



LEVEL 3 FOUNDATION DIPLOMA IN HOSPITALITY BUSINESS

QUALIFICATION SPECIFICATION

SEPTEMBER 2018

CONTENTS

Introduction to the CTH Level 3 Foundation Diploma in Hospitality Business ...
Introduction
Aims of the Qualification.....
Access & Entry Requirements.....
Qualification Accreditation Requirements.....
CTH Support

Qualification Level, Size and Structure
Qualification Structure (Rules of Combination)
Qualification Grading Criteria

Assessment Methodology

Qualification Units.....

Sample Assessments
Sample Closed Book Written Examination.....
Sample Assignment

Contact CTH

Introduction to the CTH Level 3 Foundation Diploma in Hospitality Business

Introduction

The purpose of this qualification specification is to provide an overview of the CTH Level 3 Foundation Diploma in Hospitality Business qualification. This qualification was developed to address industry requirements.

This document includes the aim, size, structure and content including learning outcomes and assessment criteria for each unit, together with different types of sample assessments. There is guidance relating to the accreditation, delivery and assessment requirements for this qualification, and details of grading criteria and the grading of units. Further details regarding this qualification are available from CTH and contained within the more comprehensive qualification and assessment handbooks.

Aims of the Qualification

The aims are to provide a qualification that:

- provides students with an understanding of the Hospitality Business Industry and of the key functions within the sector,
- provides for an effective academic progression route,
- enables students to gain credit towards higher education,
- enables students to develop higher level academic skills that can be applied in a vocational context.

Access & Entry Requirements

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

Approved CTH Centres are responsible for ensuring students meet the recommended admission requirements below, prior to admission and enrolment, and are deemed able to fulfil the demands of the course and successfully complete the qualification.

CTH would also expect approved Centres to undertake an initial assessment of each student prior to the start of their programme to ensure they are able to provide the student with any necessary additional support.

Requirements:		Recommended admission requirements
All Students	Minimum age	16 at enrolment.
	English Language	All students without English as a first language must hold at least IELTS 5.0 or other evidence of competence in English at this level. The course is taught in English and assessed by written assignments and examinations in the English language.
	Study skills	Basic study skills including simple referencing of sources is expected, or should be provided by centres following enrolment.
	Education	This is an open access qualification with admission at the discretion of approved CTH Centres for students they consider able to successfully complete the qualification. However, all students should have completed full time secondary education up to age 16, and it is expected that most will have achieved a recognised qualification at Level 2 in some subjects (UK GCSE level or overseas equivalent).

Qualification Accreditation Requirements

Accreditation

Prospective Centres should apply for approval as an accredited CTH Centre in order to deliver this qualification. Please see the 'Contact CTH' page at the end of this specification for advice on the CTH accreditation process, or wish to discuss your curriculum requirements.

The CTH accreditation committee will consider applications from centres against a set of criteria, including the availability of suitable teaching accommodation and staffing, experience of delivering qualifications at a similar level and evidence of expertise in academically-related areas including planning the delivery of courses leading to regulated qualifications, quality assurance and preventing malpractice. A skype conversation with CTH academic and quality staff will form part of the initial accreditation application process

Teaching Rooms

Suitable teaching rooms and IT facilities should be available to students. Accommodation and equipment used for the delivery of the qualification must comply with the relevant legislation relating to Health & Safety.

The approved Centre should ideally also provide an appropriate area and facilities for student relaxation and recreation.

Centre Staffing

Staff delivering this qualification must be able to demonstrate that they meet the following requirements:

- Be occupationally competent or technically knowledgeable in the area for which they are teaching
- Have recent relevant experience in the specific area that they will be assessing or verifying
- Hold a teaching qualification as well as a relevant degree.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification.

Continuing Professional Development

Centres must support their staff to ensure that they have current knowledge of the occupational area, and that delivery, assessment and internal verification is in line with current good practice and takes into consideration relevant international regulatory requirements.

CTH Support

CTH training

New CTH centres are eligible for free training (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

CTH also offers training for Internal Verifiers, and for teaching staff who may be delivering a unit for the first time.

CTH Members Website and resources

Students become CTH Student members when they register for CTH qualifications, and have access to the CTH Members website, as well as a lapel pin and membership badge. The Members website resource is available for both Centre teaching staff and students and contains a wealth of resources. Students can access our online resource library including relevant e-books and journals from EBSCO. Teaching staff can download teaching materials including the CTH Learning Toolkits per unit as well as subject specific PowerPoint slides, past exam papers and assessments and examiner reports.

Assessment opportunities

CTH offer up to four 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 Hospitality Business is a vocationally related qualification on the UK's Regulated Qualification Framework (RQF) and adheres to the Ofqual requirements for assigning a level to a regulated qualification. These requirements and standard Level Descriptors are contained in an Ofqual publication Ofqual/15/5774, Qualification and Component Levels, available via gov.uk. The document URL is:

<https://www.gov.uk/government/publications/qualification-and-component-levels>

Qualification size

The qualification is designed to be delivered in 1,280 hours of TQT (Total Qualification Time) of which 570 are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

Definitions

- **Guided Learning Hours – GLH**
This is the amount of time the average student is expected to spend in supervised learning and practice, but may vary by student.
- **Total Qualification Time – TQT**
TQT is made up of Guided Learning Hours plus all other time taken in preparation, study or any form of participation in education and training but not under the direct supervision of a lecturer or tutor.

The following activities are indicative of those included in TQT:

- Guided Learning (GLH) when the lecturer is present, e.g. formal classes, lecturers, seminars, tutorials, supervised assessment (e.g. exams or observed practice)
- Independent and unsupervised learning or research
- Unsupervised coursework, or directed activity
- Watching pre-recorded webinars or podcasts
- Work placement, self-study, visits to hospitality or tourism outlets, revision and time spent on written assignments.

Students completing this qualification should be able to demonstrate their ability as independent learners.

Qualification Structure (Rules of Combination)

The qualification, units and TQT for the CTH Level 3 Foundation Diploma in Hospitality Business 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 3 Foundation Diploma in Hospitality Business						
QAN:						
Students must achieve:						
<ul style="list-style-type: none"> All 4 mandatory units, providing 128 credits, all at level 3 						
Credit value (CV): 128						
Guided Learning hours (GLH) for Qualification: 570				Total Qualification Time (TQT) for Qualification: 1280		
Mandatory Units						
Unit Code	Unit Title	L	CV	GLH	URN.	Assessment Method
THI	Tourism and Hospitality Industry	3	30	150	M/504/4384	Assignment
PFIB	Purpose & function of international business	3	30	120	K/504/4383	Closed book written examination
E	Entrepreneurship	3	38	150	M/504/4384	Assignment
EMCRTH	Essentials of Marketing and Customer Relationships in Tourism and Hospitality	3	30	150	K/504/4383	Closed book written examination
Foundation Diploma Total (4 units)			128	570		

This qualification provides for progression to other qualifications, particularly to CTH's qualifications at Level 4, or to university degree programmes. 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 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

Assessment Methodology

Given the broad and highly varied nature of the 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	Tourism and Hospitality Industry
Unit purpose and aim(s)	This unit aims to introduce students to the tourism and hospitality industry. Students will understand the types and characteristics of different hotel and food service providers. Students will also understand the roles and functions of different delivery channels operating within the industry and will be able to gain an insight into how the industry has developed and is likely to develop in future.
URN.	M/504/4384
Level	3
GLH	150
Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:
1 Understand the hospitality industry	1.1 Outline the history, the size, scope, growth and economic importance of the hospitality industry 1.2 Identify the different types of food and beverage businesses 1.3 Explain the hotel grading and classification systems 1.4 Assess the internal and external factors that may have an impact on the success of a hospitality business 1.5 Identify the influences on the success of the hospitality industry
2 Understand the tourism industry	2.1 Outline the history, the size, scope, growth and economic importance of the tourism industry 2.2 Define tourism indicators and patterns of demand 2.3 Explain the growth of emerging forms of tourism 2.4 Explain the importance of transport, accommodation, attractions and events to tourism 2.5 Identify the influences on the success of the tourism industry
3 Understand the role of tour-related functions	3.1 Define the terms “tourist” and “tourism” 3.2 Describe the purpose and responsibilities of a tour operator, taking into account specialist markets 3.3 Describe the purpose and responsibilities of a travel agent 3.4 Describe the purpose and responsibilities of a tour guide

Title	Purpose and function of international business
Unit purpose and aim(s)	This unit aims to provide learners with an introduction to international business in general. The learner will understand the aims and objectives of business, the economic background to international business and trade and business functions within international organisations.
URN	K/504/8787
Level	3
GLH	120
Learning outcomes When awarded credit for this unit, a student will:	Assessment criteria Assessment of this learning outcome will require a student to demonstrate that they can:
1 Understand and analyse the aims and objectives of international business	1.1 Analyse the different purposes of international business 1.2 Analyse the advantages, disadvantages and requirements of different international business structures 1.3 Assess the way in which the constitution of an organisation is influenced by its purpose
2 Understand and analyse international stakeholder relationships	2.1 Identify different international stakeholders, their interests and needs 2.2 Assess the potential impact of primary and secondary international stakeholders' opinions and actions on an organisation 2.3 Explain the importance of effective relationships with international customers 2.4 Examine the value of concepts of corporate good citizenship and social responsibility to an international organisation
3 Understand and analyse the economic background to international business and trade	3.1 Examine how international markets interact 3.2 Identify the issues affecting international trade (e.g. globalisation) 3.3 Assess the impact of supply and demand on an international business and the resultant interactions 3.4 Examine the reasons for and impact of global recession
4 Understand business functions within an international dimension	4.1 Analyse the purpose, role and typical structure of different functions within an international business 4.2 Analyse the interrelationship of different functions within an international business

Title	Entrepreneurship
Unit purpose and aim(s)	This unit aims to introduce learners to the challenges faced by entrepreneurs, how to raise finance for a new business venture and the identification and management of business risk
URN	K/504/8790
Level	3
GLH	150
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 and analyse the challenges faced by entrepreneurs	1.1 Analyse the characteristics and behaviours of successful entrepreneurs, including ‘entrepreneurial spirit’ 1.2 Assess the value of micro, small and medium-sized businesses to the economy 1.3 Identify the challenges faced by entrepreneurs
2 Understand and analyse how to raise finance for a new business venture	2.1 Identify sources of finance for a small business 2.2 Explain the importance of a business plan and the factors to be taken into account when presenting to investors
3 Understand and analyse the identification and management of business risk	3.1 Explain the principles of risk analysis, identification, mitigation and management 3.2 Assess the potential impact of different kinds of risk on an entrepreneur or small business

Title	Essentials of Marketing and Customer Relationships in Tourism and Hospitality
Unit purpose and aim(s)	This unit aims to introduce students to marketing, sales and customer relationships in the tourism and hospitality industry. Students will understand how a hospitality or tourism business is affected by external factors in which it operates. They will understand the key concepts of marketing and sales techniques. Students will gain an understanding of the importance of customer care. Students will develop skills to enable them to deliver effective customer service and to identify areas for improvements.
URN.	K/504/4383
Level	3
GLH	150
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 marketing theories in the tourism and hospitality industry	1.1 Describe the factors that affect the tourism and hospitality market 1.2 Describe the purpose and features of a competitor analysis 1.3 Describe the concept of the marketing mix and the use of market segmentation to define marketing objectives 1.4 Explain the different methods of collecting market research data and their uses. 1.5 Explain the use of branding and positioning as strategic tools 1.6 Describe the link between marketing strategies, marketing plans, business plans and corporate strategies.
2 Understand the principles of selling in the tourism and hospitality industry	2.1 Describe the relationship between sales and marketing 2.2 Describe the stages of the sales cycle and their impact on sales 2.3 Explain how to identify buyers and their buying motivations 2.4 Distinguish between features and benefits of a product or service 2.5 Describe the use of sales targets and the stages and techniques for selling
3 Understand the concept of customer care in the tourism and hospitality industry	3.1 Define the scope of customer care including the wants and needs of internal and external customers 3.2 Explain the use of customer segmentation in meeting customers' needs 3.3 Describe the features and rationale of a customer care programme 3.4 Explain the collection and use of customer information in the evaluation of customer service and continuous improvement 3.5 Explain the principles of managing customer complaints
4 Understand customer relationships in the tourism and hospitality industry	4.1 Explain the impact of good and poor customer service and behaviour on a customer's perceptions 4.2 Explain the use of effective communication channels to support customer relationships 4.3 Explain how "moments of truth" can reveal service failures 4.4 Describe the concept of Customer Relationship Management (CRM) and how this is supported by IT systems

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. **Assessment type:** Assignment

Unit: Tourism and Hospitality Industry

2. **Assessment type:** Written examination

Unit: Essentials of Marketing and Customer Relationships in Tourism and Hospitality

Assessment type: Assignment

Unit: Tourism and Hospitality Industry

Unit Reference: M/504/4384



Tourism and Hospitality Industry (THI)

Assignment Instructions

Unit title	Tourism and hospitality industry
URN	M/504/4384
Credit value	30
Level	3

This unit must be assessed by assignment.

Assignment instructions

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

Assignments must:

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with 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.

Assignment Task – Tourism and Hospitality Industry

Students are required to prepare a 3,000-word report discussing the tourism and hospitality industry.

Outline

Students are required to conduct relevant and adequate primary and secondary research. The student should therefore be able to visit organisations.

The following areas should be evaluated in detail supported by examples quoted from the selected organisations:

Analysis of the hospitality industry

- the history, characteristics and importance of the hospitality industry
- the features of businesses within the industry
- characteristics of the hotel grading system
- the internal and external features that affect the success of a hospitality business

Analysis of the tourism industry

- the history, characteristics and importance of the tourism industry
- patterns of demand and tourism indicators
- the drivers behind the growth of emerging forms of tourism
- the importance of transport, accommodation, attractions and events
- definitions of 'tourist' and 'tourism'
- purpose and responsibilities of tour operators, travel agents and tour guides

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

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

Assignment task

Task instructions		
Task 1 – The hospitality industry - 40%		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following:		
Assessment criteria	LO/AC ref	Marks
1 Describe the history, characteristics and importance of the hospitality industry, different types of businesses within it, the hotel grading system, the factors that affect the industry and its success	LO1, 1.1, 1.2, 1.3, 1.4, 1.5	40
The word count is 1,200 words		

Task instructions		
Task 2 – The tourism industry - 60%		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following:		
Assessment criteria	LO/AC ref	Marks
1 Describe the history, characteristics and importance of the tourism industry, tourism indicators and patterns of demand, emerging forms of tourism and the importance of transport, accommodation, attractions and events	LO2, 2.1, 2.2, 2.3, 2.4, 2.5	60
2 Define the terms ‘tourist’ and ‘tourism’, the purpose and responsibilities of travel agents and tour operators (including those working in specialist markets) and the responsibilities of a tour guide	LO3, 3.1, 3.2, 3.3, 3.4	
The word count is 1,800 words		

The assignment may be presented as two reports or as a single report of 3,000 words

Assessment type: Examination

Unit: EMCRTH

Unit Reference: K/504/4383



EMCRTH

Essentials of Marketing and Customer Relationships in Tourism and Hospitality

Mock 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.



Please note: all questions are compulsory Please ensure that when you answer the questions that you do answer every sub section of every question.

<p>Question 1</p>	<p>1.1 Describe three factors that affect the tourism and hospitality market.</p> <p>1.2 Explain how a competitor analysis can be used</p> <p>1.3 Describe the difference between the marketing mix and market segmentation.</p> <p>1.4 Discuss two different methods of collecting market research data for a hospitality organisation.</p> <p>1.5 Explain how branding can be used as a strategic marketing tool.</p> <p>1.6 Explain the difference between a marketing plan and a business plan.</p>	<p>25 marks</p>
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<p>Question 2</p>	<p>For an international tourism or hospitality business of your choice:</p> <p>a) Describe the relationship between the sales and marketing functions.</p> <p>b) Discuss how the stages of the sales cycle impact on sales</p> <p>c) Describe how the organisation identifies buyers and their buying motivations.</p> <p>d) Distinguish between the features and benefits of one service offered by the organisation.</p> <p>e) Explain how a sales target is used within a department of your chosen organisation.</p>	<p>25 marks</p>
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<p>Question 3</p>	<p>3.1 Explain the difference between the needs of internal and external customers in a hotel or travel agency.</p> <p>3.2 Explain how customer segmentation is used to meet customer' needs.</p> <p>3.3 Discuss the features of a customer care programme for handling customer complaints in a travel agency or the rooms division department of a hotel.</p> <p>3.4 Explain two ways customer information can be collected and used to evaluate customer service.</p>	<p>25 marks</p>
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<p>Question 4</p>	<p>For a tourism or hospitality business of your choice:</p> <ul style="list-style-type: none"> a) Explain how good and poor customer service and behaviour can impact on a customer's perceptions of the business. b) Discuss two communication channels that can be used to support customer relationships. c) Give two examples of 'moments of truth' and how they can reveal service failures. d) Describe the concept of Customer Relationship Management (CRM) and explain how it is supported by IT systems. <p>Give examples to support your answer.</p>	<p>25 marks</p>
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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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