QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 5 Diploma in Hospitality and Tourism Management
Qualification No (RQF)	603/4404/0
Unit Name	Research Project
Unit Reference	HTM504
No of Credits	30 Credits

Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
  - Can be found at https://qualifi.net/qualifi-level-5-diploma-in-hospitality-and-tourism-management/
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

Plagiarism and Collusion

In submitting the assignment learners must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of https://www.turnitin.com as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Submission of Assignments

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

Assignment Question

You are required to carry out an independent research and enquiry into a research topic in this assignment. It should be a small scale research project about an area of hospitality and tourism within a business context of your own choice. You are expected to select a business organisation which you are already familiar with or have an interest in, for example through part-time employment, work experience or as customers. Ideally, the research project should deal with an opportunity or a problem at the organisation you have chosen.
You should select a manageable research area within a subject area related to hospitality and tourism.

You need to select suitable research context to develop the assignment based on assessment tasks. Assessment tasks are learning outcomes of the unit associated with Assessment Criteria. Assessment criteria are descriptions of requirements you are expected to meet to demonstrate that a learning outcome has been achieved. Therefore, you are required to generate sufficient evidence on assessment criteria to meet learning outcomes of the unit within the rules, regulations and standards to achieve credits of the unit.

Task 1 – Research Proposal (1000 words)

Develop a Research proposal

Based on the identified business problem or opportunity, you are required to develop an appropriate research proposal. Following areas should be covered in your proposal.

- You should introduce the business problem or opportunity with supporting data and trends. Moreover, it's important to briefly explain the background to the business problem or opportunity. You should be able to address the factors that contribute to the process of selecting the research project. Further, you need to outline the research project's aims and objectives.

- You are required to construct a detailed action plan (including methodology, allocation of resources, time schedule) and undertake a critical review of key resources for planned area of research.

Assessment Criteria

1.1: Outline a potential research proposal.

1.2: Address the factors that contribute to the process of selecting a research project.

1.3: Develop a research project proposal including a critical review of the key resources.

1.4: Develop an appropriate plan and procedures to carry out the agreed research proposal.

Task 2 – Research Project Report (3000 words)

Develop a Research report

You need to develop a research report in accordance with the planned proposal under task one. Following tasks should be completed within the report.

-You need to provide very brief research background and literature review. It's recommended to include a discussion of maximum of 300-400 words for this section.

- You must formulate possible research questions and hypothesis and match the resources efficiently. Further, you are required to undertake the proposed research project using suitable research methodology. You must record and collect relevant data as well.

- Finally, you are expected to apply suitable research techniques to evaluate the outcomes of the research project, interpret the outcomes to form conclusions and recommendations for future projects.

Assessment Criteria

2.1: Develop the research questions and hypothesis and match the resources efficiently.
2.2: Undertake the proposed research project using suitable methods.
2.3: Record and collect relevant data.
3.1: Apply suitable research techniques to evaluate the outcomes of the research project.
3.2: Interpret the outcomes to form conclusions and recommendations for future projects.

Task 3 – Power Point Presentation (maximum of 12 slides and 500 speaker notes)

Present the outcomes of the research project

You should present the outcomes of the research to the target audience using an appropriate Power point presentation.

Assessment Criteria

3.3: Present the outcomes of the research to the target audience using an appropriate format and media.

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
Content (alignment with assessment criteria)	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
Application of Theory and Literature	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
Knowledge and Understanding	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
Presentation and Writing Skills	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
Referencing	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

Instructor's Comments

Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).

2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."

3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	**Score**
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40

Total Score	220/5 = **44, Basic**

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