

# Gold standard qualifications for Hospitality, Culinary & Tourism



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At CTH, our core mission is to provide the highest standard of qualifications. We achieve this through robust monitoring supported by industry, universities and the UK government regulator, Ofqual. CTH is also a member of the Federation of Awarding Bodies.

We have strong partnerships with major international employers and academic institutions. For example, CTH Culinary programmes have been developed with professional chefs including Gordon Ramsey's Tante Marie organisation, whilst Virgin Atlantic and Star Alliance work with CTH on our Travel certificate qualifications.



## About the Confederation:

### The need for qualified personnel

Hospitality & tourism is the world's single biggest industry and it has been estimated by the World Tourism Organisation that around one job in ten depends on this fast growing sector. Customers expect high standards of service and it is only through structured training that the industry can meet these expectations.

The Confederation of Tourism & Hospitality was established in 1982 to provide recognised standards of training appropriate to the needs of the our industry, via our syllabi, examinations and awards.

**ofqual**  
REGULATED  
register.ofqual.gov.uk

CTH is an awarding body recognised and regulated by Ofqual, who are the official regulators of qualifications, exams and tests in England.

### Why CTH qualifications?

More than 150 approved teaching Centres deliver CTH qualifications globally and over 30,000 CTH learning assessments are taken each year, making the Confederation one of the leading hospitality, culinary and tourism award bodies in the world.

CTH programmes are well respected around the world, as demonstrated by the range and depth of our industry engagement. These have included partnerships with leading sectoral employers such as Virgin Atlantic, Intercontinental Hotels Group, Hilton and Red Carnation Hotels to name a few. Students can be confident that gaining a CTH qualification is a strong start to a promising career with truly global opportunities.

Those studying for the specialist examinations and assessments of the Confederation are offered a structured learning process, encompassing both the theoretical and practical aspects of the industry. In addition, CTH offers students a defined pattern of career development through further study opportunities and to enjoy the graduate benefits of our hospitality and tourism membership organisation partners.

### Contents

<b>1 Tourism &amp; Hospitality Management Programmes</b>	04
Foundation level	08
Undergraduate level	10
Executive level	16
<b>2 Culinary Skills Programmes</b>	18
Basic Cookery	20
Short Courses	21
Cookery Skills	22
Professional Cookery	24
Culinary Arts	26
<b>3 Professional Skills Programmes</b>	28
English for Hospitality & Tourism	30
Hospitality Practice	32
Bar Skills & Bar Management	34
Barista Skills	34
VA Earth, VA-1 & VA-2	35
Restaurant Front of House	36
Cruise Hospitality Services	37
Professional Development	
Qualifications	38
Management & Leadership	40
Environmental Sustainability	41
Programme Endorsement	41
<b>4 Partnering with CTH</b>	42
Learning resources	44
Student membership	46
Quality assurance	48
Examination procedures	49
Making your application	50

# 1 Tourism & Hospitality Management Programmes

## Developing future talent

CTH Management Programmes offer an excellent alternative, or complement to, university study in Hospitality and Tourism.

Graduates of these programmes typically aspire to management roles, whether at junior trainee for those completing Level 4 Diploma level or at senior postgraduate level for those completing the Level 7 Diploma.

Each programme is specifically geared to a particular learning outcome. For example, the Level 5 Advanced Diploma is an ideal pathway course for centres seeking to run a full university 'top-up' final year, while the Level 6 Professional Diploma offers a complete integrated degree level learning package in itself.



## Some of our Management Level awards:



## CTH Gold Employers

One area where CTH works closely with leading employers is in helping to provide CTH Student Members with access to the jobs they have available. Industry employers with a proven good employer reputation are invited to become CTH Gold Employers and to place a link to their current job vacancies listings on the CTH Members website. A sample of our current Gold employer partners are listed as follows:



FOR THE STAY

A leading global hospitality company, Hilton has welcomed more than 3 billion guests in its more than 100-year history. They've built a reputation of innovation, integrity, and excellence with their guests. Wherever travel takes you, Hilton is ready to welcome you with unrivaled service.



MARRIOTT

The Guyana Marriott Hotel Georgetown offers scenic luxury in the heart of Georgetown within the prestigious Embassy quarter and near St Georges Cathedral, Lacytown and the Promenade Gardens.



Atlantica Hotels & Resorts operates a portfolio of fifty exceptional properties around Greece, Cyprus & Egypt, offering unparalleled experiences in the most desirable destinations and renowned for their exquisite design and impeccable service.



Hotel Mövenpick Nairobi. Situated in the commercial hub of Westlands. Boasting an exclusive revolving restaurant offers a breathtaking panoramic view of the city skyline, the Mövenpick offers a fantastic destination for conferences and events.



The Ritz is one of London's most iconic five star hotels. A haven at Piccadilly Mayfair, world famous for its historic elegance, impeccable service, impressive rooms and suites, and legendary Afternoon Tea.



A prestigious 18-strong chain of luxury hotels located in Guernsey, Ireland, Southern Africa, Switzerland, and the United Kingdom, with a proud heritage of over 100 years of continuous premium customer service.

# Management Programmes

## Overview

### Introduction

CTH Management Programmes offer a comprehensive range of study programmes designed to suit all learning objectives.

#### **Level 3 – Foundation Diploma**

An introductory foundation in the core elements of the sector.

#### **Level 4 – Diploma**

For students seeking an essential grounding in management principles for direct entry to trainee positions in the industry.

#### **Level 5 – Advanced Diploma**

The next step, leading to direct entry into a final year 'top-up' university degree, and equivalent to year two of a bachelor's degree.

#### **Level 6 – Professional Diploma**

Offering equivalence to the majority of a full final year of a UK university bachelor's degree programme. Students completing this award can convert it into a university bachelor's degree with just a small amount of further study.

#### **Level 7 – Executive**

A broad postgraduate learning programme, ideal for those with supervisory management experience in the sector.

### CTH Management Programmes Structure

Our Management Programmes are designed to offer flexibility of entry, as well as a steady progression of level 3 up to full Postgraduate level.





## Pathways

### Opening the way to careers

CTH syllabi are carefully developed and updated on a regular basis in consultation with industry professionals to ensure their relevance to the actual career environment.

For example, in the case of the tourism and travel agency management programmes, the fares and ticketing components have been developed in conjunction with Virgin Atlantic Airways and the Star Alliance network of airlines.

Over the years, students who have completed CTH Diploma and Advanced Diploma programmes have progressed to successful careers in a wide range of roles within the hospitality and tourism industries.

### Opening the way to university

CTH Management Programmes are widely recognised by universities as offering equivalency to degree level study. At undergraduate level, CTH Level 4 Diploma and Level 5 Advanced Diploma graduates may therefore gain direct entry to the second or final year of a variety of hospitality & tourism degree programmes, whilst Level 6 Professional Diploma graduates will typically only need to complete just a few further modules to complete a bachelor's degree. Similarly, at postgraduate level Level 7 Executive Diploma graduates may apply to the latter stages of an MA, MSc. or MBA.

### University pathways

CTH graduates have access to a range of universities which specialise in tourism or hospitality, not just in the UK but internationally. Some of these partnerships are shown below. Visit our website for the latest list.



### Les Roches



### Career pathways



"The CTH approved centre has been providing industry training to more than 150 personnel in the Hilton Hotel Dalian including the CTH Diploma programme for middle and senior level managers. We have employed many students from the school in the Hilton Hotel Dalian in industry training positions. With their skills and values, these students are the hotel industry managers of tomorrow."

**Wolfgang Maier**  
General Manager,  
Hilton Hotel Dalian



"Having worked in key deluxe hospitality groups around the world in the last few years (including The Waldorf Astoria in New York City, Claridge's in London and Regent Seven Seas Cruises). I have come across CTH graduates who have all been of very high calibre. Furthermore, my experience as a CTH Lecturer at Oxford House College, London confirmed my opinion that CTH offers high quality education that enhances graduates' chances of gaining a successful career in the international hospitality industry.

In my current role, as Vice President Human Resources for First Hotels, I welcome the opportunity to recruit CTH graduates in the near future."

**Nina Kullander**  
Vice President Human Resources,  
First Hotels



# CTH Level 3 Foundation Diploma Entry Level

## Overview



These programmes are designed as a foundation for those new to the sector. Typically studied after High School education, completion of the Diploma is an excellent primer for students seeking to progress to Level 4.

Hospitality and tourism is the world's single biggest industry, covering everything from international airlines and global hotel chains right down to small family-run restaurants and private tour guiding. The career options are huge and varied. CTH offers programmes specially designed to prepare the next generation of professionals in the sector. This preliminary foundation course is the first step towards an exciting career...

### Study structure

The CTH Level 3 Foundation Diploma programmes are 120 credits. Students are required to demonstrate interpersonal, self study and research and presentation skills throughout and assessments are developed to encourage these skills to provide students with a strong foundation for further studies in hospitality and tourism sectors.

Students can achieve the 600 Guided Learning Hours (1200 TQT) in a combination of face to face classroom interactions, attending seminars, visits to hotels, self study and group study as well as research work. Students based at a study centre, will be required to attend a certain number of lecture hours to support their studies and will receive guidance to complete the learning hours.

Students that are following this qualification without face to face interactions, such as online or distance study may require more hours to complete the qualification.



### Admission requirements

These are open access qualifications however students should typically be at least 16, have completed secondary education and have English IELTS 5.0 equivalent. Students should also have basic study skills. International students may combine this programme with the CTH English for Tourism & Hospitality course to improve their industry-related English vocabulary, now available as an extensive Teaching Pack to Centres.

### Pathways

Successful graduates of the Foundation Diploma may apply for entry to any of CTH's Undergraduate Level programmes. Alternatively, the qualification is accepted for direct entry to a wide range of hospitality and tourism related bachelor's degree programmes.





## Detail Information



### Hospitality & Tourism stream

#### CTH Level 3 Foundation Diploma in Hospitality & Tourism

##### **Tourism & Hospitality Industry -**

An overview of the different characteristics and types of hotel and food service providers.

*Assessment: Assignment*

##### **Essentials of Tourism & Hospitality**

**Operations** - Front office, housekeeping, food and beverage operations, destination analysis and tour guiding operations.

*Assessment: Work-based or Assignment*

##### **Essentials of Human Resources & Business Computing in Tourism & Hospitality -**

An understanding of the organisation of staff in tourism and hospitality.

*Assessment: Examination or Assignment*

##### **Essentials of Marketing & Customer Relationships in Tourism & Hospitality -**

An introduction to marketing, sales and customer relationships in the tourism and hospitality industry.

*Assessment: Examination*

##### **Essential Study Skills** - Skills for academic communication, writing assignments and making presentations of information and carrying out programmes of academic study.

*Assessment: Assignment & presentation*

### Hospitality Business stream

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

##### **Tourism & Hospitality Industry -**

An overview of the different characteristics and types of hotel and food service providers.

*Assessment: Assignment*

##### **Purpose & function of international business** -

An introduction to international business, including the aims of business, the economic background to international trade and functions within organisations.

*Assessment: Case study-based written examination*

##### **Entrepreneurship** - 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.

*Assessment: Assignment*

##### **Essentials of Marketing & Customer Relationships in Tourism & Hospitality -**

An introduction to marketing, sales and customer relationships in the tourism and hospitality industry.

*Assessment: Examination*

##### **Essential Study Skills** - Skills for academic communication, writing assignments and making presentations of information and carrying out programmes of academic study.

*Assessment: Assignment & presentation*

### Also available...

CTH also offers a shorter Level 3 Diploma qualification designed to meet the needs of students seeking a simpler, more introductory programme of study.

#### CTH Level 3 Diploma in Essentials of Hospitality & Tourism

A 70 credit (350 GLH) Diploma qualification designed to provide a first introduction to professional study in the sector.

##### **Tourism & hospitality industry -**

*Assessment: Assignment*

##### **Essentials of tourism & hospitality operations** -

*Assessment: Assignment*

##### **Essential study skills** -

*Assessment (70%) Presentation (30%)*

# CTH Level 4 Diploma

## Undergraduate Level (Part 1)

### Overview



CTH Level 4 Diploma programmes provide an understanding of fundamental operational aspects and a knowledge of the key management principles involved.



Diploma level courses combine practical career-based elements with a number of essential underpinning management disciplines that will be invaluable as the student's career progresses.

Two specialist streams are offered, one in Hospitality Management and one in Tourism Management. Each comprises 7 mandatory units totalling 145 credits, with 480 Guided Learning Hours (1200 TQT). Assessment is by a combination of closed book written 2.5 hour examination or assignment/work assessment. Students from this programme can either use it to help secure a trainee position with a relevant employer or use it for entry into the Level 5 Diploma courses.

#### Admission requirements

Students must be at least 17, have completed secondary education (UK Level 3 equivalent) and have English IELTS 5.5 equivalent. Students should also have demonstrable study skills.

#### A student's experience



"I have a natural passion for the hotel industry. Although I already had seven years experience in the hotel industry across three different countries I felt I needed to complete my profile academically in order to develop a career at a management level. I conducted research and discovered that CTH was the most valuable organisation since it delivers well structured professional courses and is internationally recognised among the leading hotel companies. After completing my first Diploma semester, I got a position at the five star deluxe Hotel "Langham". After completing the diploma level, I was promoted to supervisory level. I believe studying with CTH has been my most valuable experience and has aided my career progression."

Francesco from Italy



THE LANGHAM  
London

### Industry-driven qualifications

CTH works with the industry to ensure our programmes provide relevant practical skills:



CTH works with the global Intercontinental Hotels Group to provide specialist hospitality leadership training for their staff across all of their hotels worldwide.



CTH developed GDS-based fares & ticketing and travel reservations training endorsed by the Star Alliance network of leading airlines, which includes Lufthansa, Singapore Airlines and United Airlines.



CTH co-developed and manages the industry-leading Virgin Atlantic VA-1 & VA-2 fares & ticketing courses, as well as the specialist VA-Earth travel geography course.



CTH worked with the Chartered Institute of Environmental Health when developing its food hygiene syllabus content.



## Detail Information



### Syllabus Details

#### Core modules

##### ■ **Finance in Tourism & Hospitality** -

An essential understanding of income generation, cost control, budgeting and the interpretation of financial information.

*Assessment: Examination*

##### ■ **Customer Service Management in Tourism & Hospitality** -

Customer expectations, service standards, performance, communication, complaint resolution and quality systems.

*Assessment: Work-based or Assignment*

##### ■ **Global Tourism and Hospitality** -

An exploration of the scope of the industry, the various activities within it and its position in relation to the world market

*Assessment: Assignment*

#### Hospitality stream specialist modules - CTH Level 4 Diploma in Hospitality Management

##### ■ **Rooms Division Operations** -

An understanding of front office/reception, advance reservations, cashiering, guest relations, switchboard, concierge, portering, housekeeping, laundry, linen room, maintenance and security.

*Assessment: Examination*

##### ■ **Rooms Division Supervision** -

Evaluation of Rooms Division effectiveness, supervision of operations & management of performance.

*Assessment: Work-based or Assignment*

##### ■ **Food & Beverage Operations** -

Restaurant concepts & trends, kitchen layouts, catering requirements, hygiene, food storage, table layout, timetables, bills and presentation.

*Assessment: Examination*

■ **Food & Beverage Supervision** - Evaluation of Food & Beverage operational effectiveness, supervision of operations & management of performance.

*Assessment: Work-based or Assignment*

#### Tourism stream specialist modules - CTH Level 4 Diploma in Tourism Management

■ **Travel & Tourism Operations** - Tourism, special interest tourism, tour operators, outdoor pursuits, the distribution chain, market segmentation and change, travel agencies, services and tickets, currency, visas, programme planning and tour guiding.

*Assessment: Examination*

■ **Travel & Tourism Supervision** - Evaluation of operational effectiveness, supervision of operations & management of performance.

*Assessment: Work-based or Assignment*

■ **Travel Geography** - Countries, regions, characteristics, tourist patterns, impact, destination types, development, climate, culture, infrastructure, risks and attractions.

*Assessment: Examination*

■ **Destination Analysis** - Primary & secondary data, destination audit, strengths & weaknesses, visitor analysis, resort lifecycle, governmental issues and accessibility.

*Assessment: Work-based or Assignment*



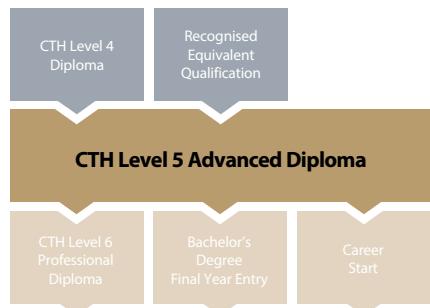
# CTH Level 5 Advanced Diploma

## Undergraduate Level (Part 2)

### Overview



The CTH Level 5 Advanced Diploma is a substantive management programme, typically taught over a nine month period and designed to provide direct entry to the final year of a university bachelor's degree.



The course aims to provide students with an understanding of the managerial, decision making and leadership aspects of the industry. In addition it is also designed to develop independent research and study skills required when working at senior managerial level in the industry. It is therefore an excellent preparation for either entry to the workplace or as a springboard into final year bachelors degree level study.

Two specialist streams are offered, one in Hospitality Management and one in Tourism Management. Each comprises seven mandatory units (five of which are common, with two specialised) and 480 Guided Learning Hours (1200 TQT). It leads to a total of 175 credits.

Assessment is via a combination of closed book written examination or assignment/work assessment. All assessments are marked or moderated by CTH.

#### Admission requirements

Entry is available to graduates of the CTH Level 4 Diploma or equivalent approved qualification. Students should have at least IELTS 5.5 level English or equivalent and demonstrable academic study skills.

#### University pathways

CTH Advanced Diploma graduates have access to a range of university final year degree programmes, not just in the UK but internationally. Some of these partnerships are shown below. Visit our website for the latest list.





## Detail Information



### Syllabus Details

#### Core modules

##### **■ Understanding Funding & Finance in Tourism & Hospitality**

**Tourism & Hospitality** - An understanding of the concepts financial management and accounting, controlling finances, managing cashflow and ensuring profitability.

*Assessment: Examination*

##### **■ Human Resource Management in the Tourism & Hospitality Industry**

**Tourism & Hospitality Industry** - Leadership, motivation, teams, employment law, conflict resolution, delegation and HR policies.

*Assessment: Assignment*

##### **■ Strategic Marketing in the Tourism & Hospitality Industry**

**Tourism & Hospitality Industry** - Strategies, marketing communications, branding, positioning, competitors, partnerships and planning.

*Assessment: Examination*

##### **■ Customer Relationship Management in the Tourism & Hospitality Industry**

**Tourism & Hospitality Industry** - Standards, customer relationship management (CRM), service evaluation and training.

*Assessment: Work-based or Assignment*

##### **■ Contemporary Issues in the Tourism & Hospitality Industry**

**Tourism & Hospitality Industry** - Emerging issues, demographics, cultural and political change, commercial impacts & change management.

*Assessment: Examination*

#### Hospitality stream specialist modules - CTH Level 5 Advanced Diploma in Hospitality Management

##### **■ Food and Beverage Management**

**Needs identification, menu planning, design of systems, procurement and quality assurance.**

*Assessment: Assignment*

##### **■ Facilities Management in the Tourism & Hospitality Industry**

**Scope of role, suppliers, negotiation, space planning, resource optimisation, regulation, health & safety, maintenance and corporate standards.**

*Assessment: Work-based or Assignment*

#### Tourism stream specialist modules - CTH Level 5 Advanced Diploma in Tourism Management

##### **■ Tour Operations Management**

**Destinations, seasons, culture, environment, niches, pricing, margin, booking, tour planning, marketing, subcontracting, regulation and legal issues.**

*Assessment: Assignment*

##### **■ Sustainable Tourism & Destination Development**

**Definition, strategic planning, commercial needs, globalisation, authenticity, zoning, World Heritage, ethics and controls.**

*Assessment: Assignment*

### A student's experience



"I chose CTH as it is recognised globally, making it easier for me to find jobs within the sector in any country. I ended up doing the CTH Advanced

Diploma in Hotel Management and the course helped me gain admission into Bournemouth University's final year to do a top-up degree in International Hospitality & Tourism Management. I currently work for the Strand Palace Hotel in London as both a Reservations Supervisor and internal Trainer for the Hotel."

**Genevieve from Ghana**

### STRAND PALACE HOTEL



Minaaz studied the CTH Diploma in Travel Agency Management and Advanced Diploma in Tourism Management and then went on to gain

a first class honours degree in International Hospitality & Tourism Management from Bournemouth University. She commented: "I decided to study with CTH because, besides being recognised worldwide by employers, the modules specialised in the specific areas which would be beneficial for my future career in tour operations."

**Minaaz from India**

# CTH Level 6 Professional Diploma

## Undergraduate Level (Part 3)

### Overview



The CTH Level 6 Professional Diploma is designed to be equivalent to most of the final year of a bachelor's degree.



This programme is CTH's ultimate undergraduate level award and has been expressly designed to provide similar learning to that provided by much of the final year of a British university bachelor's degree programme in hospitality and tourism.

In fact, graduates of this programme are able to convert their award into a recognised British university bachelor's degree from Derby University simply by completing an additional three units online with the University.

The Level 6 Diploma programme is designed as an advanced 120 credit, 480 Guided Learning Hours (1200 TQT) qualification in international hospitality & tourism management, covering all the key skills required for a management career in the sector.

#### Admission requirements

Admission to this programme is open to those students who have completed an appropriate Level 5 qualification in a relevant subject, such as a CTH Level 5 Advanced Diploma, or a relevant HND. Applicants should also have at least English IELTS 5.5 level or equivalent and possess high level academic study skills (Harvard referencing and criticality).





## Detail Information



### Syllabus Details

#### CTH Level 6 Professional Diploma in Tourism & Hospitality Management

##### ■ The Strategic Impact of the Business Environment

**Environment** - The macro environment, globalisation, the economy, responding to change, and competitive advantage.

*Assessment: Assignment*

##### ■ Business Strategy for Hospitality & Tourism

**Tourism** - Business analysis, planning models, growth strategies, vision, mission, culture and strategy implementation.

*Assessment: Examination*

##### ■ Managing Events for Hospitality & Tourism

**Tourism** - Types of event, issues, pre/real-time/post event management.

*Assessment: Assignment*

##### ■ Quality Management for Hospitality & Tourism

**Tourism** - Importance, quality improvement measures, customer research & feedback.

*Assessment: Examination*

### University of Derby Online Degree Pathway

Successful completion of the CTH Level 5 and Level 6 Diplomas exempts students from **50%** of the **final year** of the University of Derby BA (Hons) Degree in International Hospitality Business Management.

This excellent and respected University of Derby degree programme is available **online** anywhere in the world, making it the perfect choice for non-UK students unable to travel away from their home country to complete their bachelor's degree.

Students will also need to have 6 months relevant work experience and good English skills (to IELTS 6.5 or equivalent).



Right - The University of Derby's Vice Chancellor and CTH's Director of Partnerships sign the new progression agreement at the University's main campus in April 2019

### A student's experience



"I am currently enrolled in the Level 6 Diploma in Hospitality and Tourism course by CTH in Williams College.

I have searched for a course which enhances my career prospects, educational growth and provides greater in-depth into the hospitality and tourism industry. There is no course better than CTH currently in the market because as an overseas student this course not only gives me insight into the UK Hospitality sector but also helps me to gain an international perspective on the same.

I was given adequate information about the course and its usefulness at the time of enrolment at Williams College here in London. The course fees are affordable and the learning experience at Williams College is very satisfying. The academic and admin team provide great support to all students and the facilities, including the learning resources centre, and the support from the CTH course leader at every stage of our course is truly helpful."

**Archana Adhikari from Nepal**

# CTH Level 7 Executive Diploma Postgraduate Level Programme

## Overview



CTH's ultimate awards, designed to provide a stepping stone onto Master's Degrees and management roles.



This respected international qualification is appropriate for hospitality and tourism graduates, as well as for experienced hospitality and tourism managers without a first degree. It can also provide an effective progression route for graduates in other fields who wish to make a career change into the growing hospitality and tourism sectors.

### The Executive programme

Senior management positions within the hospitality and tourism sectors increasingly require applicants to be able to demonstrate proven strategic management skills. Whilst it is possible for this to be evidenced by extensive career experience, the possession of a recognised post-graduate level management qualification adds credibility and strength to any CV.

Developed from CTH's deep industry-specific experience, the CTH level 7 Executive Diploma in International Hospitality & Tourism Management covers all the key management skills in its eight different units. It is designed to equip you with the skills you need to advance your career into senior management roles within this huge global industry.

### Admission requirements

- Minimum of a recognised university degree in a relevant hospitality, tourism or management subject. Equivalence for non-UK degrees should be evaluated through NARIC.
- Non-graduates and holders of non-relevant degrees - A minimum of 5 years of evidenced work experience at managerial level within the hospitality & tourism industries.
- Successful completion of the CTH Level 6 Professional Diploma.

All applicants must be individually pre-approved for admission by CTH, and have good English (to at least IELTS 6.0 or equivalent) and high level academic study skills (Harvard referencing and criticality).

### Programme structure & assessment

This is a 120 credit, 360 Guided Learning Hour (1200 TQT) programme in which students are required to demonstrate interpersonal, self study and research and presentation skills throughout the qualification. Assessments are developed to encourage these skills and include both time-restricted examinations and project-based assignments.

The assessment of candidates' work is Centre-based, against the specified learning outcomes. Centres are expected to demonstrate a robust assessment system. In order to manage the quality of assessment within approved Centres, CTH carries out external marking and moderation of assessments.



## Syllabus and Pathways



### Hospitality & Tourism Management stream

#### CTH Level 7 Executive Diploma in Hospitality & Tourism Management

- **Global HRM Strategies** – Examines theory and evidence of workforce management, including metrics of human capital, talent management, compensation and leadership.
- **Operations Management in Hospitality & Tourism** – Emphasises business awareness, proactive and logical thinking, research and critical analysis for sound tactical and strategic management decision-making.
- **Strategic Management** – Including the globalization of technologies/markets and the role of strategic alliances in nurturing competence for strategic advantage.
- **Managerial Finance** – Key accounting and finance practice, evaluation and associated decision-making tools.
- **Research Methods in Hospitality & Tourism Management** – The skills needed to ensure decisions are well-informed.
- **Marketing & Customer Experience Management** – Following the customer journey from their initial research through to post-purchase behaviours.
- **Destination Management** – Strategic analysis of destination development, sustainability & planning.
- **Events & Project Management** – Importance of effective project management, project management knowledge systems, key methodologies, and tools/techniques to initiate, plan, implement and evaluate.

#### Master's Pathway

CTH Level 7 Executive Diploma graduates will have access to a range of universities to convert their Executive Diploma into a relevant Master's Degree.

Specifically, CTH has a close partnership with Coventry University London for student progression from the CTH Level 7 Executive Diploma in Hospitality & Tourism Management directly into the very final stage of their MSc. in International Hospitality & Tourism Management.

CTH Level 7 graduates also have the opportunity to apply to progress directly onto the final 60 credit dissertation stage

of the University of Sunderland MBA or MSc. Hospitality & Tourism.

Other Master's pathways are being added periodically so please visit [cthawards.com](http://cthawards.com) for the latest list.



# 2 Culinary Programmes

## Fostering excellence in international cuisine

CTH Culinary awards have been carefully developed to provide a truly Gold Standard of qualifications for this specialist sector.

Our qualifications are available for a wide range of cuisine types, including specialist areas such as Vegetarian cookery and Confectionary & Patisserie. And they are offered at all levels from entry-level (Level 1) right up to advanced (Level 4).

Wherever possible our syllabi are developed in conjunction with leading industry practitioners and trainers to ensure career-relevance and long-term employability.



## Some of our Culinary awards:

Successful graduates of CTH Culinary Skills Programmes are awarded an official certificate of their achievement.



CTH offers a range of culinary programmes, covering not just general culinary skills but also more specialist areas such as **vegetarian** cookery, **ethnic** cookery, kitchen & larder and confectionery & **patisserie**.



CTH Culinary Programmes are designed to offer flexibility of entry, as well as a steady progression of level up to university bachelor's degree.

### Level 1 Basic Cookery

(Basic entry level)

### Level 2 Cookery Skills

(Foundation)

### Level 3 Professional Cookery

(Core programme)

### Level 4 Culinary Arts

(Advanced level)

### University Bachelor's Degree

(Credit entry)

# Basic Cookery

## CTH LEVEL 1 AWARD IN BASIC COOKERY SKILLS

A short Award programme designed to give learners the essential skills that underpin good cookery practice in a professional kitchen.

This basic entry level qualification provides the essential basic kitchen skills to prepare for a junior role in a working kitchen.

Designed for learners who lack a strong secondary school background or need additional support, this course delivers essential basic skills at a gentle pace. It is ideal either as a primer for further study at Level 2 or as a preparation for career entry into a basic cookery environment, such as working in a cafe or volume catering environment.

### Syllabus Overview

This 80 Guided Learning Hours (80 hours TQT) qualification offers 8 Credits and comprises 4 units:

- **Food safety and health & safety awareness**
- **Introduction to the use of knives & kitchen equipment**
- **Introduction to healthier eating**
- **Prepare & cook dishes using a variety of methods**

Applicants must be a minimum age of 16.

The programme teaches good basic cookery such as elementary chopping, boiling, stewing and frying, as well as the re-heating of pre-prepared dishes for client serving. It also covers essential cleanliness and safety procedures in the kitchen environment. An introduction to healthy diet and choosing healthy ingredients is also included.



# Level 2 Specialist Awards

## SPECIALIST SHORT PROGRAMMES

### Level 2 Award in Pastry

A specialist short course focused on the preparation of basic pastries, cakes, biscuits and desserts.

### Level 2 Award in Vegetarian Cookery Skills

A specialist vegetarian variant of the general Level 2 Cookery Skills Award (see next page) in which the meat-based unit is replaced by a module covering the preparation of solely vegetarian dishes.

### Level 2 Award in Healthier Cooking & Eating

Each year, the culinary sector focuses more on consumers who seek out healthier meal options. This specialist

short award (7 credits, 75 Guided Learning Hours) is ideal for those seeking to learn how to craft their cuisine towards a healthier diet.

### Level 2 Award in Food Safety & Hygiene

A short single unit award (1 credit, 8 Guided Learning Hours) in the vital food safety & hygiene knowledge that is essential for professional kitchen safety. This programme is suitable for both classroom and online delivery.

### Level 2 Award in Essential Costings & Measurements in Catering

This short single unit award (4 credits, 35 Guided Learning Hours) is designed to provide learners with the practical basic numeracy skills for calculating costings and weights and measures in the professional kitchen environment.

### Level 2 Specialist Award in Health & Social Care Catering

Designed for people who cater for patients and residents in a health & social care setting, this programme develops their awareness of diet and appetite issues that may arise in this environment. Covers the following:

- Nutrition & Hydration
- Plan, Prepare, Cook & Finish Food in Healthcare Settings

Developed in association with the Hospital Caterers Association (HCA) and National Association of Care Catering (NACC). It therefore embodies the very best practice in this specialist field.



# Level 2 Cookery Skills

CORE AWARD, CERTIFICATE  
& DIPLOMA PROGRAMMES

A set of entry-level programmes that introduce candidates to a range of core food preparation and cooking techniques designed to provide a basis for a first working role in a professional kitchen.



## CORE PROGRAMMES

The aim of these qualifications is to:

- **Provide an introduction to the core skills required in a professional kitchen**
- **Develop skills required within the catering industry**
- **Increase candidates' chances of gaining employment**

The courses introduce candidates to essential kitchen skills for employment, with learning outcomes focused on practical cookery and kitchen skills rather than underpinning theory. The qualifications are at Level 2 (allowing open access to all candidates) and develop a variety of kitchen skills such as safety, food hygiene, personal cleanliness, working methods and code of conduct.

Assessment is via practical examination where students have to produce dishes in a professional kitchen environment. Each unit individually assessed and carries equal weighting. The qualification is assessed internally but with external moderation from a CTH assessor.

Moderation takes the form of attending examination sessions and analysis of internal assessor's mark schemes for consistency of marking. CTH also carries out a standardisation session with each delivery centre prior to practical examinations taking place.

### Award

A short beginner's course of 80 Guided Learning Hours (80 TQT) providing a total of 8 learning credits:

- **Professional kitchen practices**
- **Basic vegetable & soup dishes**
- **Basic cakes & pastries**
- **Basic meat, poultry, fish or vegetarian dishes**

Elements of this programme may be delivered online in circumstances where the preferred hands-on delivery is not practically possible.

### Certificate

A more extensive beginners' programme of 179 Guided Learning Hours (220 TQT) offering 22 credits, with a greater contact time and depth of learning.

- **Food safety in a professional kitchen**
- **Meat, poultry & offal**
- **Fish & shellfish**
- **Vegetables & pulses**
- **Stocks, soups & sauces**
- **Pasta, rice & eggs**

A specialist derivative of this programme is also available for students in Islamic regions, which excludes elements covering offal and shellfish.

### Certificate (Islamic Regions)

A specialist version of the Level 2 Certificate programme excluding those elements of cookery involving pork and shellfish that are inappropriate for preparation in Islamic regions.

### Diploma

A fully-rounded beginner's programme of 311 Guided Learning Hours (400 TQT) and offering 38 credits in a wide-ranging introduction to professional cooking:

- **Introduction to the industry**
- **Food safety**
- **Menu costing & planning**
- **Meat, poultry & offal**
- **Fish & shellfish**
- **Vegetables & pulses**
- **Stocks, soups & sauces**
- **Pasta, rice & eggs**
- **Pastry & dough products**
- **Cold & hot deserts**
- **Biscuits, cakes & sponges**

The Level 2 Diploma is CTH's core culinary programme, providing a perfect foundation for a professional career.

### Diploma (Patisserie & Confectionery)

A more specialised beginner's programme of 315 Guided Learning Hours (350 TQT) and offering 35 credits focusing on confectionery & patisserie:

- **Food safety**
- **Menu costing & planning**
- **Commodities in patisserie**
- **Pastries**
- **Cold & hot desserts**
- **Biscuits, cakes & sponges**
- **Bread & dough products**
- **Chocolate work**
- **Finishing & presentation**



# Professional Cookery

## LEVEL 3 CERTIFICATE & DIPLOMA PROGRAMMES

A professional training in commercial cookery, structured to prepare students for a first career role in kitchen environments.

### Programme overview

The CTH Level 3 programmes are designed as more substantial professional cookery qualification, available at both Certificate (25 credit) and Diploma (75 credit) level.

### Certificate

This course is 210 Guided Learning Hours (250 TQT) and comprises five mandatory units including essential cookery & food preparation necessary for professional employment as follows:

- **Techniques and skills in preparation, cooking and finishing vegetables, sauces & soups**
- **Techniques and skills in preparation, cooking & finishing poultry, meat & game**
- **Techniques and skills in preparation, cooking & finishing fish & shellfish**
- **Techniques and skills in producing frozen, cold & hot desserts**
- **Techniques & skills in baking & baked products**

### Diploma

This course is 420 Guided Learning Hours (500 TQT). In addition to the 5 mandatory Certificate units students choose five of the following additional options that allow them to focus on particular areas of interest:

- **Food safety practices in food preparation, service & storage**
- **Kitchen organisation**
- **Food product development**
- **Techniques & skills in producing fermented dough products**
- **Nutrition & healthier dishes**
- **Producing farinaceous goods**
- **Vegetarian cookery**
- **Ethnic cookery**
- **International cookery**
- **Supervising a professional kitchen**

All teaching on this programme should be tutor guided and within a practical kitchen environment. Units are assessed via either practical examination or by written assignment.

### Confectionery & Patisserie

A specialist 50 credit derivative of the Level 3 Diploma programme of 420 GLH (500 TQT) for those students wishing to focus on sweets and cakes.

- **Techniques and skills in producing frozen, cold and hot desserts**
- **Techniques and skills in baking and baked products**
- **Techniques and skills in producing fermented dough products**
- **Techniques and skills in producing decorative items & display products**
- **Techniques & skills in producing paste products and petit fours**
- **Food safety practices in food preparation, service & storage**
- **Kitchen organisation**
- **Supervising the pastry section**

### Entry requirements

All Level 3 applicants must be at least 17 years old and have already completed a recognised Level 2 culinary qualification.





**EXTENDED CERTIFICATE**

The CTH Level 3 Extended Certificate in Professional Cookery is a self-contained package originally designed for sixth form students at a number of respected private schools in the UK. It was developed in conjunction with the world-famous Leiths School of Food & Wine who directly administer the programme to this specialist market.

Uniquely, the course attracts university entrance UCAS points, making it an attractive option for students hoping to go on to university after school. Students achieving a Pass qualify for 12 UCAS points whereas those achieving a Merit or Distinction qualify for 24 or 36 UCAS points respectively.

In addition to the Leiths-delivered programme to the UK schools market, the programme is also available in other markets, direct from CTH.

The programme comprises 235 Guided Learning Hours (300 TQT) with an overall Credit Value of 30.

Students study 7 modules as follows:

- **Techniques and skills in preparation, cooking and finishing vegetables, sauces & soups**
- **Techniques and skills in preparation, cooking & finishing poultry, meat & game**
- **Techniques and skills in preparation, cooking & finishing fish & shellfish**
- **Techniques and skills in producing frozen, cold & hot deserts**
- **Techniques and skills in baking & baked products**
- **Food safety & hygiene**
- **Menu planning**

**LEITHS**  
SCHOOL OF FOOD AND WINE

# Culinary Arts

## LEVEL 4 DIPLOMA PROGRAMME

A career as a professional chef is challenging but also immensely rewarding. Professional cookery, as many celebrity chefs have shown, is a highly creative activity and one that demands dedication, creativity and flair.

This advanced Level 4 Diploma was originally developed in partnership with Gordon Ramsay's Tante Marie organisation to provide students with an excellent set of skills in food preparation in a professional environment - a perfect first step to a high-achieving culinary career.

Originally designed by CTH and Gordon Ramsay's Tante Marie for those with ambitions to become a professional chef in a high standard culinary environment.

The qualification is a mix of practical and theoretical sessions but with a strong emphasis on the practical element. As well as the key cooking subjects, the curriculum also covers menu planning and budgeting.

The qualification develops culinary skills by working in a kitchen environment which will be enhanced through demonstrations, appropriate theory sessions and visits. Students develop knife skills, familiarity with produce, and master many professional skills such as elementary butchery, fish preparation and pastry work, to an appropriate level.

### Structures

The assessment methodology for Menu Planning is by assignment, all other units by practical examination. Each of the modules is internally and externally assessed and the qualification awarded by CTH.

### Admission Requirements

Students must have completed formal secondary education and have a minimum English IELTS 5.0 level or an approved equivalent. Students must be over 16.

### Centre Requirements

The CTH Culinary Arts Diploma is a specialist course designed to impart a high level of skill to the students that undertake it. Centres seeking to run the programme must therefore be able to demonstrate both a high standard of built culinary training facilities and excellence in their teaching personnel.

### Syllabus Overview

The course covers skills including:

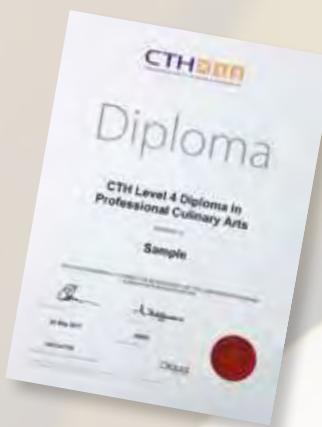
#### Prepare, Cook, and Finish;

- **Farinaceous Dishes**
- **Fish and Shell Fish**
- **Hors d'oeuvres, Cocktails and Canapés**
- **Meat, Poultry and Game**
- **Pastries, Desserts and Confectionary**
- **Soups**
- **Stocks, Sauces and Dressings**
- **Terrine Dishes**
- **Vegetables and Salads**
- **Yeast Products**

**And**

- **Menu Planning**
- **Professional Kitchen Skills**

This Level 4 Diploma in Professional Culinary Arts comprises 900 Guided Learning Hours (1,200 TQT) and carries 120 credits. This enables students to gain credit towards any future qualifications they may wish to take, be they at university or CTH accredited colleges around the world.



# 3 Professional Skills Programmes

## Developing practical skills for the workplace

Each CTH Professional Skills programme is a specialised qualification, carefully designed to meet the unique training needs of a particular practical role within the travel and tourism industry.

In every case the syllabi are of the highest standard and developed in tandem with leading organisations in the sector.

Ranging from short training courses in a single specialist skill right up to a comprehensive Diploma in a range of practitioner competencies, CTH Professional Skills programmes deliver training that both enhances job performance and develops career prospects.



## Our Professional Skills awards:



Successful graduates of CTH Professional Skills programmes are awarded an official certificate of their achievement.

CTH offers a wide range of Professional Skills qualifications covering important career-supporting skill sets.

We believe that industry relevance is an essential factor in the achievement of effective training. We therefore take great care to involve leading industry players wherever possible in the planning and development of our programme syllabi.

<b>English for Tourism &amp; Hospitality</b>	<b>Professional Restaurant Front of House Service</b>
<b>Restaurant &amp; Bar Service</b>	<b>Professional Bartending &amp; Bar Management</b>
<b>Housekeeping</b>	<b>Cruise Hospitality Services</b>
<b>Front Office</b>	<b>VA Earth &amp; VA Fares &amp; Ticketing</b>
<b>Hospitality Practice</b>	<b>Hospitality Management &amp; Leadership</b>
<b>Barista Skills</b>	<b>Environmental Sustainability Management</b>

# English for Tourism & Hospitality

Also available as a Teaching Pack

LEVEL 1 CERTIFICATE IN  
ENGLISH FOR TOURISM  
& HOSPITALITY



A focused English language foundation for those looking to work in the Tourism and Hospitality industry.

This English foundation course is designed to help students acquire the necessary language and vocabulary to successfully work in a hospitality or tourism work environment. The learner will acquire new language quickly and effectively, so growing their confidence and competence.

The overall programme is 160 Guided Learning Hours (190 TQT) and has been written by industry experts working in conjunction with an English language specialist.

Students undertake three units:

- **English for working in a restaurant**
- **English for working in hotels & tourism**
- **Travel English**

This course is also available to Centres as a 'Teaching Pack' of over 300 pages. This allows the Centre to teach, assess and certificate themselves if they do not wish to submit their learners for the formal CTH qualification. It is available for a one-off fee.

“ This course is exactly what many English learners require. It combines relevant vocabulary, topics and structures in a setting that is appropriate to the students' needs and working environment. Employers will benefit hugely too. ”

UK English language specialist.

## Questions & Answers about this course...

### How is this assessed?

This course is designed to be taught, assessed and certificated by the individual teaching centre. Each core unit is assessed by:

- A presentation
- A reading & writing assessment
- A speaking & listening assessment

### How do I know if students are at the right level for the course?

Within the Teaching Pack, CTH provide a detailed placement test in grammar, reading and writing, speaking and listening.

### What will students learn?

For each unit, students learn key facts based on the subject, plus grammar, English letter writing and presentation skills. They will also get the chance to take part in role plays.

Key functions covered include:

- Advising guests (on food, drinks etc.)
- Beginning & ending conversations (on the phone/face to face)
- Complaining & reacting to complaints
- Describing a hotel or restaurant

- Describing problems & solutions
- Enquiring and answering enquiries
- Giving directions inside & outside the hotel or restaurant
- Giving advice, instructions & suggestions
- Taking leave
- Taking orders
- Welcoming and greeting guests

### How can this course help learners?

Because this course has been designed around the hospitality industry, the language within the course is specifically aimed at helping learners communicate better within hospitality-based roles. They will have the chance to get a better insight into their chosen area, as well as practise the key language structures needed for effective communication.

### Will students be expected to study outside the classroom?

In order to benefit from this course, it is recommended that learners do a few hours of self-study at home each week. The tutor will recommend tasks for them to do. Each unit comes with additional readings and a unit quiz for them to test their progress.

# Hospitality - Practical Skills

LEVEL 2 CERTIFICATE IN HOSPITALITY PRACTICE

LEVEL 2 AWARD IN HOSPITALITY PRACTICE

LEVEL 2 AWARD IN RESTAURANT & BAR SERVICE

LEVEL 2 AWARD IN HOUSEKEEPING

LEVEL 2 AWARD IN FRONT OFFICE



A range of practical courses designed to provide essential skills for a first job in the hospitality sector.

These qualifications can be studied in parallel with one of our Management Diploma programmes at either Level 3 or Level 4, or as valuable skills courses in their own right. They have been developed specifically to provide individuals new to the hospitality sector with the essential job skills needed to perform successfully in their first career role in the sector.

Training is intended to be hands-on and in as close to real life situations as possible so that candidates gain actual experience of performance of skills such as preparing drinks, checking in guests and preparing accommodation rooms.

## **Level 2 Certificate in Hospitality Practice**

This qualification comprises seven units:

- **Customer service skills**
- **Restaurant & bar service 1**
- **Restaurant & bar service 2**
- **Housekeeping 1**
- **Housekeeping 2**
- **Reception & reservations**
- **Concierge & guest services**

The Certificate course comprises 145 Guided Learning Hours (180 TQT). 18 credits. Assessment is via observed practicals and a written portfolio.



## Short Level 2 Awards

The units of the qualification may also be studied as shorter specialist Awards.

- **Hospitality Practice** - comprising 4 units: Restaurant & bar service 1, Housekeeping 1, Reception & reservations, Customer service skills. 100 GLH, 12 credits.
- **Restaurant & Bar Service** - comprising 3 units: Restaurant & bar service 1, Restaurant & bar service 2, Customer service skills. 65 GLH, 8 credits.
- **Housekeeping** - comprising 3 units: Housekeeping 1, Housekeeping 2, Customer service skills. 65 GLH, 8 credits.

■ **Front Office** - comprising 3 units: Reception & reservations, Concierge & guest services, Customer service skills. 65 GLH, 8 credits.



# Bar Skills & Bar Management

Professional bar training, developed in conjunction with leading drinks brands.

## Level 2 Certificate in Professional Bartending Skills

Open access. 70 Guided Learning Hours (130 hours TQT) offering 13 Credits from 3 units:

- Beverage production
- Customer service skills
- Legislation in licensed premises

Assessment is by online examination.

## Level 4 Diploma in Professional Bartending Management

140 Guided Learning Hours (370 hours TQT) offering 37 Credits from 6 units:

- Ethical bar management
- Sales & marketing
- Financial business management
- Human resources & training
- Legislation in licensed premises
- Advanced bar management skills



# Barista Skills

A short practical course to impart the key skills required to become a professional Barista.

## Level 2 Award in Barista Skills

A short 25 Guided Learning Hour (GLH), 9 Credit open access programme that teaches the fundamentals of professional grinding, brewing and serving coffee and other beverages, with learners taught to manage a variety of ingredients and equipment in order to execute the art of coffee-making at a commercial standard.

A key component of the course is customer service skills. This element of the programme highlights the importance of teamwork, communication and adaptability; all essential in a professional coffee shop environment.



# Travel Career Skills

Industry-standard travel geography and fares & ticketing programmes.

**GTMC**

**virgin atlantic** 

Designed both for those already working in the sector and those seeking to enter it, these courses offer a great training in travel career skills.

VA-Earth teaches the essentials of world geography from a travel & tourism perspective. The fares & ticketing programme is at two levels. VA-1 covers all the essentials of destination coding and fare construction, while the advanced course, VA-2, builds on this via more complex fare construction.

Student manuals contain everything needed to complete the course. Also included are extensive question/answer exercises and mock examinations - ideal preparation for the final exam. Each teaching centre is provided with lecturer support packs with guidance notes, student exercises, practice questions and model answers.

Each programme is 40 Guided Learning Hours (50 TQT) and offers 20 credits.

## VA EARTH

### CTH Level 2 Award in VA Earth

An introductory course designed to develop the global geographic skills of new entrants to the industry.

- **Locate countries, capitals and major cities on the world map**
- **To match a capital city & country**
- **To provide stimulating information about the major cities of the world**

## VA-1

### CTH Level 2 Award in VA Fares & Ticketing

The first level of Virgin Atlantic/GTMC's industry-standard programme.

- **Interpret all types of tickets, from e-tickets, to atbs to optat/tat**
- **Define IATA geographic areas, global indicators, and the airline coding system**

- **Identify the lowest applicable fare from the full range of airfares**

- **Construct fares in nucs, using the fundamental principles of the mileage system**

## VA-2

### CTH Level 3 Award in VA Fares & Ticketing

The second, more advanced level of the Virgin Atlantic/GTMC programme.

- **Journeys with surface sectors**
- **Calculate fares applying hips, ctm check and backhaul check, including exceptions and secondary levels**
- **Construct special/ normal fares with surface sectors, normal open jaws, side trips and stopover charges**
- **Assess multi-sector fares for itineraries containing mixed classes**
- **Calculate fares for journeys involving side trips**

# Restaurant Front of House

## LEVEL 2 CERTIFICATE IN PROFESSIONAL RESTAURANT FRONT OF HOUSE SERVICE

A unique Restaurant Front of House qualification designed to teach the enhanced, specialist skills required to create the ultimate customer experience.



This qualification provides the skills to help its graduates really stand out in their role within the restaurant environment.

As they move through the programme, learners will learn fundamental practical skills and theoretical knowledge of the food and beverage operations in a restaurant. They will also learn the best customer service styles and drink pairings; they will learn to manage customer complaints and promote additional products; they will learn how to use equipment safely and how to serve a diverse range of people - all to enhance the customer experience.

### Syllabus Overview

This 155 Guided Learning Hours (220 hours TQT) qualification offers 22 Credits and comprises 7 units:

- **Enhanced food & beverage service**
- **Customer service skills**
- **Restaurant & bar service 1**
- **Restaurant & bar service 2**
- **Wine knowledge & service skills**
- **Knowledge & service of non-alcoholic drinks**
- **Knowledge & service of cocktails & craft beers**

Applicants must be a minimum age of 16, must have obtained an IELTS 4.5 score (or equivalent), and have completed full-time secondary education up to age 16.

This programme is ideal for learners who wish to develop their practical skills in the hospitality sector to a high professional standard, specifically for a restaurant front of house role. Learners may be starting out in the industry, returning to work, or changing careers.

# Cruise Ship Hospitality

LEVEL 2 DIPLOMA PROGRAMME

LEVEL 2 EXTENDED DIPLOMA PROGRAMME

A comprehensive introduction to the cruise industry and to the skills required to secure a first role on board one of the world's ocean-going cruise ships.



This Level 2 Diploma programme offers a carefully-structured balance of practical and academic learning, including hands-on training in cruise services skills designed for individuals who aspire to begin a career in cruise hospitality.

An Extended Diploma variant is also available including a practical placement, typically in a land-based hospitality setting, to enable students to engage with hospitality roles prior to joining ship.

## Syllabus Overview

This 335 Guided Learning Hours (370 hours TQT) qualification offers 37 Credits and comprises 7 units. The 8

unit Extended Diploma version has an unchanged taught element but offers 64 extra Credits reflecting the substantive work placement. Syllabus as follows:

- **Introduction to cruise ship operations**
- **Excellence in cruise customer service**
- **Food & beverage services on board**
- **Enhanced restaurant service**
- **Cruise housekeeping**
- **Superyacht luxury service**
- **Conversation essentials for crew members (Spanish, French or Mandarin)**
- **Practical training internship (Extended Diploma only)**

The objective is to enable students to gain a thorough understanding of this unique and niche employment area and have a critical awareness of best practice. In addition, students are introduced to relevant management skills for their longer-term career development.

Admission requirements: Minimum age 16 at enrolment. This is an open access qualification, however all students should have completed full time secondary education up to age 16. All students must have reasonable English fluency (to IELTS 4.5 standard or equivalent). Assessment is by examination, assignment and work-based assessment.



# Professional development qualifications - designed for working people

Many of the most talented people working within the sector started with limited qualifications behind them. These unique management programmes have been expressly designed to help those individuals make the next step up in their careers and to move into management roles.



## Qualifications for the next step in your career...

Developed by the renowned Institute of Hospitality in partnership with leading employers, these programmes provide all the essential business management knowledge for skilled employees to grow their careers.

Programmes are designed to be modular so that candidates can study part-time alongside their employment if they wish.

Qualification assessment at each level is via a one hour online examination for each module plus a single overall written synoptic assessment.

### IoH Level 3 Diploma in Hospitality Management

A comprehensive first stage management programme for those staff stepping up into supervisory roles. Candidates must complete 7 hospitality & tourism-focused modules around key disciplines:

- **Business management in hospitality**
- **Hospitality merchandising, selling & supervising the sales team**
- **Developing a customer focused organisation in hospitality**
- **Forecasting & budgetary control in hospitality**
- **Managing teams & performance management in hospitality**
- **Legislation & regulations affecting hospitality operations**
- **Personal development & research skills for hospitality**

The Level 3 Diploma comprises 140 Guided Learning Hours (304 TQT).

### The Institute of Hospitality

Whilst CTH is the dedicated qualifications body for the hospitality industry, the IoH is the professional membership body for the sector.

Established in Britain in 1938, the Institute of Hospitality is now an international membership organisation with numerous branches worldwide and members in over 100 countries.

### IoH Level 4 Diploma in Advanced Hospitality Management

Second stage management development for those staff stepping up into more senior roles. 7 hospitality & tourism-focused modules around key disciplines:

- **Strategic business management in hospitality**
- **Services marketing & communication for hospitality**
- **Managing a customer focused organisation in hospitality**
- **Financial planning, business performance & control in hospitality**
- **Leadership & HR management in hospitality**
- **Managing changes to business & HR legislation in hospitality**
- **Professional development and project management for hospitality**

The Level 4 Advanced Diploma comprises 280 Guided Learning Hours (584 TQT).



Its members include some of the most experienced and senior managers in the hospitality industry. It is therefore ideally placed to partner with CTH in developing gold standard qualifications for the sector, with its stated primary purpose "to promote the highest professional standards of management and education in the international hospitality, leisure and tourism industries".

# Short Management & Leadership Programme

## LEVEL 3 CERTIFICATE IN MANAGEMENT & LEADERSHIP FOR BUSINESS & HOSPITALITY

An integrated series of short units designed to allow participants to gain the tools to identify and address performance gaps in their organization, while creating a structured path to career progression.

This qualification is awarded on successful completion of six units (five compulsory units, and one elective). Typically one unit is taken every one or two months, and consequently the qualification can be completed in six to twelve months.

The qualification is 42 (or 49) GLH and 132 (or 139) TQT and comprises:

### **■ *Unlocking your leadership potential to drive business performance***

Improves your performance as a leader by exploring the concept of leadership. As well as other leadership styles, examine your own preferred style of leadership and its impact on the team. You will also learn about organisational culture and motivation, and the role they play in driving business performance.

### **■ *Using strategy execution methods to effectively deliver your business goals***

- Helps you build the organisational alignment of your team. Gives supervisors the tools they need to turn organisational goals into departmental and individual objectives. Explores the most effective way of communicating those priorities, and measuring successful delivery.

### **■ *Developing a customer service culture to create competitive advantage & business growth***

- Identify the hallmarks of excellent customer service, and explore what underpins an excellent customer service culture. Helps identify key actions and implementation plans to create the required culture in your organisation.

### **■ *How to interpret key financial statements to improve your bottom line***

- Build confidence and knowledge of financials. Uses real world examples to demystify the three key financial statements most commonly used.

### **■ *Understanding the importance of marketing to build customer loyalty***

- Develop your ability to better understand your customers and their expectations of the services you provide. Learn how to apply the basic principles of marketing to improve your chances of acquiring and retaining customers.

### **■ *Building high performing teams through effective performance management (Elective)***

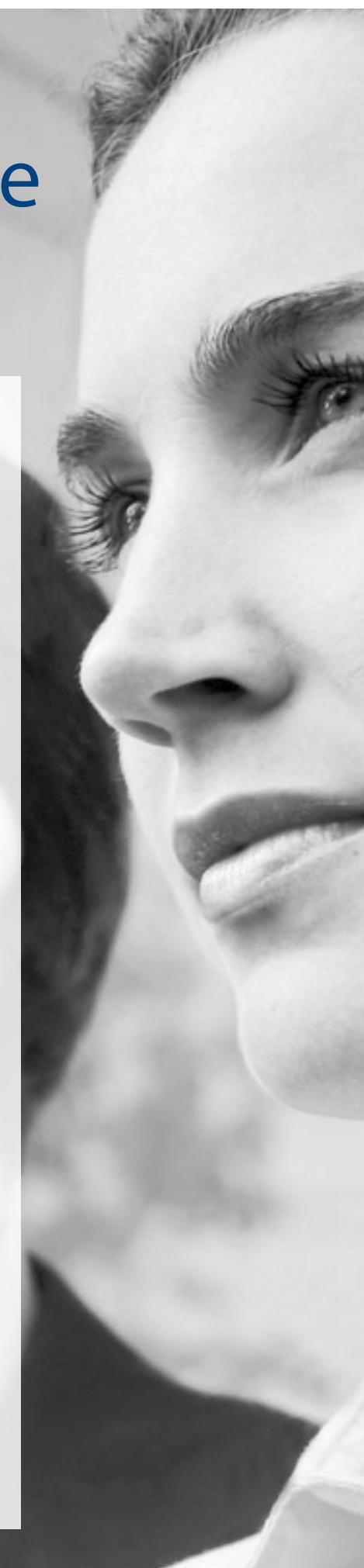
- Teamworking, the psychology of teams, and the building blocks to create a high performing team. Learn how to implement an effective Performance Management System, including how to set/deconstruct goals, provide ongoing feedback, and undertake effective appraisal interviews.

### **■ *Improving your management systems to enhance operational efficiency & achieve regulatory compliance (Elective)***

- Understand Quality Management Systems, and how they help your organisation to consistently meet customer requirements, legislation, and regulatory compliance demands.

### **■ *Natural disaster risk assessment for the hospitality industry (Elective)***

- Learn how to complete a Natural Disaster Risk Assessment and best use available resources to reduce the risk of harm to guests and employees, whilst limiting the economic damage to your business from natural hazards.



# Green Manager

A qualification to empower learners to deliver real-life environmental change within their own workplace.

## Level 4 Certificate in Environmental Sustainability Management in Hospitality

By teaching managers how to reduce business utilities, this programme not only helps reduce carbon emissions, but also delivers potential savings - a 'win-win' for business, the industry and the planet.

It is designed to be an 'action-based' programme where learners are presented with tasks in each module to be completed at their workplace, and which will allow them to measure and reduce utilities costs and wastage.

### Syllabus Overview

60 Guided Learning Hours (130 hours TQT) with 13 Credits in 6 units:

- **Environmental sustainability and the role of the green manager**
- **Establish baseline of key performance Indicators**
- **Water management conservation**
- **Waste management system**
- **Energy management system**
- **Green marketing**

Assessment is by assessment of workbooks, as well as a final essay.



# External Programme Endorsement

### What is an endorsement?

In special circumstances, CTH will endorse a qualification awarded by another organisation.

This can occur where the organisation is running a high quality programme that is not covered by any of CTH's existing awards. In such situations, after suitable validation and moderation of outcomes, CTH will issue learner certification in the name of the organisation, but also carrying the 'CTH Endorsed' logo.

This serves as a quality assurance mark that enables the organisation to demonstrate external validation of their programme. Successful learners will also see their award recorded on the CTH qualifications tracker service, allowing future employers to verify their achievement.

### Who is it for?

CTH will only endorse programmes that are offered by a recognised university, major industry employer or government body.

### How much does it cost?

The cost of a programme endorsement will vary depending on the nature and complexity of the programme in question, however, it usually consists of an up front programme assessment fee, as well as an incremental fee per learner.

# 4 Partnering with CTH

## How we work with you & your students

With hundreds of approved teaching centres already operating the world over, CTH has a well-established support network in place to help new centres get up and running with the minimum of difficulty.

This includes learning resources, training material and on-line support, all carefully structured to optimise learning, both inside and outside the classroom.

Your students will benefit from membership of a global body that unites professionals in the tourism and hospitality sectors, with on-line forums, events and networking opportunities to help them develop their future careers.

Contact CTH and become part of the success.  
[info@cthawards.com](mailto:info@cthawards.com)



## Our partners:

### Approved Centres

A CTH 'Approved Centre' is an organisation (typically a college, professional training organisation or corporate internal training department) that has been approved to run certain CTH programmes under license.

To become an approved Centre you need to apply to CTH, giving full details and enclosing the CVs of the lecturers who will be employed. CTH will then assess the proposed lecturers' suitability and your centre facilities. CTH may request a visit to inspect your facilities and meet your proposed lecturers. On approval, centres are granted provisional accreditation for one year. This is upgraded to full accreditation providing the centre has registered candidates for examinations and the agreement regulations have been upheld.

#### Criteria for Centre Acceptance -

Applications for 'CTH Approved Centre' status should have and provide evidence of the following:

- Appropriate premises, facilities and equipment typical of a further education establishment.
- Suitable lecturing staff with appropriate and relevant academic qualifications and industry experience.
- The appropriate government approvals or equivalent regulatory body approvals as required.

### Individual Members

There are two grades of membership:

**Student Member** - All CTH students are given student membership automatically when they register on their CTH programme.

This gives them access to the CTH Member website which incorporates many valuable features including:

- Textbooks
- Industry news and articles
- Study materials
- Peer group networking
- Inspiring and informative video content
- Job search
- Discussion groups

**Fellow (FCTH)** - Awarded at the discretion of the Confederation to those who have achieved positions of significant responsibility in the industry, or who have made notable contributions to the work of the Confederation.

### Corporate Associates

At CTH we believe strongly in the idea that a professional awards body can only be effective and relevant if it works closely within the industry it represents. We therefore seek to always work closely with leading figures, companies and sectoral organisations from the hospitality, culinary and tourism industries in the development and updating of our programmes.

Our long-standing relationships with organisations such as the Institute of Hospitality, Institute of Travel & Tourism, the Guild of Travel Management Companies, Intercontinental Hotel Group and Virgin Atlantic Airways demonstrate this professional sectoral commitment.

CTH is always seeking to expand its links of this type and welcomes partnership opportunities with leading hospitality, culinary and tourism industry players on an on-going basis.

**Gold Employers** - One area where CTH works closely with leading employers is in helping to provide CTH Student Members with access to the jobs they have available. Industry employers with a proven good employer reputation are invited to become CTH Gold Employers and to place a link to their current job vacancies listings on the CTH Members website. See page 5 for more details.

# Key Facts

## CTH learning resources for students and lecturers

### CTH Learning Support



#### FREE support for CTH approved teaching Centres

As a part of our on-going commitment to support our CTH approved teaching Centres worldwide CTH provides a range of programme-specific delivery materials for many of our course modules.

Preparing to launch a new programme and developing the necessary course delivery material can be a lengthy and expensive process for colleges. Typically it means developing lecture slides, case studies, sample assessments and so on. It can be a major cost, especially for smaller colleges, and the end result is rarely as comprehensive as staff and students would like.

Designed primarily as a lecturer resource, CTH offers a selection of materials for many of its programmes. These range from sample menus and recipes for culinary programmes to helpful learning toolkits for management programmes (each comprising a mass of handouts, case studies, exam guides & revision materials for lecturers to draw on.)

And in some instances, CTH even provides complete sets of full learner materials in the form of comprehensive Study Manuals that provide all the knowledge that the student needs to learn for that qualification.

#### General lecturer's guidance on the CTH Members website

The CTH Members website is not just for our students, it is also a key resource for teachers delivering our programmes. Each CTH approved teaching Centre gets special access to the site that enables them to access a wealth of lecturer guidance not available to Student Members. This includes guidance videos, helpful hints and lecturer resource materials.

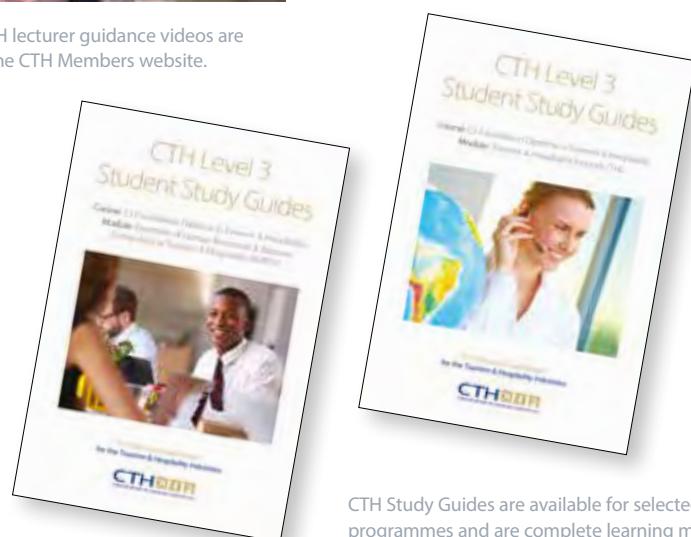


A range of CTH lecturer guidance videos are available on the CTH Members website.

#### CTH Study Guides (Level 3 & 4 Management programmes)

Each Guide comprises between 103 to 142 pages of carefully prepared learning materials built around the needs of the CTH syllabus.

These are written to be easily understood and digested, with helpful graphics and industry context examples where appropriate. In addition, each Guide includes student exercises, activities and revision materials, all designed to make the learning process as accessible and user-friendly as possible.



CTH Study Guides are available for selected programmes and are complete learning materials, allowing the student to even study by distance learning where necessary.

To help students gain the most they can from their studies CTH has developed a range of support resources to ease and speed the learning process.

## CTH Learning Support

### Learning Toolkits (CTH Management programmes)

CTH's module-specific LTKs are wide-ranging teaching resources, providing hundreds of pages of materials to help lecturers effectively deliver their subject. They are designed as a resource that lecturers can dip into where needed to support their lecture delivery.

They are free for CTH approved teaching Centres to use for the delivery of CTH programmes and for sharing with their CTH students (unlike textbooks that are typically restricted by copyright).

Toolkit resources:

- Syllabus & unit structure outline
- Division of syllabus into sessions
- Scheme of work
- Key topics identified as concepts and application
- Knowledge and skills requirement
- Session plans
- Session delivery slides and notes
- Real industry examples
- Session articles, quiz & test
- Instructor session planning worksheet
- Supervisor teaching techniques
- Revision cards
- Scenario mini cases
- Assessment prep manual
- FAQ manual



Each CTH Learning Tool Kit has a huge number of sections providing extensive lecturer and student support material.

### New CTH Approved Teaching Centres receive extensive support to help them get started...

#### Step one

Free 'How to deliver CTH qualifications for the first time' training. This comprises free training for Centre management and course leaders (up to 3 staff).

This will include guidance on:

- Pre-reading to get you started: Centre administration manual, qualification handbook, assessment handbook.
- CTH expectations for qualification delivery (centre resources: staff and physical; GLH / TQT and study timetable / course schedule; CTH Exam timetable, exam preparation etc).
- CTH resources on the CTH Members website and how to use them.

- Avoiding malpractice.

- CTH quality assurance processes.
- Administration of courses, timing of registrations, late fees and fast track results, etc.

- Who to contact at CTH for different enquiries or needs.

#### Step two

Free course planning support either via email or discussion by phone / online, and review of plans for teaching and assessment preparation.

#### Step three

Free online 1.5 hour Internal Verifier training for two staff members.

# Key Facts

## Student Membership & support services

### CTH Student Member services

#### Student Membership

CTH focuses on providing its students with the best possible environment in which to achieve the Confederation's internationally recognised qualifications. To that end we give our students free Student Membership with access to study materials, sample examinations, industry news and much more; all highly useful in helping you make the most of your course.



#### The CTH Members website

Student Members of CTH, as well as staff at CTH Approved Teaching Centres, get automatic access to the CTH Members section of the CTH website.

This vibrant on-line environment is packed with study and industry information. It includes:

■ **Study Resources** - The Study Resources section is specifically designed to assist CTH Student Members, as well as their lecturers and Approved Teaching Centres. This section comprises a range of study material, including past papers, module materials, research papers, a Harvard Referencing Guide and more.

■ **Career Support** - This page is split into two areas: the Job Search and the Job Tips page. The Job Search specialises in searching for jobs in the hospitality & tourism industry, worldwide. The Job Tips offers advice and articles to help students get into and manoeuvre through the working world.

■ **Industry News** - Access and update yourself with the latest news and events from around the world.

■ **Web Directory** - Whether you are looking for employers or you want to investigate your assignment topic in more detail you can find relevant hospitality and tourism website links in one place here.

### A pathway to professional membership

When CTH students graduate they can move on to career membership of the relevant industry professional body. CTH has a close relationship with the Institute of Hospitality, World Chefs and the Institute of Travel & Tourism.

#### Helping build your career

These professional institutes are the leading industry membership bodies for their sectors, with thousands of members worldwide.

They offer a unique set of benefits for their members designed to help them during their career:

- **Professional Recognition** - with members able to use internationally acknowledged initials after their name.
- **Keeping you up to date** - with industry news and job opportunities.



When you become a CTH Student Member you gain access to a massive array of learning support material and industry information

## CTH Student Member services



The CTH Members area is a dedicated password protected section of the CTH website that has been specially developed as a resource for our members worldwide.



Once logged in, members can access a range of services including extensive study resources, industry jobs, industry news and a variety of other services.



One of the greatest attractions of CTH Members are its study resources, which include an extensive industry-specific eLibrary, learning materials, past examination papers and a range of industry journals.



At each level the site is carefully-structured and designed to be easy to navigate. Students can access useful materials of various types that can support their learning process.

## A student's experience



**Marija Nardin**  
*Student at Tante Marie*

# Key Facts

## Quality Assurance & Examination Procedures

### Quality Assurance



#### Statement of Quality Assurance

CTH provides recognised standards of career training appropriate to the needs of the Hospitality, Culinary and Tourism industries through its syllabi, examinations and awards. These are regularly improved to ensure that they are relevant and up-to-date. CTH offers a structured learning process, encompassing both the theoretical and practical aspects of the industry, integrating the various subjects, together with a clearly defined pattern of career development through progressive grades of professional qualification.

To achieve its mission CTH works in partnership with approved delivery Centres, employers and stakeholders to:

- Promote quality by providing clear, complete information on all aspects of the curriculum.
- Ensure examinations are in line with industry requirements by providing relevant and appropriate syllabus content.
- Provide responsive and practical support to approved Centres at all times and within stated time frames.
- Assist approved Centres with marketing and development wherever practicable.
- Respect the cultural and religious aspects of our approved Centres, staff, candidates and members.
- Communicate and promote information on the academic standards and quality of our courses, on behalf of our approved Centres, members and candidates.

- Safeguard the candidate and wider public interest in the maintenance of academic awards and the quality of education which our courses provide.

CTH requires approved Centres to conform to the following guidelines to:

- Have effective financial management procedures in place to ensure the fees due to CTH are collected, recorded and paid to CTH promptly.
- Have in place facilities and systems to provide quality training, assessment and implementation of the CTH syllabus for all candidates in line with equal opportunities legislation.
- Ensure the class size does not exceed 35 candidates. Where the programme is taught in a lecture/tutorial format the lectures should not exceed 100 candidates with a 40% ratio of tutorials with no more than 20 candidates.
- Ensure examinations are administered according to CTH policy and procedures. Failure to adhere to these policies and procedures may result in the centre being found guilty of malpractice. Centres should refer to CTH's Malpractice Policy.
- Maintain effective management procedures to monitor candidate class attendance rates and to take action to ensure a minimum 80% attendance rate or to comply with the Centre's local government regulations.

- Provide information, advice and academic support to the CTH candidates enrolled at the Centre.
- Ensure the lecturing staff are competent to deliver the CTH syllabus for which the approved Centre is licensed.
- Adhere to CTH's Equal Opportunities Policy.
- Ensure CTH candidates are at all times treated in a professional manner.
- Respect the cultural and religious aspects of our approved Centres, staff, candidates and members.
- Inform candidates of their anticipated learning outcome and periodically inform them of their progress. Successes should be reinforced and unsatisfactory performance addressed to ensure the best possible outcome for the candidate.

CTH requires that all enrolled candidates:

- Should be fully engaged in the learning process and their attention focused on the process so that the candidate is able to progress according to their rate of comprehension.
- Must be responsive and respectful to the teaching staff.
- Should at all times ensure that their behaviour does not adversely affect their fellow candidates or their study centre.
- Have a commitment to study and excellence.

At CTH, our core mission is to provide the highest standard of qualifications. CTH achieves this through robust monitoring, supported by industry.

## Examination Procedures



### Academic entry requirements

CTH offers qualifications at a wide range of levels and so specific admission criteria may vary according to both CTH's own requirements and those of the individual approved Centre. Please check to confirm the specific requirements of each course.

Generally, lower level programmes are open-access and therefore available to any student at entry level so long as they have had a good secondary education and have reasonable English fluency.

More advanced levels typically require the student to have completed the lower level (or an equivalent) prior to undertaking the higher level qualification.

### Eligibility for entry to examination or assessment by assignment

Candidates for the Confederation's examinations or assignments must, at the time of entry, be undertaking (or have just completed) the respective course at an approved educational establishment.

Students are required to become Student Members of the Confederation before they may register for examinations or assignments.

### Exam registration process

All applications for exam registration and student membership (where required) must be made through the educational institution at which the student is registered for the CTH course. Approved Centres will hold copies of the necessary forms and will be able to advise on the fee payable at the time of registration. (Details of current CTH fees are available on request).

All students receive automatic free Student Membership and will, upon acceptance, receive an email confirming their student membership status and their individual registration number. This number must be quoted in any correspondence with the Confederation. This number must also be used on all examination and assessment work.

### Exemptions

Students may apply for exemption from modules of a particular programme if they can demonstrate suitable relevant prior learning. CTH considers any request for exemption on an individual basis and qualifying documentary evidence of a prior award and transcript will normally be required. Each application will incur an exemption fee which is payable in full in advance.

### Exam / Assessment Dates

Some skills examinations and assessments are available on an on-demand basis for lower level programmes.

For higher level programmes the provision of examination / assessment dates varies depending on the specific subject being undertaken. Generally CTH operates four standard exam rounds per year in January, June, September and December, however assignments and certain examinations may be available on-demand. Please enquire for further details.

### Examination results & certificates

For short programmes CTH may publish results within 3 - 4 weeks of examination / assessment, whilst for longer programmes CTH aims to publish results within 8 weeks of the examination or assessment date.

For most qualifications, each candidate will receive a record of performance with one of four grades for each component of the examination. The grades are Distinction, Merit, Pass and Fail. Formal certificates are awarded to those candidates who achieve a Pass grade or above in all components of their qualification. Students may be granted exemption from some or all components, but in the event of total exemption from a particular qualification, no certificate will be awarded.

## Key Facts

# How to become an official CTH Approved Teaching Centre



## Making Your Application

### Overview

You can apply to deliver CTH programmes by completing our Centre Application Form which is available via email from CTH Head Office ([info@cthawards.com](mailto:info@cthawards.com)) or on our website ([cthawards.com](http://cthawards.com)). It is important that you enclose the CVs of the lecturers who will teach the programme modules with your application form.

Our Centre administration department will then assess the proposed lecturers' suitability and your Centre facilities. CTH may request a visit to inspect your facilities and meet your proposed lecturers.

On approval, new Centres are granted provisional accreditation for one year. This is then upgraded to full accreditation providing the Centre has registered candidates and the agreement regulations have been upheld.

### Steps Towards official CTH Centre Accreditation

#### Stage 1

- The applicant Centre completes the CTH application form and send with relevant documentation to CTH Head Office.

#### Stage 2

- CTH will review the application and request more information if necessary.
- In most cases CTH will require a Centre Inspection prior to confirmation of accreditation. Where this is logistically difficult a centre may be granted interim approval pending a confirmatory visit and physical inspection.
- CTH will then respond to the centre advising if their application has been successful. Successful applications will be sent a formal CTH License Agreement for signature.

#### Stage 3

- The applicant centre should return the CTH License Agreement having had it duly signed by the responsible corporate officer, keeping a copy for its own records.

#### Stage 4

- The CTH administration team, upon receipt of the signed License Agreement, will send the newly approved Centre an official Centre Administration Pack.

*NB. Centres should note that approved Centres are reviewed on an annual basis.*

### Terms & conditions of being an approved CTH Teaching Centre

- It is a condition of granting 'Approved CTH Centre' status that the Centre granted this status accepts that all material provided by CTH is confidential and copyright to CTH.
- Any fees due to CTH must be remitted on enrolment of the students and prior to students sitting examinations.
- Any dispensation granted for the reproduction of CTH originated text or course information is specifically granted and only remains in force whilst the Centre retains its approved Centre status.
- The Centre must undertake to adhere to all CTH's documented policies and procedures, including those covering equal opportunities.
- The Centre must undertake to accept and adhere to CTH's Quality Assurance process. Under this process CTH monitors, on an annual basis via an Annual Return, the performance of its approved centres against the criteria outlined in its Quality Assurance Statement and the Centre's CTH License Agreement.



CTH has a global network of approved Centres that have been accredited to teach its programmes to hospitality, culinary and tourism students.



### A Centre's experience

"We love working with CTH and we have done for over a decade. What's so crucial for the student once they've achieved their skills is that it's accredited with this international qualification which is really their springboard, but also their passport for their career."

**Luke Stuart**  
Director - WhitePepper Chef Academy

"During our planning, we realized that as an awarding body CTH offered some great connections to employers and higher education institutions. It seemed that the CTH content was very much based around industry knowledge first and foremost - that was very appealing to us and hence why we moved over."

**Latif Oztosun**  
Programme Manager, CTH Level 4 Tourism Management, North Kent College



#### Confederation of Tourism & Hospitality

London UK

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**Important notice:** Whilst every effort is made to ensure that this document is correct at the time of going to press CTH reserves the right to alter its programmes & specifications. Please check the CTH website to verify current details.

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#### Recognised & Regulated by Ofqual

CTH is an awarding body recognised and regulated by Ofqual who are the official regulators of qualifications, exams and tests in England.



The Federation of Awarding Bodies is the membership body which represents awarding organisations in the UK.  
CTH is a member of the Federation and fully abides by their policies and guidelines.