



QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 4 Diploma in Hospitality and Tourism Management
Qualification No (RQF)	603/4399/0
Unit Name	Sustainability in Tourism and Hospitality Management
Unit Reference	HTM401
No of Credits	30 Credits

Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
 - Can be found at <https://qualifi.net/qualifi-level-4-diploma-in-hospitality-and-tourism-management/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Submission of Assignments

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

Assignment Question

Task 1 – 1000 words

Evaluate the rationale for, and the different approaches used for planning and development in the travel, tourism and hospitality industries

1.1: Explain the need for planning in the travel, tourism and hospitality industry and how it benefits different stakeholders.

1.2: Explain the pros and cons of public/private sector tourism and hospitality planning partnerships.

1.3: Critically evaluate the different approaches to planning and development in tourism and hospitality at different levels.

Assessment Criteria

Evaluate the rationale for, and the different approaches used for planning and development in the travel, tourism and hospitality industries: setting goals, developing strategies, briefing tasks and schedules to accomplish the goals. Approaches like boosterism, economic, physical/spatial, and community-oriented that emphasizes the role the destination community plays in the tourism development and experience should be evaluated by the learner.

1.1: Explain the need for planning in the travel, tourism and hospitality industry and how it benefits different stakeholders: Learner can take tourism in particular country as case study and explain the planning needs in travel and tourism and the way it benefits different stakeholders in tourism destination like, local residents, local companies, industrialists, NGO'S, tour operators, local communist, media, employees, government, competitors, tourists, business associations, activists and tourism developers.

1.2: Explain the pros and cons of public/private sector tourism and hospitality planning partnerships: The pros of PPS like, Better infrastructure solutions, faster project completion, and high-quality projects and cons are lesser number of private participants etc. need to be explained with an example.

1.3: Critically evaluate the different approaches to planning and development in tourism and hospitality at different levels: Boosterism, conventional, interactive, integrated planning, supply and market led to attain the objectives of tourism development should be critically evaluated

Task 2 – 1000 words

Understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality.

2.1: Explain the concept of sustainability in tourism and hospitality development.

2.2: Describe the different stages of the planning for sustainable tourism and hospitality operations.

2.3: Analyse factors that may prevent the development of sustainable tourism and hospitality and how these are managed.

Assessment Criteria

Understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality. Learner can prepare a poster on sustainable tourism indicators. Sustainable development in the tourism sector supports the country to maintain the balance in social, ecological, environmental aspects. Learner need to explain here the elements and stages of tourism planning.

2.1: Explain the concept of sustainability in tourism and hospitality development: Learner need to explain the concept of sustainable development is premised on two key factors: the environment and the society. Learner can cite example or case study of a Sustainable tourism that can achieve the growth for a long-term period.

2.2: Describe the different stages of the planning for sustainable tourism and hospitality operations: The different stages involved in the sustainability for the tourism sector of a particular country like, aim of the sustainability plan , identification of the stakeholders, places that have a potential to attract the tourism in specific country (learner's choice), issues are needed to be addressed by consulting with all the stakeholders and once issues are resolved it is the time to develop the ideas for the sustainable development.

2.3: Analyse factors that may prevent the development of sustainable tourism and hospitality and how these are managed: The barriers to the sustainable tourism development should be explained in the poster format.

Task 3 – 1000 words

Analyse the issues that impact on the planning and development of sustainable tourism and hospitality.

3.1: Analyse the effects of balancing supply and demand in the travel and tourism and hospitality industries.

3.2: Assess the conflicts of interests involved in developing tourism destinations and the methods used to resolve these conflicts.

3.3: Explain ethical issues in context of tourism and hospitality management.

Assessment Criteria

Analyse the issues that impact on the planning and development of sustainable tourism and hospitality: Learner should present this task using comparative tables on the current issues which are dropping the tourism attractiveness in two countries of learner's choice covering their impacts—social, environmental, socio cultural and economic.

3.1: Analyse the effects of balancing supply and demand in the travel and tourism and hospitality industries: Learner has to present through slides definition of demand for tourism, external factors that influence tourism demand, characteristics of tourism demand, definition and understanding of tourism supply, components of tourism supply etc.

3.2: Assess the conflicts of interests involved in developing tourism destinations and the methods used to resolve these conflicts: conflicts like Tension between the planners, local community, Guest-host relationship and impact of conflicts like social, economic and cultural.

3.3: Explain ethical issues in context of tourism and hospitality management: Ethical tourism benefits people and the environment in different destinations and learner should explain ethical issues like Part-time employment, a common feature in hotels and brings with it turnover, lack of commitment, and low educational levels etc.

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
Content (alignment with assessment criteria)	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
Application of Theory and Literature	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
Knowledge and Understanding	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
Presentation and Writing Skills	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
Referencing	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

Instructor's Comments

Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
Total Score	220/5 = 44, Basic



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