

CTH vocational qualifications for India's aspiring Hospitality, Culinary & Tourism leaders



Gold-standard qualifications for the
Tourism, Hospitality and Culinary industries



- Specialist awarding body - Hospitality, Tourism & Culinary qualifications
- Over 150 colleges, universities and training providers teach CTH qualifications worldwide
- Ofqual-regulated – highest standards
- Internationally-recognised by employers
- University pathways for fast-track into final stages of UK Bachelors and Masters degrees – **online and on-campus**





Strong links with the Hospitality industry and high-profile endorsements from many major brands and employers.





CTH Management qualifications are recognised by a wide range of universities for both Bachelor's or Master's Degree admission, with advanced entry for CTH graduates.



SKYLINE UNIVERSITY COLLEGE
 UNIVERSITY CITY OF SHARJAH



BINARY UNIVERSITY COLLEGE
 MANAGEMENT & ENTREPRENEURSHIP





India - landscape for Hospitality & Tourism industry

- **Challenge:** Recognised shortage of skilled and qualified staff in India.
- **Solution:** High quality Indian teaching institutions can quickly upskill India nationals and international students with accredited, relevant and internationally-recognised CTH qualifications.
- **Impact:** Standards and customer service will improve in hotels and hospitality – enabling India to retain reputation as a major player in global travel and tourism market.



Hospitality & Tourism student profiles in India:



Profile 1: Hospitality/Tourism Management focus.

Student aspiration – ‘Degree-equivalent’ Hospitality or Tourism Management vocational qualifications.

1. Enter India job market directly. CTH qualifications are recognised by hospitality and tourism employers all over the world.
2. Achieve Bachelors or Masters degree abroad, using special CTH pathways negotiated with major universities in UK, Canada and Australia for advanced entry. Online and on-campus.





Equivalent to:

CTH graduates fast-track

A-level

**Level 3 Foundation Diploma in
Tourism & Hospitality**

Into 1st year Bachelors

Bachelors Year 1

**Level 4 Diploma in
Hospitality Management**

**Level 4 Diploma in
Tourism Management**

Into 2nd year Bachelors

Bachelors Year 2

**Level 5 Advanced Diploma
in Hospitality Management**

**Level 5 Advanced Diploma
in Tourism Management**

Into 3rd year Bachelors

Bachelor's Year 3

**Level 6 Professional Diploma in
Tourism & Hospitality Management**
 Pro-Graduate level leading to Bachelors Degree conversion

Online top-up - Bachelors (Hons)

Master's postgraduate

**Level 7 Executive Diploma in
Tourism & Hospitality Management**
 Postgraduate level leading to Masters Degree conversion

Online top-up - Masters

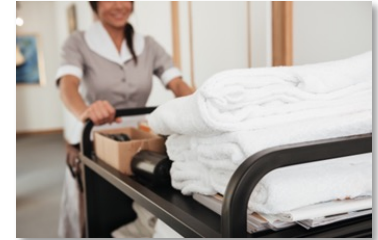


Profile 2: Hospitality & Culinary - practical skills focus.

Student aspiration - 'Short-skills' qualifications in order to apply asap for job roles in hotels, restaurants and hospitality/tourism industry.

Relevant CTH programmes:

- a. Hospitality Practice [front office, restaurant/bar, concierge, housekeeping etc] – practical only
- b. Culinary and professional cookery qualifications, from Level 2 Culinary Skills to Level 4 Professional Culinary Arts.



CTH's Culinary Arts Qualification designed in Partnership
with Gordon Ramsay's Tante Marie Culinary Academy



CTH

**GORDON
RAMSAY**

TANTE MARIE

Culinary Academy



India – five existing CTH Approved Teaching Centres

Over 5000 students have graduated from India with a CTH international qualification.





Summary of CTH offer to teaching institutions:

- The **gold-standard** of internationally-recognised qualifications to offer your students
- Fast-track university pathways available for CTH graduates
- Teaching and study materials included
- Links to live employer job opportunities
- Ongoing CTH academic support - for centre staff and lecturers
- Ongoing CTH marketing assistance.



Thank you for listening.

We look forward to speaking to you further.

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www.cthwards.com