QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 4 Diploma in Hospitality and Tourism Management
Qualification No (RQF)	603/4399/0
Unit Name	Management of Visitor Attractions
Unit Reference	HTM403
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 – 1100 words

Assess the importance of visitor attractions and the impacts of tourism.

1.1: Assess the importance of different visitor attractions.

1.2: Address the scope of visitor attractions correspondence in relation to types of attraction.

1.3: Evaluate the impacts of tourism on visitor attractions.

Assessment Criteria

Assess the importance of visitor attractions and the impacts of tourism:
Learner runs a hospitality industry and has to present the ways he can attract the customers so that they come to a certain place and explore the different attractions on holiday. As these attractions are an important part which brings tourist from all over the world.

1.1: Assess the importance of different visitor attractions: Learner has to evaluate the intentions behind the importance of visitor's attractions for ex., fascinate visitors from overseas, motivating domestic tourism, associate the reinforcement of areas, subsidising to the local and national economy, promoting cultural change, safeguarding etc. Learner also should explain on the types of attractions in the travel and tourism industry viz. purpose-built attractions, natural attractions, events and heritage attractions.

1.2: Address the scope of visitor attractions correspondence in relation to types of attraction: Learner has to provide with some examples of tourist attractions like, Forests, national parks, theme parks, Rail museum, old prisons, libraries, castles, bridges, cultural

and sports events, art galleries and other historical places. All the aforesaid possibilities shall propel growth, contribute foreign exchange and enhance employability and result in community development.

1.3: Evaluate the impacts of tourism on visitor attractions: Learner should explain the positive economic impacts, contributing to employment, better services, and social stability. Learner can bring in the positive and negative impacts of visitor attractions.

Task 2 – 800 words

Understand tourist motivation theories and the needs of different types of visitors.

2.1: Explain the different tourist motivation theories and how they relate to different types of visitor.

2.2: Assess the needs and motivations of different types of visitor.

Assessment Criteria

Understand tourist motivation theories and the needs of different types of visitors : Maslow's hierarchy of needs that has two motivational types: tension-reducing motives; arousal-seeking motives, Alderfer's ERG theory (Existence, relatedness and growth), Herzberg two factor theory:, Equity theory, Dann's Theory of Push and Pull Motivations and Gray's theory "wanderlust need to be explained with Tourists needs and their reasons for travelling like, business and professional tourist, leisure and holiday tourists, tourists travelling to visit friends and relatives and Youth tourists.

2.1: Explain the different tourist motivation theories and how they relate to different types of visitor: learner has to explain the various motivational theories relating to different type of visitors.

2.2 Assess the needs and motivations of different types of visitor: Learner should select various kinds of visitors that are having various requirements as well as motivations for visiting a visitor attraction like for ex. Coca Cola London Eye – This visitor attraction is visited by the general tourists that are motivated by the opportunity to view the various attractions of London by riding it and enjoying the ride. Learner has to assess the internal and external factors of motivation which includes escape, relaxation, strengthening family togetherness, wish and self-fulfilment, prestige, shopping, social interaction etc.

Task 3 – 1100 words

Evaluate the techniques used to manage visitor attractions and their impact on sustainability.

3.1: Discuss the processes involved in the development of visitor attractions and the potential issues which could arise.

3.2: Analyse the techniques used to manage different visitor attractions.

3.3: Evaluate management techniques in context of sustainability.

Assessment Criteria

Evaluate the techniques used to manage visitor attractions and their impact on sustainability: Learner has to evaluate techniques like, tourist environment tax, fees, financial incentives, eco labels, quotas and zoning. Sustainable Tourism Practices like, energy and waste management, water conservation and Human-wildlife conflict resolution also need to be explained along with sustainable travel that revolves around; human welfare, animal welfare, and nature preservation.

3.1: Discuss the processes involved in the development of visitor attractions and the potential issues which could arise: phases in the planning process like, Assessment of tourist demand and supply. Survey of existing data, analysis of secondary and primary data, establishing objectives, territorial planning, basic infrastructure, financial and HR planning, administrative structure etc. Learner has to discuss the Issues like, Visitors generate waste and pollution. Natural resource attractions can be jeopardized tourist services can alter the landscape's appearance etc. are resolved, Enhancement of the efficiency in terms of the operations, improvement of the productivity of the labour etc.

3.2: Analyse the techniques used to manage different visitor attractions: learner has to analyse range, scope and variety of visitor attraction classifications, examples of places regarding visitor attractions in the selected country. Four phases of the experience of a visitor like, dreaming or travel, choosing the destination, taking the trip and reviewing the trip need to be analysed.

3.3: Evaluate management techniques in context of sustainability: Learner can go green at his hotel, reduce his carbon footprint. taking utmost care of heritage places etc. Learner has to provide ideas of sustainable tourism – that implies taking into account economic, environmental, and socio-cultural aspect by planning and management of tourism.

	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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