

VAN LANG UNIVERSITY
DEPARTMENT: TOURISM

EXAM/RUBRIC AND GRADING SCALE
FINA-COURSE EXAMINATION
Semester 3, Academic Year 2023-2024

I. General Information

Course Title:	Sustainable Development of Tourism		
Course Code:	72HOSP40053	Credits:	03
Class Code:	233_72HOSP40053_01		
Exam Format: - Group Essay (Non-Presentation) - No Retake	Exam Duration:	07	Days
<input type="checkbox"/> Individual	<input checked="" type="checkbox"/> Group		
File Naming Convention	course code_course title _class code_ group name		

1. Exam Format

- Font: Times New Roman
- Size: 13
- File Naming Convention: course code_course title _class code_ group name

2. Submission of Exam

After approval of the exam answers/rubric, the Head of the Department/Subject will send the exam answers/rubric to the Examination Center via email: khaothivanlang@gmail.com including a Word file and a PDF file (compressed and password-protected), and notify the sender's name via phone at 0918.01.03.09 (Phan Nhật Linh).

II. Exam Requirements to Meet CLO (Course Learning Outcomes)

(The following must coordinate with information from the detailed course outline)

CLO Code	CLO Content	Assessment Format	CLO Weight in Assessment (%)	Exam Question Number	Maximum Score	Data for PLO/PI Achievement
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 2	Proposing a business development strategy following sustainable trends	GROUP ESSAY (non-presentatio)	20	According to the exam content	10/10	PI 3.2/R
CLO 3	Propose a business plan to respond to market changes in order to minimize risks in hotel business		40			PI 5.3/R
CLO 4	Collaborating in teamwork, dividing tasks to efficiently address the set requirements		40			PI 7.1/R

III. Exam Content

1. Topic: The impact of sustainable tourism on creating positive travel experiences for customers in Restaurants and Hotels.

- Evaluate the importance of sustainable tourism in creating positive and meaningful travel experiences for customers in Hoi An/Sapa/Da Lat (choose one location for analysis).
- How can businesses in the restaurant and hotel industry optimize customer travel experiences through sustainable activities and amenities? Provide specific examples of businesses in the chosen location from question 1.1

1. Presentation Guidelines:

- Format as a Report Essay.
- Include a peer evaluation chart showing the percentage contribution of each group member.
- Include references

2. Rubric and Grading Scale

CRITERIA	WEIGHT %	EXCELLENCE (8-10 pts)	GOOD (6 -under 8 pts)	ADEQUATE (4- under 6 pts)	WEAK Under 4 pts
Presentation format of the report	10	Presented correctly according to formatting rules without spelling errors. Clear and bright writing style	Some mistakes in formatting/spelling errors. Fairly clear and coherent writing style	Many mistakes in formatting/spelling errors. Clumsy but still understandable writing style	Presentation does not follow formatting rules, many spelling errors. Many unclear parts
Setting the problem	20	Clearly and convincingly presents the importance of the issue	Presents the necessity of understanding the importance of the issue	Incomplete presentation on why understanding the importance of the issue is necessary	Fails to present why understanding the importance of the issue is necessary
Addressing the problem	60	Fully answers all posed questions, clear and accurate	Correctly answers content but with m	Correctly answers some questions but with significant mistakes	Fails to answer most questions
Conclusion	10	Concise conclusion, clear, draws profound lessons learned	Concise conclusion, clear, draws some valuable lessons learned	Logical conclusion but verbose, draws very few valuable lessons learned	Inappropriate conclusion that does not match results achieved; fails to draw valuable lessons learned
Total	100				

TP. Hồ Chí Minh, 07 July, 2024

Approved by



Nguyễn Thị Ngọc Linh

Examiner



Mai Thanh Thị Quỳnh Trang