FEDERAL BOARD OF INTERMEDIATE AND SECONDARY EDUCATION

H-8/4, ISLAMABAD

INTER-TECH

ASSESSMENT MANUAL FOR PRACTICAL OF HOSPITALITY MANAGEMENT HSSC-II

Hospitality & Tourism Management
Scheme of Studies 2024

ASSESSMENT MANUAL FOR PRACTICAL OF
TOURISM MANAGEMENT
HSSC-II
Hospitality & Tourism Management
Scheme of Studies 2024

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	4 marks

Sr. No	Practical Task — Marking Criteria	Marks
	steps, use of tables/charts/diagrams where appropriate	
	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	SDGs & Tourism Chart	Prepare a chart of the 17 SDGs and show which ones tourism can support.	TM-12-A-01
2	Tourism in National SDG Strategy	Analyze how tourism features in Pakistan's national strategy for the SDGs.	TM-12-A-02
3	Stakeholder Roles Matrix	Prepare a matrix of the roles of companies, travelers, public bodies, donors and CSOs in responsible tourism.	TM-12-A-03
4	Tourism & SDGs 2 and 3 Initiatives	Identify tourism initiatives that support Zero Hunger and Good Health & Well-being.	TM-12-A-04
5	Women & Decent Work in Tourism (SDGs 5 and 8)	Analyze a tourism business or project for gender equality and decent work.	TM-12-A-05
6	Climate-Friendly City Tourism Plan (SDGs 11 and 13)	Propose sustainable tourism measures for a city that reduce climate impact.	TM-12-A-06
7	Tourism Ethics Code	Draft an ethics code for a tour operator covering decisions, customers and business practices.	TM-12-B-01
8	Accessible Tourism Audit	Audit a destination or hotel for accessibility and suggest improvements.	TM-12-B-02
9	Responsible & Cultural Tourism Case	Analyze a responsible or cultural tourism case and its effect on heritage and communities.	TM-12-B-03
10	Women Empowerment in Tourism Profile	Profile a woman-led tourism initiative and its economic and social impact.	TM-12-B-04
11	Tourism Laws Summary	Summarize national and international laws that govern tourism operations.	TM-12-B-05
12	Travel Motivation Survey	Survey people on why they travel and present the results.	TM-12-C-01
13	Tourist Decision-Making Flowchart	Draw the stages of a tourist's decision-making process with influencing factors.	TM-12-C-02
14	Travel Risk Perception Analysis	Analyze how tourists perceive and manage travel risks for a chosen destination.	TM-12-C-03
15	Cultural Sensitivity Guide	Prepare a cultural sensitivity guide for tourists visiting a community.	TM-12-C-04
16	Destination Image & Branding Analysis	Analyze a destination's image and branding and how it shapes tourist decisions.	TM-12-C-05
17	Social Influence & Reviews Study	Study how peers, social media and online reviews influence travel choices.	TM-12-C-07, TM-12-C-08, TM-12-C-13
18	Sustainable Tourist	Design a campaign encouraging responsible	TM-12-C-11

S#	Title	Details	LO Reference
	Behavior Campaign	tourist behavior.	
19	Culinary Tourism Food Trail	Design a food trail highlighting local cuisine of a region.	TM-12-C-12
20	Destination Type Comparison	Compare urban, rural/nature-based and coastal destinations for appeal and sustainability.	TM-12-E-01 to TM-12-E-03
21	Heritage & Adventure Destination Profile	Profile a cultural/historical site and an adventure/eco-tourism destination in Pakistan.	TM-12-E-04, TM-12-E-05
22	Iconic World Landmarks Catalog	Identify five iconic landmarks from different continents and their significance.	TM-12-E-06
23	OTA Comparison	Compare two OTAs or digital marketplaces for features, benefits and challenges.	TM-12-F-01
24	Travel App Review	Review a travel mobile app for booking, navigation and on-the-go information.	TM-12-F-02
25	Tourism Website Evaluation	Evaluate a tourism website for content, user experience and responsiveness.	TM-12-F-03
26	Social Media Destination Campaign	Plan a social media and influencer campaign for a destination.	TM-12-F-04
27	Emerging Technology Proposal	Propose how VR, AI or blockchain could improve the travel experience at a destination.	TM-12-F-05
28	Innovation & Niche Market Opportunity	Identify a niche market (eco, wellness, cultural, adventure) and an innovation for sustainable growth.	TM-12-G-01 to TM-12-G-05
29	Over-tourism & Climate Impact Study	Assess over-tourism and climate change impacts on a destination.	TM-12-G-06, TM-12-G-07
30	Crisis Response Plan	Formulate a crisis response plan for a natural disaster, pandemic or geopolitical event.	TM-12-G-12 to TM-12-G-14
31	Crisis Recovery Case Study	Evaluate a real recovery case (e.g. COVID-19 or the 2022 floods) and draw lessons for resilience.	TM-12-G-15 to TM-12-G-17
32	Host Community Impact Assessment	Assess the economic, socio-cultural and environmental impacts of tourism on a host community.	TM-12-G-18 to TM-12-G-23

TOURISM MANAGEMENT
PRACTICAL MODEL PAPER
HSSC-II

Time allowed: 3:00 Hours	Total Marks: 20
Note: Attempt the following Question	

Q1. Formulate a Crisis Response Plan for a Tourist Destination (10 Marks)

For a given scenario (flood, pandemic or security incident) at a tourist destination in Pakistan, prepare a short crisis response plan.

i. Identification of the crisis and its risks to tourists and businesses (02 Marks)

ii. Communication strategy for tourists, media and stakeholders (03 Marks)

iii. Resource allocation and coordination with relevant authorities (03 Marks)

iv. Recovery/resilience measures and overall presentation (02 Marks)

Q2. Evaluate Online Travel Agencies (OTAs) for Trip Planning (10 Marks)

Compare two OTAs or digital platforms (e.g. Booking.com, Airbnb, or a local platform) for planning a trip to a chosen destination, and recommend one.

i. Identification of the features of the selected platforms (02 Marks)

ii. Comparison of usability, pricing transparency and reviews (03 Marks)

iii. Assessment of benefits and challenges for travelers and local businesses (03 Marks)

iv. Recommendation 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.