Qualification Specification

CTH Level 4 Diploma in Tourism Management

Gold standard qualifications for Hospitality, Culinary & Tourism

CONTENTS

1. Introduction

Overview

The objective of this Qualification Specification is to provide an overview of the **CTH Level 4 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.

Access & Entry Requirements

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

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

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

The course is equivalent to the first year of a UK university degree and will require students to be given support to acquire relevant academic study skills.

Requirements		Admission Requirements
All Students	**Minimum Age**	17 at enrolment.
	English Language	All students without English as a first language should hold at least IELTS 5.5 or other evidence of competence in English at this level. 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. Study skills are essential.
UK Students		Students who hold a regulated academic or vocational qualification at Level 3 (e.g. BTEC or A Level) in any subject are most likely to be successful on this course.
International Students		Students should have passed a school leaving certificate or other regulated academic or vocational qualification equivalent to a UK 'A' Level (UK Level 3). Equivalence to be evaluated through NARIC.
Work Experience Applicants		Evidence of at least three years' work experience in the hospitality and/or tourism industry ideally with some work experience at a supervisory level. Preferably school leaving certificate.

2. Centre Approval Requirements

Centre Approval

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

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

Teaching Rooms

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

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

Centre Staffing

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

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

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

Continuing Professional Development

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

3. CTH Support

CTH Delivery and Assessment Handbook

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

CTH Training

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

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

CTH Members Website and Resources

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

Assessment Opportunities

CTH offers up to four assessment opportunities each year, with associated Exam Boards and Certification. Contact CTH or see the CTH website for more details.

Assessment Responsibilities

Centres must:

- Register students as CTH Members no later than 4 weeks after starting to teach the course.
- Register students for each assessment submission within the timescales stated on the CTH website.
- Hold at least two (maximum of three) progress tutorials with each student per assignment unit which must be fully documented and signed by the centre marker and the student.
- Ensure students understand how to avoid academic dishonesty and check that work in progress and that submitted to CTH is the students' own.

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

CTH:

Assignments:

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

Examinations:

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

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

Internal Verification

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

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

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

4. Qualification Level, Size and Structure

The Office of Qualifications and Examinations Regulation (Ofqual) regulates qualifications, examinations and assessments in England. The CTH Level 4 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 4 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 4 Knowledge descriptor:

The holder…

- Has practical, theoretical or technical knowledge and understanding of a subject or field of work to address problems that are well defined but complex and non-routine.

- Can analyse, interpret and evaluate relevant information and ideas.

- Is aware of the nature of approximate scope of the area of study or work.

- Has an informed awareness of different perspectives or approaches within the area of study or work.

Level 4 Skills descriptor:

The holder can…

- Identify, adapt and use appropriate cognitive and practical skills to inform actions and address problems that are complex and non-routine while normally fairly well-defined.

- Review the effectiveness and appropriateness of methods, actions and results.

Qualification Structure

The qualification, units and sizing information for the CTH Level 4 Diploma in Tourism Management are set out in the following table. Further details of each unit are included later in this specification.

CTH Level 4 Diploma in Tourism Management						
Students must achieve:						
All 7 Mandatory units, providing 120 credits, of which **45 credits are at level 3** and **75 credits are at level 4.**						
Credit Value (CV): 120 credits			**QAN:** 601/7121/2			
Guided Learning Hours (GLH) for Qualification: 480 hours			**Total Qualification Time (TQT) for Qualification:** 1200 hours			
Mandatory Units						
Unit Code	**Unit Title**	**L**	**CV**	**GLH**	**URN.**	**Assessment Method**
FTH	Finance in Tourism and Hospitality	3	15	80	M/507/3867	Assignment
CSMTH	Customer Service Management in Tourism & Hospitality	4	15	60	R/504/4412	Closed book written examination
GTH	Global Tourism and Hospitality	4	20	60	H/504/4415	Assignment
TTO	Travel and Tourism Operations	3	15	80	F/504/4387	Closed book written examination
TTS	Travel and Tourism supervision	4	20	60	T/504/4418	Assignment or work-based assessment
TG	Travel Geography	3	15	80	Y/504/4394	Closed book written examination
DA	Destination Analysis	4	20	60	A/504/4419	Assignment or work-based assessment
Diploma Total (7 units)			**120**	**480**		

Progression Opportunities

The level 4 qualification provides progression to a level 5 CTH vocational qualification. Further details of articulation agreements with Universities can be obtained via the CTH website at: http://www.cthawards.com

5. Qualification Grading Criteria

Individual units can be graded 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 4		
To achieve a Pass grade (40% to 59%), students must:	**To achieve a Merit grade (60% to 69%), students must:**	**To achieve a Distinction grade (70%+), students must:**
• Meet the requirements of the assessment criteria and learning outcomes. (adjust line spacing in 5 areas on this page)	• Meet the requirements of the assessment criteria and learning outcomes. • Use, analyse and interpret quantitative and qualitative data to develop coherent arguments. • Apply a range of theories in different contexts. • Demonstrate the use of a range of academic research sources. • Make sound judgements that accord with theories and concepts in the area of study. • Use established problem-solving techniques within the area of study • Present work that is neat, clear and well structured, with clearly referenced sources.	• Meet the requirements of the assessment criteria and learning outcomes. • Apply a detailed knowledge of the theories, trends and issues within the area of study drawn from a range of academic research • Evaluate the selection of approaches, models and tools in the area of study • Demonstrate the use of a range of academic research sources • Communicate the results of work convincingly, supported by structured and coherent arguments • Adapt and synthesise established problem-solving techniques • Make sound judgements that accord with theories and concepts in the area of study • Present work that is professional and coherent, with clearly referenced sources.

6. Assessment Methodology

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

Assessment of students' work will be carried out by a range of methods including assignment, essay examination or work assessment. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out below to assist centre markers in allocating marks.

For students who wish to progress to a university degree course, CTH recommends that where a unit offers a choice of assessment method, students should carry out assignments rather than practical assessments.

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

7. Qualification Units

Finance in Tourism & Hospitality

Ofqual Unit Ref No.	M/507/3867	CTH Unit Ref:	FTH

Unit Purpose and Aim(s)	This unit enables students to gain an understanding of main sources of finance, to understand the relationships between cost volume and profit, to carry out specific costing practices and make recommendations on prices and interpret business performance using recognised tools. It is not an in-depth accounting unit, and this should be borne in mind when planning and executing the delivery.

Unit Level	3

Unit Size	Guided Learning Hours (GLH)	80 Hours	Credit Value: (1 credit is 10 hours total study/TQT)	15 Credits

Unit Assessment is by:	Assignment.

Learning Outcome 1	Understand the sources of income generation and other funding in the tourism and hospitality industry.

Assessment Criteria

    1.1 Describe sources of generation income.
    1.2 Describe sources of funding.

Learning Outcome 2	Understand the operation of the business in terms of the elements of costs.

Assessment Criteria

    2.1 Describe the elements of cost found within the tourism and hospitality industry.
    2.2 Describe some of the key aspects of effective control systems for high value assets.

Learning Outcome 3	Be able to apply the concept of marginal costing to price setting, particularly as applied to those costs which change with time or level of activity.

Assessment Criteria

    3.1 Describe how to persuade a client to buy a package tour.
    3.2 Describe how to deal with complaints.
    3.3 Describe how to write a letter of apology to a customer.
    3.4 Explain how to exchange information on hobbies.
    3.5 Describe how to sell a holiday.
    3.6 Explain how to organise a special interest tour.

Learning Outcome 4	Be able to prepare budgets and compare budgets with actual results.

Assessment Criteria

- 4.1 Explain the main reasons for using budgets, and some of their limitations
- 4.2 Prepare relevant operating budgets.
- 4.3 Calculate variances between given actual and budgeted figures and comment on the results.

Learning Outcome 5	Be able to interpret business performance from profit and loss statements and balance sheets using ratios and percentages.

Assessment Criteria

- 5.1 Use a number of tools to analyse a given business' performance to include basic sales, liquidity, efficiency and financial ratios.

Customer Service Management in Tourism & Hospitality

Ofqual Unit Ref No.	R/504/4412	**CTH Unit Ref:**	CSMTH

Unit Purpose and Aim(s)	This unit covers the management of customer service operations, managing the resolution of customers' queries and complaints, analysing the effectiveness of customer service in hospitality or tourism and understanding the use of quality systems in the tourism and hospitality industry.

Unit Level	4

Unit Size	**Guided Learning Hours** (GLH):	60 Hours	**Credit Value:** (1 credit is 10 hours total study/TQT)	15 Credits

Unit Assessment is by:	Closed book written examination.

Learning Outcome 1	Manage customer service operations in hospitality or tourism.

Assessment Criteria

1.1 Explain the importance of anticipating customers' needs and preferences.
1.2 Set customer service targets and standards for a department.
1.3 Allocate resources to operations to enable efficient customer service.
1.4 Ensure all staff maintain customer service standards.
1.5 Make use of customer feedback to improve products and services.

Learning Outcome 2	Manage the resolution of customers' queries and complaints in hospitality or tourism.

Assessment Criteria

2.1 Describe possible actions to prevent problems.
2.2 Identify the cause of complaints.
2.3 Explain how to handle complaints in accordance with customer service standards.
2.4 Maintain records of issues, problems and incidents.

Learning Outcome 3	Analyse the effectiveness of customer service in hospitality or tourism.

Assessment Criteria

3.1 Implement an evaluation plan in accordance with organisational requirements.
3.2 Analyse information using agreed techniques.
3.3 Identify strengths, areas for improvement and patterns of repeated customer complaints.
3.4 Recommend improvements that are practicable, and which offer value for money.

Learning Outcome 4	Understand the use of quality systems in the tourism and hospitality industry.

Assessment Criteria

- 4.1 Define 'quality', quality attributes and measures.
- 4.2 Explain the components of an effective quality system.
- 4.3 Explain how to identify problems, defects and shortfalls against quality standard.
- 4.4 Explain how quality standards can be used to make improvements.

Global Tourism & Hospitality

Ofqual Unit Ref No.	H/504/4415	**CTH Unit Ref:**	GTH

Unit Purpose and Aim(s)	This unit covers understanding the size and scope of the global tourism and hospitality industry, the food and accommodation sub-sectors, the issues and influences affecting it and the growth of global tourism and hospitality brands.

Unit Level	4

Unit Size	**Guided Learning Hours** (GLH):	60 Hours	**Credit Value:** (1 credit is 10 hours total study/TQT)	20 Credits

Unit Assessment is by:	Assignment.

Learning Outcome 1	Understand the size and scope of the global tourism and hospitality industry.

Assessment Criteria

1.1 Analyse the size, nature and sub-sectors of the global tourism and hospitality industry.
1.2 Analyse the role of stakeholders of the industry.
1.3 Explain the history of the tourism and hospitality industry.
1.4 Analyse the inter-relationships and links between tourism and other sectors.

Learning Outcome 2	Understand the food and accommodation sub-sectors within the global tourism and hospitality industry.

Assessment Criteria

2.1 Characterise the distinctions between different types of accommodation and their operation.
2.2 Characterise the distinctions between different types of food operation.
2.3 Analyse the factors affecting accommodation location decisions.
2.4 Analyse the effectiveness of transport and distribution systems.

Learning Outcome 3	Understand the issues and influences affecting the global tourism and hospitality industry

Assessment Criteria

3.1 Review the development of the industry and the reasons for change.
3.2 Evaluate the impact of government activity and political issues.
3.3 Define the contribution of the industry on the economy and its impacts.
3.4 Evaluate the effect of trends in modern lifestyle habits.
3.5 Evaluate the way in which external factors affect the industry and organisations within it.

| Learning Outcome 4 | Understand the growth of global tourism and hospitality brands. |

Assessment Criteria

4.1 Define the characteristics and uses of branding.
4.2 Analyse the development of global tourism and hospitality brands.
4.3 Analyse the benefits of branding and brand loyalty.
4.4 Explain the use of tourism and hospitality globalisation strategies and their risks.

Travel & Tourism Operations

Ofqual Unit Ref No.	F/504/4387	CTH Unit Ref:	TTO	
Unit Purpose and Aim(s)	This unit covers assessing the tourism sector and the factors that affect participation in tourism, delivering travel and tourism services and tour guiding services.			
Unit Level	3			
Unit Size	**Guided Learning Hours** (GLH):	80 Hours	**Credit Value:** (1 credit is 10 hours total study/TQT)	15 Credits
Unit Assessment is by:	Closed book written examination.			
Learning Outcome 1	Assess the tourism sector.			

Assessment Criteria

    1.1 Explain the factors that affect the development of the tourist sector.
    1.2 Explain the factors that contribute to the development of tourism.
    1.3 Assess the extent, quality and diversity of tourism provision.
    1.4 Explain the distribution chain in the tourist sector.
    1.5 Explain the nature and role of intermediaries.

Learning Outcome 2	Assess the factors that affect participation in tourism.

Assessment Criteria

    2.1 Define the socio-economic factors that affect tourism.
    2.2 Define the motivators for travel and their implications.
    2.3 Identify the way in which psychographic factors affect participation in tourism.

Learning Outcome 3	Deliver travel and tourism services.

Assessment Criteria

    3.1 Define travel agency products and services.
    3.2 Maintain attractive and up to date publicity and sales materials.
    3.3 Suggest products and services that best meet customers' needs.
    3.4 Recommend optimum travelling times and modes of transport that meet budgetary limitations.
    3.5 Offer viable alternatives within budget Give accurate and correct health and safety advice.

Learning Outcome 4	Deliver tour guiding services.

Assessment Criteria

4.1 Identify tour guiding processes and standards.
4.2 Communicate with customers in a way that they can understand.
4.3 Project a friendly, professional and knowledgeable image.
4.4 Manage problems in accordance with organisational procedures.

Travel and Tourism Supervision

Ofqual Unit Ref No.	T/504/4418	CTH Unit Ref:		TTS	
Unit Purpose and Aim(s)	This unit covers managing a travel agency, managing tour provision and managing staff performance.				
Unit Level	4				
Unit Size	Guided Learning Hours (GLH):	60 Hours	Credit Value: (1 credit is 10 hours total study/TQT)		20 Credits
Unit Assessment is by:	Assignment or work-based assessment.				
Learning Outcome 1	Manage a travel agency.				

Assessment Criteria

1.1 Evaluate the extent to which products and services meet customers' needs including special interest tourism.
1.2 Assess the value of ancillary products.
1.3 Define the legal considerations and confidentiality issues.
1.4 Identify areas for improvement in travel agency operations.
1.5 Identify sources of up to date information to support sales.
1.6 Assess the trends and factors that will affect travel agencies in the future.

Learning Outcome 2	Manage tour provision.

Assessment Criteria

2.1 Distinguish between the functions of different types of tour operators.
2.2 Identify the requirements of planning and designing a tour.
2.3 Create tours that meet agreed objectives.
2.4 Evaluate the effectiveness of different methods of selling a tour.

Learning Outcome 3	Manage guided tours.

Assessment Criteria

3.1 Design a tour guide process that meets organisational objectives and standards.
3.2 Train staff on their roles, requirements and standards to be maintained.
3.3 Ensure that guided tour processes include crisis and contingency management procedures.
3.4 Evaluate the effectiveness and profitability of guided tours.

Learning Outcome 4	Manage the performance of staff in travel and tourism.

Assessment Criteria

4.1 Agree targets and objectives that align with business needs.
4.2 Provide training interventions that meet identified needs.
4.3 Allocate and direct work to meet performance targets and quality standards.
4.4 Manage underperformance and in accordance with organisational requirements.
4.5 Analyse the principles of recruitment and selection of staff.

Travel Geography

Ofqual Unit Ref No.	Y/504/4394	**CTH Unit Ref:**	TG

Unit Purpose and Aim(s)	This unit covers understanding the features of travel geography, patterns of domestic and international tourism and the nature of tourism destinations.

Unit Level	3

Unit Size	**Guided Learning Hours** (GLH):	80 Hours	**Credit Value:** (1 credit is 10 hours total study/TQT)	15 Credits

Unit Assessment is by:	Closed book written examination.

Learning Outcome 1	Understand the features of travel geography.

Assessment Criteria

    1.1 Identify geographical and geological features of a tourist region.
    1.2 Identify meteorological features of a tourist region.
    1.3 Assess the geographical appeal of international travel destinations for different types of tourist.

Learning Outcome 2	Understand patterns of domestic and international tourism.

Assessment Criteria

    2.1 Explain the role of travel geography in tourism.
    2.2 Assess the patterns of tourism and their advantages and disadvantages.
    2.3 Identify the inter-relationships of core and peripheral regions of world tourism.
    2.4 Assess the economic value of domestic and international tourism.

Learning Outcome 3	Understand the nature of tourism destinations.

Assessment Criteria

    3.1 Explain the features of different types of destination.
    3.2 Explain the primary and secondary features of different types of destination.
    3.3 Explain the social and cultural features of different types of destination.
    3.4 Describe the strengths of a destination (access, attractions, accommodation, activities, amenities and ancillary services).

Destination Analysis

Ofqual Unit Ref No.	A/504/4419	CTH Unit Ref:		DA	
Unit Purpose and Aim(s)	This unit covers understanding the principles of destination analysis, carrying out a destination audit and assessing the factors that affect tourism destination development.				
Unit Level	4				
Unit Size	**Guided Learning Hours** (GLH):	60 Hours	**Credit Value:** (1 credit is 10 hours total study/TQT)		20 Credits
Unit Assessment is by:	Assignment or work-based assessment.				
Learning Outcome 1	Understand the principles of destination analysis.				

Assessment Criteria

1.1 Explain the purposes of destination analysis.
1.2 Explain the principles of data collection and analysis.
1.3 Explain how to assess the risks associated with a tourist destination.
1.4 Explain the importance of the accessibility of a tourist destination.

Learning Outcome 2	Carry out a destination audit.

Assessment Criteria

2.1 Identify the market and competitive environment of a destination.
2.2 Research the factors that affect tourists' choice of destination.
2.3 Analyse the features and strengths of different types of destination (access, attractions, accommodation, activities, amenities and ancillary services).
2.4 Analyse the stage of a destination in the Tourism Area Life Cycle (TALC).
2.5 Assess the risks and development needs with a tourist destination.
2.6 Make viable recommendations for the development of a destination which meet organizational objectives.

Learning Outcome 3	Assess the factors that affect tourism destination development.

Assessment Criteria

3.1 Determine the factors to be considered when developing a destination.
3.2 Assess the impact of technology on destination development.
3.3 Assess the impact of ethnic tourism, culture, ecotourism and sustainability on destination development.
3.4 Assess the reliability, suitability and frequency of transport for different geographical regions.

8. Sample Assessments

Assessment Example 1	
Unit	Travel and Tourism Operations
Unit Ref. No.	F/504/4387
Assessment type	Closed book written examination
Time allowed	180 minutes for the examination, plus additional ten minutes before to read through.

Sample Instructions

CTH
CONFEDERATION OF TOURISM & HOSPITALITY

TTO - Travel & Tourism Operations

Mock Examination

Instructions

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

Sample Exam Questions

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

Question 1	For a country of your choice answer the following questions: 1.1 Discuss **three** factors that have contributed to the development of tourism in the country of your choice. 1.2 Explain the extent and diversity of tourism provision in your country of choice. 1.3 Describe the distribution chain in the tourism sector. Give examples from the country of your choice to support your answer. 1.4 Explain the term intermediaries.	**25 marks**
Question 2	2.1 Discuss the socio-economic factors that affect tourism. 2.2 Evaluate **three** different motivators for travel. 2.3 Explain the term 'psychographic factors' and discuss how they relate to participation in tourism.	**25 marks**
Question 3	A family of four, a mother, father and two sons aged 14 and 16, are going to the travel agency in a town or city of your choice on Monday to book a holiday for next summer. 3.1 Explain the services they can expect to receive from the travel agency. 3.2 Discuss why it is important for the travel agency to be well stocked with sales material. Give examples to support your answer. 3.3 Recommend two different holidays to the family, which would be at a similar cost but have different modes of transport and optimum travelling times.	**25 marks**
Question 4	A party of three retired couples are planning a celebratory holiday together next spring. They want to go on a guided safari tour. 4.1 Explain why a guided tour should have documented processes and standards. 4.2 Discuss the importance of communication between the tour guiding company and its customers. 4.3 Give examples of how the tour guide on the safari would provide a friendly and professional image. 4.4 Explain the organisational procedures the safari tour company should develop to handle problems that may arise on the tour.	**25 marks**

Assessment Example 2	
Unit	Destination Analysis
Unit Ref. No.	A/504/4419
Assessment type	Assignment

Assignment Instructions

Students must base their assignments on their own working practice in their place of work or in an organisation of their choice. 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 report.

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

Assignment Task – Destination Analysis

Students are required to prepare a 3,500 word assignment.

Outline

Students will understand the principles of destination analysis, carrying out a destination audit and assessing the factors that affect tourism destination development.

Students should include a brief introduction to the subject in terms of the size, customers, services, products and future.

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

Explanation of the principles of destination analysis
- Explain the purpose of destination analysis.
- Explain the principles of data collection and analysis.
- Explain how to assess the risks associated with a tourist destination.
- Explain the importance of the accessibility of a tourist destination.

Audits of destinations
- Identify the market and competitive environment of a destination.
- Research the factors that affect tourists' choice of destination.
- Analyse the features and strengths of different destinations (access, attractions, accommodation, activities, amenities and ancillary).
- Analyse the stage of destination in the Tourism Area Life Cycle (TALC).
- Assess the risks and development needs with a tourist destination.
- Make viable recommendations for the development of a destination which meet the organisational objectives.

Analysis of tourism destination development
- Determine the factors to be considered when developing a destination.
- Assess the impact of technology on destination development.
- Assess the impact of ethnic tourism, culture, ecotourism and sustainability.
- Asses the reliability, suitability and frequency of transport for different geographical regions.

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

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

9. About CTH

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

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

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

Policies

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

Location

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

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