
Qualification Specification

**CTH Level 3 Foundation Diploma in
Hospitality Business**

September 2020

QAN: 603/6599/7



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1. Introduction

Overview

The objective of this Qualification Specification is to provide an overview of the **CTH Level 3 Foundation Diploma in Hospitality Business** qualification.

This document includes the aim, size, level, structure and content including learning outcomes and assessment criteria for each unit, together with sample assessment/s.

There is guidance relating to the centre approval requirements, and delivery and assessment 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 Delivery and Assessment Handbook.

Purpose of the Qualification

The purpose is to provide a qualification that:

- Provides students with an understanding of the Tourism and Hospitality industry and of the key functions within the sector.
- Provides for an effective academic progression route.
- Enables students to develop the essential skills to study within higher education.
- Enables students to gain credits towards higher education.
- Enables students to develop higher level academic skills that can be applied in a vocational context.
- Provides students with the knowledge and skills to enter employment in the tourism and hospitality sector.

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 checking applications against the following admission requirements and ensuring students can fulfil the demands of the qualification prior to admission and enrolment.

Learners must have an appropriate level of academic skills or be given support by centres to acquire the relevant study skills at degree level for this qualification.

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.
	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).

2. Centre Approval Requirements

Centre Approval

Prospective Centres should apply to become an approved CTH Centre in order to deliver this qualification. Please see the 'About CTH' page at the end of this specification for advice on the CTH approval process or if you wish to discuss your curriculum requirements.

The CTH Approval 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 and maladministration. An online video 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, at least at UK degree level.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification. Centres must appoint an Internal Verifier and have a named quality assurance lead.

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.

3. CTH Support

CTH Delivery and Assessment Handbook

Centres approved to deliver this qualification will be provided with a comprehensive Delivery and Assessment Handbook designed for the qualification delivery team of teaching staff, quality assurance staff and administrators.

CTH Training

New CTH centres are offered a short induction session (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

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

CTH Members Website and Resources

The CTH 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 offers 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

Centres must:

- Register students as CTH Members no later than 4 weeks after starting to teach the course.
- Register students for each assessment submission within the timescales stated on the CTH website.
- Hold at least two (maximum of three) progress tutorials with each student per assignment unit which must be fully documented and signed by the centre marker and the student.

- Ensure students understand how to avoid academic dishonesty and check that work in progress and that submitted to CTH is the students' own.
- Centres are responsible for the marking and internal verification of assessments using the mark sheets provided.
- Send the following assessment evidence to CTH electronically via the CTH Hub: student assignments (Word versions only), completed mark sheets, signed student & centre marker declarations of authenticity, and compulsory progress tutorial record forms.
- Prepare students for examinations via worked questions in class and mock exams.

CTH:

Assignments:

- CTH produces all assignment briefs and makes these available to centres.
- CTH uses Turnitin to check all assignments for similarity, then moderates student work.

Examinations:

- All examinations are set by CTH, who distributes these electronically to Centres.
- Student exam scripts are returned to CTH, with attendance sheets, seating plans and any other documentation including special consideration forms, invigilators reports, suspected malpractice reports.
- CTH staff mark and also moderate all exam scripts.

The CTH Exam Board meets four times a year to review all moderated assessment results, taking into consideration special considerations and mitigating circumstances, reports from the Malpractice Panel, and other information including previous results over time. The Exam Board will ratify all results before publication.

Internal Verification

An internal verifier (IV) is a designated person, internal to the centre, who has responsibility for verifying and signing off the assessment outcomes and providing feedback to the assessors. They should have a good understanding of the units/qualifications being assessed.

The Centre internal verifier assures the quality of the assessment process within the Centre. Internal verifiers must sample assessment decisions using a sampling plan, which takes into account a risk assessment which has been conducted as part of the centre's internal QA strategy.

Internal verifiers should also plan the observation of centre markers during any practical assessments, especially to support new centre markers, and provide constructive feedback.

4. Qualification Level, Size and Structure

The Office of Qualifications and Examinations Regulation (Ofqual) regulates qualifications, examinations and assessments in England. The CTH Level 3 Foundation Diploma in Hospitality Business is a vocationally related qualification on the Ofqual Regulated Qualification Framework (RQF), and adheres to the regulations set out in the Ofqual Handbook.

Ofqual regulated qualifications are recognised and trusted by parents, employers and educational establishments globally due to the stringent controls and quality assurance requirements Ofqual places on awarding organisations, qualifications and approved delivery centres.

Qualification Size

The qualification is designed to be delivered in 1,380 hours of TQT (Total Qualification Time) of which 620 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 centre marker.

The following activities are indicative of those included in TQT:

- Guided Learning (GLH) when the lecturer is present, e.g. formal classes, lectures, seminars, tutorials, supervised assessment such as 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 Level

This qualification is at

- Level 3 on the Regulated Qualifications Framework in England (RQF).

CTH qualifications comply with level descriptors set by Ofqual, which are divided into two categories:

- Knowledge and Understanding.
- Skills.

The descriptors below set out the generic knowledge and skills associated with the typical holder of a qualification at that level.

Level 3 Knowledge descriptor:

The holder...

- Has factual, procedural and theoretical knowledge and understanding of a subject or field of work to complete tasks and address problems that while well-defined, may be complex and non-routine.
- Can interpret and evaluate relevant information and ideas.
- Is aware of the nature of the area of study or work.
- Is aware of different perspectives or approaches within the area of study or work.

Level 3 Skills descriptor:

The holder can...

- Identify, select and use appropriate cognitive and practical skills, methods and procedures to address problems that while well-defined, may be complex and non-routine.
- Use appropriate investigation to inform actions.
- Review how effective methods and actions have been.



Qualification Structure

The qualification structure, units, sizing information and assessment types for the CTH Level 3 Foundation Diploma in Hospitality Business are set out in the following table. Further details of each unit are included later in the specification.

CTH Level 3 Foundation Diploma in Hospitality Business						
Students must achieve:						
<ul style="list-style-type: none"> All 5 mandatory units, providing 138 credits, all at level 3. 						
Credit Value (CV): 138				QAN: 603/6599/7		
Guided Learning Hours (GLH) for Qualification: 620				Total Qualification Time (TQT) for Qualification: 1380		
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/504/8787	Case study-based written examination
E	Entrepreneurship	3	38	150	K/504/8790	Assignment (70%) Presentation (30%)
EMCRTH	Essentials of Marketing and Customer Relationships in Tourism and Hospitality	3	30	150	K/504/4383	Closed book written examination
ESS	Essential Study Skills	3	10	50	A/618/4223	Assignment & Presentation
Foundation Diploma Total (5 units)			138	620		

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>

5. Qualification Grading Criteria

Individual units can be graded either as fail, pass, merit or distinction. The qualification is also graded. 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.

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		
To achieve a pass, students must:	To achieve a merit grade (60% to 69%) students must:	To achieve a distinction grade (70%+) students must:
<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.

6. 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 to assist centre markers in allocating marks.

See Section 8 for specimen assessment materials applicable to this qualification.

7. Qualification Units

Tourism and Hospitality Industry				
Ofqual Unit Ref No.	M/504/4384	CTH Unit Ref:	THI	
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.			
Unit Level	3			
Unit Size	Guided Learning Hours (GLH)	150 Hours	Credit Value: (1 credit is 10 hours total study/TQT)	30 Credits
Unit Assessment is by:	Assignment.			
Learning Outcome 1	Understand the hospitality industry.			
Assessment Criteria				
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.				
Learning Outcome 2	Understand the tourism industry.			
Assessment Criteria				
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.				
Learning Outcome 3	Understand the role of tour-related functions.			
Assessment Criteria				
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.				

**Purpose and Function of International Business**

Ofqual Unit Ref No.	K/504/8787	CTH Unit Ref:	PFIB
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.		
Unit Level	3		
Unit Size	Guided Learning Hours (GLH)	120 Hours	Credit Value: (1 credit is 10 hours total study/TQT) 30 Credits
Unit Assessment is by:	Case-study based written examination.		
Learning Outcome 1	Understand and analyse the aims and objectives of international business.		

Assessment Criteria

- 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.

Learning Outcome 2

Understand and analyse international stakeholder relationships.

Assessment Criteria

- 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.

Learning Outcome 3

Understand and analyse the economic background to international business and trade.

Assessment Criteria

- 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.



Learning Outcome 4

Understand business functions within an international dimension.

Assessment Criteria

- 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.



Entrepreneurship			
Ofqual Unit Ref No.	K/504/8790	CTH Unit Ref:	E
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.		
Unit Level	3		
Unit Size	Guided Learning Hours (GLH)	150 Hours	Credit Value: (1 credit is 10 hours total study/TQT) 38 Credits
Unit Assessment is by:	Assignment.		
Learning Outcome 1	Understand and analyse the challenges faced by entrepreneurs.		
Assessment Criteria			
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.			
Learning Outcome 2	Understand and analyse how to raise finance for a new business venture.		
Assessment Criteria			
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.			
Learning Outcome 3	Understand and analyse the identification and management of business risk		
Assessment Criteria			
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.			

**Essentials of Marketing and Customer Relationships in Tourism and Hospitality**

Ofqual Unit Ref No.	K/504/4383	CTH Unit Ref:	EMCRTH	
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.			
Unit Level	3			
Unit Size	Guided Learning Hours (GLH)	150 Hours	Credit Value: (1 credit is 10 hours total study/TQT)	30 Credits
Unit Assessment is by:	Closed book written examination.			
Learning Outcome 1	Understand marketing theories in the tourism and hospitality industry.			

Assessment Criteria

- 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.

Learning Outcome 2

Understand the principles of selling in the tourism and hospitality industry

Assessment Criteria

- 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.



Learning Outcome 3

Understand the concept of customer care in the tourism and hospitality industry.

Assessment Criteria

- 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.

Learning Outcome 4

Understand customer relationships in the tourism and hospitality industry.

Assessment Criteria

- 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.



Essential Study Skills

Ofqual Unit Ref No.	A/618/4223	CTH Unit Ref:	ESS	
Unit Purpose and Aim(s)	This unit aims to provide learners with essential skills for academic communication, writing assignments and making presentations of academic information and carrying out programmes of academic study.			
Unit Level	3			
Unit Size	Guided Learning Hours (GLH)	50 Hours	Credit Value: (1 credit is 10 hours total study/TQT)	10 Credits
Unit Assessment is by:	Assignment and presentation.			
Learning Outcome 1	Understand how to plan, structure, write and check an academic report and assignment			

Assessment Criteria

- 1.1 Explain the key components of an academic report and assignment
- 1.2 Explain how to gather, evaluate and analyse relevant information to achieve the report's purpose
- 1.3 Describe how to structure material in a logical and coherent order
- 1.4 Demonstrate how to present a report according to the instructions provided
- 1.5 Explain how to make appropriate conclusions and recommendations that are supported by the evidence.
- 1.6 Use Harvard referencing consistently and accurately both in text and bibliography
- 1.7 Demonstrate how to accurately paraphrase and summarise source material.
- 1.8 Explain what is meant by academic dishonesty, its consequences and how it can be avoided.
- 1.9 Use, include and/or create graphics, illustrations, photos and appendices that communicate research findings.

Learning Outcome 2

Be able to conduct and apply appropriate academic research.

Assessment Criteria

- 2.1 Select appropriate secondary sources to ensure relevant and reliable purposeful content.
- 2.2 Identify and use a wide range of relevant and reliable secondary sources, both online and printed.
- 2.3 Conduct meaningful primary research using appropriate methods.
- 2.4 Evaluate the strengths and weaknesses of the primary research conducted and the conclusions drawn from it.
- 2.5 Use facts to support conclusions and recommendations.

Learning Outcome 3

Understand and apply the principles of communicating academic information to an audience via a presentation.

Assessment Criteria

- 3.1 Communicate academic information orally (body language, eye contact, positioning, projection, signposting).
- 3.2 Make presentations of academic information (convey ideas coherently, succinctly and in compliance with English grammar, with an appropriate use of slides).
- 3.3 Use academic research (appropriate inclusion of primary and secondary data, clear explanation of research done and its relevance, findings of the research evaluated).

8. Sample Assessments

Assessment Example 1

Unit	Tourism and Hospitality Industry
Unit Ref. No.	M/504/4384
Assessment type	Assignment

Sample 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 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 copy of the final assignment report should be submitted. This should include a front cover page with the student's and centre marker's declaration.

Assignment Task

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 - Tourism and Hospitality Industry

Task 1 Instructions – 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:

Task	LO/AC Ref	Marks
Task 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 2 Instructions – 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:

Tasks	LO/AC Ref	Marks
Task 2.1: 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	30
Task 2.2: 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	30

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 Example 2

Unit	Essentials of Marketing and Customer Relationships in Tourism and Hospitality
Unit Ref. No.	K/504/4383
Assessment Type	Closed book written examination
Time Allowed	180 minutes for the examination, plus additional ten minutes before to read through

Sample Instructions



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.

Sample Exam Questions

Please note: All questions are compulsory and carry a total of 100 marks.

Question 1	<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>	25 marks
Question 2	<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>	25 marks
Question 3	<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>	25 marks

Question 4

For a tourism or hospitality business of your choice:

- 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.

Give examples to support your answer.

25 marks

9. About CTH

CTH, the Confederation of Tourism & 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.

Policies

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

Location

CTH's offices are located in central London, United Kingdom, within easy walking distance of underground and bus stops. We always welcome visits from Centres and encourage this wherever possible.

Website

www.cthawards.com

Contact us via

Email: Please use contact email: info@cthawards.com

Telephone: CTH switchboard +44 (0)207 258 9850.

Skype: CTH Awards

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