



QUALIFI

SUCCESS THROUGH LEARNING
RECOGNISED WORLDWIDE

QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 4 Diploma in Hospitality and Tourism Management
Qualification No (RQF)	603/4399/0
Unit Name	Operations Management in Tourism and Resort Operations
Unit Reference	HTM402
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 – 250 words

Demonstrate knowledge on the tour operators industry within the travel and tourism sector.

1.1: Explain the recent trends and developments in the tour operator industry.

Assessment Criteria

Demonstrate knowledge on the tour operators industry within the travel and tourism sector: Learner has to explain the types of tour operators viz. inbound tour operators, outbound tour operators, domestic tour operators, receptive tour operators and ground tour operators. Learner has to exhibit his knowledge as a tour operator who has to syndicate tour products and travel products together like, transportation, sightseeing, accommodation, hotel, car rental, tickets reservations, exchange of currencies, guide services, itinerary services, tour brochures, arrangement of tour packages, introduction of new tourism destinations, creating the tourism destinations awareness etc.

1.1: Explain the recent trends and developments in the tour operator industry: Rise in the disposable income in the economy, Advanced technology, Globalization and FDI, Modified products, marketing methods, destination marketing, Democratisation of Tourism, Niche Tourism, Level of customer satisfaction, management education institutes, Transportation cost, effect of PESTEL factor and competition.

Task 2 – 1350 words

Evaluate the stages involved in constructing and marketing holidays.

2.1: Assess the steps and stages involved in constructing holidays.

2.2: Evaluate the factors to consider in the development a implementation of a successful business plan.

2.3: Assess the different methods of contracting and their suitability in the context of the different types of tour operator.

2.4: Develop a plan to design a promotional brochure.

2.5: Assess the suitability of alternative methods to a tradition brochure.

Assessment Criteria

Evaluate the stages involved in constructing and marketing holidays: Setting up a SMART goal, holiday themed offers, social media strategy, planning an event, customer delight etc.

2.1: Assess the steps and stages involved in constructing holidays: Destination and Market, Tour Itinerary Development, Negotiation with Tourism Suppliers, Costing of a package tour, Marketing of a tour package, developing a tour marketing plan etc. Learner has to present a time Scale for sightseeing tour (say for ex: London, UK to Paris, France).

2.2 Evaluate the factors to consider in the development a implementation of a successful business plan: Engagement, communication, innovation, project management, culture etc.

2.3 Assess the different methods of contracting and their suitability in the context of the different types of tour operator: Learner need to assess the two methods adopted by tour operators which are fixed contract method and Sale only contract method. The Fixed contract method contains high discounts, pre decided profits, advance booking etc. while the sale only contract focus on target customers and reduce wastage of funds by non-payment feature of un-utilized capacity.

2.4 Develop a plan to design a promotional brochure: learner has to develop a plan to design a promotional brochure viz. Add images of the travel destinations you offer, upload images, graphics etc, choose from over 130 fonts, you can change the background and colours -- Know your customers, Be creative, be unique, go straight to the point, avoid big words, design for your readers etc.

2.5 Assess the suitability of alternative methods to a traditional brochure: E- brochure, iPad/Android Applications, Outdoor media (billboards, tube), internet, social media, Radio/ TV Advertising, Press (newspapers, magazines), travel fairs etc.

Task 3 – 850 words

Understand the function and structure of resort operations.

3.1: Examine the function of the resort operations of to operators.

3.2: Describe the structure of the resort offices of different types of tour operator.

3.3: Explain why different resort offices structures are adopted.

Assessment Criteria

Understand the function and structure of resort operations: Making arrangements for the meals, i.e. food and the beverages, maintaining the health and safety of the tourists, maintaining coordination between the suppliers, consumers and maintain the communication between different tourist destination offices. Learner has to explain the functions of the resort operations of tour operators like, providing facilities, service attitude, revenue generation, communication, safety and health measures, training and education, etc.

3.1: Examine the function of the resort operations of to operators; Learner by providing example of a tourism business company should examine functions of resort operations like, Coordination and Handling of various suppliers, customers and clients & Improving Customer Level for Services, Management of the Legal and statutory compliances, Ensuring that health and safety issues are resolved, Enhancement of the efficiency in terms of the operations, improvement of the productivity of the labour etc.

3.2: Describe the structure of the resort offices of different types of tour operator—full board, all-inclusive resorts, self-catering restaurants, Summer & Winter Programs and Events etc.

3.3: Explain why different resort offices structures are adopted. Learner has to provide the structure, organisation, management and strategies adopted by Resorts or hotel industry.

Task 4 – 550 words

Understand how to develop a business strategy for a resort/tourist operation.

4.1: Explain the key areas to include in a business strategy and their importance.

4.2: Analyse the factors to take into account in relation to the given resort/tourist operation.

Assessment Criteria

Understand how to develop a business strategy for a resort/tourist operation: what should learner borne in mind while attracting tourists and to keep his resort booked all season long: to be bold and confident, be on social media, be extremely kind, respond quickly, offer valuable seasonal sales etc.

4.1: Explain the key areas to include in a business strategy and their importance: learner can present the steps to attract tourist tin his country and explain the key areas to include in business strategy and their importance.

4.2: Analyse the factors to take into account in relation to the given resort/tourist operation: choice of hotel-especially the location, hotel facilities- feedbacks from of friends/tourist agency, personal experiences, price and advertising.

	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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