitality or tourism organisation 1.3 Critically evaluate the range of strategic options available to a hospitality or tourism organisation 1.4 Identify the risks to a hospitality or tourism organisation of adopting a strategic option 1.5 Recommend and justify strategic options available to a hospitality or tourism organisation	Ansoff matrix vertical, backwards and forwards integration • Cost leadership • Mintzberg's strategies (deliberate, emergent) • Strategic alliance, merger, acquisition • Competitive strategies, value-based strategy, contingency strategy market niche • Market segmentation, adding value, market share, workforce competence development, product portfolio, reconfiguration, benchmarking
2. Develop a Business Strategy for a Hospitality or Tourism Organisation	2.1 Use strategic planning models to formulate a business strategy for a hospitality or tourism organisation 2.2 Critically evaluate the role of ethics in the development of a business strategy 2.3 Identify and analyse areas of potential conflict in the implementation of business strategy 2.4 Recommend techniques to reduce potential conflict during the implementation of business strategy	• Reviewing options • Attractiveness to stakeholders • Stakeholder participation • Criteria for judging options, feasibility studies • Risk assessment • Cost-benefit analysis • Consistency with organisational values • Scenario planning • Simulation • Modelling, sensitivity analysis • Balanced scorecard • Globalisation and internet advantages • Resources issues e.g. financial, workforce

Assessment – Assignment Task 1 (80%)

Students are required to develop a business strategy for a hospitality or tourism organisation of their choice. Student's assignment should be 4,000 words in total and include:

- An introduction into their chosen organisation including for example information on size, markets, products/services, target customers, current corporate/business objectives.
- The use of a variety of theories, models and concepts to critically evaluate two strategic options and their associated risks available to their selected organisation.
- Recommendation and justification of the best strategic option for the organisation to achieve its strategic objectives.
- Outline the business strategy for the organisation using appropriate planning models.

Secondary research activities are most likely to be used in this assignment. However, this should not preclude students from carrying out primary research if they feel it is appropriate. In this assignment students should ensure that they collect, collate, analyse and evaluate sufficient quantitative data to be able to identify strategic options.

When selecting an organisation, students should be aware that they need access to a range of quantitative and qualitative information in order to analyse and evaluate the business's capabilities and resources. For example the information required will probably include, but will not be limited to:

- vision, mission and values
- financial reports
- marketing reports and distribution channel information
- data relating to tangible and intangible assets
- human resources data.

Students may be able to gain access to this information through their contacts in industry. However, if this is difficult students should be guided towards hospitality or tourism Public Limited Companies, as the required information should be available through their published reports. The information is usually available through the 'investor information', (or similar), section on corporate websites.

Students will also need a range of quantitative and qualitative information in order to analyse and evaluate the external and competitive environments. Data relating to the external environment is most likely to be sourced from reports, particularly those published by government and non-government organisations, industry bodies and research institutions. Competitor data can be sourced directly from competing organisations, and also from industry bodies.

All research should be appended to this assessment.

All theories, concepts, models and industry examples must be appropriately referenced using Harvard Referencing.

Assessment – Assignment Task 2 (20%)

Students are required to write an assignment (1,000 words) with reference to their chosen organization about:

- The usefulness of business strategy theory in identifying and evaluating business opportunities and determining business strategies. Note: students should compare and contrast a variety of business theories and approaches.
- The role of ethics in developing strategy for business success.

Students should approach this task as a reflective piece of work that focuses on their individual learning and understanding of the issues raised by the topic/organisation they choose. Their discussion should be critically evaluative and does not need to draw firm conclusions but should concentrate on raising issues for consideration when developing business strategy.

Students may be supported in their preparation for this task by centres arranging group discussions around the topic areas during which participants are encouraged to express, justify and debate their opinions. Following the discussions participants would be encouraged to record their learning and opinions which could then be included in their assignment as evidence of reflection and evaluation.

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