
Qualification Specification

**CTH Level 5 Advanced Diploma in
Tourism Management**

March 2023

QAN: 601/7135/2



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1. Introduction

Overview

The objective of this Qualification Specification is to provide an overview of the **CTH Level 5 Advanced Diploma in Tourism Management** qualification.

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

There is guidance relating to the centre approval requirements, and delivery and assessment for this qualification, and details of grading criteria and the grading of units.

Further details regarding this qualification are available from CTH and contained within the more comprehensive Delivery and Assessment Handbook.

Purpose of the Qualification

The purpose is to provide a qualification that:

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

CTH Membership Registration

Centres must register students as CTH Members within two weeks of starting the course.

Progression Opportunities

The level 5 qualification provides progression to a level 6 CTH vocational qualification. Further details of articulation agreements with universities can be obtained via the CTH website at: <http://www.cthawards.com>

Access and Entry Requirements

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

Approved CTH Centres are responsible for checking applications against the following admission requirements and ensuring students can fulfil the demands of the qualification prior to admission and enrolment.

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

The course is equivalent to the second year of a UK university degree.

Requirements		Admission Requirements
All Students	✓ Minimum Age	18 at enrolment.
	✓ English Language	All students without English as a first language must hold at least IELTS 5.5 or other evidence of competence in English at this level, such as 60% achievement at school leaving certificate. The qualification is assessed by written assignments and examinations in the English language; high-level language skills are essential.
	✓ Study Skills	The course requires students to read around the subject and use academic referencing (Harvard style) in their written assignments. Academic Study skills are essential.
UK Students		Students should hold a regulated academic or vocational qualification at Level 4 in a related subject (Tourism or Hospitality), including CTH Level 4 Diploma or Pearson HNC.
International Students		Students should hold a regulated academic or vocational qualification equivalent to a UK Level 4 in a related subject (Tourism or Hospitality), for example a CTH Level 4 Diploma, HNC, etc.). Equivalence to be evaluated through ENIC.
Work Experience Applicants		Evidence of at least four years' work experience in the hospitality and/or tourism industry which must include two years' at supervisory or management level. Students should usually have successfully completed secondary education, and preferably have gained a post-school qualification in any subject.

2. Centre Approval Requirements

- ✓ Centre Approval Application & Approval Meeting
- ✓ Teaching Rooms & Facilities
- ✓ Centre Staffing
- ✓ Continuing Professional Development

Centre Approval

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

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

Teaching Rooms & Facilities

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

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

Centre Staffing

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

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

CTH will review the CVs of all teaching staff when a potential Centre seeks approval to deliver the qualification. Centres must appoint an Internal Verifier (IV) and have a named quality insurance lead.

Continuing Professional Development

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

3. CTH Support

CTH Delivery and Assessment Handbook

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

CTH Workshops

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

CTH offers specific training sessions for each qualification along with a workshop on centre marking and internal verification.

Additional support can also be provided on demand depending on the needs of the Centre (e.g. FTH workshop for lecturers delivering and assessing the level 4 Finance in Tourism and Hospitality unit).

CTH Members Website and Resources

The CTH Members website resource is available for both Centre teaching staff and students and contains a wealth of resources. Students can access our online resource library including relevant e-books and journals from EBSCO.

Teaching staff can download teaching materials including subject specific PowerPoint slides, past exam papers and assessments and examiner reports.

Please note that if any instructional material is provided by CTH, this should be used by teaching staff to support learning aims and should therefore be seen as a guide to support their practice.

4. Qualification Size and Level

The Office of Qualifications and Examinations Regulation (Ofqual) regulates qualifications, examinations, and assessments in England. **The CTH Level 5 Advanced Diploma in Tourism Management** is a vocationally related qualification on the Ofqual Regulated Qualification Framework (RQF) and adheres to the regulations set out in the Ofqual Handbook. Ofqual regulated qualifications are recognised and trusted by parents, employers, and educational establishments globally due to the stringent controls and quality assurance requirements Ofqual places on awarding organisations, qualifications, and approved delivery centres.

Qualification Size

The qualification is designed to be delivered in **1,200** hours of TQT (Total Qualification Time) of which **480** are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

Definitions

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

The following activities are indicative of those included in TQT:

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

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

Qualification Level

This qualification is at level 5 on the Regulated Qualifications Framework in England (RQF).

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

- Knowledge and understanding.
- Skills.

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

Level 5 Knowledge descriptor:

The holder...

- has practical, theoretical, or technological knowledge and understanding of a subject or field of work to find ways forward in broadly defined, complex contexts.
- can analyse, interpret, and evaluate relevant information, concepts, and ideas.
- is aware of the nature and scope of the area of study or work.
- understands different perspectives, approaches or schools of thought and the reasoning behind them.

Level 5 Skills descriptor:

The holder can...

- determine, adapt, and use appropriate methods, cognitive and practical skills to address broadly defined, complex problems.
- use relevant research or development to inform actions.
- evaluate actions, methods, and results.

5. Qualification Structure

The qualification, units, and sizing information for the CTH Level 5 Advanced Diploma in Tourism Management (L5 ADTM) are set out in the following table. Further details of each unit are included later in this specification.

CTH Level 5 Advanced Diploma in Tourism Management					
Students must achieve all 7 mandatory units, providing 120 credits, of which 15 credits are at level 4 and 105 credits are at level 5 .					
Credit Value (CV): 120			QAN: 601/7135/2		
Guided Learning Hours (GLH) for Qualification: 480			Total Qualification Time (TQT) for Qualification: 1200		
Mandatory Units					
Unit Code	Unit Title	L	CV	GLH	Assessment Method
UFTH	Understanding Funding and Finance in Tourism and Hospitality	4	15	80	Closed book written examination
HRMTHI	Human Resource Management in the Tourism and Hospitality Industry	5	20	60	Assignment
SMTHI	Strategic Marketing in the Tourism and Hospitality Industry	5	15	60	Closed book written examination
CRMTHI	Customer Relationship Management in the Tourism and Hospitality Industry	5	15	60	Assignment
CITHI	Contemporary Issues in the Tourism and Hospitality Industry	5	15	60	Closed book written examination
TOM	Tour Operations Management	5	20	80	Assignment
STDD	Sustainable Tourism and Destination Development	5	20	80	Assignment
Advanced Diploma Total (7 units)			120	480	

6. Qualification Grading Criteria

Individual units can be graded as either Fail, Pass, Merit or Distinction. The qualification is also graded. In terms of certification, this means that students will receive a transcript of their results showing the grades for each unit successfully completed, plus the Diploma that recognises their level of achievement.

The following table explains the generic grading criteria that should be used by centres in conjunction with the unit mark schemes to assess all students' work.

Level 5		
PASS 40% to 59%	MERIT 60% to 69%	DISTINCTION 70%+
<p>To achieve a Pass grade, students must:</p> <ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes. 	<p>To achieve a Merit grade, students must:</p> <ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes. • analyse information, theories, and concepts critically. • apply theories, concepts, and principles beyond the context in which they were first learned. • use a wide range of academic research sources. • demonstrate evidence of critical evaluation of the suitability of approaches, techniques, and models in the area of study. • reach balanced conclusions with regard to conflicting theories and arguments. • use investigative techniques to solve problems. • use research sources and/or theories to make sound and justified judgements and recommendations. • recognise how the limits of their knowledge influences the field of study. • present work that is clear, coherently structured, and professionally presented in conformity with agreed conventions, including Harvard Style academic referencing. 	<p>To achieve a Distinction grade, students must:</p> <ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes. • present a cogent rationale for recommending developments to theories and principles underpinning the area of study. • make reasoned and evidence-based generalisations and deductions from interpretations of data. • apply theories, concepts, and principles beyond the context in which they were first learned. • use a wide range of academic sources of research to identify patterns and trends and substantiate findings and recommendations. • adapt problem solving techniques from another context or in an innovative way. • present work that is fluently expressed, professionally presented to a range of audiences in a way that conforms with agreed conventions, including Harvard Style academic referencing.

7. Qualification Assessment

Assessment Opportunities

CTH offers up to four assessment opportunities each year, with associated Exam Boards and Certification. See the CTH website for Assessment Timetable & Schedules.

Assessment Methods

Given the broad and highly varied nature of the hospitality & tourism business, assessment of knowledge purely by examination is not generally felt to be an appropriate assessment method. Students need to demonstrate their higher-level skills and qualities specified in the learning outcomes within a vocational context where investigative assignments and presentations are more appropriate.

Assessment of students' work for this qualification will be carried out by written assignments. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out to assist centre markers in allocating marks.

See chapter 9 for specimen assessment materials applicable to this qualification.

Assessment Responsibilities

CTH:

Assignments – CTH is responsible for:

- producing all assignment briefs and making these available to centres.
- checking all assignments for similarity using Turnitin, before moderating students' work.

Examinations – CTH is responsible for:

- setting all examinations and distributing these electronically to Centres.
- marking and moderating all exam scripts.

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

Centres must:

- register students for each assessment submission within the timescales stated on the CTH website. Only students registered as CTH Members will be allowed to take the assessments.
- hold at least two (and a maximum of three) progress tutorials with each student per assignment unit which must be fully documented and signed by the centre marker and the student.
- ensure students understand how to avoid academic dishonesty and check that work in progress and that submitted to CTH is the students' own.
- send the assessment evidence to CTH electronically via SharePoint: student assignment, completed mark sheets, signed student & centre marker declarations of authenticity, and compulsory progress tutorial record forms.
- prepare students for examinations via worked questions in class and mock exams.
- return student exam scripts within 24 hours to CTH, with attendance sheets, seating plans and any other documentation including special consideration forms, invigilators reports, suspected malpractice reports.
- mark and internally verify* assignments using the mark sheets and mark schemes provided by CTH.
- appoint an internal verifier, or a team of internal verifiers.

***Internal Verification**

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

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

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

8. Qualification Units

Understanding Funding and Finance in Tourism and Hospitality		UFTH
Unit Purpose and Aim(s)	This unit covers understanding the concepts of financial management and accounting within a hospitality or tourism business; controlling the finances and managing the cash flow and the profitability of a department within a hospitality or tourism business.	
Unit Level: 4	Guided Learning Hours (GLH): 80 Hours	Credit Value: 15 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Closed book written examination.	
Learning Outcome 1	Understand the sources of funding for both the private and public sectors in the tourism and hospitality industry.	
Assessment Criteria		
1.1 Describe the main sources of internal funding. 1.2 Describe the main sources of short-term external funding. 1.3 Describe a number of sources of long-term external funding. 1.4 Describe the role the public sector may have in funding the industry.		
Learning Outcome 2	Understand the importance of costs, volume and profit for decision making in tourism and hospitality.	
Assessment Criteria		
2.1 Identify costs such as direct, indirect, fixed and variable; and use methods of allocation and apportionment. 2.2 Discuss how the volume of trade can affect income using break-even analysis. 2.3 Show how to use different pricing methods to achieve targeted gross and net profits.		
Learning Outcome 3	Understand the use of management accounting information to assist decision making in tourism and hospitality	
Assessment Criteria		
3.1 Explain where to find the relevant management accounting information for a given issue. 3.2 Use a range of processes and procedures to aid decision making.		



Learning Outcome 4

Interpret financial accounts to aid in decision making in the tourism and hospitality industry.

Assessment Criteria

- 4.1 Use a number of tools to measure and interpret given financial accounts.
- 4.2 Use the recognised tools shown in 4.1 to make valid suggestions on how to improve the business' performance.

Human Resource Management in the Tourism and Hospitality Industry		HRMTHI
Unit Purpose and Aim(s)	This unit covers understanding the principles of human resource (HR) management in the tourism and hospitality industry, leading teams and developing human resources policies.	
Unit Level: 5	Guided Learning Hours (GLH): 60 Hours	Credit Value: 20 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Assignment.	
Learning Outcome 1	Understand the principles underpinning human resource (HR) management in the tourism and hospitality industry.	
Assessment Criteria <ul style="list-style-type: none"> 1.1 Analyse the functions of people management and distinguish between leaders and managers. 1.2 Identify the respective roles and responsibilities of line managers and the HR function. 1.3 Define the personal qualities and managerial skills that are capable of influencing staff behaviour positively. 1.4 Explain the links between staff motivation and business performance. 1.5 Evaluate the costs and benefits of staff training and development. 1.6 Ensure that operational policies and practices are aligned with strategic HR policies. 		
Learning Outcome 2	Lead teams in the tourism and hospitality industry.	
Assessment Criteria <ul style="list-style-type: none"> 2.1 Communicate expectations and requirements unequivocally. 2.2 Lead by example, exhibiting organisational standards of presentation, behaviour, and performance. 2.3 Arrange for suitable training that meets identified development needs to maximise business benefit. 2.4 Deal promptly with problems and underperformance, giving objective and constructive feedback. 2.5 Identify and manage conflict sensitively but firmly. 		
Learning Outcome 3	Develop human resources policies in the tourism and hospitality industry.	
Assessment Criteria <ul style="list-style-type: none"> 3.1 Develop HR strategy and systems to implement policies that are consistent with operational priorities, objectives, and values. 3.2 Manage HR processes in accordance with organisational policy. 3.3 Deploy human resources in order to optimise business performance, individual staff satisfaction and retention. 3.4 Evaluate the effectiveness of HR policies and processes and recommend improvements. 		

Strategic Marketing in the Tourism and Hospitality Industry		SMTHI
Unit Purpose and Aim(s)	This unit covers contributing to the development of marketing and sales strategies in the tourism and hospitality industry; optimising marketing communications, building strategic partnerships, new product development and understanding the purpose and components of an organisational business plan.	
Unit Level: 5	Guided Learning Hours (GLH): 60 Hours	Credit Value: 15 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Closed book written examination.	
Learning Outcome 1	Contribute to the development of marketing and sales strategies in the tourism and hospitality industry.	
Assessment Criteria <ul style="list-style-type: none"> 1.1 Evaluate the interface between sales and marketing. 1.2 Offer contributions that meet strategic and operational objectives and priorities of a tourism and hospitality business. 1.3 Identify sales and marketing targets and objectives that are realistic and relevant to the market. 1.4 Assess international and cultural influences in the tourism and hospitality industry. 		
Learning Outcome 2	Optimise marketing communications in the tourism and hospitality industry.	
Assessment Criteria <ul style="list-style-type: none"> 2.1 Design marketing communications that appeal to a range of target customers. 2.2 Optimise the use of a range of different media. 2.3 Evaluate the effectiveness of marketing communications. 		
Learning Outcome 3	Build strategic partnerships in the tourism and hospitality industry.	
Assessment Criteria <ul style="list-style-type: none"> 3.1 Identify gaps and areas of market saturation. 3.2 Identify potential partners that are capable of furthering organisational objectives. 3.3 Analyse the requirements of production, quality and distribution channels. 3.4 Negotiate agreements that are consistent with organisational objectives, priorities and values. 		

Learning Outcome 4

Develop new products and/or services (NPD) in hospitality or tourism.

Assessment Criteria

- 4.1 Characterise the market for new or adapted products and/or services.
- 4.2 Generate and screen practicable ideas against agreed criteria through market testing.
- 4.3 Clarify any intellectual property issues.
- 4.4 Price product or service in accordance with pricing strategy.

Learning Outcome 5

Understand the purpose and components of an organisational business plan in the tourism and hospitality industry.

Assessment Criteria

- 5.1 Identify potential business opportunities that are commensurate with strategic objectives from an analysis of emerging trends.
- 5.2 Ensure the coherence of different functional priorities and plans.
- 5.3 Explain the allocation of operational resources in line with strategic and operational priorities.
- 5.4 Explain the consultation process relating to business planning.



Customer Relationship Management in the Tourism and Hospitality Industry		CRMTHI
Unit Purpose and Aim(s)	This unit covers developing a customer service strategy in the tourism and hospitality industry, managing customer relationships (CRM) and evaluating customer service.	
Unit Level: 5	Guided Learning Hours (GLH): 60 Hours	Credit Value: 15 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Assignment.	
Learning Outcome 1	Develop a customer service strategy in the tourism and hospitality industry.	
Assessment Criteria		
<ol style="list-style-type: none">1.1 Analyse customers' needs at all stages of the buying cycle.1.2 Specify organisational standards of customer service.1.3 Ensure the coherence of the strategy with other organisational strategies, plans and priorities.1.4 Design an after-sales care programme that meets identified customer needs.1.5 Obtain internal and external stakeholders' commitment to the strategy and its implications.		
Learning Outcome 2	Manage customer relationships (CRM) in the tourism and hospitality industry.	
Assessment Criteria		
<ol style="list-style-type: none">2.1 Define the scope, types, and uses of Customer Relationship Management (CRM) and their implications.2.2 Manage a CRM system that is responsive within agreed customer service standards and can identify critical customer information.2.3 Ensure the coherence of a CRM strategy, data, and activities with those of other departments.2.4 Address procurement and customer service issues identified by CRM information.		
Learning Outcome 3	Evaluate customer service in the tourism and hospitality industry.	
Assessment Criteria		
<ol style="list-style-type: none">3.1 Develop an evaluation plan that addresses customer service objectives.3.2 Use evaluation methods and obtain information that is within the agreed budget.3.3 Identify strengths and areas for improvement.3.4 Develop measures to improve customer service that are consistent with organisational objectives, priorities, and values.		



Contemporary Issues in the Tourism and Hospitality Industry		CITHI
Unit Purpose and Aim(s)	This unit covers understanding how to identify emerging issues in the tourism and hospitality industry and examining their impact.	
Unit Level: 5	Guided Learning Hours (GLH): 60 Hours	Credit Value: 15 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Closed book written examination.	
Learning Outcome 1	Understand how to identify emerging issues in the tourism and hospitality industry.	
Assessment Criteria		
<ul style="list-style-type: none">1.1 Use information sources that are relevant to the identification of issues.1.2 Analyse information using accepted analytical techniques.1.3 Evaluate the use of systems thinking as a means of identifying emerging issues.1.4 Assess the reliability and validity of media information.1.5 Evaluate the implications of ethics and social responsibility.		
Learning Outcome 2	Examine the impact of emerging issues in the tourism and hospitality industry.	
Assessment Criteria		
<ul style="list-style-type: none">2.1 Assess the relevance and potential seriousness of emerging issues.2.2 Identify who may be affected and in what way.2.3 Assess the attitudes of stakeholders to emerging issues.2.4 Identify how emerging issues may affect a business (e.g. strategic, financial, operational, environmental, political, technological, reputation, ethical, customer reaction, consumer rights) in the short and long term.2.5 Analyse the potential implications of emerging issues and the possible consequences of non-action.2.6 Assess the role of a project team in addressing emerging issues.2.7 Evaluate the role of knowledge management in addressing emerging issues.		

Tour Operations Management		TOM
Unit Purpose and Aim(s)	This unit covers understanding the global market for tour operations; compiling and marketing an international tour/package holiday and understanding the international legal framework within tour operations.	
Unit Level: 5	Guided Learning Hours (GLH): 80 Hours	Credit Value: 20 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Assignment.	
Learning Outcome 1	Understand the global market for tour operations.	
Assessment Criteria		
1.1 Identify the characteristics of the global tour operations market. 1.2 Develop tour concepts, ideas and criteria that align with organisational objectives and priorities and identified market needs.		
Learning Outcome 2	Compile an international tour.	
Assessment Criteria		
2.1 Develop a tour that meets objectives and the specification. 2.2 Evaluate a range of destinations against agreed criteria. 2.3 Evaluate the benefits and risks associated with different types of tours. 2.4 Set a pricing structure that is realistic and attractive to identified potential customers. 2.5 Negotiate partnerships and alliances that will deliver requirements to agreed quality standards within budget. 2.6 Develop contingency management processes that are appropriate to the nature of the tour.		
Learning Outcome 3	Market international tours.	
Assessment Criteria		
3.1 Specify marketing methods appropriate to the target market. 3.2 Negotiate mechanisms and outlets for the sale of international tours that are appropriate to the target market. 3.3 Manage the sale of international tours to agreed quality standards and budgets.		
Learning Outcome 4	Understand the legal framework within international tour operations	
Assessment Criteria		
4.1 Assess the impact of current legislation on tour operators. 4.2 Explain the rights of customers and travellers. 4.3 Assess insurance requirements and the need for financial protection. 4.4 Analyse the impact of consumer rights on tour operators. 4.5 Analyse the influence of stakeholders and explain the role of government authorities overseas.		



Sustainable Tourism and Destination Development		STDD
Unit Purpose and Aim(s)	This unit covers an understanding of the scope and management of sustainable tourism and its environment and destination development.	
Unit Level: 5	Guided Learning Hours (GLH): 80 Hours	Credit Value: 20 Credits (1 credit is 10 hours total study/TQT)
Unit Assessment is by:	Assignment.	
Learning Outcome 1	Understand the scope of sustainable tourism and its environment.	
Assessment Criteria <ul style="list-style-type: none"> 1.1 Evaluate the scope of sustainable tourism. 1.2 Assess the potential market for a sustainable tourist destination. 1.3 Assess the limitations of sustainable tourism. 		
Learning Outcome 2	Understand sustainable destination development.	
Assessment Criteria <ul style="list-style-type: none"> 2.1 Scope the potential tourist market of a sustainable destination. 2.2 Assess the impact of tourism on the environment and develop a sustainable tourism strategy that maximises business potential. 2.3 Assess the socio-cultural factors that have an impact on sustainable destination development. 2.4 Assess the influence of public and private sector involvement. 2.5 Analyse the role of local, regional, and national government on the development of a sustainable destination. 		
Learning Outcome 3	Understand the management of a sustainable tourist destination.	
Assessment Criteria <ul style="list-style-type: none"> 3.1 Analyse the factors that may have an impact on the management of sustainable destinations. 3.2 Assess the nature and significance of a holistic approach to sustainable destination development. 3.3 Evaluate the marketing concepts underpinning sustainable tourism. 3.4 Evaluate the management principles and practices underpinning sustainable tourism destinations. 3.5 Design control mechanisms that are appropriate to the preservation of the sustainable destination. 		

9. Sample Assessments

Assessment Example 1

Unit	Understanding Funding and Finance in Tourism and Hospitality
Assessment Type	Closed book written examination
Time Allowed	180 Minutes

Sample Instructions

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Understanding Funding and Finance in Tourism and Hospitality

Mock Examination

Instructions

□

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- **Three hours** are allowed for this paper which carries a total of **100 marks**.
- A non-programmable calculator may be used during this examination.
- Do not begin writing until instructed to by the invigilator.
- Read these instructions carefully before answering any questions.
- Make sure that your **name, CTH membership number** and **centre name** are clearly marked on each page of the answer sheet and any other material you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- **There are four questions in this examination and all questions are compulsory.**
- You must attempt all questions to gain a pass. The number of marks allocated to each question is given next to the question and you should spend time in accordance with that allocation.
- You may find it helpful to make rough notes in the answer booklet; these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each part of the question.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

Sample Exam Questions

□

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

<p>Question 1</p>	<p>1.1 Describe the main sources of internal funding</p> <p>1.2 Describe at least two main sources of external short-term funding and two sources of external long-term funding. You are advised to use real examples where this will help to explain your answer</p> <p>1.3 Give two examples of when the public sector may help fund the tourism and hospitality industry, giving examples to explain your answer.</p>	<p>20 marks</p>										
<p>Question 2</p>	<p>Identify costs such as direct, indirect, fixed and variable; and use methods of allocation and apportionment.</p> <p>□</p> <p>Using the following figures for the Café du Vin:</p> <p style="margin-left: 40px;">a) Calculate the breakeven point</p> <p style="margin-left: 40px;">b) Explain how the overall profit is affected when the number of customers increases from 20,000 to 30,000 per year. Compare the percentage increase in sales with the percentage increase in profit.</p> <p style="text-align: center;"><u>Café du Vin</u></p> <table border="0" style="width: 100%; margin-left: 40px;"> <tbody> <tr> <td>Sales</td> <td style="text-align: right;">£1,008,000</td> </tr> <tr> <td>Variable costs</td> <td style="text-align: right;">£516,000</td> </tr> <tr> <td>Fixed costs</td> <td style="text-align: right;">£154,800</td> </tr> <tr> <td>Total costs</td> <td style="text-align: right;">£670,800</td> </tr> <tr> <td>Net profit</td> <td style="text-align: right;">£337,200</td> </tr> </tbody> </table> <p>The Café du Vin served 50,000 customers last year.</p> <p style="margin-left: 40px;">a) Explain the difference between having a cost plus 50% pricing policy and a 50% gross profit pricing policy.</p> <p style="margin-left: 40px;">b) When setting prices based upon the on the rate of return on investment what two external factors must the firm be aware of? Explain your answer</p>	Sales	£1,008,000	Variable costs	£516,000	Fixed costs	£154,800	Total costs	£670,800	Net profit	£337,200	<p>25 marks</p>
Sales	£1,008,000											
Variable costs	£516,000											
Fixed costs	£154,800											
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Net profit	£337,200											

- 3.1 What specific information would you need to prepare a monthly cash flow budget for next year, and where would you find all the information to do this?
- 3.2 Comment on the following cash budget, identifying the strengths and weaknesses of the business

	Jan			Feb			March		
	Budget	Actual	Variance	Budget	Actual	Variance	Budget	Actual	Variance
Sales									
Cash	9000	11000	2000	9000	11000	2000	9000	11000	2000
Credit (from debtors)	0	0	0	0		0	<u>1000</u>	2000	1000
Total	<u>9000</u>	<u>11000</u>	<u>2000</u>	<u>9000</u>	<u>11000</u>	<u>2000</u>	<u>10000</u>	<u>13000</u>	<u>3000</u>
Food and Beverage creditors	0	0	0	0		0	3500	4550	1050
Overheads (creditors)	1500	1900	400	1500	1900	400	1500	1900	400
Labor	2000	3600	1600	2000	3600	1600	2000	3600	1600
Capital expenditure	0	0	0	0	0	0	4000	7000	3000
Drawings	1000	1800	800	1000	1800	800	1000	1800	800
Total	4500	7300	2800	4500	7300	2800	12000	18850	6850
Balance	4500	3700	-800	500	3700	3200	-2500	-5850	-3350
Opening balance	1000	1000	0	5500	4700	-800	6000	8400	2400
Closing balance	<u>5500</u>	<u>4700</u>	-800	<u>6000</u>	8400	2400	<u>3500</u>	2550	-950

Note -

Food and beverage costs were 35% of sales, and one month's credit is received on all purchases

Question 3

30 Marks



Question 4

4.1 Analyse the following results using recognised accounting tools and make valid suggestions on how to improve the business' performance.

30 Marks

Profit & Loss Account Year end March 31st 2015	£	£
ROOMS DIVISION		
Revenue		186,500
wages	75,400	
laundry	8,100	
supplies	16,000	
other expenses	<u>7,900</u>	
	<u>107,400</u>	<u>107,400</u>
ROOMS OPERATING INCOME		<u>79,100</u>
FOOD AND BEVERAGE DIVISION		
Revenue		149,800
Opening stock	4,700	
Plus purchases	<u>48,600</u>	
	53,300	
less closing stock	<u>5,100</u>	
Cost of goods sold	<u>48,200</u>	<u>48,200</u>
Gross profit		101,600
wages	56,200	
laundry	6,200	
supplies	9,800	
other expenses	<u>8,700</u>	
	<u>80,900</u>	<u>80,900</u>
FOOD AND BEVERAGE OPERATING INCOME		<u>20,700</u>
TOTAL OPERATING INCOME		99,800
INDIRECT EXPENSES		
Depreciation		
Building	6500	
Furniture and equipment	6200	
interest on bank loan	100	
interest on mortgage	1700	
Admin	31,200	
advertising	17,400	
maintenance	5,600	
power and water	17,700	
insurance	8,800	
property taxes	<u>9,500</u>	
	<u>104,700</u>	<u>104,700</u>
NET PROFIT		<u>-4,900</u>

**BALANCE SHEET AS AT MARCH 31st 2015**

	£	£	£
Fixed Assets	Cost	Depn	Value
land	37,200	0	37,200
buildings	225,600	102,100	123,500
Furniture and equipment	<u>72,200</u>	<u>47,400</u>	<u>24,800</u>
	<u>335,000</u>	<u>149,500</u>	185,500
Current Assets			
stock Mar 31st	5,100		
cash	6,800		
Accounts receivable	1,500		
pre-paid property taxes	1,700		
pre-paid insurance	<u>800</u>		
	<u>15,900</u>	15,900	
Less Current Liabilities			
Accounts payable	2,400		
accrued expenses	1,300		
rooms wages owing	300		
food wages owing	100		
interest on bank loan	100		
interest on mortgage	1,700		
	<u>5,900</u>	<u>5,900</u>	
Working capital		<u>10,000</u>	<u>10,000</u>
Net assets			<u>195,500</u>
Represented by			
<u>Long term liabilities</u>			
Mortgage	160,600		
Bank loan	<u>8,300</u>		
	<u>168,900</u>	168,900	
Equity			
Equity at start of business	20,000		
retained earnings	<u>16,500</u>		
	36,500		
less net loss	<u>-4,900</u>		
	31,600		
less dividend	<u>5,000</u>		
	<u>26,600</u>	<u>26,600</u>	
		<u>195,500</u>	<u>195,500</u>

Assessment Example 2

Unit	Customer Relationship Management in the Tourism and Hospitality Industry
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Assessment Type	Assignment
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Assignment Instructions

Students must base their assignments on their own working practice in their place of work or in an organization that is known to them. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignment must

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit.
- include a brief introduction to the assignment.
- include an analysis and evaluation of the topic they discuss, and facts should be used to support conclusions and recommendations.
- make clear connections between theory and practice.
- provide a demonstration of the practical application of theory in the workplace.
- cite references in accordance with the Harvard System.
- be presented in report format.
- be within 10% of the required word count.
- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the assignment.

One electronic copy of the final assignment report should be submitted. This should include a front cover page with the Student's and Centre Marker's declaration.

Assignment Task - Customer Relationship Management in the Tourism and Hospitality Industry

Students are required to select an organisation in the Tourism or Hospitality industry and prepare a 4,500-word assignment discussing how a customer service strategy is developed within their chosen organisation, as well as how customer relationship management is implemented, and customer service evaluated.

The organisation should be researched with particular reference to the following areas:

- Customer service strategies.
- Customer relationship management.
- The evaluation of customer service.

Outline

Students are required to conduct relevant and adequate primary and secondary research on the chosen organisation. The student should therefore be able to visit the selected organisation.

Students should include a brief introduction to the organization they have selected in terms of the size, customers, services, products, and future plans.

The following areas should be evaluated in detail supported by examples quoted from the selected organisation.

Development of a customer service strategy

- Analysis of customers' needs.
- Specifying organizational customer service standards.
- Ensuring coherence with other strategies and activities.
- Designing an aftercare program and obtaining stakeholders' commitment.

Management of customer relationships

- Defining the scope and uses of CRM.
- Managing a responsive CRM system.
- Ensuring coherence of a CRM strategy with other activities.
- Addressing CRM-identified procurement and customer service issues.

Evaluation of customer service

- Developing a customer service evaluation plan.
- Using appropriate evaluation methods to identify strengths and weaknesses.
- Developing measures to improve customer service.

Students should demonstrate application of theory and knowledge to their chosen organisation and ensure they have addressed the assessment criteria for the unit.

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

10. About CTH

CTH, the Confederation of Tourism & Hospitality, is an Ofqual recognised Awarding Organisation established in 1982 specialising in gold standard qualifications for the hospitality, culinary, travel and tourism sectors.

CTH employs specialist staff with experience in these industries and links to current industry partners, as well as education or training experience. They are available to discuss your curriculum requirements or queries concerning this qualification.

In addition to our existing portfolio of qualifications currently available (included in Ofqual's Register of Regulated Qualifications), we can also offer individual unit qualifications, or discuss requirements for new qualifications suitable for local needs.

Policies

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

Location

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

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