

# Qualification Specification

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## **CTH (IOH) LEVEL 4 DIPLOMA IN ADVANCED HOSPITALITY & TOURISM MANAGEMENT**

**(QAN: 601/3212/7)**

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**FEBRUARY 2018**

Offered in partnership with the Institute of Hospitality



# Contents

		<b>Page</b>
<b>1.</b>	Introduction	<b>2</b>
<b>2.</b>	Aims & Outcomes	<b>4</b>
<b>3.</b>	Objectives	<b>8</b>
<b>4.</b>	Progression	<b>10</b>
<b>5.</b>	Programme Structure	<b>11</b>
<b>6.</b>	Delivering the Qualification	<b>13</b>
<b>7.</b>	Centre Requirements	<b>18</b>
<b>8.</b>	Accreditation & Mapping	<b>18</b>
<b>9.</b>	Policies	<b>20</b>

# 1. Introduction

## **The Level of the Diploma**

The qualification is positioned at Level 4 in the National Qualifications Framework (VRQ).

The CTH (Institute of Hospitality) Level 4 Diploma in Advanced Hospitality & Tourism Management (the Level 4 Diploma) is a higher level qualification focussing on the senior management aspects of the hospitality and tourism industries. The qualification has been designed to meet the needs of managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. The Level 4 Diploma provides the knowledge required for management development (with an introduction to leadership) and insight into strategic business development skills..

This Level 4 Diploma has been accredited by Ofqual (601/3212/7).

## **The purpose of the Level 4 Diploma**

The Level 4 Diploma is a knowledge-based vocational qualification. It is aimed at equipping learners with the knowledge to support a learner who is working within the hospitality and tourism sectors as a manager or seeking promotion to improve their knowledge and qualifications or who wishes to prepare to move into a higher level of learning. Normally, the learner undertaking this qualification should be involved in managing others, for example, a Deputy General Manager, Front Office Manager, Operations Manager or Unit Manager in the hospitality and tourism sectors. The Level 4 Diploma provides an enhancement of business and management skills already acquired in a supervisory role, where a manager at this level will work with greater responsibility and autonomy in their role as a leader of a small team or department.

The Level 4 Diploma qualification specification includes a synoptic assessment paper. This is a constructed response assessment composed of seven assessment questions, each one focused on one of the seven business areas of the Level 4 qualification.

The structure of the qualification has been designed around seven business areas deemed most appropriate by employers in providing the knowledge to support the activities required of managers in the hospitality and tourism sectors. The option structure of units gives learners additional opportunities to strengthen their knowledge of each of the seven business areas by gaining greater depth and breadth of understanding. The seven business areas have been identified by employers as the appropriate knowledge areas that will introduce learners to the concepts and theories required of managers working in the hospitality and tourism sectors. The structure of the Level 4 Diploma is made up of seven mandatory units and seven option units.

The hospitality and tourism sectors originally identified that the assessment methodology most appropriate to assess the knowledge and understanding of the units would be through multiple choice questions. However, in addition to this, and to make the assessment more fit for purpose, an additional form of assessment, a synoptic assessment paper, has been added. Multiple choice questions will be used to assess the knowledge of each individual unit which is built on by the synoptic assessment paper, which gives learners the opportunity to express their knowledge and understanding for each of the seven business areas in the form of essay type answers and calculations. This still aims to minimise the amount of time away of learners from their work area (a concern of employers within the sectors) while at

the same time providing greater rigour of the knowledge and understanding of the units at Level 4.

Given the impact of globalisation on the hospitality and tourism sectors, many learners in the UK hospitality and tourism sectors are not native English speakers, whose first language is not English. The multiple choice questions provide greater access for these types of learner, is fair in addressing their language aptitudes, and minimises discrimination against learners.

To be fair and to be as transparent as possible, CTH advises learners to refer to the its Reasonable Adjustments and Special Considerations Policy and Procedures to assist them with any additional provisions that they may require in their assessments. This policy, along with all other CTH policies, are available on request.

CTH approved centres will typically build upon the concept of a one day training programme for delivery of each unit, as each unit will take 20 Guided Learning Hours (GLH) to complete. Learners will be expected to use some of their own time to consolidate their learning in preparation for their assessment. However, the delivery of the Level 4 Diploma qualification may vary depending on the delivery model of the approved centre. It may be delivered in appropriate formats that support the delivery of knowledge of the 20 GLH for each unit, for example, training workshops, seminars, in-company training, e-learning. The Level 4 Diploma has a total of 280 GLH. The Total Qualification Time for the Institute of Hospitality Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ) is 584 hours. This comprises 280 GLH + 10 hours examinations/assessments + 294 additional learning time = 584 hours total qualification time.

## 2. Aims & Outcomes

### Aims of the Level 4 Diploma

The Level 4 Diploma focusses on the management aspects of the Hospitality and Tourism sectors, with a brief introduction to leadership (Unit HM4014 Leadership and Management in Hospitality and Tourism). The Level 4 Diploma has been designed to meet the needs of managers, for example, fulfilling the roles of Deputy General Manager, Front Office Manager, Operations Manager or Unit Manager, working in the hospitality and tourism sectors to improve their knowledge and qualifications. The Level 4 Diploma provides an enhancement of business and management skills already acquired in a supervisory role at Level 3, where a manager will work with greater responsibility and autonomy in their role as a leader of a small team or department.

Aims	Unit knowledge / Activity
To provide learners with a challenging qualification covering the core disciplines of management with a brief introduction to leadership within the Hospitality and Tourism sector;	All mandatory / option units.
To enable learners to apply current knowledge of management and leadership concepts and theories through analysis and critical appreciation of the Hospitality and Tourism sector;	All seven business areas have units which cover concepts / theories within their specific areas. Synoptic assessment.
To provide learners with the opportunity to analyse and evaluate the impact of the changing operating environment relating to the Hospitality and Tourism sector;	All mandatory / option units.
To provide learners with the tools and terminology necessary to understand how to supervise in a Hospitality and Tourism environment;	All mandatory / option units.
To enable learners to make informed and confident decisions regarding the areas (potential / actual) that they may manage and lead;	All mandatory / option units.
To encourage learners to reflect on and engage in debate on issues relevant to supervising in the Hospitality and Tourism sector;	All mandatory / option units. Delivery of the programme. Synoptic assessment.
To give learners the ability to enable them to manage their own professional development; and,	Professional Development units. Synoptic assessment.

To provide opportunities for learners to develop the necessary skills and competencies to move on to further study or enhance employment opportunities.	Achievement of the Level 4 Diploma.
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### Learning outcomes for the Level 4 Diploma

Knowledge elements of the Level 4 Diploma will provide learners with the ability to understand:

	<b>Unit knowledge / Activity</b>
management and an brief introduction to leadership in the Hospitality and Tourism sector;	All mandatory units.
the current technical language, tools, methods and practices of management and some aspects of leadership to enable effective management and leadership decision-making; and,	All mandatory units.
classical and contemporary concepts, theories and models of management and some aspects of leadership and their practical application.	All mandatory units.

Subject-specific professional elements of the Level 4 Diploma will provide learners with the skills to:

	<b>Unit knowledge / Activity</b>
analyse and evaluate financial data and information relevant to managing within the Hospitality and Tourism sector;	BS4014 Services Marketing for Hospitality and Tourism. FP4014 Managing Finance and Business Performance in Hospitality and Tourism. Synoptic assessment.
understand how management responds to change in the wider environment and how these changes affect organisational decision-making; and,	All mandatory / option units. Synoptic assessment.
understand the impact of changing economic, social, legal and technological environment relating to the Hospitality and Tourism sectors.	BM4014 Business Strategy for Hospitality and Tourism HM4014 Leadership and Management in Hospitality and Tourism. LM4014 Managing the Changing Legislation in Hospitality and Tourism. BM4024 Managing the Business Environment in Hospitality and Tourism. BM4034 Business Ethics for Hospitality and Tourism. CM4024 Consumer Behaviour in Hospitality and Tourism.

Intellectual skills developed by the Level 4 Diploma will provide learners with the ability to:

	<b>Unit knowledge / Activity</b>
locate, extract and analyse data and information from a range of sources;	BM4014 Business Strategy for Hospitality and Tourism. BS4014 Services Marketing for Hospitality and Tourism. FP4014 Managing Finance and Business Performance in Hospitality and Tourism.
apply higher-level cognitive skills and reflective practice;	Learning of the Level 4 Diploma.
utilise problem-solving and decision-making skills; and	Learning of the Level 4 Diploma.
understand the interrelationships between the various subject disciplines and assimilate these coherently to provide effective solutions.	All mandatory / option units.

Transferable skills and personal qualities developed by the Level 4 Diploma will provide learners with the ability to:

	<b>Unit knowledge / Activity</b>
use appropriate tools and methods to conduct meaningful research;	All mandatory / option units. Synoptic assessment.
demonstrate numeracy skills, including the ability to manipulate financial and other numerical data;	All units within the Finance and Business Planning business area.
critically articulate concepts and arguments with clarity, conciseness and rigour using appropriate data and information;	All mandatory / option units. Synoptic assessment.
learn independently and enhance skills of self-reflection and self-managed study;	All mandatory / option units. Synoptic assessment.
structure and communicate ideas logically and coherently; and	All mandatory / option units. Synoptic assessment.
use appropriate communication and information technology skills.	Research case study for synoptic assessment.

## 3. Objectives

On completion of the Level 4 Diploma, learners should be able to:

	<b>Unit knowledge / Activity</b>
understand the concept of management and leadership;	Business Management units.
appreciate the benefits that can be derived from managing teams and self in the Hospitality and Tourism sector;	HM4014 Leadership and Management in Hospitality and Tourism. Professional Development units.
develop an awareness of how to manage people, and the obligations associated with a management role;	HM4014 Leadership and Management in Hospitality and Tourism. CM4014 Managing the Hospitality and Tourism Consumer.
understand the scope of the Hospitality and Tourism sector and the impact on consumers of its products and services;	Mandatory units, particularly CM4014 Managing the Hospitality and Tourism Consumer.
enable learners to examine issues relating to the Hospitality and Tourism sector;	All mandatory / option units. Synoptic assessment.
enable learners to explore the dynamics of management relationships between individuals and organisations and the range of political, economic, social, technological, legal, and environmental factors that affect the Hospitality and Tourism sector;	BM4014 Business Strategy for Hospitality and Tourism HM4014 Leadership and Management in Hospitality and Tourism. LM4014 Managing the Changing Legislation in Hospitality and Tourism. BM4024 Managing the Business Environment in Hospitality and Tourism. BM4034 Business Ethics for Hospitality and Tourism. CM4024 Consumer Behaviour in Hospitality and Tourism.
enable learners to link theory to practice;	All mandatory / option units.
support learners' understanding of ethics applicable to the Hospitality and Tourism sector;	BM4014 Business Strategy for Hospitality and Tourism. CM4014 Managing the Hospitality and Tourism Consumer. FP3013 Finance and Budgeting for Business in Hospitality and Tourism. LM4014 Manage the Changing Legislation in Hospitality and Tourism.
become a more confident, informed and responsible supervisor; and,	Achievement of the qualification.

develop key management skills that are relevant to managing in the Hospitality and Tourism sector;	Achievement of the qualification.
begin to develop own management style.	Achievement of the qualification.

As well as developing knowledge, the Level 4 Diploma assists in developing the ability to:

	<b>Unit knowledge / Activity</b>
analyse and evaluate data and information;	FP4014 Managing Finance and Business Performance in Hospitality and Tourism.
develop core personal skills including communication, numeracy and IT;	FP4014 Managing Finance and Business Performance in Hospitality and Tourism. All Human Resources Management units.
formulate appropriate responses to resolve defined problems;	All mandatory / option units.
convey data and information clearly, concisely and accurately;	All mandatory / option units.
structure information, options and recommendations in a clear and logical order;	All mandatory / option units.
explain and fully justify recommendations in appropriate language;	Synoptic assessment.
develop skills in examination technique;	Multiple Choice Question assessment. Synoptic assessment.
apply and build on previous learning and experience; and,	Achievement of the Level 3 Diploma.
develop critical thinking, critical evaluation, and reflexivity.	Synoptic assessment.

## 4. Progression

The CTH Institute of Hospitality qualifications have been designed as a progression pathway from Level 2 to Level 4. Achievement of the Level 4 Diploma will also provide progression through access to qualifications offered by other awarding organisations regulated by Ofqual. For example, in the generic area of management and leadership:

- AABPS Level 5 Certificate in Business Management Studies (QCF)
- ABE Level 5 Diploma in Business Management (QCF)
- ABMA Level 5 Diploma in Business Management (QCF)
- ATHE Level 5 Certificate In Management for Travel and Tourism (QCF)
- CMI Level 5 Award in Management and Leadership (QCF)
- CTH Level 5 Diploma In Hospitality Management (QCF)
- ILM Level 5 Award In Leadership (QCF)
- ILM Level 5 Award in Leadership and Management (QCF)
- NCFE Level 5 NVQ Diploma in Management (QCF)
- OTHM Level 5 Diploma In Tourism and Hospitality Management with Work Placement (QCF)
- ProQual Level 5 NVQ Diploma in Management (QCF)
- SFEDI Awards Level 5 Certificate In Hospitality Management (QCF)

Or if an individual wanted to specialise in specific areas covered in the seven business areas of the Level 4 qualification:

- ABE Level 5 Diploma in Human Resource Management (QCF)
- ABE Level 5 Diploma in Marketing Management (QCF)
- BIFM Level 5 Award in Facilities Management (QCF)
- CMI Level 5 Diploma In Management Coaching and Mentoring (QCF)
- ISMM Level 5 Award In Leading a Team (QCF)
- Pearson EDI Level 5 Award In Principles of Managing the Learning and Development Function (QCF)

The Level 4 Diploma enhances management skills that can provide the impetus to continue learning to other higher level qualifications. The Level 4 Diploma is also one of five qualifications that can be chosen as the Technical Certificate component of the Higher Apprenticeship in Hospitality Management – Level 4 (England). Further information on untitised qualifications available in the UK can be found at <http://register.ofqual.gov.uk>.

## 5. Programme Structure

The structure of the Level 3 Diploma is made up of 22 units, of which the learner must complete seven Core (Mandatory) Units and seven of 15 Option Units to achieve the qualification.

The full syllabus outlining learning outcomes and the indicative content of each unit can be found in a separate document, The Level 4 Diploma in Hospitality and Tourism Management Syllabus.

The Core (Mandatory) units are the following:

<b>Core Mandatory Units</b>	
Business Management	BM4014 Business Strategy for Hospitality and Tourism
Business Marketing & Sales	BS4014 Services Marketing for Hospitality and Tourism
Consumer Management	CM4014 Managing the Hospitality and Tourism Consumer
Finance & Business Planning	FP4014 Managing Finance and Business Performance in Hospitality and Tourism
Human Resources Management	HM4014 Leadership and Management in Hospitality and Tourism
Legislative Management	LM4014 Managing the Changing Legislation in Hospitality and Tourism
Professional Development	PD4014 Managing your Professional Development in Hospitality and Tourism

The Option units are the following:

<b>Optional Units</b> (Select one unit from each business area)	
Business Management	BM4024 Managing the Business Environment in Hospitality and Tourism OR BM4034 Business Ethics for Hospitality and Tourism
Business Marketing & Sales	BS4024 Marketing Management for Hospitality and Tourism OR BS4034 Marketing Communications for Hospitality and Tourism

Consumer Management	CM4024 Consumer Behaviour in Hospitality and Tourism OR CM4034 Customer Relationship Management for Hospitality and Tourism
Finance & Business Planning	FP4024 Financial Planning and Control in Hospitality and Tourism OR FP4034 Presenting the Business Plan in Hospitality and Tourism
Human Resources Management	HM4024 Staff Development and Restructuring in Hospitality and Tourism OR HM4034 Mentoring Staff in Hospitality and Tourism
Legislative Management	LM4024 Risk Management Strategies for Hospitality and Tourism OR LM4034 Human Resources Legislation in Hospitality and Tourism
Professional Development	PD4024 Project Management for Hospitality and Tourism OR PD4034 Career Management in Hospitality and Tourism OR PD4044 French Language Skills for Hospitality Managers

Where learners are presenting other recognised units or are granted exemptions for specific Option Units within a business area up to two Option Units may be selected from other business areas providing that the Core Unit for the business area for which recognition or exemption has been granted has been completed.

Up to 50% of an award may be made through recognition of units from other relevant qualifications at the same level, subject to mapping by an Institute of Hospitality Awarding Body approved expert providing these fit within the business areas of the qualification. Recognised company training programmes or Institute endorsed programmes may also be permitted.

Application should be made to the Institute for recognition of other unit awards. A fee will be charged for this service.

Accreditation of Prior Certificated Learning (APCL) may be included in place of units provided that suitable and supported evidence of structured learning is presented.

Each unit of study within the Level 4 Diploma forms a CPD award in its own right and can be taken independently. A transcript of achievement will be awarded on successful completion of a unit. A unit certificate may be requested which will incur a fee.

# 6. Delivering the qualification

## Delivery strategy

The strategy for the delivery of the units that make up the Level 4 Diploma is typically built upon the concept of a one day training programme supported by additional learning time.

The delivery of the programme may vary according to the centre and may be delivered in any format that supports the 20 Guided Learning Hours (GLH) for each unit. This may include training workshops or seminars, in-company training, e-learning, or distance learning. Learners will be expected to undertake some self-study.

The Level 4 Diploma has a total of 280 GLH.

## Assessment Strategy

The CTH (Institute of Hospitality) Diploma qualifications are assessed both electronically (by approved assessment providers), and through a paper-based synoptic examination. Electronic assessments are delivered via a secure electronic system provided by a third party appointed by CTH.

The assessment methodology consists of two parts, namely:

### Part 1

This will consist of assessing each individual unit separately using the assessment methodology of MCQs which is delivered electronically. The features of the MCQ test are:

- The formats of MCQs will be determined by the domain of learning (Knowledge, Understanding, and Application) on which the learner is to be assessed.
- The examination paper will be marked out of 100 marks.
- Each MCQ paper will pose 20 questions to the learner.
- Each MCQ paper will be composed of MCQs with different formats, for example, True / False MCQs, Matching MCQs, and more complex MCQs using case study material.
- Each MCQ paper will have a maximum of 30 minutes in which it can be completed.
- The electronic assessment will be available 24-hours on-demand which allows learners to elect to take the MCQ paper at a time and place suitable to their learning needs.
- Results of the MCQ assessment will be made available to learners immediately after completion of the assessment.
- Learners will be expected to gain a minimum of 50% (Grade E) in their assessment to pass a unit.

### Part 2

The whole qualification will be assessed using a synoptic examination. This will pose short answer questions exploring themes from across the seven business areas of the structure of the qualification, that is, the mandatory and optional units of the qualification. The features of the synoptic examination are:

- A Case Study will be given to learners five weeks prior to the examination sitting. Within these five weeks, it is advised that learners use this time to thoroughly research, investigate, and interrogate the data and information of the Case Study. Learners are encouraged to analyse this data and information using a SWOT, PESTLE and / or Porter's Five Forces analysis. These are the tools that underpin how meaning is extracted from the data and information, which is an integral part of the knowledge and understanding of the qualification. The results of this analysis will assist learners with formulating answers to the questions that they will be asked to compose in the examination paper.
- The examination will consist of seven compulsory short answer questions. A question may be made up of two or more parts.
- The examination paper will be marked out of 100 marks.
- Learners will have three hours to complete the examination. Learners will be given, in addition, 15 minutes reading time, in which they can make notes on the Case Study or Examination Question paper.
- Learners will not be able to bring their working copy of the Case Study into the examination room. Learners will be given a clean copy of the Case Study at the examination session, which they are free to work on.
- In addition to the Case Study data and information learners will already have received, the examination will also provide additional new data and information not covered in the original Case Study, which will either be about the Case Study they have had for the five weeks prior to the examination, or new data and information that may affect an organisation's operations and strategy. The learner will be expected to factor this new data and information into their answers, as appropriate. Learners will be expected to construct answers to these questions.
- Learners will be expected to gain a minimum of 50% (Grade E) in their assessment to pass a unit.

The learner will be expected to pass the MCQ assessment element for all 14 units, and also the synoptic examination to be awarded achievement of the qualification. Each MCQ examination result will be graded, as will the results of the synoptic examination. However, there is no overall grading of the qualification.

Learners may elect to resit either part of their assessments. Upon completion of Part 1 of the assessment methodology (the MCQ component) learners may elect to resit a unit on-demand by contacting CTH through their approved centre. A resit for Part 2 of the assessment methodology will be delivered on a set date determined by CTH. Learners may elect to resit either parts of the assessment methodology only in the event if they failed either paper or wish to improve their results.

It is strongly recommended that learners are restricted to taking only two resits for each unit, as well as the synoptic assessment.

The Part 1 assessment may be undertaken at any time once a learner has registered and paid for their unit e-Assessment and subject to the approved centre making them available. This will normally depend upon the training provider or tutor managing the programme. The Part 2 assessment will be arranged at a specific time and date determined by CTH. There will be two sittings of the synoptic assessment per year, which will include resits.

## **Grading Scheme**

The Institute of Hospitality Awarding Body operates the following grading scheme in respect of assessments undertaken through multiple choices questions (MCQs). The descriptors are indicative of the level of achievement of knowledge, namely:

<b>Grade</b>	<b>Mark Range</b>	<b>Description</b>
A	Marks of 90% to 100%	Extensive / detailed knowledge of the subject matter.
B	Marks of 80% to 89%	Broad knowledge of the subject matter.
C	Marks of 70% to 79%	Adequate but not complete knowledge of the subject matter.
D	Marks of 60% to 69%	Basic grasp of subject matter.
E	Marks of 50% to 59%	Minimal grasp of subject matter.
Referred	Marks below 49%	Poor grasp of subject matter.

The Institute operates the following grading scheme in respect of assessments undertaken through short answer synoptic assessment:

<b>Grade</b>	<b>Mark Range</b>	<b>Description</b>
A	Marks of 90% to 100%	Authoritative answer. Full effective response. Critical and committed argument.
B	Marks of 80% to 89%	Clearly structured. Able to deal with the concepts, sources and relevant arguments.
C	Marks of 70% to 79%	Sound and competent. Covers the basic subject matter. Appropriately organised and presented.
D	Marks of 60% to 69%	Factually sound. General grasp of the issues raised. Weak in critical awareness and analytical qualities.
E	Marks of 50% to 59%	Adequate but limited. Some aspects of the question may be answered competently, but others are ignored.
Referred	Marks below 49%	Very limited relevance to the question. Substantial generalisations. Lacks any real argument.

The above grade descriptors give a general description of responses to the level of demand posed by short questions that the examiner expects to see in the answers learners provide. Marks will be allocated according to the mark scheme which will guide how examiners will mark each question. See Sample Mark Schemes to see how examination papers are allocated marks.

## **Initial Assessment and Induction**

Approved Centres will need to undertake an initial assessment of each learner prior to the start of their programme to make sure that the level and type of qualification is appropriate.

The initial assessment should identify any specific needs that the learner may have and the support and guidance they will require when working towards the achievement of their qualification. CTH recommends that learners undertake a relevant induction programme to familiarise them with the requirements of the qualification they will be undertaking, their responsibilities as learners and the responsibilities of the Approved Centre. A learning contract or professional development plan may be useful in this respect.

## **Entry Requirements**

Learners should either be working in or aspiring to join the hospitality or tourism industries, having acquired supervisory experience from working in other sectors.

They should normally have:

- Completed the Institute of Hospitality Level 3 Diploma in Hospitality and Tourism Management or a similar qualification.
- A good general education, including GCSE Mathematics and English, A\* - C.
- A minimum English language ability level at approximately TOEFL 600 points or IELTS 6.0 but this will also be subject to the requirements of the Approved Centre.

Managers with relevant work experience may be able to enrol directly onto this programme which will be assessed and evaluated by CTH to decide if exemptions will be applicable.

## **Accreditation of Prior Certificated Learning (APCL)**

Approved centres should refer to the section on the Structure of the Diploma and should provide appropriate advice and guidance to learners seeking exemptions as a result of prior learning.

Learners who have already completed units at Level 4 or above and who believe that they meet the criteria for APCL may ask for these units to be considered as relevant Option Units for this qualification. Qualifications / units suitable for APCL should normally have been awarded within the last five years. An exemption fee is payable.

Learners should submit details of the units to the Institute of Hospitality Awarding Body giving full details as follows:

- Name and full address of Awarding Organisation
- Country of Registration
- Title of Qualification
- Unit Title (s)
- Date of Award / Certificate conferred
- Name of Learner
- Business Area of the Qualification they would like the units to be offset against (see the Diploma syllabus)

Where an application for exemptions is successful, CTH will provide confirmation in writing to both the learner and to the approved centre at which they are registered.

## **Qualification Time Constraints**

Learners are registered for 18 months and are required to re-register with CTH if they have still not completed the full qualification they have registered for within an 18 month period.

Learners have until the notified end date to complete a full qualification, subject to it being offered by an approved centre; however it is normally anticipated that the Level 3 Diploma will be completed within one academic year. Learners may complete the qualification more quickly subject to the assessments being made available by the approved centre.

## **Certification**

A qualification Certificate and Transcript for the Level 4 Diploma will be awarded to learners who have successfully completed seven Core (Mandatory) Units and seven Option Units from the qualification structure. Each learner must also pass the final written assessment (synoptic test). Learners may substitute recognised units from other qualifications for option units with the prior approval of CTH.

Qualification certificates are applied for by the Approved Centre which has registered the learners once all units have been successfully completed. Certificates are normally sent to the approved centre where the learner is registered.

Unit Certificates - A unit may be taken as a stand-alone programme of learning. This would normally be the case for a learner who is intending to use it as evidence of Continuing Professional Development (CPD) or who wants to top up their qualification with additional knowledge at the request of their employer to meet the needs of their role. An individual record of results can be printed for a learner by the approved centre at the time of assessment. A Unit Certificate may be awarded on successful completion of a unit, subject to application by the approved centre and the payment of a fee.

## 7. Centre Requirements

Only approved organisations may offer CTH (Institute of Hospitality) qualifications. Approved organisations are known as approved centres. Organisations must apply for approval to become a recognised approved centre. Full details are available from the Institute of Hospitality Awarding Body. The centre approval process will determine whether the centre:

- Meets the approval criteria; and,
- Has the expertise and resources to offer the levels of qualifications to be offered.

Approved centres must meet a set of criteria defined by CTH that meet the appropriate Ofqual General Conditions of Recognition (Condition C). These include:

- Recognised quality assurance procedures.
- Appropriately qualified tutors for the particular programmes.
- A nominated centre co-ordinator.
- Suitable teaching and learning facilities.
- Secure assessment facilities.
- Secure information management systems that meet the requirements of the UK Data Protection Act.

Centre approval visits are undertaken by an External Examiner on behalf of CTH who will provide support and guidance to assist them with the delivery of the qualification.

## 8. Accreditation & Mapping

The accreditation information for Level 3 Diploma is as follows:

Qualification title	Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ)
Ofqual qualification number	601/3212/7
Qualification level	4
Regulation start date	1 May 2014
Sector subject area	7.4 Hospitality and Tourism
Purpose	B. Prepare for further learning or training and / or develop knowledge and / or skills in a subject area
Sub-purpose	B2. Develop knowledge and / or skills in a subject area
Guided learning hours	1280
Overall grading type	A – E

Assessment method	Multiple-choice examination and written synoptic assessment paper
Qualification description	The Level 4 Diploma in Advanced Hospitality and Tourism Management (VRQ) consists of seven mandatory and seven option units.
Age range	19+

The Level 4 descriptor is as follows:

Summary	Achievement at level 4 reflects the ability to identify and use relevant understanding, methods and skills to address problems that are well defined but complex and non-routine. It includes taking responsibility for overall courses of action as well as exercising autonomy and judgement within fairly broad parameters. It also reflects understanding of different perspectives or approaches within an area of study or work.
Knowledge & understanding	Use practical, theoretical or technical understanding to address problems that are well defined but complex and non-routine. Analyse, interpret and evaluate relevant information and ideas. Be aware of the nature and approximate scope of the area of study or work. Have an informed awareness of different perspectives or approaches within the area of study or work.
Application & action	Address problems that are complex and non-routine while normally fairly well defined. Identify, adapt and use appropriate methods and skills. Initiate, adapt and use appropriate investigation to inform actions. Review the effectiveness and appropriateness of methods, actions and results.
Autonomy & accountability	Take responsibility for courses of action, including, where relevant, responsibility for the work of others. Exercise autonomy and judgement within broad but generally well-defined parameters.

The Diploma is mapped against the UK Qualifications and Credit Framework (QCF) and the European Qualifications Framework (EQF) to assist the learner with the mobility of their achievements against these frameworks, as set out below:

Qualification Title	QCF Level	EQF Level
Diploma in Hospitality and Tourism Management	Level 4	Level 4+

N.B. The mapping results for the UK Qualifications Framework and the Recommended European Qualifications Framework are generally expressed as a good fit to a level, however where there is a minus (-) or plus (+) sign present it means that the results were judged to be at the lower (-) or higher (+) end of a particular level. For further details on UK and European qualification mapping see: [www.ofqual.gov.uk/2079.aspx](http://www.ofqual.gov.uk/2079.aspx)

## 9. Policies

CTH policies are available to Approved Centres and learners to refer to in the administration of the delivery of the Level 4 Diploma.

Application forms need to be completed for some policies and procedures before CTH is able to service a Centre's request.

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### **About the Institute of Hospitality**

The Institute of Hospitality represents professional managers in the hospitality and tourism industries and has a worldwide membership. The Institute of Hospitality is managed as an educational charity, and exists to benefit its members in their career and professional development, as well as continuing to improve industry sector standards. The primary purpose of the Institute of Hospitality is to: “promote the highest professional standards of management and education in the international hospitality, leisure and tourism industries”.

### **About the Confederation of Tourism & Hospitality**

The Confederation of Tourism & Hospitality is an awarding organisation regulated and accredited in England by the Office of Qualifications and Examinations Regulation (Ofqual).

### **Contact details**

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