FEDERAL BOARD OF INTERMEDIATE AND SECONDARY EDUCATION

H-8/4, ISLAMABAD

INTER-TECH

ASSESSMENT MANUAL FOR PRACTICAL OF HOSPITALITY MANAGEMENT SSC-II

Hospitality & Tourism Management
Scheme of Studies 2024

ASSESSMENT MANUAL FOR PRACTICAL OF
TOURISM MANAGEMENT
SSC-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% — 30 Marks)

Component	Criteria	Max Marks	Marks Obtained
MCQs (20%)	Knowledge recall, basic concepts	06	
Short Answer Questions (50%)	Comprehension, application, clarity	16	
Long Essay / Analytical-based (30%)	Depth of understanding, analysis, clarity of subject	08	
Total Theory		**30**	

Section II — Practical Assessment (60% — 45 Marks)

A. Year's Work / Projects (27% — 20 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 or concepts, e.g., tourism system, host community, Travel & Tourism Index pillar, or traveler personality type	4 marks
2	Identification/Listing: identify relevant examples, e.g., tourism components, demand drivers, stakeholders, destinations, or social media platforms	3 marks
3	Explanation/Analysis: explain the characteristics, significance, or impact of the chosen example, policy, infrastructure, or practice	4 marks
4	Application/Assessment: apply the concept to a scenario in Pakistan, e.g., assess a destination's infrastructure, check accessibility, or analyze tourist reviews	4 marks
5	Critical Thinking/Problem-Solving: suggest solutions or improvements, e.g., responsible tourism measures, reducing over-tourism, or promoting a destination online	2 marks
6	Presentation & Organization: clarity, neatness, logical sequence of steps, use of tables/charts/diagrams where appropriate	3 marks

Sr. No	Practical Task — Marking Criteria	Marks
	Total Marks	**20**

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

B. Viva Voce (7% — 05 Marks)

Criteria	Max Marks	Marks Obtained
Theory-based questions (knowledge of tools and techniques used in Tourism Management)	05 x 1 = 05	
Total Marks	**05**	

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

C. Hands-on Practical Skills (27% — 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	30	
Section II: Year's Work/Projects	20	
Section II: Viva Voce	05	
Section II: Hands-on Practical Skills	20	
Grand Total	**75**	

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	Tourism Stakeholders Chart	Prepare a chart distinguishing tourists, host communities and stakeholders, showing their roles and interactions.	TM-10-A-06
2	Tourism System Diagram	Draw the tourism system (accommodation, transportation, attractions, travel services) and explain how the parts depend on each other.	TM-10-A-07
3	Enabling Environment Profile of Pakistan	Identify key features of the enabling environment for tourism in Pakistan (safety, health, human resources, ICT).	TM-10-B-02
4	Tourism Policy Summary	Summarize key features of Pakistan's travel and tourism policy and enabling conditions.	TM-10-B-03
5	Destination Infrastructure Assessment	Assess the roads, airports and accommodation serving a tourist destination in Pakistan.	TM-10-B-04
6	Demand Drivers Chart	Prepare a chart of natural, cultural and business tourism demand drivers in Pakistan.	TM-10-B-05
7	Sustainability Features Report	Report on travel and tourism sustainability features of a destination in Pakistan.	TM-10-B-06
8	Tourism Legal Framework Checklist	List key regulations and licences that apply to tour operators and hotels.	TM-10-C-01
9	Ethical Dilemma Role Play	Role-play an ethical decision in a tourism situation (customer, community or environment).	TM-10-C-02
10	Cultural Etiquette Guide	Prepare a visitor etiquette guide for a region of Pakistan.	TM-10-C-03
11	Social Responsibility Plan	Plan how a tourism business can support community well-being and reduce negative impacts.	TM-10-C-04
12	Accessible Tourism Audit	Audit a tourist site for access by people with disabilities (ramps, signage, toilets, transport) and suggest improvements.	TM-10-C-05
13	Responsible Tourism Code	Draft a responsible tourism code of conduct for visitors to a natural site.	TM-10-C-06
14	Traveler Personality Profiles	Prepare profiles of traveler types (adventure seeker, cultural enthusiast, luxury traveler, nature lover) and their traits.	TM-10-D-01, TM-10-D-02
15	Traveler	Segment travelers by demographic and	TM-10-D-03,

S#	Title	Details	LO Reference
	Segmentation Table	psychographic factors and match them to suitable products.	TM-10-D-04
16	Social Media & Travel Planning Survey	Survey classmates or family on how social media shapes their travel decisions and summarize the findings.	TM-10-D-06, TM-10-D-07
17	Destination Social Media Content Plan	Plan visual content, storytelling and engagement posts for a destination.	TM-10-D-08
18	Online Review Analysis	Analyze tourist reviews of a destination or hotel and their effect on perception and decisions.	TM-10-D-09, TM-10-D-10
19	International Attractions Catalog	Catalog international tourist attractions with their cultural, historical or recreational significance.	TM-10-D-11
20	Digital Marketing for a Target Segment	Show how a digital marketing campaign is tailored to one traveler segment.	TM-10-E-01
21	Social Media Page for a Pakistani Destination	Create a social media page to market a destination in Pakistan.	TM-10-E-02
22	Tourism Challenges Report	Report on economic and environmental challenges facing tourism (economic downturns, currency changes, over-tourism, carbon footprint).	TM-10-F-01 to TM-10-F-03

TOURISM MANAGEMENT
PRACTICAL MODEL PAPER
SSC-II

Time allowed: 3:00 Hours Total Marks: 20

Note: Attempt the following Question

Q1. Create a Social Media Page to Market a Destination in Pakistan (10 Marks)

Design a social media page (on paper or digitally) for a chosen destination in Pakistan, including a profile, a cover visual and two sample posts aimed at a target audience.

i. Selection of the destination and target audience (02 Marks)

ii. Design of the profile, cover visual and sample posts (03 Marks)

iii. Use of storytelling, visuals and engagement features (03 Marks)

iv. Overall presentation and explanation (02 Marks)

Q2. Conduct an Accessible Tourism Audit of a Tourist Site (10 Marks)

Using a checklist, assess how accessible a chosen tourist site is for people with disabilities, and suggest improvements.

i. Preparation of an accessibility checklist (ramps, signage, toilets, transport) (02 Marks)

ii. Identification of accessibility barriers at the site (03 Marks)

iii. Assessment of the site's overall accessibility (03 Marks)

iv. Suggested improvements 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.