

Qualification Specification

CTH (IOH) LEVEL 3 DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT (VRQ)

(QAN: 601/3211/5)

JULY 2018

Offered in partnership with the Institute of Hospitality



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1. Introduction

The Level of the Diploma

The qualification is positioned at Level 3 on the Ofqual Regulated Qualifications Framework.

The CTH (Institute of Hospitality) Level 3 Diploma in Hospitality & Tourism Management (the Level 3 Diploma) focuses on the supervisory aspects of the hospitality and tourism industries. The Level 3 Diploma provides a thorough introduction to the knowledge required of supervisors working within the hospitality and tourism sectors.

This Level 3 Diploma has been accredited by Ofqual (601/3211/5).

The purpose of the Level 3 Diploma

The Level 3 Diploma is a knowledge-based vocational qualification. It is aimed at equipping learners with the knowledge to support a learner looking to move into a junior management or supervisory role within the hospitality and tourism sectors, who wishes to develop their current knowledge to a higher level, or who wishes to prepare to move into higher level learning. Normally, the learner undertaking this qualification should be involved in managing others, for example, a team leader in a given area of the hospitality and tourism sectors. The learner should be aiming to develop their knowledge to enable them to supervise within the hospitality and tourism sectors.

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 supervisors in the hospitality and tourism sectors. 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 supervisors working in the hospitality and tourism sectors. The structure of the Level 3 Diploma is made up of two units in each of the seven business areas.

The assessment methodology has been designed around a combination of assessing knowledge through a multiple choice question (MCQ) assessment paper with a synoptic assessment paper. The MCQ paper allows learners to select answers from an option of plausible choices, whereas the synoptic assessment paper allows learners to use their analytical and evaluative skills to make sound and reasoned judgements.

Given the impact of globalisation on the hospitality and tourism sectors, many learners in the UK in the hospitality and tourism sectors are not native English speakers. The MCQs provide greater access to assessment for these types of learner.

The Institute approved centres will typically build upon the concept of a 10 hour training programme for delivery of each unit, as each unit will take 10 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 assessments. The delivery of the Level 3 Diploma qualification may vary depending on the delivery model of the approved centre, and approved centres are free to deliver in appropriate formats that support the delivery of knowledge of the 10 GLH for each unit, for example, training workshops, seminars, in-company training, e-learning.

The Level 3 Diploma has a total of 140 GLH. The Total Qualification Time for the Level 3 Diploma is 304 hours. This comprises: 140 GLH + 10 hours examinations/assessments + 154 additional learning time = 304 hours total qualification time.

2. Aims & Outcomes

Aims of the Level 3 Diploma

The Level 3 Diploma focusses on the supervisory aspects of the hospitality and tourism industries.

Aims	Unit knowledge / Activity
To provide learners with a challenging qualification covering the core disciplines of management at a supervisory level within the Hospitality and Tourism sector;	All units.
To enable learners to apply current knowledge of management concepts and theories to the Hospitality and Tourism sector;	All seven business areas have units which cover concepts / theories within their specific areas.
To provide learners with the opportunity to recognise the impact of the changing operating environment relating to the Hospitality and Tourism sector;	All units.
To provide learners with the tools and terminology necessary to understand how to supervise in a Hospitality and Tourism environment;	All units.
To enable learners to make informed and confident decisions regarding the areas (potential / actual) that they may supervise;	All units.
To encourage learners to reflect on and engage in debate on issues relevant to supervising in the Hospitality and Tourism sector;	All units, and through the delivery of the programme.
To give learners the ability to enable them to manage their own professional development; and,	Professional Development units.
To provide opportunities for learners to develop the necessary skills and competencies to move on to further study or employment.	Achievement of the Level 3 Diploma.

Learning outcomes for the Diploma

Knowledge elements of the Level 3 Diploma will provide learners with the ability to understand:

	Unit knowledge / Activity
the environment of Hospitality and Tourism with a focus on supervision;	All units.
the current technical language, tools, methods and practices of supervision to enable effective management decision-making; and,	All units.
classical and contemporary concepts, theories and models of management and their practical application.	All units.

Subject-specific professional elements of the Level 3 Diploma will provide learners with the skills to:

	Unit knowledge / Activity
calculate financial data relevant to supervising within the Hospitality and Tourism sector;	BS3013 Supervising Sales in Hospitality and Tourism. FP3013 Finance and Budgeting for Business in Hospitality and Tourism.
understand how management responds to change in the wider environment and how these changes affect organisational decision-making; and,	All units.
understand the impact of changing economic, social, legal and technological environment relating to the Hospitality and Tourism sectors.	BM3013 Managing the Business in Hospitality and Tourism. LM3013 Complying with Legislation in Hospitality and Tourism. BM3023 Managing Hospitality and Tourism Operations.

Intellectual skills developed by the Level 3 Diploma will provide learners with the ability to:

	Unit knowledge / Activity
locate, extract and analyse data from different financial sources;	BS3013 Supervising Sales in Hospitality and Tourism. FP3013 Finance and Budgeting for Business in Hospitality and Tourism. Synoptic assessment.
apply cognitive skills of reflective practice;	Learning of the Level 3 Diploma.
utilise problem-solving and decision-making skills; and	Learning of the Level 3 Diploma.
understand the interrelationships between the various subject disciplines and assimilate these coherently to provide effective solutions.	All units. Synoptic assessment.

Transferable skills and personal qualities developed by the Level 3 Diploma will provide learners with the ability to:

	Unit knowledge / Activity
use appropriate data and information from a range of sources;	All units.
use appropriate tools and methods to conduct meaningful research;	PD3033 Information and Research handling in Hospitality and Tourism.
demonstrate numeracy skills, including the ability to manipulate financial and other numerical data;	All units within the Finance and Business Planning business area.
articulate concepts and arguments with clarity, conciseness and rigour using appropriate data and information;	All units. Synoptic assessment.
learn independently and enhance skills of self-reflection and self-managed study;	All units.
structure and communicate ideas logically and coherently; and	All units. Synoptic assessment.
use appropriate communication and information technology skills.	Online assessment. Synoptic assessment.

3. Objectives

On completion of the Level 3 Diploma, learners should be able to:

	Unit knowledge / Activity
understand the concept of management;	Business Management units. Synoptic assessment.
appreciate the benefits that can be derived from supervising teams and self in the Hospitality and Tourism sector;	HM3013 Managing Teams in Hospitality and Tourism. Professional Development units.
develop an awareness of how to supervise people, and the obligations associated with a supervisory role;	HM3013 Managing Teams in Hospitality and Tourism. BS3013 Supervising Sales in Hospitality and Tourism.
understand the scope of the Hospitality and Tourism sector and the impact on consumers of its products and services;	All units, particularly CM3013 Understanding Customer Relationships in Hospitality and Tourism. Synoptic assessment.
examine issues relating to the Hospitality and Tourism sector;	All units. PD3033 Information and Research Handling in Hospitality and Tourism. Synoptic assessment.
structure and communicate ideas logically and coherently; and	All mandatory / option units. Synoptic assessment.
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;	BM3013 Managing the Business in Hospitality and Tourism. LM3013 Complying with Legislation in Hospitality and Tourism. BM3023 Managing Hospitality and Tourism Operations. Synoptic assessment.
familiarise learners with the links between theory and practice;	All units. Synoptic assessment.
understand ethics applicable to the Hospitality and Tourism sector;	BS3013 Supervising Sales in Hospitality and Tourism. CM3013 Understanding Customer Relationships in Hospitality and Tourism. FP3013 Finance and Budgeting for Business in Hospitality and Tourism. LM3013 Complying with Legislation in Hospitality and Tourism. Synoptic assessment.

acquire key management knowledge that is relevant to supervising in the Hospitality and Tourism sector;	All Business Management units. HM3013 Managing Teams in Hospitality and Tourism.
become a more confident, informed and responsible supervisor; and,	Completion of the qualification.
understand what is required of a supervisor to take ownership of own management style.	All units, with particular emphasis on PD3013 Managing Your Professional Portfolio in Hospitality and Tourism.

As well as developing knowledge, the Level 3 Diploma assists in developing the ability to:

	Unit knowledge / Activity
analyse and evaluate data and information;	FP3013 Finance and Budgeting for Business in Hospitality and Tourism. Synoptic assessment.
develop core personal skills including communication, numeracy and IT;	FP3013 Finance and Budgeting for Business in Hospitality and Tourism. All Human Resources management units. Synoptic assessment.
formulate appropriate responses to resolve defined problems;	All units. Synoptic assessment.
convey data and information clearly, concisely and accurately;	All units. Synoptic assessment.
structure information, options and recommendations in a clear and logical order;	Assessment examinations.
develop skills in examination technique; and,	All units. Synoptic assessment.
apply and build on previous learning and experience.	Achievement of the qualification.

4. Progression

The CTH Institute of Hospitality qualifications have been designed as a progression pathway from Level 2 to Level 4. Achievement of the Diploma will also provide progression through access to qualifications offered by other awarding organisations regulated by Ofqual.

The Level 3 Diploma enhances supervisory skills and leads on to the Level 4 Diploma which may also be delivered as a work-based qualification. Further information on unitesd 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 14 units which the learner must complete 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 3 Diploma in Hospitality and Tourism Management Syllabus.

The units are the following:

Programme Units	
Business Management	BM3013 Managing the Business in Hospitality and Tourism BM3023 Managing Hospitality and Tourism Operations
Business Marketing & Sales	BS3013 Supervising Sales in Hospitality and Tourism BS3023 Merchandising and Selling in Hospitality and Tourism
Consumer Management	CM3013 Understanding Customer Relationships in Hospitality and Tourism CM3023 Improving the Customer Experience in Hospitality and Tourism
Finance & Business Planning	FP3013 Finance and Budgeting for Business in Hospitality and Tourism FP3023 Budget and Forecast Preparation for Hospitality and Tourism
Human Resources Management	HM3013 Managing Teams in Hospitality and Tourism HM3033 Target Setting and Monitoring Performance in Hospitality and Tourism
Legislative Management	LM3013 Complying with Legislation in Hospitality and Tourism LM3033 Employment Law in Hospitality and Tourism
Professional Development	PD3013 Managing Your Professional Portfolio in Hospitality and Tourism PD3033 Information and Research Handling in Hospitality and Tourism

Up to 49% of an award may be made through recognition of units from other relevant qualifications at the same level, subject to mapping by a CTH approved expert providing these fit within the business areas of the qualification. Recognised company training programmes or CTH endorsed programmes may also be permitted.

Application should be made to the Confederation of Tourism & Hospitality 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 3 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 3 Diploma is typically built upon the concept of a 10 hour per unit 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 10 Guided Learning Hours (GLH) for each unit. The Level 3 Diploma has a total of 140 GLH. This may include training workshops or seminars, in-company training, e-learning, distance learning or self study.

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 D) in their assessment to pass the 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:

- 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 two hours to complete the examination. Learners will be given, in addition, 10 minutes reading time, in which they can make notes on the Case Study or Examination Question paper.
- Learners will be expected to construct answers to these questions.
- Learners will be expected to gain a minimum of 50% (Grade D) in their assessment to pass the 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

CTH 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:

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

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

Grade	Mark Range	Description
A*	Marks of 90% to 100%	Authoritative answer. Full effective response. Critical and committed argument.
A	Marks of 80% to 89%	Clearly structured. Able to deal with the concepts, sources and relevant arguments.
B	Marks of 70% to 79%	Sound and competent. Covers the basic subject matter. Appropriately organised and presented.
C	Marks of 60% to 69%	Factually sound. General grasp of the issues raised. Weak in critical awareness and analytical qualities.
D	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.

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.

They should normally have:

- Completed any relevant Level 2 qualification.
- A good general education, including GCSE Mathematics and English, A* - C. This may also include achievement of Functional Skills in Mathematics and English.
- A minimum English Language ability level such as Cambridge First Certificate Grade B or TOEFL 550 points or IELTS 5.5 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 may 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 3 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 CTH 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 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 3 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 (GDPR) legislation.

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	CTH (IoH) Level 3 Diploma in Hospitality & Tourism Management
Ofqual qualification number	601/3211/5
Qualification level	3
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	140
Total Qualification Time (TQT)	304

Overall grading type	A*– D
Assessment method	Multiple-choice examination and written examination
Qualification description	The Level 3 Diploma in Hospitality and Tourism Management (VRQ) consists of 14 units.
Age range	19+

The Level 3 descriptor is as follows:

Summary	Achievement at Level 3 reflects the ability to identify and use relevant understanding, methods and skills to complete tasks and address problems that, while well defined, have a measure of complexity. It includes taking responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgement within limited parameters. It also reflects awareness of different perspectives or approaches within an area of study or work.
Knowledge & understanding	Use factual, procedural and theoretical understanding to complete tasks and address problems that, while well defined, may be complex and non-routine. Interpret and evaluate relevant information and ideas. Be aware of the nature of the area of study or work. Have awareness of different perspectives or approaches within the area of study or work.
Application & action	Address problems that, while well defined, may be complex and non-routine. Identify, select and use appropriate skills, methods and procedures. Use appropriate investigation to inform actions. Review how effective methods and actions have been.
Autonomy & accountability	Take responsibility for initiating and completing tasks and procedures, including, where relevant, responsibility for supervising or guiding others. Exercise autonomy and judgement within limited parameters.

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

Qualification Title	UK RQF Level	EQF Level
Diploma in Hospitality and Tourism Management	Level 3	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

9. Policies

CTH policies are available to Approved Centres and learners to refer to in the administration of the delivery of the Level 3 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).

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