FEDERAL BOARD OF INTERMEDIATE AND SECONDARY EDUCATION

H-8/4, ISLAMABAD

ASSESSMENT MANUAL FOR PRACTICAL OF TOURISM MANAGEMENT HSSC-I

Hospitality & Tourism Management Scheme of Studies 2024

TOURISM MANAGEMENT
HSSC-I

Purpose

- This rubric ensures standardized marking for all students.
- Faculty can simply tick/check and assign marks during exams.
- Students know exactly what is expected from them.
- This format provides clarity, fairness, and transparency for both faculty and students.

Section I — Theory Assessment (40% — 40 Marks)

Component	Criteria	Max Marks	Marks Obtained
MCQs (20%)	Knowledge recall, basic concepts	08	
Short Answer Questions (50%)	Comprehension, application, clarity	20	
Long Essay / Analytical-based (30%)	Depth of understanding, analysis, clarity of subject	12	
Total Theory		**40**	

Section II — Practical Assessment (60% — 60 Marks)

A. Year's Work / Projects (30% — 30 Marks)

Students are required to complete 8–10 practical tasks during the academic session, selected from the List of Practicals at the end of this document. Each task is marked using the criteria below.

Sr. No	Practical Task — Marking Criteria	Marks
1	Understanding & Definition: correctly define key tourism terms, SLO concept, or concept of SDG, policy, or destination	6 marks
2	Identification/Listing: identify relevant examples, forms of tourism, stakeholders, destinations, landmarks, or ICT platforms	4 marks
3	Explanation/Analysis: explain the characteristics, significance, or impact of the chosen example, policy, infrastructure, or practice	6 marks
4	Application/Assessment: apply the concept to a practical scenario, e.g., analyze a destination, evaluate infrastructure, assess sustainability, or propose measures	6 marks
5	Critical Thinking/Problem-Solving: suggest solutions, improvements, or innovative strategies based on analysis, e.g., improving tourism safety, promoting SDGs, managing crises, or enhancing accessibility	4 marks
6	Presentation & Organization: clarity, neatness, logical sequence of steps, use of tables/charts/diagrams where appropriate	4 marks
	Total Marks	**30**

Verification Level: Subject Teacher/Instructor and HOD/Principal with Name, Signature & Stamp. Countersigned by the External Examiner.

B. Viva Voce (10% — 10 Marks)

Criteria	Max Marks	Marks Obtained
Theory-based questions (knowledge of tools and techniques used in Tourism Management)	05 x 2 = 10	
Total Marks	**10**	

Note: Only 5 questions will be asked. No extra questions are allowed.

C. Hands-on Practical Skills (30% — 20 Marks)

Note: hands on practical skill will be assessed from the list of practicals given below: Any two questions from list of practical will be assigned by the external examiner. Each question having ten (10) marks and each question having parts in it.

(See the accompanying Practical Model Paper for the exact question format and part-wise breakdown.)

Criteria	Max Marks	Marks Obtained
Understanding of Task (4 Marks)	5	
Technical Execution (6 Marks)	5	
Creativity & Presentation (6 Marks)	5	
Time Management & Discipline (4 Marks)	5	
Total Hands-on Skills	**20**	

Note: Only two questions will be asked from students as practicals. Each question having 10 marks.

Time Duration for Practical: 03 Hours

Final Assessment Summary

Component	Max Marks	Marks Obtained
Section I: Theory Assessment	40	
Section II: Year's Work/Projects	30	
Section II: Viva Voce	10	
Section II: Hands-on Practical Skills	20	
Grand Total	**100**	

External Examiner

Role: To ensure transparency, reliability and validity. Students will be evaluated by a single qualified external examiner.

Responsibilities

- Oversees the entire practical exam process.
- Ensures exams are conducted according to policy.
- Countersigns the assessment record.
- Evaluates hands-on practical skills.
- Signs off on the final mark sheets.
- Maintains fairness and addresses student/examiner issues if they arise.
- Asks viva voce questions as per the policy above.
- Gives special attention to the availability of lab equipment relevant to the practicals.

Supporting Staff (Internal)

Lab Assistant and Attendant

- Prepares the lab and equipment.
- Assists examiners in maintaining Projects/Portfolio folders.

Lab Attendant

- Serves external examiners.
- Assists the lab assistant in preparing labs.

List of Practicals

Master reference pool of practical tasks (SLO-mapped). Students complete 8–10 of these for Year's Work/Projects; the External Examiner selects two for the Hands-on Practical Skills paper on exam day.

S#	Title	Details	LO Reference
1	Forms of Tourism Chart	Prepare a chart showing different forms of tourism (Leisure, Business, Adventure, Cultural, Eco-tourism) with characteristics and motivations.	TM-11-A-01
2	Tourism Terms Mind Map	Create a mind map of key tourism terms: tourists, host communities, stakeholders, and their relationships.	TM-11-A-02
3	Tourism Industry Components Diagram	Draw a diagram of tourism industry components (Accommodation, Transport, Attractions, Travel Services) and explain their interconnections.	TM-11-A-03
4	Investment Climate Analysis	Analyze a country's investment climate and create a table of factors affecting tourism investment.	TM-11-B-01
5	Economic Growth vs Development	Compare economic growth vs development and show their impact on tourism via examples.	TM-11-B-02
6	Legal Challenges in Tourism	Prepare a list of legal challenges in tourism and propose solutions.	TM-11-B-04
7	Policy Stability Evaluation	Evaluate policy stability in a chosen country and its impact on tourism businesses.	TM-11-B-06
8	Crime Rates & Safety Measures	Analyze crime rates in a destination and suggest safety measures.	TM-11-B-11, TM-11-B-12
9	Crisis Plan (Terrorism/Conflict)	Develop a mini crisis plan for terrorism or armed conflict scenarios.	TM-11-B-16, TM-11-B-18
10	ICT Infrastructure Assessment	Assess ICT infrastructure in a destination, e.g. mobile network, online booking systems, and digital platforms.	TM-11-B-34, TM-11-B-36, TM-11-B-37
11	Government Spending on Tourism	Evaluate government spending on tourism and create a chart showing allocation to infrastructure, marketing, and services.	TM-11-C-01
12	Tourism Branding Campaign Analysis	Analyze a country's tourism branding campaign and its effectiveness.	TM-11-C-02
13	Visa Policy Comparison	Compare visa policies of two countries and assess their impact on tourism.	TM-11-C-05
14	Airfare Tax Impact	Examine airfare ticket taxes and their effect on tourism costs.	TM-11-C-09
15	Accommodation Price Assessment	Assess accommodation prices (hotels, rentals) for affordability and competitiveness.	TM-11-C-10, TM-11-C-11
16	Air Transport Capacity Table	Create a table showing air transport capacity and efficiency in a destination.	TM-11-D-01, TM-11-D-03
17	Road & Railway Network Mapping	Map the road and railway network density of a city or region.	TM-11-D-05, TM-11-D-06
18	Port & Public Transport Evaluation	Evaluate port and public transport infrastructure, noting efficiency and accessibility.	TM-11-D-09, TM-11-D-10
19	Accommodation Diversity Listing	List hotel rooms and short-term rentals in a destination and assess accommodation diversity.	TM-11-D-11, TM-11-D-12
20	Car Rental & ATM Availability	Analyze car rental and ATM availability for tourist convenience.	TM-11-D-13, TM-11-D-14

S#	Title	Details	LO Reference
21	UNESCO World Heritage Sites List	Prepare a list of UNESCO World Heritage Sites and their significance.	TM-11-D-16, TM-11-D-21
22	Biodiversity Chart	Create a biodiversity chart of a destination (fauna and flora richness).	TM-11-D-17
23	Protected Areas & Outdoor Activities Map	Map protected areas and outdoor tourism activities (eco-trails, adventure sports).	TM-11-D-18, TM-11-D-20
24	Cultural & Entertainment Facilities List	List cultural and entertainment facilities (museums, stadiums, theaters).	TM-11-D-22, TM-11-D-26
25	Business & Academic Tourism Potential	Analyze universities and corporate hubs to assess business and academic tourism potential.	TM-11-D-27, TM-11-D-29
26	Water, Marine & Air Pollution Report	Prepare a report on water stress, marine, and air pollution in a destination.	TM-11-F-01, TM-11-F-02, TM-11-F-03
27	Forest Cover & Species Extinction Risk	Analyze forest cover loss and species extinction risk.	TM-11-F-04, TM-11-F-05
28	Gender Equality & Workforce Diversity	Evaluate gender equality and workforce diversity in tourism businesses.	TM-11-F-16, TM-11-F-17
29	Social Protection & Healthcare Mapping	Map social protection and healthcare facilities for tourist safety.	TM-11-F-20, TM-11-F-21
30	Seasonality & Tourist Dispersal	Assess seasonality and tourist dispersal in a destination.	TM-11-F-24, TM-11-F-25
31	Tourism Practices & SDGs Table	Create a table linking tourism practices to SDGs (Zero Hunger, Good Health, Gender Equality, Climate Action, Sustainable Cities).	TM-12-A-01 to TM-12-A-06
32	Responsible Tourism Business Case	Analyze a tourism business case for responsible practices and ethical considerations.	TM-12-B-01, TM-12-B-03
33	Tourist Motivation & Decision-Making	Assess tourist motivations and decision-making using surveys or digital data.	TM-12-C-01, TM-12-C-02
34	Urban/Rural/Coastal Destination Comparison	Compare urban, rural, and coastal destinations for tourist appeal and sustainability.	TM-12-E-01, TM-12-E-03
35	Digital Tools & OTA Evaluation	Evaluate digital tools and OTAs for tourism efficiency.	TM-12-F-01, TM-12-F-02, TM-12-F-04
36	Emerging Challenges & Solutions	Identify emerging challenges like climate change, overtourism, and geopolitical risks and propose solutions.	TM-12-G-06, TM-12-G-07, TM-12-G-08
37	Crisis Response Plan (Disasters/Pandemics)	Formulate a crisis response plan for natural disasters or pandemics in tourism.	TM-12-G-13, TM-12-G-14

TOURISM MANAGEMENT
PRACTICAL MODEL PAPER
HSSC-I

Time allowed: 3:00 Hours

Total Marks: 20

Note: Attempt the following Question

Q1. Assess ICT Infrastructure in a Tourist Destination (10 Marks)

Identify and briefly assess the ICT infrastructure of a chosen tourist destination (e.g. mobile network coverage, online booking systems, or digital travel platforms), and suggest one improvement to better support tourism.

i. Identification of key ICT infrastructure elements present in the destination (02 Marks)

ii. Explanation of the significance of ICT infrastructure to the tourism experience (03 Marks)

iii. Assessment of the destination's actual ICT readiness (03 Marks)

iv. Suggested improvement and overall presentation (02 Marks)

Q2. Identify Safety Concerns and Propose a Measure for a Destination (10 Marks)

Identify crime/safety concerns in a chosen tourist destination and propose one practical measure to improve visitor safety.

i. Identification of relevant safety/crime indicators (02 Marks)

ii. Explanation of how these concerns affect visitor perceptions (03 Marks)

iii. Assessment of safety conditions in the chosen destination (03 Marks)

iv. Proposed measure and overall presentation (02 Marks)

Note: In view of attached portfolio, the two questions will be assigned from the List of Practicals given in the Assessment Manual for Tourism Management, and each question carries 10 Marks.