

Colbourne College

Student Assignment Cover Page

TERM-PAPER ASSIGNMENT

Unit Title: Sustainable Tourism Development

Unit Index: Unit 38

Learning Outcome/s: LO1-The history and structure of the travel and tourism sector

Assessment Criteria: AC1.1 Discuss how stakeholders can benefit from planning of tourism developments with reference to a current case study.

AC1.2 Discuss the advantages and disadvantages of public/private sector tourism planning partnerships drawing on a current example.

Name/s of Student/s: Ishamar Thompson

In Partial Completion of: BTEC HND L5 HOSPITALITY AND AVIATION


Name of Lecturer: Mrs. Malcolm-Brown

Date: February 2, 2018

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Colbourne College

| BTEC L5 HND ASSIGNMENT BRIEF PAGE | | |
|--|---|--------------------------|
| Unit Number and Title | UNIT 38: SUSTAINABLE TOURISM DEVELOPMENT | |
| Student ID Number AND Name | Ishamar Thompson – COL1639 | |
| Academic Year | 2018 | |
| Unit Tutor | Mrs. Malcolm-Brown | |
| Mode of Study | L5 Hospitality and Aviation | |
| Assignment Number & Title | The rationale for planning in the travel and tourism industry | |
| Issue Date | January 15, 2018 | |
| Submission Date | February 2, 2018 | |
| TERM PAPER DECLARATION: STATEMENT OF ORIGINALITY AND AUTHENTICITY | | |
| <p>I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System. Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.</p> | | |
| STUDENT/S SIGNATURE |  | DATED: February 2, 2018 |
| OFFICIAL USE BELOW: GRADE AND SUMMATIVE REMARKS | | |
| Grade Assigned | | |
| Assessors' Name & Date | MARKER | INTERNAL VERIFIER |
| Assessor's Summative Feedback | | |
| Assessors' Signature & Date | Marker's | Internal Verifiers' |

Unit 38: Sustainable Tourism Development

Cohort: Spring 2018

Student: Ishamar Thompson

Learning outcome: 1

TASK ONE: 750 – 1000 Words

AC 1.1 Discuss how stakeholders can benefit from planning of tourism developments with reference to a current case study.

This research focuses on how stakeholders would benefit from planning the developments of tourism in reference to the “Best Practice Case Study in Tourism” by Williams (2004). Business Dictionary (2018) and Freeman (1984) concurred that a stakeholder is anyone, whether an individual or group, that has an interest or involved in an organization/sector or can be affected by their decisions made and/or actions taken towards achieving their objectives. The Freeman (1984) stakeholder theory stated that stakeholder includes the government, employees, investors, owners, local communities etc., however they aren't all seen as equals. Business Dictionary (2018) also defined planning as a process that formulates details in order to achieve goals and develop strategies.

Below are some perspectives on how stakeholders can benefit from planning of tourism developments.

1. According to Meadows (2018), from planning of tourism development, stakeholders will be able to have a say in how their country resources are managed.
2. The planning of tourism development provides local stakeholders and the other citizens with more job opportunities (Williams, 2004).
3. Another benefit associated with planning of tourism development is the increase in revenue for some stakeholders and the improvement of the quality of life for citizens (Nare, et.al., 2017).

4. (Botswana Tourism Master Plan (2000) specified that public/partner partnership help to unite the sector and reduce large bureaucracy burdens, which in return benefit stakeholders.
5. IUCN (Botswana) and Symbiosis Consulting (Pty) Ltd (2002) stated that encouragement of cultural exchange and access to education in rural areas is also a benefit to stakeholders from planning of tourism development in a community.

Stakeholders are an important part of an organization, as well as identifying them, however, the decision making process can be complicated due to the range of stakeholders and can affect it in a positive or negative way. When stakeholders plan in tourism, they make strategies, focus on the demands of the sector along with the supplies in order for it to develop and achieve their targets. Meadows (2018) stated that stakeholders benefit from planning the tourism development as they are able to responsibly manage and sustain their country's valued resources while some will have more power over the stages of planning for the sector's development. This is important especially in areas that main attractions for tourist are their wildlife, and as such, these resources should be protected. In Botswana, planning the development of tourism will benefit the local stakeholders by creating more job opportunities for them and other citizens, whereas the stakeholders with shares will be able to increase them if market shares are increased by the government (Williams, 2004).

Nare, et.al. (2017) and Botswana Tourism Master Plan (2000) agreed that tourism development will benefit tourist and the country, as it helps citizens improve their quality of life and other stakeholders benefit with the increase in revenue from these developments. Planning to diversify the development of the tourism sector, will benefit citizens and increase their participation in the development, which will in return benefit the economy. The increase in the investment and buildup of new infrastructure in rural areas will bring awareness to them and motivate locals to take part in the sector. This will also attract new business in rural areas, making more goods/services available while helping to reduce congestion in some areas of the sector, improve the country's image and increase visitors' length of stay, which will increase revenue and the distribution of income. Furthermore, Botswana Tourism Master Plan (2000), specified that Botswana has a partnership that unites their public and public sector that focuses on marketing their products abroad which benefits the local stakeholders as it reduces

the need for a larger bureaucracy and decrease cost relating to attendance budgeting. Collaborating these two sectors will help with Botswana's future socio-economic success. Planning tourism developments, achieving higher integration with the sector to enhance services offered and achieving personal goals from the resources and marketing opportunities will also benefit the communities and authorities. IUCN (Botswana) and Symbiosis Consulting (Pty) Ltd (2002) also stated that encouragement of cultural exchange and access to education in rural areas is also a benefit to local stakeholders from planning of tourism development in a community. These developments can give stakeholders the opportunity to maximize profits and strengthen the culture and traditions of their country, while getting the chance to experience and understand how to accept others.

Conclusion

The tourism sector in any country requires constant development and diversity in order to accommodate and attract more people, appease to customer needs and demand and to compete against other countries. It is made up of different stakeholders, those affected, involved and interested. Identifying stakeholders is important as they have the ability to influence decision made and their outcomes. Planning of tourism developments by stakeholders can be beneficially not only to them but the economy. Just to name a few, tourism development provides job opportunities, new sources of income and improve quality of resource and life. In addition, stakeholders will be able to manage their country's resources as they see fit, however this must be in regard to protection and conservation Acts.

Unit 38: Sustainable Tourism Development

Cohort: Spring 2018

Student: Ishamar Thompson

Learning outcome: 1

TASK TWO: 750 – 1000 Words

AC1.2 Discuss the advantages and disadvantages of public/private sector tourism planning partnerships drawing on a current example.

This research is based on the advantages and disadvantages of public/private sector tourism planning partnerships. According to S (2015), public sector was justified as providing governmental goods and services through engaging activities that are offered to the public, hence private sector is a part of the national economy which is controlled, owned and managed by different enterprises or private individuals. Mathieson and Wall (1982) cited by Báez (2010) emphasized that tourism is the temporary movement of people to a destination outside of their residence to involve themselves in activities that are catered to suit their needs and desires. Furthermore, this research is surrounding the study “Best Practice Case Study in Tourism” with relation to the country Botswana.

Below are findings on the advantages and disadvantages of public/private sector tourism planning partnership.

1. One benefit of the public/private sector planning is the development of infrastructure from various resources such as natural or man-made resources (Botswana, 2002; Black & Veatch, 2018).
2. Another benefit related to the public and private sector tourism planning is it provides qualitative services and a natural environment that is open to the public (Mark, 2015).
3. The public/private sector has also helped Botswana to create tourist destinations countrywide and job opportunities with assistance of the Department of Tourism (Department of Tourism, 2004-2008).

4. A disadvantage mentioned by Botswana Tourism Industry (1990) is that revenue made from tourism was drained in payments made to external agents, this resulted in decreasing the financial benefits of Botswana economy.
5. Anon (2018) claimed that one risk of the public/private sector is that infrastructure or other services could be more expensive than the amount that was planned to be used.
6. Ppp.worldbank.org (2016) concluded that a risk of the public/private sector is that the government responsibilities will always continue, hence citizens will hold the government of all utility services that are not up to standard.

According to S (2018), the public/private sector can be considered as a collaboration between the government and private individuals or enterprises to service and ensure long term sustainable goals. The public/private sector tourism planning is essential for the development or improvement of an area or region. In Botswana the public/private sector plays a major in the development of the tourism industry and the country's economy. The public/private sector has opened new ways for the government and other organizations to increase the growth of revenue, employment opportunities, and the protection of nature and its wildlife. In reference to the "Best Practice Case Study in Tourism", Botswana has many advantages that the public/private sector provides with some disadvantages that may follow.

Public/private sector planning mentioned by Botswana (2002) and Black & Veatch (2018) aids in the development of the infrastructure from various resources such as natural or man-made resources, these resources can be cultural or heritage. However, this would develop the tourism policies and the local environment. The Department of Tourism (2004-2008) stated that developing the infrastructure would also create new job opportunities and the creation of tourism destinations countrywide. Mark (2015) also suggested that another benefit related to the public and private sector tourism planning partnership is providing qualitative services and the natural environment that is open to the public. These benefits further increase the quality of the tourism industry, the local community and Botswana overall development. The public/private tourism planning also ensures that its resources are used effectively to reduce the risk of wastage. Public attractions such as Museums, National gallery and Visitor Information Centres may be developed and private facilities like British Airways, Alton Towers and Holiday Inn.

In contrast, there are some disadvantages that has negative impacts on the development and growth of the tourism industry with the public/private sector tourism planning in operation. Anon (2018) claimed that one risk of the public/private sector is that infrastructure or other services could be of more expense than the amount that was planned to be used. In addition, if this situation is to occur, it would not only affect the financial status of the economy but the chance of new project being developed. Along with this, Botswana Tourism Industry (1990) also explained that revenue made from tourism was drained in payments made to external agents, which resulted in a decrease in Botswana's economy financial benefits. Projects that are carried out by the government can at times be of a disadvantage due to the lack of cooperation or effective and substantial work being done, which can result in financial strain. Ppp.worldbank.org (2016) concluded that a risk of the public/private sector is that the responsibilities of the government will always continue, hence citizens will hold the government accountable of all utility services that are not up to standard. Other disadvantages in Botswana can be failure of inspection which results in license being withheld or revoked by the Department of Tourism and negative cultural, social and environmental impacts due to the lack of tourist attractions being developed.

Conclusion

This research is a review of the advantages and disadvantages of the public/private sector tourism planning partnership. The public/private sector tourism planning is designed to serve the purpose of planning, financing and developing different facilities, attractions and infrastructure that are in the making. There are many advantages and disadvantages that are associated with the results of the public/private sector planning, which may impact the physical environment of a country. The advantages of public/private partnership includes employment opportunities, development of infrastructure and qualitative service, whereas the disadvantages may include loss of financial benefit, failure of inspection and negative impact on the cultural and social environment of a country.

**AC 1.1 DISCUSS HOW STAKEHOLDERS CAN BENEFIT FROM
PLANNING OF TOURISM DEVELOPMENTS WITH REFERENCE TO A
CURRENT CASE STUDY**

IMPORTANT!! PAY ATTENTION TO THE COMMAND VERB TO CARRY OUT THE CORRECT ACTIVITY **Discuss
means: to addresses different ideas and arguments.**

Examples of the command verb in use: <http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf>

| | | | |
|-----------------------------|---|------------------------|----------|
| PASS GRADE | To achieve a PASS Grade for the assessment you will: | Is the Grade Achieved? | |
| | 1. Discuss how stakeholders can benefit from planning of tourism developments. You MUST use the <i>case study</i> : "BEST PRACTICE CASE STUDIES IN TOURISM" that is attached to create and justify your arguments. Supporting ideas must also come from various sources to validate. See the link to the Case provided. | | |
| | 2. Cite four (4) or more reliable sources used in your work whether paraphrased, directly quoted or summarized using Harvard Referencing Style. | | |
| | 3. Use four or more (combination of) theories, concepts, skills, and modern tools of the practice. See the course outline and be guided. | | |
| | 4. Conduct adequate Research using the Harvard Referencing Style Correctly. | | |
| | 5. Link the discussion closely to the case study. | | |
| | 6. Justify arguments in your discussions using the research findings | | |
| | 7. The Paper is 750 – 1000 Words in length and laid out to effectively synchronize the: Introduction, Research Findings, Discussion of Case and Findings, and Conclusion. | | |
| | 8. Ends by keeping the promises the writer/s make/s in the beginning. | | |
| | 9. Reference Page includes all sources cited in-text and properly adapt the Harvard Style of Referencing. | | |
| Assessor's SCORE | A Pass Grade is awarded by _____ ON _____ | Y | N |
| MERIT GRADE | To achieve a MERIT Grade for the assessment criteria you MUST achieve the metrics for a PASS and In Addition achieve the following higher standards: | Is the Grade Achieved? | |
| | 1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate. | | |
| | 2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way. | | |
| | 3. End by keeping the promise that the writer makes in the beginning. | | |
| | 4. Conduct adequate Research through secondary and primary sources. | | |
| | 5. Conclusion is relevant to the findings, presented with justification. | | |
| Assessor's SCORE | A MERIT GRADE is awarded by _____ ON _____ | Y | N |

STUDENT/S NAME:

Page 2

| | | | | |
|------------------------|---|--|-----------------------------------|---|
| DISTINCTION GRADE | For the DISTINCTION Grade for the assessment criteria you MUST achieve the metrics for PASS and MERIT . In Addition, achieve the following higher standards: | | Tick where the Grade is Achieved. | |
| | 1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, the writer cares for his or her ideas, and about the language that carries them. | | | |
| | 2. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter. | | | |
| | 3. Apply the knowledge of subject concepts to the Business Case effectively. | | | |
| | 4. Identify, formulate, and solve problems. | | | |
| | 5. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools. | | | |
| | 6. Uses combination of theories, concepts, subject knowledge and skills effectively. | | | |
| | 7. Appendix with any of: surveys, interview questions, feedback, observation report, brochures, supporting documents etc. | | | |
| Assessor's SCORE | A DISTINCTION Grade is awarded by _____ ON _____ | | Y | N |
| REFERRED / RESIT GRADE | The student achieves a REFERRED Grade when the work fails to meet the minimum standard for a pass. | | Tick where the Grade is Achieved. | |
| | 1. Does not apply the discussion well to the Case Study. | | | |
| | 2. Did not apply the theories, concepts, course knowledge and skills effectively. | | | |
| | 3. The discussion often hangs on personal-opinion, expressing personal opinions, rather than justifying through the case and research findings, then further defending them. | | | |
| | 4. Rarely uses evidence well; sometimes does not use evidence at all. Even if it has a clear and interesting theme. A paper with insufficient supporting evidence is a D paper. | | | |
| | 5. Often has mechanical faults, errors in grammar and spelling. | | | |
| | 6. Little indication that the writer understands the material being presented. | | | |
| Assessor's SCORE | A REFERRED GRADE is awarded by _____ ON _____ | | Y | N |

**AC 1.2 DISCUSS THE ADVANTAGES AND DISADVANTAGES OF
PUBLIC/PRIVATE
SECTOR TOURISM PLANNING PARTNERSHIPS DRAWING ON A CURRENT
EXAMPLE**

| IMPORTANT!! PAY ATTENTION TO THE COMMAND VERB TO CARRY OUT THE CORRECT ACTIVITY | | | |
|--|---|--|------------------------|
| Discuss means: to addresses different ideas and arguments. | | | |
| Examples of the command verb in use: http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf | | | |
| PASS GRADE | To achieve a PASS Grade for the assessment you will: | | Is the Grade Achieved? |
| | 1. Discuss THE ADVANTAGES AND DISADVANTAGES OF PUBLIC/PRIVATE SECTOR TOURISM PLANNING PARTNERSHIPS. You MUST use the <i>case study</i> : "BEST PRACTICE CASE STUDIES IN TOURISM" that is attached to illustrate and support your arguments while also drawing ideas from various sources. Refer to the lesson content. | | |
| | 2. Cite four (4) or more reliable sources used in your work whether paraphrased, directly quoted or summarized using Harvard Referencing Style. | | |
| | 3. Use four or more (combination of) theories, concepts, skills, and modern tools of the practice. See the course outline and be guided. | | |
| | 4. Conduct adequate Research using the Harvard Referencing Style Correctly. | | |
| | 5. Link the discussion closely to the case study. | | |
| | 6. Justify arguments in your discussions using the research findings | | |
| | 7. The Paper is 750 – 1000 Words in length and laid out to effectively synchronize the: Introduction, Research Findings, Discussion of Case and Findings, and Conclusion. | | |
| | 8. Ends by keeping the promises the writer/s make/s in the beginning. | | |
| | 9. Reference Page includes all sources cited in-text and properly adapt the Harvard Style of Referencing | | |
| Assessor's | | | Y |
| SCORE | A Pass Grade is awarded by _____ ON _____ | | N |
| MERIT GRADE | To achieve a MERIT Grade for the assessment criteria you MUST achieve the metrics for a PASS and In Addition achieve the following higher standards: | | Is the Grade Achieved? |
| | 1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate. | | |
| | 2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way. | | |
| | 3. End by keeping the promise that the writer makes in the beginning. | | |
| | 4. Conduct adequate Research through secondary and primary sources. | | |
| | 5. Conclusion is relevant to the findings, presented with justification. | | |
| Assessor's | | | Y |
| SCORE | A MERIT GRADE is awarded by _____ ON _____ | | N |

STUDENT/S NAME:

| | | | |
|-------------------------------|---|-----------------------------------|----------|
| DISTINCTION GRADE | To achieve a DISTINCTION Grade for the assessment criteria you MUST achieve the metrics for a PASS and in Addition achieve the following higher standards: | Tick where the Grade is Achieved. | |
| | 1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, the writer cares for his or her ideas, and about the language that carries them. | | |
| | 2. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter. | | |
| | 3. Apply the knowledge of subject concepts to the Business Case effectively. | | |
| | 4. Identify, formulate, and solve problems. | | |
| | 5. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools. | | |
| | 6. Uses combination of theories, concepts, subject knowledge and skills effectively. | | |
| | 7. Appendix with any of: surveys, interview questions, feedback, observation report, brochures, supporting documents etc. | | |
| Assessor's SCORE | A DISTINCTION Grade is awarded by ON _____ | Y | N |
| | | | |
| REFERRED / RESIT GRADE | The student achieves a REFERRED Grade when the work fails to meet the minimum standard for a pass. | Tick where the Grade is Achieved. | |
| | 1. Does not apply the discussion well to the Case Study. | | |
| | 2. Did not apply the theories, concepts, course knowledge and skills effectively. | | |
| | 3. The discussion often hangs on personal-opinion, expressing personal opinions, rather than justifying through the case and research findings, then further defending them. | | |
| | 4. Rarely uses evidence well; sometimes does not use evidence at all. Even if it has a clear and interesting theme. A paper with insufficient supporting evidence is a D paper. | | |
| | 5. Often has mechanical faults, errors in grammar and spelling. | | |
| | 6. Little indication that the writer understands the material being presented. | | |
| Assessor's SCORE | A REFERRED GRADE is awarded by _____ ON _____ | Y | N |

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Plagiarism Check

AC 1.1

| Plagiarism Scan Report | |
|------------------------|--------------------|
| Summary | |
| Report Genrated Date | 24 Jan, 2018 |
| Plagiarism Status | 100% Unique |
| Total Words | 847 |
| Total Characters | 5644 |
| Any Ignore Url Used | |

Content Checked For Plagiarism:

This research focuses on how stakeholders would benefit from planning the developments of tourism in reference to the “Best Practice Case Study in Tourism” by Williams (2004). Business Dictionary (2018) and Freeman (1984) concurred that a stakeholder is anyone,

AC 1.2

| Plagiarism Scan Report | |
|------------------------|--------------------|
| Summary | |
| Report Genrated Date | 25 Jan, 2018 |
| Plagiarism Status | 100% Unique |
| Total Words | 897 |
| Total Characters | 5995 |
| Any Ignore Url Used | |

Content Checked For Plagiarism:

This research is based on the advantages and disadvantages of public/private sector