



CTH Level 5 Advanced Diploma in  
Tourism Management (QCF)  
Course Handbook

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## Course Objective

The course aims to provide students with an understanding of the managerial, decision-making and leadership aspects of the tourism industry.

## Course Outcome

The course aims to provide students with an understanding of the managerial, decision-making and leadership aspects of the tourism industry.

In addition, it is also designed to develop independent research and study skills required when working at senior managerial level in the industry. It is therefore an excellent preparation for either entry to the workplace or as a springboard into final year bachelor's degree level study.

## Course Structure

- Duration of Study:  
Twelve (12) months
- Modules: Seven (7) Modules
  - Operational finance in tourism and hospitality
  - Human resource management in the tourism and hospitality industry
  - Strategic marketing in the tourism and hospitality industry
  - Customer relationship management in the tourism and hospitality industry
  - Contemporary issues in the tourism and hospitality industry
  - Tour operations management
  - Sustainable tourism and destination development
- Mode of Teaching:  
Classroom-based (inclusive of the following - face-to-face classroom lectures, peer interactions, individual assignments, case studies, group study and in-class exercises)
- Teacher Student Ratio:  
1: 90
- Medium of Instruction:  
English

## Course Modules and Outline

### **Operational finance in tourism & hospitality (OFTH):**

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 Manage the profitability of a department within a hospitality or tourism business.

### **Human resource management in the tourism and hospitality industry (HRMTHI):**

This unit covers understanding the principles of human resource (HR) management in the tourism and hospitality industry; leading teams and developing human resources policies.

### **Strategic marketing in the tourism and hospitality industry (SMTHI):**

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.

### **Customer relationship management in the tourism and hospitality industry (CRMTHI):**

This unit covers developing a customer service strategy in the tourism and hospitality industry; managing customer relationships (CRM) and evaluating customer service.

### **Contemporary issues in the tourism and hospitality industry (CITHI):**

This unit covers understanding how to identify emerging issues in the tourism and hospitality industry and examining their impact.

### **Tour operations management (TOM):**

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.

### **Sustainable tourism and destination development (STDD):**

This unit covers an understanding of the scope and management of sustainable tourism and its environment and destination development.

## Graduation Requirements

Students will be awarded the CTH Level 5 Advanced Diploma in Hospitality Management (QCF) by CTH, if they achieve at least a Pass grade in all modules of the examination.

## Admission Requirements

- Minimum 18 years old at time of registration; **and**
- C6 English O Levels or equivalent **or**
- Pass in English Proficiency Test; **and**
- CTH Level 4 Diploma (QCF); **or**
- Minimum 2 GCE A Level credits (minimum Grade D in any 2 subjects) with Year 1 qualifications (in any field); **or**
- Polytechnic Diploma (in any field) or equivalent

### For Mature Candidates

- Are 30 years and above at the time of registration; **and**
- Have at least 8 years of verifiable working experience; **and**
- Provide a detailed resume with contact details of past and present employers

All applications are subject to the School's assessment of eligibility for entry into the programme.

## Required Documents

1. Application Form
2. Passport Photocopy of Applicant
3. Certified Copy of Highest Qualification Certificates and Transcripts
4. 2 Passport Size Photograph
5. CV (For Mature Candidates)

## Course Fees

Course Fees:	Price (SGD)
Course Registration Fee	100
Tuition Fee	3930
Student Membership Fee (CTH)	150
Course Material Fees	500
Medical Insurance	120
Student Pass Application and Issuance Fee	180
Fee Protection Scheme	300
<b>(A) Total Course Fees Payable</b>	<b>5280</b>
CTH Examination Fee	720
Institution Registration Fee	100
<b>(B) Total Institution Fee + Exam (CTH)</b>	<b>820</b>
<b>Total Course Fees Payable + (Total Institution Fee + Exam) = (A) + (B)</b>	<b>6100</b>

Miscellaneous Fees	Price (SGD)
Student Pass Renewal Processing Fees	200
School Application Fees (Non-refundable)	300
Medical Check-Up	50
Re-mark Examination Fee / Cert Reprint	150
Re-Examination Fee / Late Entry Exam Fee (per module)	100

## Course Assessment

Module Code	Module Title	Assessment Mode
OFTH	Operational finance in tourism and hospitality	<b>Assignment (100%)</b>
HRMTHI	Human resource management in the tourism and hospitality industry	<b>Assignment (100%)</b>
SMTHI	Strategic marketing in the tourism and hospitality industry	<b>Assignment (100%)</b>
CRMTHI	Customer relationship management in the tourism and hospitality industry	<b>Assignment (100%)</b>
CITHI	Contemporary issues in the tourism and hospitality industry	<b>Closed book written exam (100%)</b>
TOM	Tour operations management	<b>Assignment (100%)</b>
STDD	Sustainable tourism and destination development	<b>Assignment (100%)</b>

**Note:**

Individual units and the qualifications will be graded either as fail, pass, merit or distinction.

## Overall Module and Written Examination Grade

Level 5	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	<ul style="list-style-type: none"> <li>• have major weaknesses or have not fulfilled the CTH academic regulations</li> </ul>	<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>• analyse information, theories and concepts critically</li> <li>• apply theories, concepts and principles beyond the context in which they were first learned</li> <li>• use a wide range of academic research sources</li> <li>• demonstrate evidence of critical evaluation of the suitability of approaches, techniques and models in the area of study</li> <li>• reach balanced conclusions with regard to conflicting theories and arguments</li> <li>• use investigative techniques to solve problems</li> <li>• use research sources and/or theories to make sound and justified judgements and recommendations</li> <li>• recognise how the limits of their knowledge influences the field of study</li> <li>• present work that is clear, coherently structured and professionally presented in conformity with agreed conventions.</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• present a cogent rationale for recommending developments to theories and principles underpinning the area of study</li> <li>• make reasoned and evidence-based generalisations and deductions from interpretations of data</li> <li>• apply theories, concepts and principles beyond the context in which they were first learned</li> <li>• use a wide range of academic sources of research to identify patterns and trends and substantiate findings and recommendations</li> <li>• adapt problem solving techniques from another context or in an innovative way</li> <li>• 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</li> </ul>



## Assessment Schedule

Please find below our global schedule for student membership and exam registration deadlines, examination dates, assignment submission dates and the declaration of results.

Late examination and assignment registration fees will apply after the published date has expired.

All payments must be made prior to each exam session.

Assessment Series	Student qualification registration deadline	Assessment registration deadline	Late / Final Assessment Registration Deadline *	Assignment submission deadline **	Examination dates ***	Results declared
March 2020	Students must be registered with CTH for each qualification within <b>one month</b> of starting the course.	Monday 3 <sup>rd</sup> February 2020	Monday 17 <sup>th</sup> February 2020	Monday 24 <sup>th</sup> February 2020	Monday 2 <sup>nd</sup> March - Thursday 5 <sup>th</sup> March 2020	Friday 24 <sup>th</sup> April 2020
June 2020		Monday 4 <sup>th</sup> May 2020	Monday 18 <sup>th</sup> May 2020	Monday 1 <sup>st</sup> June 2020	Monday 8 <sup>th</sup> June - Thursday 11 <sup>th</sup> June 2020	Friday 31 <sup>st</sup> July 2020
September 2020		Monday 17 <sup>th</sup> August 2020	Monday 31 <sup>st</sup> August 2020	Monday 7 <sup>th</sup> September 2020	Monday 14 <sup>th</sup> September - Thursday 17 <sup>th</sup> September 2020	Friday 6 <sup>th</sup> November 2020
December 2020		Monday 9 <sup>th</sup> November 2020	Monday 23 <sup>rd</sup> November 2020	Monday 30 <sup>th</sup> November 2020	Monday 7 <sup>th</sup> December - Thursday 10 <sup>th</sup> December 2020	Friday 29 <sup>th</sup> January 2021

\* £15 late assessment entry fee applies per assessment  
 \*\* Assignment scripts must be received by CTH by this deadline  
 \*\*\* See CTH Examination Schedule for days & times of each examination

Examination papers taken must be sent back to CTH immediately (within 48 hours of sitting the exam) and certainly by end of the exam week. Exam papers not returned to CTH within 48 hours of the last exam taken may miss the result declaration date and will be transferred to the next assessment series at a cost to the Centre.

It is expected January exams/assignments which were unsuccessful would be re-taken or resubmitted in June, likewise March would be retaken in September and so forth, hence the overlap of dates between sessions.

Disclaimer: The schedule for an examination and assessment session may occasionally be subject to change up to 3 months prior to the start of a particular session. Centres and students should always refer to the latest schedule available from CTH for confirmation of a particular session schedule.