



ITHSA

PROSPECTUS



Five star qualifications for first class careers

WELCOME TO A WORLD OF OPPORTUNITY

YOUR TICKET TO SUCCESS

Are you looking for a field that offers hundreds of exciting careers around the world?

You've found it! Tourism and hospitality is one of the fastest-growing sectors both locally and internationally.

Whether you dream of managing a hotel, becoming a chef, or perhaps running your own travel agency someday, the opportunities are endless. In such a varied industry, you'll have the chance to grow professionally and personally throughout your working life.

You're holding what could be the key

to an exciting career. If you love working with people, here's your chance to convert that passion into a rewarding profession.

And if you dream of seeing the world, you'll want qualifications that will open doors for you in other countries. Study with us and you'll be in demand by the tourism and hospitality industry.

Let us help your career take off!



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INTRODUCING THE CHARTERED INSTITUTE OF TOURISM AND HOSPITALITY IN SOUTHERN AFRICA

AT YOUR SERVICE



ITHSA

CTH
CONFEDERATION OF TOURISM & HOSPITALITY

The Chartered Institute of Tourism and Hospitality (ITH) is the southern African cousin of the Confederation of Tourism and Hospitality (CTH) in the United Kingdom, which was started in 1982. Both organisations offer the same gold standard qualifications in tourism and hospitality.

The ITH is the CTH's representative in southern Africa. In this role, the ITH accredits training providers and supports them in rolling out the CTH's UK-registered qualifications. The ITH also handles student and assessment registration on the CTH's behalf.

The CTH is one of the UK's leading professional membership and awarding bodies for qualifications. Its mission – and the ITH's – is to develop and add value to careers in the tourism and hospitality industry all around the world.

Register with us for UK-registered qualifications at various levels, including certificates, diplomas, advanced diplomas, pro-graduate and post-graduate diplomas. These British qualifications provide exactly the right preparation for you to enter the industry field of your choice – with confidence and skill.

LONDON

CTH
CONFEDERATION OF TOURISM & HOSPITALITY

CAPE TOWN



ITHSA

CRITICALLY ACCLAIMED BY THE BEST IN THE BUSINESS

REGISTERED COURSES

CTH qualifications are highly reputable and are fully registered on the UK's National Qualifications (NQF) and Qualifications and Credit (QCF) Frameworks.

Our Management Programme qualifications are university-level and count as credit towards degree studies at many universities globally.

Past pupils aren't the only ones who will tell you our courses are excellent.

The CTH is endorsed by all kinds of important industry figures and brands, including Gordon Ramsay and his Tante Marie Culinary Academy, Virgin Atlantic, the Star Alliance, Tsogo Sun, Sabre, Radisson Edwardian and Thistle hotels, the Dhaka Sheraton and many more.

PROFESSIONAL ASSOCIATIONS

The ITH benefits from the relationships that the CTH has with **academic bodies and professional federations** in the UK. This helps us keep industry standards high and our course materials relevant. Some of these associations include the Guild of Business Travel Agents, OFQUAL, the Federation of Awarding Bodies and the Chartered Institute of Environmental Health.

UNIVERSITY RECOGNITION

International universities recognise the ITH's portfolio of CTH qualifications as being **equivalent to degree-level studies**. If you have achieved one of these Diplomas or Advanced Diplomas, you can enter the second or final year of a range of tourism and hospitality degree programmes respectively. Post-graduate Diploma graduates can enter the final stages of an MA or MSc.

For information about the 35+ university pathways available to our graduates, please see the ITH/CTH websites.

PLEASE NOTE

... that being British qualifications, CTH courses are not currently registered on the South African National Qualifications Framework.



WHAT CAN YOU STUDY?

THE WORLD IS YOUR OYSTER

Where will your tourism and hospitality studies take you?

We offer three study streams that are registered on the United Kingdom's National Qualifications or Qualifications and Credit Frameworks.

MANAGEMENT PROGRAMMES in Tourism and Hospitality

If you're dreaming of being in a management role in the tourism, travel or hospitality industries, then these are the programmes for you.

Choose to specialise in either travel, hospitality or tourism and work your way up from the Level 3 Diploma to post-graduate (Masters level) qualifications.

These programmes are a great alternative or complement to university courses. However, if you want to convert to a degree, your senior level qualifications can get you entry to final undergraduate or Masters years at a range of universities globally.

SPECIALIST DIPLOMA in Culinary Arts

Do you picture yourself as a professional chef, creating gourmet masterpieces in a hotel or restaurant kitchen?

Then the Culinary Arts programme can set you on your way.

Developed in association with celebrity chef Gordon Ramsay's Tante Marie Culinary Academy, this course is available at only a small number of very select training providers.

It will give you an excellent first set of skills in food preparation in a professional environment.

SHORT COURSES

These courses are developed in tandem with leading organisations in these sectors. All will give you skills that will improve your career prospects and your job performance.

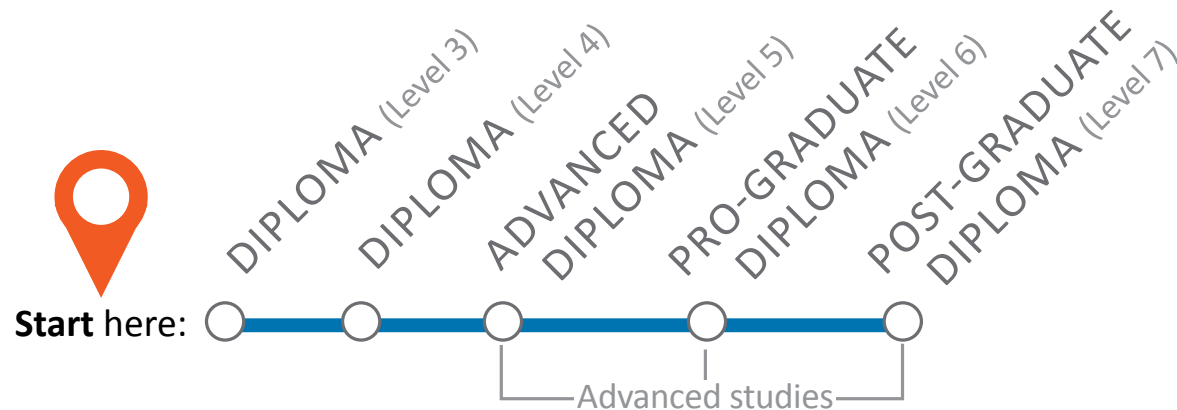
- **The Culinary Skills foundation course** helps students to develop practical cookery skills.
- The Level 3 Award in **Inspirational Team Leadership for Hospitality, Leisure, Travel and Tourism** – training endorsed by Radisson Edwardian and Adair Leadership Development.
- **Travel geography and manual fares and ticketing** from Virgin Atlantic Airways and the Guild of Travel Management Companies (GTMC).
- Global Distribution Systems **fares and ticketing** training courses from Sabre.
- **The Level 2 Diploma in International Travel Reservations** is a package of our three most popular travel skills programmes, covering travel geography, Virgin Atlantic fares and ticketing and Sabre GDS.
- **English for Hospitality & Tourism** – ideal for learners who need additional subject-specific English language training, before starting our Level 3 Diploma course.
- **Programme in Entrepreneurship** introduces aspiring business owners to the skills they will need to face the challenges and risks of a new business.

MANAGEMENT PROGRAMMES IN TOURISM & HOSPITALITY

YOUR KEY TO AN EXCITING CAREER

Are you interested in hotel management; a career in tourism; or restaurants and event management?

Our Hospitality & Tourism Management programmes will open doors for you in these fields, and many more. We have a range of UK-registered qualifications for you from diploma level right up to a post-graduate diploma.



Level 5 Diploma graduates can gain access to the final year of a relevant university Bachelor's degree at these universities:



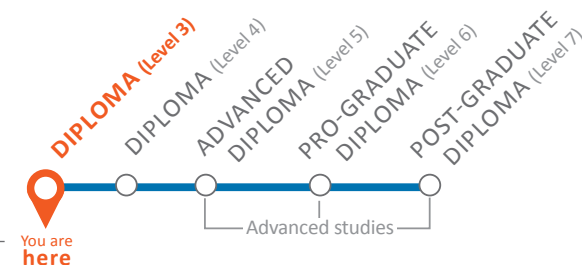
Convert your Post-graduate Level 7 Diploma to a Master's degree at a range of UK universities including:



Foundation programme

LEVEL 3 DIPLOMA IN TOURISM & HOSPITALITY

QCF 600/7003/1



This diploma is the perfect foundation for your career in this industry.

**ADMISSION REQUIREMENTS:**

- You must be at least 17 years old and must have passed Grade 11 or your GCSEs.
- If you have not passed Grade 11 / GCSEs, but are over the age of 21, you may still be considered.
- You must be able to speak, read and write English.

**COURSE STRUCTURE:**

- A minimum of 600 guided learning hours.
- Four modules must be completed.
- Duration: approximately one year.
- You will be assessed by completing assignments and exams.
- Throughout the course and its assessments, you will need to demonstrate interpersonal, self-study, research and presentation skills.

**WHAT YOU CAN DO WITH THIS QUALIFICATION:**

- Start your working life at team member level as a:
Guest support representative, hotel receptionist, assistant travel guide, porter, sales trainee, hygiene housekeeper, maintenance assistant, trainee travel agent.
- Progress to our Level 4 Diploma programmes or gain access to the first year of a relevant university degree at:

**WHAT IS COVERED:****COMPULSORY MODULES:**

- 1 Essentials of Human Resources & Business Computing in Tourism & Hospitality
- 2 Essentials of Marketing & Customer Relationships in Tourism & Hospitality
- 3 Tourism & Hospitality Industry
- 4 Essentials of Tourism & Hospitality Operations



Undergraduate level programmes

LEVEL 4 DIPLOMA IN TOURISM & HOSPITALITY

QCF 600/7090/0 (*Hospitality Management stream*)

QCF 600/7089/4 (*Tourism Management stream*)



This diploma will teach you about fundamental operational aspects and key management principles.

ADMISSION REQUIREMENTS:

- You must have at least passed Grade 12 or an equivalent.
- You must have completed the CTH Level 3 Diploma in Tourism & Hospitality, or have been granted an exemption from this.
- You must be able to speak, read and write English.

COURSE STRUCTURE:

- A minimum of 835 learning hours – about one year of study.
- Seven modules must be completed.
- Assessed via exams and assignments

WHAT YOU CAN DO WITH THIS QUALIFICATION:

- Secure a position at a relevant employer as a:
Travel agent, travel guide, hotel sales executive, head porter, head waiter, head receptionist, general assistant, food and beverage assistant, bookings manager, events assistant, housekeeping assistant manager.
- Progress to the second stages of our Advanced Diploma or Pro-graduate Diploma courses.

WHAT IS COVERED:

The Level 4 Diploma has two main tracks you can choose from: **Hospitality and Tourism.**

Within these you can choose to specialise in Hospitality Management (Hospitality track) or Tourism Management (Tourism track).

COMPULSORY MODULES:

- 1 Finance in Tourism & Hospitality
- 2 Customer Service Management in Tourism & Hospitality
- 3 Global Tourism & Hospitality

TOURISM MANAGEMENT:

- 4 Travel & Tourism Operations
- 5 Travel & Tourism Supervision
- 6 Travel Geography
- 7 Destination Analysis

OR

HOSPITALITY MANAGEMENT:

- 4 Rooms Division Operations
- 5 Rooms Division Supervision
- 6 Food & Beverage Operations
- 7 Food & Beverage Supervision



THE INDUSTRY LOVES PRACTICAL SKILLS

ITH programmes are developed to provide industry-relevant practical skills:

The Mantis Collection, a group of five star boutique hotels and safari parks, believes that the CTH Diploma and Advanced Diploma in Hotel Management provide a valuable foundation for a successful management career in the international hospitality industry.

Undergraduate level programmes

ADVANCED QUALIFICATIONS IN TOURISM & HOSPITALITY



Qualification	Advanced Diploma (Level 5) QCF 600/7092/4 (Hospitality Management stream) QCF 600/7091/2 (Tourism Management stream)	Pro-graduate Diploma (Level 6) QCF 601/2082/4	Post-graduate Diploma (Level 7) QCF 601/0276/7
Admission requirements	Successful completion of the CTH Level 4 Diploma in Tourism & Hospitality or exemption from it.	Admission at the discretion of the training provider. Secondary education and good English is required. Credit will be given for the Level 4 and Level 5 Diplomas.	Minimum of degree graded 'third' or above. Equivalent non-UK degrees to be evaluated by NARIC. For non-graduates, a minimum of three years' supervisory / management level work experience in the industry is required. Competence in English. Successful completion of the CTH Pro-graduate Diploma.
Course structure	A minimum of 715 guided learning hours (about one year of study). Assessed by exams and assignments.	A minimum of 1,913 guided learning hours. Assessment is by exams and assignments.	A minimum of 1,200 guided learning hours via classroom learning, attending seminars, visiting hotels, self and group study, and research work. Assessment is via various assignments.
What is covered	Compulsory modules: <ol style="list-style-type: none"> 1. Understanding Funding & Finance in Tourism & Hospitality 2. Human Resource Management in the Tourism & Hospitality Industry 3. Strategic Marketing in the Tourism & Hospitality Industry 4. Customer Relationship Management in the Tourism & Hospitality Industry 5. Contemporary Issues in the Tourism & Hospitality Industry Hospitality stream: <ol style="list-style-type: none"> 6. Food and Beverage Management 7. Facilities Management in the Tourism & Hospitality Industry Tourism stream: <ol style="list-style-type: none"> 6. Tour Operations Management 7. Sustainable Tourism and Destination Development 	Compulsory modules: <ol style="list-style-type: none"> 1. Emerging Issues in the Tourism Industry 2. The Strategic Impact of the Business Environment Optional modules (choose two): <ol style="list-style-type: none"> 3. Business Strategy for Hospitality & Tourism 4. Managing Events for Hospitality & Tourism 5. Quality Management for Hospitality & Tourism 6. Marketing Strategies for Hospitality & Tourism 	Compulsory modules: <ol style="list-style-type: none"> 1. Hospitality & Tourism Marketing Strategies 2. Management and Leadership Across Cultures 3. Hospitality & Tourism Strategic Planning Optional modules (choose one): <ol style="list-style-type: none"> 4. Managing Hospitality & Tourism Projects 5. Research Methods for Hospitality & Tourism Managers



Diploma programme CULINARY ARTS

QCF 500/9082/3

In partnership with:



Dreaming of being a professional chef?

A career in food is a challenging, but highly creative and very rewarding one that demands dedication and flair.

This Culinary Arts Diploma has been developed in partnership with Gordon Ramsay's Tante Marie Culinary Academy. It provides students with an excellent first set of skills in food preparation, in a professional environment. Think of it as the entrée to your culinary career.

WHAT IS COVERED:

- » **MENU PLANNING**
- » **PROFESSIONAL KITCHEN SKILLS**
- » **PREPARE, COOK, AND FINISH:**

- Farinaceous dishes
- Fish and shellfish
- Hors d'oeuvres, cocktails and canapés
- Meat, poultry and game
- Pastries, desserts and confectionery
- Soups
- Stocks, sauces and dressings
- Terrine dishes
- Vegetables and salads
- Yeast products



ADMISSION REQUIREMENTS:

- You must have completed Grade 12 or equivalent.
- You must be over 16 years of age.
- You must be able to speak, read and write English.



COURSE STRUCTURE:

- You will cover key cooking subjects, as well as menu planning and budgeting, through a mixture of practical and theoretical sessions. There is a strong emphasis on the practical element. You will develop your culinary skills by working in a kitchen environment, watching demonstrations, attending theory sessions and site visits.
- You'll develop knife skills, get familiar with produce, and master many professional skills to an appropriate level, such as elementary butchery, fish preparation and pastry work.
- You will be assessed via an assignment for Menu Planning, but all other units are assessed via a practical exam. All modules are internally and externally assessed, and your qualification is awarded by the CTH in the UK.



WHAT YOU CAN DO WITH THIS QUALIFICATION:

- Chef - associate, executive, head, pastry, private
- Business owner - deli, cafe, restaurant, catering
- Head caterer
- Product developer (supermarket brand)
- In-store fresh produce specialist
- Food stylist
- Food editor
- Culinary lecturer
- Kitchen manager.

PLEASE NOTE

Don't have the time or resources to do a full year Diploma? Have a look at our Culinary Skills short course on page 14.



TESTIMONIALS

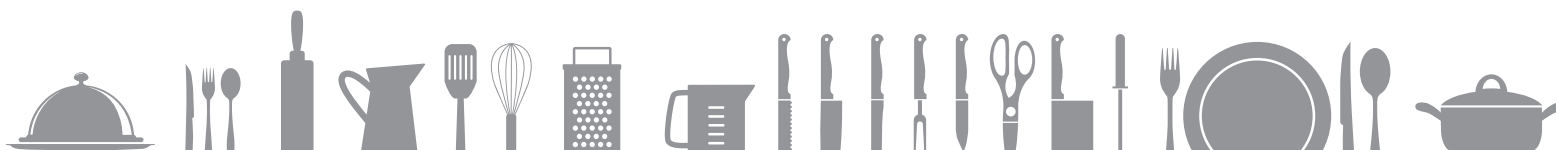


“ Apart from learning a lot about food and the food business itself, this course also taught me a lot about life. Like how to communicate with people, how to combat those nerves when you're put in a stressful position and how to work hard. I have opened my own cake business just a month after I finished the course. – **Dayne** ”

“ The course was an amazing experience. I learnt so much, met such wonderful people and it truly fed my passion for cooking and for being a chef. It was one of the best years of my life and right now I am working at La Motte, in Franschoek – it was one of the top 10 restaurants in SA last year, so I am learning so much! – **Leigh** ”

“ I was exposed to a lot of different fields in the industry (catering and events, restaurants, deli, front and back of house). The course taught me to work under pressure, and to rise above all and push myself to achieve great things. – **Nicole** ”

“ The course taught me to be my own person and to trust my own opinion about what I had learnt. It has taught me to be independent and how to work with people in a team. You learn more than just cooking. – **Phillipa** ”

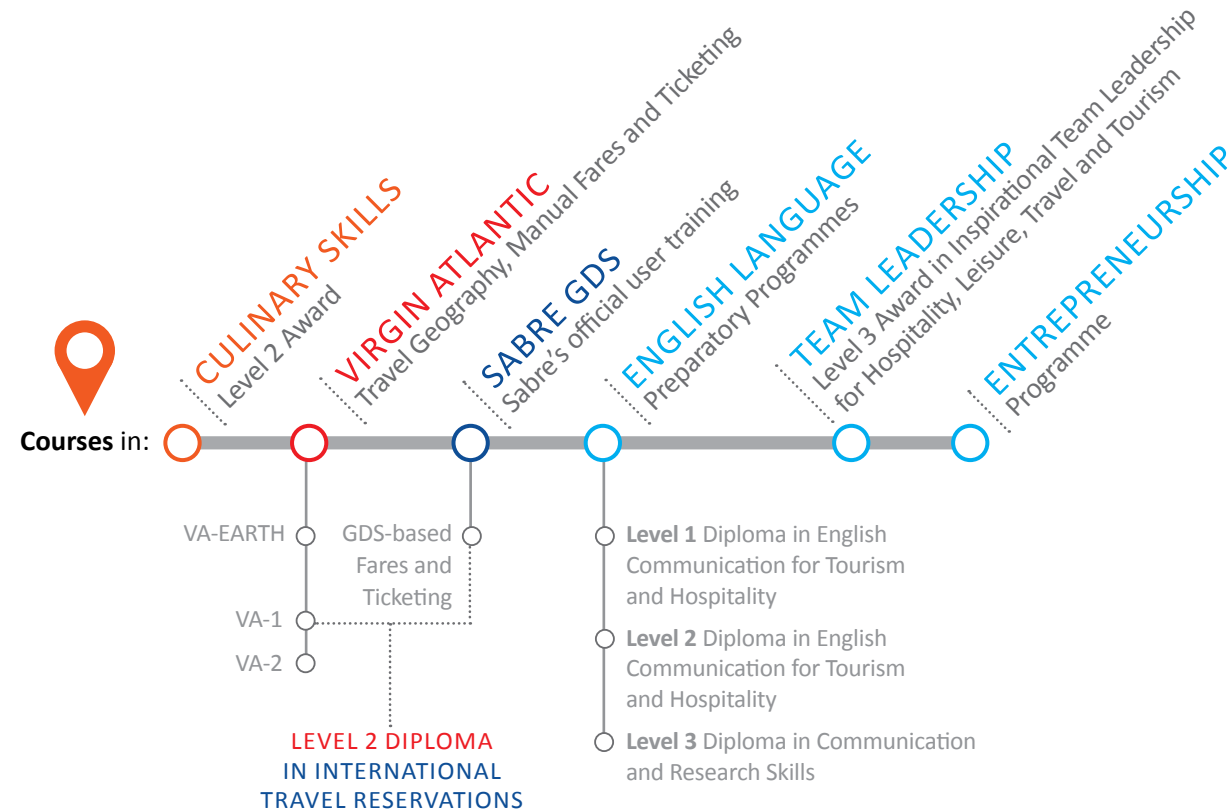


SHORT COURSES

These specialised short courses have been developed carefully with some of the leading organisations and companies in the hospitality and tourism sector – and meet very high standards.

Whichever you choose, you'll receive training that will help you do your job better and improve your career prospects.

The CTH works with high profile industry players in the UK to develop and plan course content. This ensures that your studies in southern Africa are relevant and effective.



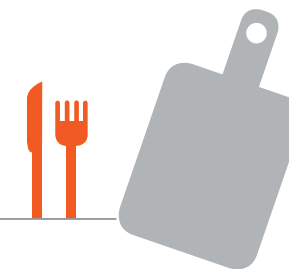
These are just some of the industry partners who the CTH works with for various professional skills programmes:



Short courses

CULINARY SKILLS FOUNDATION COURSE

QCF 600/5205/3

**YOUR CAREER IN FOOD STARTS HERE**

Interested in a career in food, but don't have the time or resources to do the Culinary Arts Diploma (page 11)?

The Culinary Skills Foundation Course is a great starting point, equipping you with practical skills that will improve your employment prospects. With a focus on essential kitchen skills and practical cooking, this course is designed to help you get a job in a kitchen in a restaurant, café, deli or similar.

ADMISSION REQUIREMENTS:

- None.

COURSE STRUCTURE:

- 90 hours of learning guided by a tutor in a practical kitchen environment.
- Learning is both theoretical and practical.
- Assessment is via a practical exam where you prepare dishes in a professional kitchen.
- Each unit is assessed individually and counts equally to your final mark. You must pass all units to be awarded this qualification.
- Assessment is conducted by your training provider, with external moderation by CTH assessors.

WHAT YOU CAN DO WITH THIS QUALIFICATION:

- Apply for junior culinary positions in kitchens, restaurants, delis, cafés and similar.

WHAT IS COVERED:**LEARN TO PREPARE, COOK AND SERVE:**

- Meat and fish dishes
- Vegetables and soups
- Cakes, pastries and yeast products

**KITCHEN PRACTICES INCLUDING:**

- Health and safety
- Food hygiene
- Personal cleanliness
- Working methods and code of conduct

Short courses

VIRGIN ATLANTIC VA-EARTH, VA-1 AND VA-2

Industry-standard travel training programmes for essential travel geography and manual fares and ticketing, from Virgin Atlantic and the GTMC.

Since their launch in 2003, these programmes have become the industry standard in airline fares and ticketing training. Thousands of students take these programmes worldwide. If you are already working in the sector, or want to enter it, these courses offer a great foundation.

PLEASE NOTE

These programmes are developed by Virgin Atlantic but are recognised by many other airlines and travel companies. Completing a VA course does not mean you will get a job with Virgin Atlantic.

WHAT IS COVERED:

VA-EARTH

Travel and tourism geography. Learn to identify and locate the oceans, continents, countries, capitals and further major cities on a world map.

VA-1 (LEVEL 2)

All the essentials of destination coding and fare construction. Interpret all types of tickets from e-tickets to ATBS and OPTAT/TAT; define IATA geographic areas, global indicators and the airline coding system; identify the lowest fares from the range available; construct fares in NUCS using the fundamental principles of the mileage system.

VA-2 (LEVEL 3)

More complex fare construction involving a range of travel options. Calculate fares with surface sectors, open jaws, side trips and stopover charges; apply hips, ctm and backhaul checks (including exceptions and secondary levels); assess multi-sector mixed class fares.



ADMISSION REQUIREMENTS:

- None.



COURSE STRUCTURE:

- You will receive comprehensive course notes with everything you need to complete the course. Extensive question/answer exercises and four mock examinations are also included to help you prepare for the final exam.
- All the training material is designed to be enjoyable to study and easy to understand. The courses have been developed and refined by a team of experts to reflect the ever-changing needs of the industry.



WHAT YOU CAN DO WITH THIS QUALIFICATION:

- VA-Earth may help you find an entry-level job in the travel industry.
- VA-1 equips you to work in a retail travel agency.
- VA-2 gives you the skills you need to work in business travel.

Course materials are up to date and reflect the latest travel industry principles.



virgin atlantic

GTMC
GUILD TRAVEL TRAINING CENTRE

Short courses

SABRE GDS



This is Sabre's own official user training course, and is certified by Star Alliance and the Guild of Travel Management Companies (GTMC). This course uses Sabre's own highly respected Global Distribution Systems (GDS). It has been developed by some of the most experienced trainers in the travel industry, making the material very relevant.

The courses and certificates are endorsed by both the Star Alliance – the world's largest airline network – and the Guild of Travel Management Companies (GTMC), which represents the UK's business travel companies, with a combined turnover of over £7 billion.

ADMISSION REQUIREMENTS:

- Good knowledge of English or have completed the CTH Level 1 Diploma in English Communication for Tourism and Hospitality.

COURSE STRUCTURE:

- Training consists of demonstrations and practical exercises creating, retaining, retrieving and amending complex travel itineraries.
- Training is delivered directly on the live GDS system, giving you a hands-on experience. This makes it easier to apply what you've learned when you return to your workplace.
- Course material consists of notes and many question and answer exercises – great preparation for professional industry standard exams.



Course certificates are endorsed by both the Star Alliance and the GTMC.

WHAT IS COVERED:

You'll gain thorough knowledge of the Sabre GDS and learn how to create, retain, retrieve and amend complex travel itineraries, and:

- Access the Sabre system, conforming to security procedures
- Request and interpret availability and timetable screens
- Book the most suitable flights for the client's itinerary
- Input mandatory and optional information
- Add, amend and cancel passenger information and requests
- Recognise different fare types
- Access and apply the relevant fare rules
- Obtain the most appropriate fare quote for the itinerary's requirements
- Interpret the booking history to determine all changes from original creation
- Work with the Sabre Queuing System
- Select general information by accessing the Sabre Information System pages.



Short courses

LEVEL 2 DIPLOMA IN INTERNATIONAL TRAVEL RESERVATIONS

virgin atlantic

GTMC
RESERVE TRAVEL WISE

If you're keen to kick-start your travel studies, this bundle of our most popular travel skills courses is for you! Combined, the three component courses form a QCF-registered Level 2 Diploma.

As well as this certificate, you'll also get certificates from Virgin Atlantic and Star Alliance, whose courses form part of the programme.



ADMISSION REQUIREMENTS:

- None.



COURSE STRUCTURE:

- Virgin Atlantic/GTMC's VA-Earth course in travel geography.
- Virgin Atlantic/GTMC's VA-1 course in fares and ticketing.
- Sabre GDS User course in association with the GTMC and Star Alliance.

Please see the full description of these courses on pages 15 and 16.

Sabre | Travel
Network

STAR ALLIANCE
THE WAY THE EARTH CONNECTS

SHORT COURSES



Short courses

ENGLISH LANGUAGE PREPARATORY PROGRAMMES

These Diplomas in English for Tourism and Hospitality are for those who need extra, subject-specific English language training, as preparation for our industry qualifications.

The courses equip you with:

- Communication and study skills that can be used in your studies, as well as on the job.
- English communication that is particularly relevant to the hospitality and tourism sector.
- Skills that will help you to study and get credit towards higher education.

ADMISSION REQUIREMENTS:

- Ideally you should have completed full-time secondary/high school, up to age 16. If you do not meet this requirement, you may still be accepted, if your training provider feels you are able to manage the course.
- Exams are available on demand and results are released in four weeks.

COURSE STRUCTURE:

- Assessment is via assignments and presentations.
- Level 1 Diploma consists of 120-180 guided learning hours and aims to get learners up to an Intermediate level use of English.
- Level 2 Diploma includes 200 learning hours and raises learners' use of English to Upper Intermediate level, suitable for studying CTH Diploma qualifications.
- Level 2 Combined incorporates the Level 1 and 2 programmes in one course.
- Level 3 Diploma in Communication & Research Skills is designed to provide additional higher level language preparation if you are studying towards the CTH Management Programme qualifications.



WHAT IS COVERED:

- » **Level 1 Diploma in English Communication for Tourism & Hospitality**
(QCF 601/0054/0)
 - English for working in a restaurant
 - English for working in hotels and tourism
 - Travel English
- » **Level 2 Diploma in English Communication for Tourism & Hospitality**
(QCF 601/0060/6)
 - English for effective interviews and careers in tourism and hospitality
 - English for tour guides
 - Customer relations English for tourism and hospitality
 - English for hotels, locations and travel agents
 - English for accommodation and staffing
 - English for aviation
- » **Level 3 Diploma in Communication and Research Skills**
(QCF 600/9052/2)
 - Communication and research skills: The skills to research and present information in accordance with academic conventions.



Short courses

INSPIRATIONAL TEAM LEADERSHIP FOR HOSPITALITY, LEISURE, TRAVEL & TOURISM LEVEL 3 AWARD

QCF 600/1532/9

LEARN TO MANAGE AND INSPIRE

An interactive workshop endorsed by Radisson Edwardian Hotels.

Effective leadership is key in managing tasks, teams and performance. This short course has been designed in partnership with world renowned leadership expert John Adair and developed by associates trained by Adair Leadership Development.

At the end of the course, you can gain an internationally recognised leadership qualification and skills to lead, inspire and motivate your team.

WHAT IS COVERED:

- What is leadership?
- Managers and leaders
- John Adair's Action Centred Leadership for managing tasks, teams and individuals
- The 21st century leader
- Motivation
- Effective leadership
- Leadership functions
- The role of the leader
- How to delegate

ADMISSION REQUIREMENTS:

- Good knowledge of English.

COURSE STRUCTURE:

- You will be sent a course manual before the course starts.
- The course is facilitated by experienced trainers who have been coached by the CTH.
- You'll need to complete a series of group exercises and presentations.
- If you complete the course successfully, you will receive a certificate from the CTH, which is endorsed by Radisson Edwardian and Adair Leadership Development.

WHAT YOU CAN DO WITH THIS QUALIFICATION:

- Better inspire, motivate and delegate to your teams.
- This qualification is recognised by Radisson Edwardian Hotels as being valuable for people looking to further their career in the tourism and hospitality industry.



Short courses

ENTREPRENEURSHIP PROGRAMME

K/504/8790

Thinking of starting your own business some day? If you are, this is an excellent course. You'll be introduced to the skills that entrepreneurs need to analyse business challenges, identify and manage risk, and to raise finance for your new venture.

Entrepreneurs are usually very creative, and able to imagine new ways of doing things. They're a vital part of any economy and often innovate, invent new products, and find ways to increase production or improve processes. This course compliments those attributes with solid business knowledge.

**ADMISSION REQUIREMENTS:**

- Completion of secondary education.
- Minimum age of 17.
- Good knowledge of English.

**COURSE STRUCTURE:**

- A minimum of 150 guided learning hours, which can be made up of classroom training, attending seminars, self-study, group study and research work.
- Students are required to demonstrate interpersonal, self-study, research and presentation skills throughout the qualification.
- Assessments have been developed to provide students with a strong foundation for further studies in the hospitality and tourism sectors.


WHAT IS COVERED:

- The characteristics of successful entrepreneurs and the risks they face.
- The importance of small/medium sized businesses to the economy.
- The essentials of financing for new businesses, including viability, cashflow, planning and investment.
- The importance of risk analysis and mitigation, and the differing attitudes to risk of key stakeholders.

HERE'S HOW IT ALL WORKS



HOW TO GET STARTED

FIRST, BUSINESS OR ECONOMY?

STUDY OPTIONS

Do you want the excitement and energy of the classroom?

Or are you already working and need to study in your own time?

Because our students come from all walks of life, we've structured our programmes to be flexible – and there's sure to be a way to fit your studies into your busy schedule.

THERE ARE THREE WAYS YOU COULD STUDY YOUR ITH COURSE*:

1

FULL TIME STUDY AT A COLLEGE

- This option is super for school leavers or for students who don't need to start work yet.
- It's also the fastest way to get your qualification and it can be a whole lot of fun too!

2

PART TIME AND AFTER HOURS STUDY AT A COLLEGE

- If you have started your career already, or want to start a new career in hospitality but need to keep working while studying, this is the option for you.
- You'll see a lecturer each week and will also have classmate's to talk to and get support from.

3

CORRESPONDENCE STUDY

- Maybe you live in the countryside, are working anti-social shifts, or have your hands full with a young family.
- If you need to be able to study on your own terms, correspondence is the most flexible and affordable option.
- Just register with a college and they will send you all the material you need. You won't be alone in it either, as most will offer online tutor groups and support structures.



PLEASE NOTE

*Except for the Culinary Arts programme – that one must be done at a specialist culinary college.

ALREADY ACCRUED SOME MILEAGE?

GET CREDIT FOR WORK EXPERIENCE

If you have part-completed a formal qualification elsewhere, or have been working in the industry for years, pay attention! We might be able to recognise all that hard work.

If you think this applies to you, please contact the ITH for more information.



FIND A COLLEGE

Visit our websites - www.ith.org.za or www.cthawards.com – to see the latest list of colleges offering these UK-accredited programmes in southern Africa.

LEARNING TOOLKITS

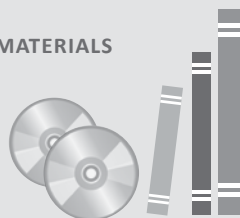
ENSURING YOU'RE FULLY EQUIPPED

When you register for an ITH Management Programme, you'll be sent a Learning Toolkit. This is a CD that contains a huge range of resources to help you study and do well in your course.

Your Learning Toolkit is included in your assessment fees and will contain about 600 pages of handouts, case studies, exam guides and revision materials – everything you need to understand and pass your course!

Depending on what course you are studying, the learning materials you will get could include:

- 1 **COURSE-RELATED MATERIALS**
 - Tailor-made module handouts
 - Lecture slides with speaker notes
 - Real case studies and industry examples
 - Articles showing how to apply theory in practice
 - Sample lecture session questions and answers
- 2 **ASSESSMENT SUPPORT MATERIALS**
 - Assessment overview notes
 - Past questions and answers
 - Assessment preparation materials
 - Assessment revision kits
- 3 **ASSESSMENT REVISION MATERIALS**
 - Questions and answers
 - Revision cards
 - Module summary cards
 - Mini case studies.



ITHSA

BECOME AN ITH TRAINING PROVIDER

JOIN THE CREW

Do you represent a training provider that may be interested in offering the exciting tourism and hospitality courses described in this prospectus? We'd like to invite you to apply for provider accreditation.



Simply visit our website, www.ith.org.za, where you'll find a downloadable application form, a list of supporting documentation you'll need to provide, and details about the accreditation application fee. Alternatively get in touch with us via the contact details on the back cover and we'll be happy to talk you through the process.

HOW TO GET STARTED



THE FINE PRINT

POLICIES AND PROCEDURES

Please note that there are certain policies and procedures that have been developed to help you understand how assessments, membership and provider accreditation work. Contact the ITH for copies of these. Please make sure you're familiar with them – particularly our assessment policy, before you register for your studies.

EARNING YOUR STRIPES

HOW YOU'RE ASSESSED

All the modules in your course are assessed via a combination of assignments during the course, and/or at the end of each module. The CTH sets all exams and assignments – and marks and moderates them too.



REGISTERING FOR COURSES AND EXAMS

If you'd like to study an ITH course, you need to register for it at an approved ITH training provider. They will be able to advise you on programmes, workload and fees – and will help you with all the necessary forms.

At the same time that you register for courses, you'll need to register for the assessments that take place at the end of every module. Everyone studying the selected Diplomas is required to register as a Student Member of the CTH too.

Once your membership is approved, you will be sent a letter confirming that you are a student member, as well as a CTH membership card which displays your unique registration number.

You'll need to quote your registration number in any correspondence with the ITH and it must appear on all your assessment work and exams.



ASSESSMENT, ASSIGNMENTS AND EXAMS

Just like any other course of learning, before the ITH can award your CTH British-accredited qualification, we need to be sure you know your stuff.

Depending on which course you are studying, you will likely have to submit various assignments during it. Some of these will be research based and some might be practical. As well as testing that you understand the course content, we also assess your research, presentation and self-study abilities.

At the end of most ITH programmes, students sit final exams or submit final assignments. These are set and marked by the CTH in the UK, who awards your certificate when you pass.



EXAM RESULTS AND CERTIFICATES

You'll get your results on the dates shown on the ITH timetables (usually around 8 weeks after your final assessment). You will be awarded one of four grades for each subject you write: Distinction, Merit, Pass or Fail. If you get a Pass, Merit or Distinction overall, you will receive a formal CTH certificate.

If you have been granted an exemption for an entire qualification, no certificate or diploma will be awarded.



EXAM / ASSESSMENT DATES

There are five rounds of exams every year – in January, March, June, September and November. Some assignments and exams may be arranged on demand.



CHOOSE HOW TO GET THERE

THE BEST ROUTE FOR YOU

You've heard enough – you know this is the field for you. So what's next?

That depends on how you'd like to study.



STUDY AT A COLLEGE, FULL OR PART TIME:

- Choose the college you want to go to from the list on www.ith.org.za.
- Your college will tell you everything you need to know about the course you want to take.
- Your college will register you and tell you which assessments you need to sign up for.
- You'll need to pay your college fees, your ITH registration fee and your assessment fee.
- You will receive a welcome pack from the ITH, which includes your student assessment pack and learning toolkit.
- You'll start your classes!
- You do your final assessment, which is sent to the CTH in the UK for marking.
- The ITH will send your college your results – and your certificate, if you've passed.

STUDY VIA CORRESPONDENCE:

- Choose the college you would most like to study through from the list on our website.
- Your chosen college will tell you everything you need to know about the course you want to study.
- Pay your ITH student registration and assessment fees to the ITH and your college fees to the college.
- After you've made payment, it's a good idea to pre-register for your assessments. Check our exam timetable for your assessment dates.
- You will receive a welcome pack from the ITH which includes your student assessment pack and learning toolkit.
- You'll start your studies!
- You do your final assessment, which is sent to the CTH in the UK for marking.
- You'll receive your final results from the ITH – and your certificate, if you passed.



WORK YOUR WAY UP

MEMBERSHIP LEVELS AND DESIGNATIONS



If you are studying towards the selected Diplomas you must register with the CTH as a Student Member. Once you have graduated, you can apply for professional memberships.

Members who have really excelled in their careers may even ultimately become CTH Fellows.

Membership of a professional body like the CTH shows that you take your career development seriously and have an internationally-recognised qualification. It makes you more attractive to employers – and if you have achieved one of our qualifications and your membership is current, you can put the designation letters that match it after your name. e.g. Deon Jacobs MCTH.



STUDENT MEMBERS

When you register to study a CTH course through the ITH:

- You'll be registered as a student with the ITH for the year.
- If you are studying towards the selected Diplomas, you will automatically be registered for student membership of the CTH in the UK for the year and are eligible for member benefits.
- Once you achieve a CTH qualification, you can upgrade your student membership (for a small fee) and reflect a designation.
- These memberships give you access to a whole range of benefits with the CTH in the UK – see the page opposite.



GRADUATE MEMBERS

Once you've finished your qualification:

- You'll receive a qualification certificate from the Confederation of Tourism and Hospitality (CTH) in the UK.
- You will also have the opportunity to accept membership of the CTH and receive their membership designations and benefits. Once you have graduated, you can simply pay a small membership fee annually to keep it current. This gives you loads of benefits – see the page opposite.
- For as long as your membership is valid, you can put your CTH designation after your name, e.g. Anna Tabane MCTH.

MEMBERSHIP LEVEL

Student Member
Professional Member

Fellow

QUALIFICATION/EXPERIENCE

CTH selected Diplomas
CTH Level 6 qualification and above, OR
CTH qualification below Level 6 AND at least three years' industry experience, OR
Non-CTH graduates with at least five years of relevant managerial work experience
Awarded at the discretion of the CTH to those who have made a significant contribution to the industry or notable contributions to the CTH.

DESIGNATION

None
MCTH

FCTH



WHAT'S ON THE MENU?

CTH MEMBERSHIP BENEFITS*

** Applicable to selected Diploma graduates and up.*

- Gain global recognition as an industry professional. Place those letters after your name to show you are a trained practitioner in your field.
- Get access to training courses to keep you on top of your game.
- Have over 200 industry-specific electronic textbooks; past exam papers with model answers; and other academic information at your fingertips via the CTH's e-library.
- Access the CTH job portal for FREE – view and apply for the latest part time and full time vacancies from our partners and members.
- Keep in touch with the latest tech and social developments in the fast-moving world of travel, tourism and hospitality with the CTH Link newsletter and website.
- Download the latest industry information, statistics, articles and journals.
- Network with others in the industry via a range of get-togethers – and online.
- Share your knowledge and skills with others via an online forum.
- Free access to the CTH's Resources Website, which includes the latest industry news, CTH newsletters, textbooks, a job portal, and more.



RECIPE FOR CAREER SUCCESS

USEFUL ONLINE RESOURCES

Here are a few links to get you excited about your new adventure in tourism and hospitality:

- Our home on the web: www.ith.org.za
- Our partners in the UK: www.cthawards.com
- The SA representative of the hospitality industry: www.fedhasa.co.za
- A great resource for SA tourism news: www.southafrica.net
- Where SA chefs are represented and supported: www.saca.co.za
- The official local tourism association: www.satsa.com
- A great resource for potential safari guides: www.afrecotours.com
- Loads of information for restaurateurs: www.restaurant.org.za
- All the news for SA tour guides: www.guidessa.org
- A site for anyone looking at working with wine: www.capewinemakersguild.com
- The accommodation association of SA: www.naa-sa.co.za





ITHSA

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All information in the prospectus is correct at time of going to print in October 2015
We reserve the right to change any benefits, offerings, courses or fees at any time.
We will communicate any updates to you via our website (www.ith.org.za), where you can find the latest information. All information is provided in good faith. E&OE.

The ITH is the CTH's representative in southern Africa.

