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# Qualification Specification

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**CTH Level 6 Professional Diploma in  
Tourism and Hospitality Management**

**November 2020**

**QAN: 603/5138/X**



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# 1. Introduction

## Overview

The objective of this Qualification Specification is to provide an overview of the **CTH Level 6 Professional Diploma in Tourism and Hospitality 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 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 qualification is at the same level as the final year of a UK undergraduate degree. CTH reserves the right to review and approve or reject all applications prior to enrolment.

Requirements		Admission Requirements
All Students	Minimum Age	19 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.  The course is taught in English and requires students to study independently outside taught sessions and read around the subject from books and other academic sources.
	Study Skills	The qualification is assessed only in English by assignments and examinations; high level language and academic study skills including academic referencing (Harvard style) and criticality are essential or must be gained via support from centres.
UK Students		Students must hold a regulated academic or vocational qualification at Level 5 in a related subject (Tourism or Hospitality), including CTH Level 5 Advanced Diploma or an HND.
International Students		Students should hold a regulated academic or vocational qualification equivalent to a UK Level 5, for example a CTH Level 5 Diploma, or a recognised Chinese 3-year Diploma. Equivalence to be evaluated through NARIC.
Work Experience Applicants		Evidence, including detailed CV and employer reference/s confirming roles and responsibilities, of at least four years' work experience in the hospitality and/or tourism industry which must include two years at a recognised management level. Education as for Level 5 is preferred.

## 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 6 Professional Diploma in Tourism & Hospitality 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 420 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 6 on the Regulated Qualifications Framework in England (RQF), equivalent to
- Level 7 on the European Qualification Framework (EQF).

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

### Level 6 Knowledge descriptor:

#### The holder...

- Has advanced practical, conceptual or technological knowledge and understanding of a subject or field of work to create ways forward in contexts where there are many interacting factors.
- Understands different perspectives, approaches or schools of thought and the theories that underpin them.
- Can critically analyse, interpret and evaluate complex information, concepts and ideas.

### Level 6 Skills descriptor:

#### The holder can...

- Determine, refine, adapt and use appropriate methods and advanced cognitive and practical skills to address problems that have limited definition and involve many interacting factors.
- Use and, where appropriate, design relevant research and development to inform actions.
- Evaluate actions, methods and results and their implications.



## Qualification Structure

The qualification structure, units and sizing information for the CTH Level 6 Professional Diploma in Tourism and Hospitality Management are set out in the following table. Further details of each unit are included later in this specification.

CTH Level 6 Professional Diploma in Tourism and Hospitality Management						
Students must achieve all four units, providing a combined 120 credits.						
<b>Credit Value (CV):</b> 120				<b>QAN:</b> 603/5138/X		
<b>Guided Learning Hours (GLH) for Qualification:</b> 420				<b>Total Qualification Time (TQT) for Qualification:</b> 1200		
Mandatory Units						
Unit Code	Unit Title	L	CV	GLH	URN.	Assessment Method
SIBE	The Strategic Impact of the Business Environment	6	35	120	M/503/6110	Assignment
BSHT	Business Strategy for Hospitality and Tourism	6	35	120	T/503/6111	Closed book written examination
MEHT	Managing Events for Hospitality and Tourism	6	25	90	A/503/6112	Assignment
QMHT	Quality Management for Hospitality and Tourism	6	25	90	F/503/6113	Case-study based written examination
<b>Professional Diploma Total (4 units)</b>			<b>120</b>	<b>420</b>		



## Progression Opportunities

This CTH Level 6 qualification provides progression to:

- The CTH Level 7 Executive Diploma in Hospitality & Tourism and Management vocational qualification.
- University of Derby **BA (Hons) in International Hospitality Management** top-up degree with exemptions for three out of the usual six final year units.

This study route offers a very low cost and flexible route to a UK degree. The qualification is delivered and assessed wholly online, available globally and flexible enough to combine with employment.

The following admissions criteria apply:

1. Hold a CTH Level 5 and CTH level 6 qualifications. The Level 6 **must include** the four Level 6 units specified in this specification.
2. Have a total of 6 months relevant work experience (this could be achieved on a part-time, full-time or by blocks of work experience).
3. Have a level of English equivalent to IELTS 6.0.
4. BA/BSc in Tourism and Hospitality or related subject from a number of universities around the world.

Further details of articulation agreements with Universities can be obtained via the CTH website at: <http://www.cthawards.com>. Note that admissions criteria vary, however students wishing to 'top-up' their CTH Level 6 qualification to a Bachelor's degree may require a Merit profile in this qualification and have IELTS 6.0 level of English when applying.

## 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 6		
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:
<ul style="list-style-type: none"> <li>Meet the requirements of the assessment criteria and learning outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Meet the requirements of the assessment criteria and learning outcomes.</li> <li>Demonstrate evidence of critical analysis to evaluate principles and concepts in the area of study.</li> <li>Evaluate complex information and resolves conflicting information and situations.</li> <li>Apply theories, principles and concepts to the area of study to provide insight into complex or conflicting information or situations.</li> <li>Develop coherent and credible arguments justified from a wide range of academic research.</li> <li>Question assumptions, inconsistencies and areas of doubt within the field of study.</li> <li>Use tried and tested approaches to problem solving to create practicable solutions.</li> <li>Use a wide range of academic research sources and theories to justify recommendations.</li> <li>Present work that is articulate and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing.</li> </ul>	<ul style="list-style-type: none"> <li>Meet the requirements of the assessment criteria and learning outcomes.</li> <li>Apply theories, principles and concepts beyond the area of study to create innovation insights into complex or conflicting information or situations.</li> <li>Evaluate the implications of actions, methods and results and their consequences.</li> <li>Make rational and substantiated judgements in complex and unpredictable contexts within the field of study.</li> <li>Use a wide range of academic research sources and theories to justify recommendations.</li> <li>Reconcile uncertainties and ambiguities in the area of study.</li> <li>Adapt and synthesise different approaches to problem solving to create innovative insights and solutions.</li> <li>Present work that is persuasively argued and professionally presented in conformity with agreed conventions, including Harvard Style Academic Referencing.</li> </ul>

## 6. Assessment Methodology

Given the broad and highly varied nature of the Tourism and 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

## The Strategic Impact of the Business Environment

<b>Ofqual Unit Ref No.</b>	M/503/6110	<b>CTH Unit Ref:</b>	SIBE	
<b>Unit Purpose and Aim(s)</b>	<p>This unit will develop critical analysis skills in students enabling them to scrutinise the external and internal factors that impact upon Hospitality and Tourism Organisations worldwide.</p> <p>Students will demonstrate ability to use a variety of analysis tools to facilitate analysis of environmental and internal business factors and their effects on the business and its market.</p> <p>Students will develop their ability to assess the impact of these changing and evolving factors on a Hospitality and Tourism Organisations ability to respond and develop appropriate strategies.</p>			
<b>Unit Level</b>	6			
<b>Unit Size</b>	<b>Guided Learning Hours (GLH)</b>	120 Hours	<b>Credit Value:</b> (1 credit is 10 hours total study/TQT)	35 Credits
<b>Unit Assessment is by:</b>	Assignment.			
<b>Learning Outcome 1</b>	Analyse how a Hospitality and Tourism business environment changes and evolves.			
<b>Assessment Criteria</b>				
<ul style="list-style-type: none"> <li>1.1 Examine the current business environment issues that impact on Hospitality and Tourism Organisations.</li> <li>1.2 Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations.</li> </ul>				
<b>Learning Outcome 2</b>	Analyse how changes in the business environment affect the strategy of a Hospitality and Tourism Organisation.			
<b>Assessment Criteria</b>				
<ul style="list-style-type: none"> <li>2.1 Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market.</li> <li>2.2 Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving.</li> <li>2.3 Analyse the internal factors that impact on Hospitality and Tourism Organisations strategic performance.</li> <li>2.4 Make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes.</li> </ul>				

**Business Strategy for Hospitality and Tourism**

<b>Ofqual Unit Ref No.</b>	T/503/6111	<b>CTH Unit Ref:</b>	BSHT	
<b>Unit Purpose and Aim(s)</b>	<p>This unit aims to introduce students to the development of strategy for a Hospitality or Tourism Organisation that creates competitive advantage and long-term sustainable growth for the business.</p> <p>Students will be able to identify and critically evaluate the issues facing a Hospitality or Tourism Organisation when implementing a strategic plan and apply a range of methods and tools to assist with strategic implementation.</p>			
<b>Unit Level</b>	6			
<b>Unit Size</b>	<b>Guided Learning Hours (GLH)</b>	120 Hours	<b>Credit Value:</b> (1 credit is 10 hours total study/TQT)	35 Credits
<b>Unit Assessment is by:</b>	Closed book written examination.			
<b>Learning Outcome 1</b>	Analyse the impact of the business environment on the success of an organisation.			
<b>Assessment Criteria</b>				
<ul style="list-style-type: none"> <li>1.1 Critically analyse the internal business environment for a Hospitality and Tourism Organisation.</li> <li>1.2 Critically analyse the external business environment for a Hospitality and Tourism Organisation.</li> </ul>				
<b>Learning Outcome 2</b>	Develop a strategic plan for a Hospitality and Tourism Organisation.			
<b>Assessment Criteria</b>				
<ul style="list-style-type: none"> <li>2.1 Critically evaluate options for strategic growth for a Hospitality and Tourism Organisation.</li> <li>2.2 Identify and critically evaluate the strategic options for gaining competitive advantage.</li> <li>2.3 Make justified recommendations as to the strategic direction for a Hospitality and Tourism Organisation.</li> <li>2.4 Prepare an outline strategic plan based on a critical analysis of the strategic environment and strategic options facing a Hospitality and Tourism Organisation.</li> </ul>				
<b>Learning Outcome 3</b>	Develop a strategic implementation plan.			
<b>Assessment Criteria</b>				
<ul style="list-style-type: none"> <li>3.1 Assess the role of integrated operational plans in implementing business strategy.</li> <li>3.2 Evaluate the factors that may affect the implementation of a Hospitality or Tourism Organisations strategy.</li> <li>3.3 Develop a communications plan to assist the implementation of strategy.</li> <li>3.4 Assess the use of targets and budgets as a form of control when implementing strategic plans.</li> </ul>				

**Managing Events for Hospitality and Tourism**

<b>Ofqual Unit Ref No.</b>	A/503/6112	<b>CTH Unit Ref:</b>	MEHT	
<b>Unit Purpose and Aim(s)</b>	<p>Students will develop an understanding of the event industry and the unique aspects of managing events.</p> <p>Students will develop the ability to apply operational and service quality management techniques to event management and make improvements to the event management process that will enhance the customer experience.</p>			
<b>Unit Level</b>	6			
<b>Unit Size</b>	<b>Guided Learning Hours (GLH)</b>	90 Hours	<b>Credit Value:</b> (1 credit is 10 hours total study/TQT)	25 Credits
<b>Unit Assessment is by:</b>	Assignment.			
<b>Learning Outcome 1</b>	Critically evaluate the issues involved in managing events for Hospitality and Tourism.			
<b>Assessment Criteria</b>				
<p>1.1 Appraise the size, nature and structure of the event industry.</p> <p>1.2 Analyse the complexities of event management.</p>				
<b>Learning Outcome 2</b>	Develop plans for managing events for the Hospitality and Tourism industry.			
<b>Assessment Criteria</b>				
<p>2.1 Critically evaluate event management processes.</p> <p>2.2 Critically analyse the integration of operations management theory within the context of event management.</p> <p>2.3 Critically analyse the integration of service quality theory and application within events management.</p>				

**Quality Management for Hospitality and Tourism**

<b>Ofqual Unit Ref No.</b>	F/503/6113	<b>CTH Unit Ref:</b>	QMHT
<b>Unit Purpose and Aim(s)</b>	<p>Students will gain an understanding of the role of quality management in improving customer service levels for Hospitality and Tourism operations.</p> <p>Students will develop skills to enable them to make recommendations to amend quality improvement processes to improve the customer experience.</p>		
<b>Unit Level</b>	6		
<b>Unit Size</b>	<b>Guided Learning Hours (GLH)</b>	90 Hours	<b>Credit Value:</b> (1 credit is 10 hours total study/TQT) 25 Credits
<b>Unit Assessment is by:</b>	Case-study based written examination.		
<b>Learning Outcome 1</b>	Understand how quality management can be used to improve Hospitality and Tourism Operations.		
<b>Assessment Criteria</b>			
<ul style="list-style-type: none"> <li>1.1 Critically evaluate the importance of quality management within key hospitality functions.</li> <li>1.2 Assess the role of personnel in maintaining quality.</li> <li>1.3 Analyse how 'continuous quality and service improvement' can improve service levels.</li> <li>1.4 Critically evaluate the relationship between Quality Management and Human Resource Management.</li> </ul>			
<b>Learning Outcome 2</b>	Develop continuous quality improvement measures for Hospitality and Tourism Operations.		
<b>Assessment Criteria</b>			
<ul style="list-style-type: none"> <li>2.1 Employ a range of qualitative techniques to critically evaluate the effectiveness of Hospitality and Tourism operations.</li> <li>2.2 Employ a range of quantitative techniques and theories to critically evaluate the effectiveness of Hospitality and Tourism operations.</li> <li>2.3 Recommend ways to enable continuous improvement to service levels.</li> </ul>			

## 8. Sample Assessment

Assessment Example 1	
Unit	The Strategic Impact of the Business Environment
Unit Ref. No.	M/503/6110
Assessment Type	Assignment

### Sample Instructions

Students 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 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 students and centre marker's declaration.



## Assignment Task

Students are required to prepare a 4,500-word report.

This unit will develop critical analysis skills in students enabling them to scrutinise the external and internal factors that impact upon Hospitality and Tourism organisations worldwide.

## Outline

Students will demonstrate their ability to use a variety of analysis tools to facilitate analysis of environmental and internal business factors and their effect on the business and its market.

Students will develop their ability to assess the impact of these changing and evolving factors on a Hospitality and Tourism Organisation's ability to respond and develop appropriate strategies.

Students should include a brief introduction to the organisations 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 from the chosen organisation:

- Analyse how a Hospitality and Tourism business environment changes and evolves.
  - ✓ Examine the current business environment issues that impact on Hospitality and Tourism Organisations.
  - ✓ Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations.
  
- Analyse how changes in the business environment affect the strategy of a Hospitality and Tourism Organisation.
  - ✓ Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market.
  - ✓ Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving.
  - ✓ Analyse the internal factors that impact on Hospitality and Tourism Organisations' strategic performance.
  - ✓ Make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes.



## Unit Assessment Method (SIBE)

### Task Instructions – Assignment – 100%

Students must show that they meet the Learning Outcomes (LOs) and Assessment Centre (AC) of the unit assessment. Therefore, consideration will be given to whether students achieved the following:

Tasks	LO/AC Ref	Marks
Task 1: Examine the current business environment issues that impact on Hospitality and Tourism Organisations and the evolving business environment issues and their impact on Hospitality and Tourism Organisations.	LO 1. 1.1, 1.2	50
Task 2: Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and their market and to determine how the market for Hospitality or Tourism Organisations is changing and evolving. Analyse the internal factors that impact on Hospitality and Tourism Organisation's strategic performance and make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes.	LO2. 2.1, 2.2, 2.3, 2.4	50

**The word count is 4,500**



## 9. About CTH

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

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

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

### Policies

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

### Location

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

### Website

[www.cthawards.com](http://www.cthawards.com)

### Contact us via

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