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# University of Technology and Applied Sciences

# Department of Business Administration

**INTRODUCTION TO TOURISM AND HOSPITALITY (BSDR1103)**

# Assignment – Year 1, Semester 2

# (Academic Year: 2020/2021)

# ASSIGNMENT GUIDELINES

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| **Course Coordinator** | **:** | **Dr. Mohammed Ali Obaid** (Nizwa CAS) |
| **Course Lecturer** | **:** |  |
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## ASSIGNMENT LEARNING OUTCOMES:

By the end of this assignment, it is expected that students will be able to:

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| **LO#1:** | Explain the components of tourism product. |
| **LO#2:** | Identify the tourist destinations and activities in Oman. |
| **LO#3:** | Recognize how external environment may influence tourism system. |
| **LO#4:** | Discuss the levels of sales distribution systems and the difference between travel agents and tour operators in tourism industry. |
| **LO#5:** | Recall students’ personal skills such as presentation skills, communication skills, team working skills, and critical thinking. |

## ASSIGNMENT TASKS:

You are working in a tourism consulting company in the Sultanate of Oman. The Ministry of Tourism asked you to help them in writing reports about one of the followings:

1. **Corona Virus (COVID19) and tourism industry in Oman.**

Write about corona virus at global and national levels, positive and negative impacts of COVID19 on tourism industry in Oman, and the roles of different stakeholders (Government, Tourism Businesses, Local People, and Media) to recover the negative impacts of COVID19 on tourism industry in Oman.

1. **Tour operators and travel agents in Oman.**

Write about the difference between tour operators and travel agents, how many travel agents and tour operators in Oman, and examples for travel agents and tour operators in Oman.

1. **Forts and Castles in Oman.**

Write in details about the history and structure/components of at least ten forts and castles in Oman and how the Omani government may benefit from these forts in tourism industry.

1. **Museums in Oman.**

Write in details about the history and structure/components of at least ten museums in Oman and how the Omani government may benefit from these museums in tourism industry.

1. **Adventure tourism in Oman**

Write in details about the meaning of adventure tourism, activities of adventure tourism, Omani destinations which are suitable for adventure tourism, and tourism demand for adventure tourism in Oman.

1. **Oman Villages and Traditional lifestyle**

Write about FOUR popular villages in Oman which attract tourists for experience lifestyle of local people living in these villages.

1. **Wadis and Nature**

Write about FOUR Wadis in Oman which attract tourists to enjoy the nature beauty at these wadis.

1. **Land of Frankincense Story**

Write about the past and present land of frankincense in Dhofar region, process of producing frankincense, supply and demand size of frankincense in Oman, and benefits/uses of frankincense.

1. **Flavors and Authenticity of Omani Souqs**

Write about FOUR traditional souqs in Oman which attract domestic and foreign tourists.

1. **Turtles in Oman**

Write about Turtles in Oman, sites that attract both tourist and turtles in Oman, seasons of turtles in Oman, and how the Oman government may benefit from turtles in Oman?

1. **Islamic Heritage in Oman**

Write about at least Six Islamic sites in Oman which attract domestic or foreign tourists to visit.

1. **Traditional Camel Races in Oman**

Write about traditional camel races in Oman, locations and times of these races, no. of participants and visitors, benefits of these races, how the Omani government may benefit from these races.

1. **The phenomenon of Khareef in Dhofar Region**

Write about Khareef phenomenon in Dhofar, reasons for khareef phenomenon, tourism product during khareef season, no. of visitors during khareef season, positives and negatives of khareef season, and how the different stakeholders (government, tourism businesses, local people, and media) overcome the negative impacts of khareef season.

1. **Bedouin Way of Life**

Write about the Bedouin locations in Oman and their culture elements (language/tongues, arts, music, dance, food, traditions,…), and how the different stakeholders (government, tourism businesses, local people, and media) can use the Bedouin way of life to attract tourists.

1. **The art of Omani Handicraft**

Write about the Omani handicraft industry (products and demand), and how the government and local people can benefit from tourism industry in promoting handicraft products.

## SUBMISSION CONSIDERATIONS

1. This assignment is a group assignment and each group shall not exceed **THREE** students.
2. The report shall include: **Cover page, content page, Introduction, Main Body, conclusion and recommendations, references, and appendices.**
3. This assignment is due **on/or before the end of 12th week**
4. **You MUST submit one hard copy and upload one soft copy on the he blackboard.**
5. The presentations will take place throughout the two weeks after.
6. Those who will be not appearing for the presentation or who do not take part will receive no marks.
7. Students caught cheating will receive a grade of zero.

## METHOD OF ASSESSMENT:

* This piece of work will be assessed by means of a presentation (10 minutes) and a **2000** word report.
* This assignment report has a weight of 10% of your final mark for this course and the presentation has a weight of 5% of the total mark of the course.

## ASSIGNMENT MARKING GUIDE

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| **Evidence of research and understanding of literature** | % | M  Marks |
| Depth of research (books, journals, internet and other articles) | 10 % | 1 |
| Appropriate referencing | 10 % | 1 |
| Development of own thoughts | 20 % | 2 |
| Depth and development of discussion of chosen topic | 10 % | 1 |
| Show understanding of topic, use concepts learnt in class | 20 % | 2 |
| Organization of report/essay (length, headings, diagrams, pictures, attachments etc) | 10 % | 1 |
| Quality of written work (grammar, expository style, clarity, concise) | 10 % | 1 |
| Adequate introduction & conclusion | 10 % | 1 |
| **Total** | **100%** | **10** |

## ASSESSMENT GUIDE:

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| Grade | Criteria |
| A | An excellent answer. Shows evidence of relevant reading; illustrates and applies appropriate examples; constructs logical analysis and argument; draws to an appropriate conclusion. |
| B | As for A grade but lacks in comparison, either in terms of depth of argument, the appropriateness of examples, or the logic and conclusion; evidence of relevant reading must be shown. |
| C | Demonstrates good knowledge of some of the principles and theories involved. Limited analysis, evaluation and research. |
| D | Worthy of a pass but is weaker in terms of depth, logic and conclusion to the argument used; no/poor examples and illustrations; tends to be more descriptive rather than analytical; limited evidence of relevant reading |
| F | Not worthy of a pass but does contain some relevant argument; tends to be descriptive. |

## GENERAL INSTRUCTIONS FOR ASSIGNMENT

* Check spelling and ensure consistency of layout, headings, typestyles and sizes:-
* Font should be Times New Roman, 12
* Assignment should be 1.5 line spacing
* Main Headings – Size 16, Capital and Bold
* Sub-Headings – Size 14, Underlined, Bold
* Page Margins 1.25” on all the sides.
* Produce a Cover page, which should have the College Name, Department Name, and Assignment Title, your full name and ID number and instructor's name. Border the whole page.
* Add a Table of Contents.
* All inside pages should include your student number at the bottom left of each page and a page number on bottom right. No header and footer should appear in the Cover Page and Table of Contents Page.

## SOME GUIDANCE ON ASSIGNMENT WRITING:

1. **Plagiarism:** Do not plagiarise – Plagiarised coursework could result in a no grade being awarded for the subject. Work which submitted for assessment must be your own work. You must recognize and reference any material from books, articles or websites that you incorporate into your assignment. References should be listed alphabetically by author surname at the end of the assignment as follows: Surname of author, year, Title of book or article/Journal Name, Publisher, Page Reference.

E.g. Sloman, J. (1999), Economics, Prentice Hall Europe, page 102.

1. **Structure:** Many students commence writing without planning their assignment structure; firstly plan a logical structure for your assignment and then start writing. A rough plan with clear sections, which flow from the introduction to the conclusion, should be made in order to focus your assignment on the main requirements.
2. **Readability:** If you have problems expressing yourself in writing, it is a good idea to ask a friend to read over your assignment before you hand it in. Always use spell-check. Read sections out loud to yourself to see if it sounds OK.
3. **Development of Arguments:** Once you have investigated the topic and read up on it, you will start to form opinions on the issues involved. Make sure any arguments you put forward in your assignment are backed up with evidence of an understanding of these issues.
4. **Focus and Balance:** Make sure your assignment remains focused on the subject and that you devote enough time to discussion on the key points.