



**London
South Bank
University**

Destination Management

UEL_5_DMG

**School of Law and Social
Sciences**

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Module Details

Module Title:	Destination Management
Module Level:	5
Module Reference Number:	UEL_5_DMG
Credit Value:	20 CAT points
Student Study Hours:	164
Contact Hours:	36
Pre-requisite Learning (If applicable):	N/A
Co-requisite Modules (If applicable):	N/A
Course(s):	BA (Hons) Tourism and Hospitality Management
Level and Semester	Level V Semester 1
Module Coordinator:	Alexis Preyre
Module Leader Contact Details (Tel, Email, Room)	020 815 8989 preyrea@lsbu.ac.uk Room 165
Subject Area:	Tourism and Hospitality
Summary of Assessment Method:	100% Coursework
External Examiner appointed for module:	Keith Donne

1. SHORT DESCRIPTION

The first part of the module introduces students to the complex relationships among stakeholders, resources, institutional structures and development philosophies which help to determine the nature of physical tourism development and the supporting tourism policies. It analyses the principles and philosophies behind planning and the ways in which planning destinations can be approached.

The second part considers concepts and techniques that may be applied to tourist destination in order to manage their ongoing growth and to avert the effects of decline. It identifies and applies a series of techniques to a variety of destination types and analyses the interests and roles played by a variety of stakeholders.

2. AIMS OF THE MODULE

The aims of the module are to provide an understanding and appreciation of:

- The prevailing tourism development philosophies, tourism strategies and development programmes;
- The nature of town planning and tourism planning processes;
- The development frameworks within which tourism planning and management are set;
- The basic nature of physical national, destination and site plans;
- To engender knowledge concerning the understanding of destination management issues and the actions that can be taken to address these.
- To identify how these differ between different destination types

3. LEARNING OUTCOMES

3.1 Knowledge and Understanding:

LO1: Analyse and evaluate tourism destinations from a planning, market, organisation and social perspective.

LO2: Interpretation of business and research data to aid the development and management of tourist destinations.

3.2 Intellectual and Research Skills:

LO3: Analyse the role of the main stakeholders and understand the need to co-ordinate their inputs into the planning and management processes.

3.3 Transferable Skills and Personal Attributes:

LO4: Ability to link problems and issues to answers via research and analysis.

LO5: Access, select and synthesise data from library and internet sources to aid the development of a destination plan and to critically analyse destination planning philosophies.

4. ASSESSMENT OF THE MODULE

ASSESSMENT METHOD

Formative Assessment:

Feedback from Tutor about research undertaken on destination planning philosophies in seminar sessions.

This coursework will cover **LO3, LO4 and LO5**.

Summative Assessment:

The module is assessed 100% by coursework:

This coursework will cover **LO1, LO2, LO3, LO4 and LO5**.

Students are required to:

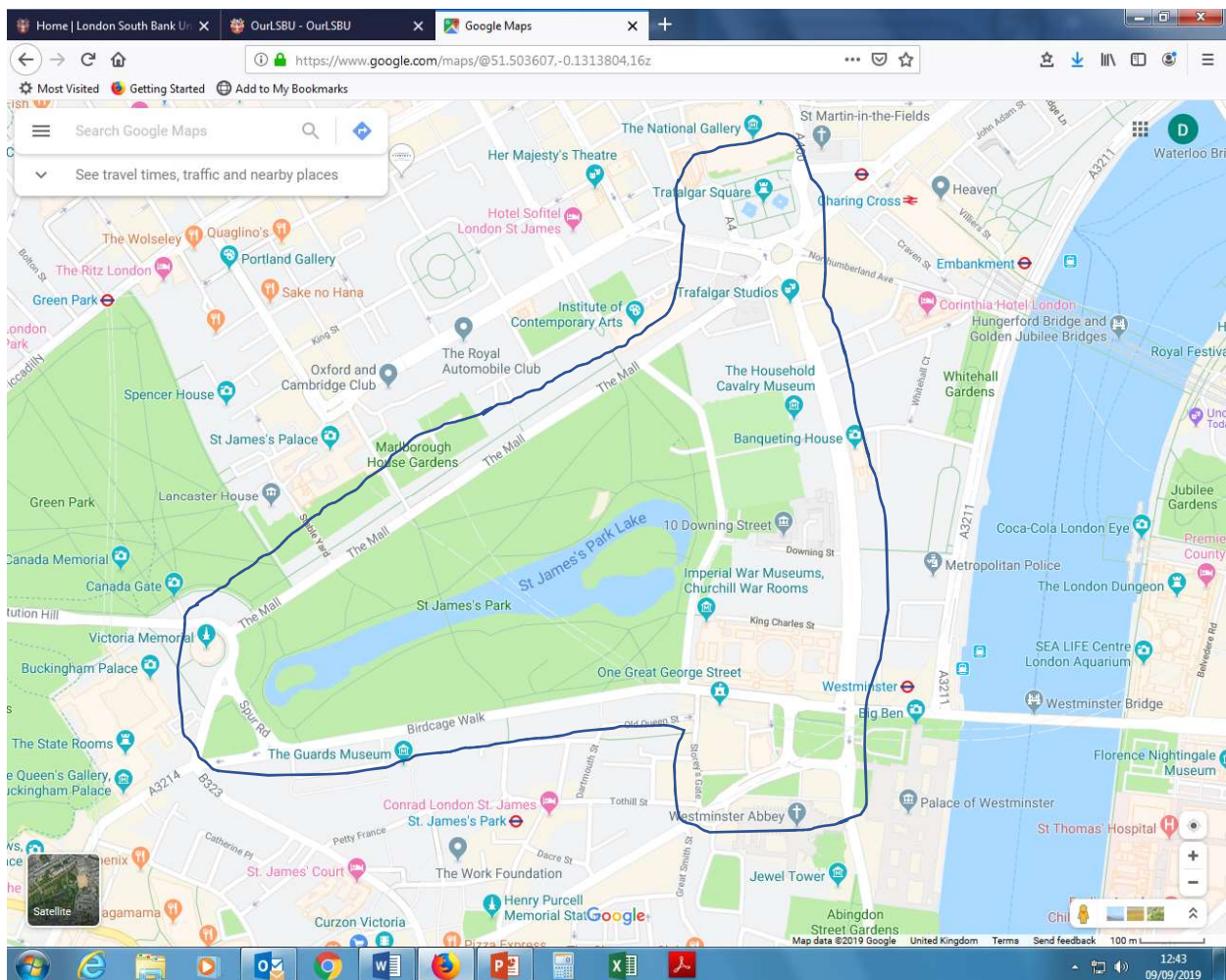
Coursework 1: an individual report analysing the destination resources and visitor experience at your given site and the constraints and opportunities that either stop or enable the visitor experience being improved. 1,500 words

Coursework 2: is a destination management plan aimed at making a destination within London more dynamic and lively. Group work, 2000 words equivalent, done as a 10 slide power point presentation as if presenting a consultancy report outcomes to a Destination Management Organisation client. Worth 50% of the module due in academic week 15

The presentation was to last no more than 15 minutes which is to be followed by a 5-minute question-and-answer session. The overall assessment time will not exceed 20 minutes.

TASK

Your coursework is based on our field trip to the area indicated on the below map of London.



Coursework 1 – Individual Report worth 50% of the module

A Destination analysis of the area which includes an assessment of its character (physical, social, economic), an evaluation of the existing tourist resources and a critical overview of any tourism planning issues emerging from the analysis. It is important to present, explain and demonstrate an understanding of the area.

A Destination analysis or appraisal sets the initial parameters from which proposals for an area are developed and feeds back into the process as the outcomes are evaluated. You should identify broad themes for assessing the area (see below). Think of your overall impression of the area, what is unique about it, what major things need to be done the area as a whole to attract visitors in an organised way which helps them to navigate to and around the destination and understand the nature of its appeal?

Ask some relevant questions such as:

- Where is the area you are looking at? – reference to a good map. (do not use A-Z or tourist maps)
- A very brief history of the site 150 words max);
- What is the role of the area within London's economy and visitor appeal?
- What benefits or problems can you observe or identify from your research?
- Existing resources – what is there already – or planned e.g. new attractions – show an audit of businesses and resources as an appendix – are there any identified clusters?

- What works well – what are the strengths of the area that can be built on?
- What needs to be improved?
- What constraints are there?
- What opportunities are there?
- Who does this destination appeal to and is their experience being satisfied?
- Who are the stakeholders – what is their role and influence?
- What conclusions do you reach – what are the key issues that the area has to think about when planning its tourism development?

Word Length: 1500 words

Date and place to be handed in: 08/11/19, Coursework must first be submitted electronically through the module site

Structure of Coursework 1: Individual Report (1500 words - +/- 10%)

1. Locating the area.

Where is it? Set the area within the context of the wider city? Consider the location of the area in terms of the complex economic social and political forces that dominate London and its battle to remain a world city.

2. Understanding the local dynamics.

Understand how uses have given the area its character. Who are the main users groups. (residents / workers / tourists / organisations and institutions)? Do they overlap? Do they have conflicting interests? Is there any defined community? Who may be negatively affected by tourist activity?

3. The spatial character of the area

Refer to dominant architectural styles or building traditions which make a contribution to the character of the area. Discuss the idea of space in relation to its morphology but also to the different concepts of public realm e.g. roads, open space, streets, squares etc. Examine the relationship between the site and London in terms of access and linkages, circulation, transportation and routes, roads, general infrastructure etc. How do people move around? Are there elements that make this place distinctive?

4. Available resources in the area

Recognise the existing resources, are they appropriate or could they be improved?

5. Development pressures and policies.

Consider the various plans and strategies of the Greater London Authority and Westminster City Council. Do the policies or proposals for the area constrain what you may do? What is the reasoning for this?

6. Identifying the main issues to be taken into consideration for the development and management of the area. This could be based on a SWOT (but remember a SWOT is not just a list of ideas but justified and researched and referenced list) or constraints / opportunities analysis with additional comments and illustrations.

You must include a good quality map which will show:

1. areas of main interest / intervention
2. primary tourist resources and infrastructure
3. access – connectivity – routes

4. existing major poles and attractions

Use appropriate coding and legends to represent the various components. Avoid unnecessary decorations / ornaments / patterns on pages. Be precise and clear Include sketches, graphics and photographs to clearly explain your proposals

Feedback to Student: 15 working days after submission date

Assessment Criteria – Coursework 1

Quality and depth of analysis	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st
Evidence of research and critical thinking	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st
Demonstration of an understanding of issues relating to tourism planning	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st
Originality and quality of visual material and standards of graphic Presentation	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st

Learning Outcomes covered:

This coursework will cover **LO1** and **LO2**.

Date and place to be handed in: 08/11/19, Coursework must first be submitted electronically through Turn-it-in to check for plagiarism, available through the module site and then uploaded on the coursework submission link. **Please note that work submitted via the Turn-it-in link on Moodle is not considered as a submission. Having uploaded the work through the plagiarism tool (which is called Turn-it-in) you must then submit your coursework through the coursework submission link. Failure to submit your work through the coursework submission link on the Moodle site will result in a non-submission of coursework.**

Feedback to Student: 15 working days after submission date

We are using a marking scheme whereby you are marked on a scale of fail which is poor to 1st which is excellent for each criterion, rather than allocating a set amount of marks to each criterion. An overall impression of the work's quality can therefore be formed, rather than marking to a rather dry and mechanical percentage basis. You will still be awarded an overall percentage mark. Detailed assessment criteria (and feedback sheets) can be found in section 9 of this module guide.

Written work

- Your student name and identification number must be clearly stated at the top of each page of your work.
- Each page must be numbered.
- 1.5-line spacing should be used.
- Where appropriate, a contents page, a list of tables/figures and a list of abbreviations should precede your work.
- All referencing must adhere to LSBU requirements, following the **Harvard referencing format**.
- A word count must be stated at the end of your work, before the reference list.
- Your course, level, and the appropriate module title must be included as "footer" on each page.
- Appendices should be kept to a minimum and be of direct relevance to the content of your work.
- All tables and figures must be correctly numbered and labelled.
- Your assignment / coursework should be submitted via Turnitin

As a guide the percentage / grade equivalence is:

70% +	= First Class
60 – 69	= 2:1
50 – 59	= 2:2
45 – 49	= 3 rd
40 – 44	= pass
30 - 40	= marginal fail
<30	= fail

At both under and postgraduate level problems with poor referencing and plagiarism have been increasing over the years largely due to students using internet sources inappropriately. To help improve the quality of your work, especially academic referencing skills, we are using the Turn-it-in service. Through the Moodle site for this module you must upload your assignments for checking by Turnitin. You must attach both the turn it in receipt and originality index to your work.

Turn-it-in is software that checks the text of your assignment against a database of books, journals and web pages, and gives a report on matches it finds in your work against this database. Good scholarship requires that you should draw on others' work but when quoting directly you must use double speech marks or indent larger quotations, putting the source in brackets (including the page number) in the Harvard style (see the LSBU Library leaflet available on the moodle site). When paraphrasing you must also give the source. Turn-it-in generates a report highlighting non-original text and it generates a non-originality index. There is no 'correct' percentage level for the non-originality index as this depends on the nature of your work and the way you use your sources.

Include after the title page of your essay, report, etc your Originality Index read out downloaded from Turnitin. Having submitted your work into Turn-it-in you should then REVIEW your work again, taking into account the full Turn-it-in read-out and detailed highlighting of text that it provides. Turn-it-in is there to aid your scholarship, it is not there just to enable you to reduce your Originality index.

Please Note:

Turn-it-in is not a coursework submission tool. Having reviewed your work after Turn-it-in has reported back to you, you MUST then submit your work electronically via moodle. If you submit only through Turn-it-in your work may not be marked and you will be in danger of receiving a mark of ZERO.

Coursework 2 – Group Presentation worth 50% of the module

The purpose of Coursework 2 is a group (no more than 3 people per group) work presentation to develop is a destination management plan aimed at making the destination analysed in Coursework 1 more dynamic and lively done as a 10 slide power point presentation as if presenting a consultancy report outcomes to a Destination Management Organisation client.

Word Length: 2000 words equivalent, done as a 10 slide power point presentation.

Date and place to be handed in: 02/01/2020, Coursework must be submitted electronically through the module site.

You must deliver your presentation on Friday 17/01/2020 at 2pm in the scheduled taught session.

Structure of Coursework 2: Presentation

Outline a plan that demonstrates how you would ensure that the destination you have envisaged in Coursework 1, would have vitality and animation as well as being managed for the benefit of a wide variety of stakeholders and tourism markets.

Based on the previous analysis in the area and the issues that you will have identified, you will develop proposals for a Destination Management Organisation and a Destination Management Plan for the area.

You can use the following structure:

1. *Introduction: a brief summary of the destination vision and resources based on Coursework 1.*
2. *The Destination Management Organisation: this is an outline of the organisational structure that you propose for the DMO. It might include:*
 - a. *Structure – board of directors, named working groups, membership of the board and groups*
 - b. *Tasks and priorities of the board and the groups*
 - c. *Partnerships with other organisations – with whom and why, what would be the outputs*
3. *The destination management plan:*
 - a. *an annotated map of the management issues around the destination and your proposals to deal with these;*
 - i. *marketing: target markets, their interests and what they will do on site, are you going to name or brand the destination? What will the brand, strap line logo be? What is the destinations USP, why will tourists come here rather than elsewhere?*
 - ii. *environmental improvements (e.g. to pinch points in circulation – how can you address this; streetscape quality, improving architectural integrity)*
 - iii. *resident relations – how will this be managed, what will you do? Is it important in this location?*
 - iv. *events – where, which, who aimed at*
 - v. *interpretation – what themes, what techniques*
 - vi. *information provision – how (virtual and / or tangible e.g. signage)*
 - vii. *accessibility issues (is all the destination accessible to all e.g. wheelchair / pushchairs, blind, deaf etc) what could you do about this.*
 - viii. *customer care proposals – training, standards for service providers*
4. *Action and Accountability – who takes the actions (groups, partners, Board) to implement the plan? How are they to be monitored and measured to assess whether they are achieving their goals*
5. *Conclusion: how have you addressed the 10 As and questions they raise*

Assessment Criteria – Coursework 2

Depth of research and reference to good practice throughout the Presentation	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st
Innovation and variety within the management plan	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st
Critical justification for the composition and tasks of The Destination Management Organisation	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st
Quality of presentation*	Fail--- 3 rd --- 2:2 --- 2:1--- 1 st

*For this element of the assessment see the presentation assessment sheet in section 9, p16 of the module guide.

Learning Outcomes covered:

This coursework will cover **LO3, LO4** and **LO5**.

Duration of Presentation: 15 minutes

Presentations to take place on: 17/01/20

Feedback to Student: 15 working days after submission date.

5. [FEEDBACK](#)

Students can normally expect to receive written feedback 15 working days after the deadline submission. This will be emailed to you via the moodle site. All marks given are provisional and are subject to change. These provisional marks need to go through a moderation process and the marks need to be approved by the exam board. Once this has taken place you will be able to see the final mark through the MY LSBU link.

Please note that coursework cannot be submitted by email, fax or post or to individual Tutors.

Feedback from Students

The Module Evaluation Questionnaires indicated that 57% found the quality of the lecture good/very good and that 55% found the seminars good/very good, thus there will be more student input and discussion in the seminars this academic year. 65% of the participants found the moodle site good/very good and more effort will be put into communicating and using e resources in the new semester.

6. [INTRODUCTION TO STUDYING THE MODULE](#)

6.1 Overview of the Main Content

- **Reasons for the Planning System:**
Introduction the UK planning machinery and its relationship to tourism; familiarity with the different types of plans which tourism development requires; sustainability as the key development philosophy.
- **Planning Scales:**
Considers the roles of stakeholders and nature of plans and policies at different scales of tourism. It also considers what might go into a typical formal tourism plan at each level.
- **Implementation:**
This considers the need for co-ordination of stakeholders and the interconnectedness of the various scales of planning. It also considers the various approaches to planning and revisits the importance of sustainability in contemporary planning.
- **Destination Management:**
Establishes the principles behind the concept of destination management including issues of capacity management, public resources, the role of marketing, management partnerships visitor education and customer relations and service quality. These are expanded upon in the seminar sessions in a practical sense by way of the development of a destination plan for part of Central London.

6.2 Overview of Types of Classes

The module will be taught by a series of lectures and workshops. Lectures will identify the key themes of organisational analysis and behaviour. The workshops are designed as practical sessions for students to apply some of the key concepts developed in lectures and derived from students reading. Some of the workshops will involve students working in groups to develop material for group presentations.

6.3 Importance of Student Self-Managed Learning Time

Self-managed study is crucial to this module. The lectures give you the basic theoretical background and will introduce key concepts. It is advised to read from the extensive book list provided and to search for journal articles that will enhance your level of understanding in the field of managing tourism and hospitality organisations.

6.4 Employability

Students will learn about motivation and management techniques relevant to the tourism, hospitality and events industries, as well as have experience of working with others in delivering workshops and presentations. Tourism, hospitality and events organisations will require suitably trained and aware staff. This module prepares students for working effectively within their chosen profession.

7. [THE PROGRAMME OF TEACHING](#)

Week	Class Content	Notes
1	Introduction to the module Lecture: Revision of tourism concepts: Tourism/destination/sustainable development/sustainable tourism/impacts of tourism.	
2	Site Visit: meet at Nelson's Column in Trafalgar Square at 2pm. The walk will be about 1 hour 30 minutes to 2 hours. Make sure you have comfortable shoes and a coat	
3	Destination Planning Philosophies and Processes Planning for sustainable tourism. Seminar: Discussion on appropriate philosophies for your coursework site	
4	Lecture: What is policy? /Tourism policy and destination development. Seminar: Analysing England's tourism policies	
5	Lecture: Local Level Tourism Planning and policy National scale tourism planning and policy. Seminar: Analysing Westminster City Councils Tourism and planning policies	
6	Lecture: Destination Management Principles and Techniques? Seminar: Destination Management in Barcelona	
7	Lecture: Destination Management Organisations Seminar: Destination Management Failure: worldwide examples	
8	Field Trip to Barcelona	
9	Lecture: Destination Positioning, Image and Branding	

	Seminar: Re-positioning and rebranding Barcelona	
10	Lecture: Management the Visitor Experience: quality, information and interpretation Seminar: discussing Interpretive themes for your site	
11	Briefing for Coursework 2 Establishing your group	
12	Formative feedback on draft outlines for you presentation	

8. [LEARNING RESOURCES](#)

Core Reading

- Godfrey, K and Clarke, J (2000) **Tourism Development Handbook: A Practical Approach to Planning and Marketing**. London: Cassell
- Mason, P., (2015) **Tourism impacts, planning and management**. London. Routledge.
- Morrison, A (2013) **Marketing and Managing Tourism Destinations**. London. Routledge.

Optional Reading

- Costa, C., Panyik, E. and Buhalis, D. eds., (2014) **European tourism planning and organisation systems: the EU member states (Vol. 61)**. Channel View Publications.
- Dredge, D. and Jenkins, J (2007). **Tourism Planning and Policy**. Milton Australia: John Wiley.
- Edgell, D. and Swanson, J. (2013) **Tourism Policy and Planning: Yesterday, Today, and Tomorrow**. London: Routledge.
- Goeldner, C. & Ritchie, J.R.B. (2005) **Tourism: Principles, Practices, Philosophies**. Wiley
- Gunn, C. and Var, T. (2002) **Tourism Planning. Basics, Concepts and Cases**. London: Routledge
- Hall, C.M. (1999) **Tourism Planning: Policies, Processes and Relationships**. Harlow: Prentice Hall.
- Hall, C.M. and Lew, A. (2009) **Understanding and Managing Tourism Impacts: an Integrated Approach**. London Routledge.
- Howie, F (2003) **Managing The Tourist Destination**. London: Continuum
- Jamal, A and Jamroz, U (2006) **Collaborative Networks and Partnerships for Integrated Destination Management**. In Buhalis, D and Costa, C (eds) **Tourism Management Dynamics: Trends, management and tools**. London. Elsevier pp 164 – 172
- Moscardo, G. and Benckendorff, P. eds., (2015) **Education for Sustainability in Tourism: A Handbook of Processes, Resources, and Strategies**. Springer.
- Phillips, R. and Roberts, S. (2012) **Tourism, Planning, and Community Development**. London: Routledge
- Simpson, K. (2005) **Back to the Future: In Search of an Effective Tourism Planning Model**. London Elsevier

Additional reading materials will be posted every week on Moodle.

9. [ASSESSMENT CRITERIA FOR COURSEWORK](#)

Assessment Criteria for Coursework 1

90 - 100%

A quite exceptional and outstanding answer, providing insights which would not be available publicly and would, with some editing, be publishable. In addition to the features of the next section, this range is distinguished by superior organisation, economic use of language and totally comprehensive, given the conditions of the exercise.

80 - 89%

An answer which demonstrates an excellent understanding of the question and of the complexity of the issues involved. There is a sound basis of relevant factual knowledge and/or the theoretical issues involved. Most of the important issues are dealt with in a detailed, specific and systematic way. There is either some measure of original thinking in the answer or an accurate and comprehensive account is given in a way which demonstrates understanding, for example by structuring the material such that it

could not have been based just on reproduction of lecture notes and course material. Evidence of creativity, critical approach, and wide reading beyond the core subject matter.

Excellent 70 - 79%

As above but a slightly less consistently excellent level. Alternatively, this range of mark may be given for an answer which, while not having original insights, gives comprehensive and accurate coverage of the issues at a high level throughout the answer, without significant omissions or errors and has demonstrable applications for the rural hospitality and tourism industry.

Very Good 60 - 69%

An answer which demonstrates a clear understanding of the question and grasp of the complexity of the issues and tensions involved. There is a good correlation between the critical reflection based upon the field study trip and the theoretical issues involved, with few significant errors. The issues involved are dealt with in a systematic way. Some of the issues may be limited in critical approach but organised to display a comprehensive understanding and factual information essentially complete.

Good 50 - 59%

An answer which demonstrates an understanding of the issues in the question. There is a reasonable level of critical reflection and critical understanding of relevant theoretical issues and tensions. Most of the theoretical knowledge presented is at the level of obviously available course material given to the student, but there is also evidence of current industry practitioner input. Although some errors may be present, the overall framework of the answer is sensible and accurate. The answer shows planning in its construction, with a clear train of thought or development of argument present. Average competent performance, well presented, demonstrating understanding of most of the essential issues.

Acceptable 40 - 49%

An answer which demonstrates a limited understanding of the issues in the question. There is some reflection based upon the field study trip and some awareness of theoretical issues, but it is patchy. A few significant errors may be present. The answer is not well planned, with little development of argument or problem resolution. Much irrelevant material is present. Lacks clarity of expression. Only minimal evidence of current industry practitioner input.

The lower range (40-45) would include an answer where current relevant factual knowledge and/or awareness of theoretical issues is poor and confused, but not absent. Many significant errors may be present. The answer is poorly planned, with little clear train of thought or development of argument, and much of the answer may be irrelevant. Work not proof read, many grammatical and spelling errors.

Unacceptable, Border Line Fail 30 - 39%

Attempts an answer, but relevant factual knowledge and/or awareness of theoretical issues is very poor and confused, and very limited with many significant errors. Does not meet the minimum referencing and/or word count requirement.

Unacceptable, Clear Fail 10 - 29%

Not clear that an answer is properly attempted. Only a few minor points made at all relevant to the answer and these may be superficial. Most material is irrelevant or incorrect. Does not meet the minimum referencing and/or word count requirement.

1 - 9%

An answer that is so short or irrelevant that only a few marks are justified. For example, one or two points may be made which show some peripheral awareness of certain possibly relevant issues. Does not meet the minimum referencing and/or word count requirement.

0

No answer is presented. A zero mark may also be warranted for unfair practice such as plagiarism or collusion.

Division of Urban Environment and Leisure Studies
Assessment Feedback Sheet coursework 1

Student number	
Course	BA Tourism and Hospitality Management
Module title & Code	UEL 5_DMG
Deadline Date	08/11/19

Assessment Criteria	Excellent 70%+	Very Good 60-69%	Good 50-59%	Weak 40-49%	Poor 0-39%
Quality and depth of analysis					
Evidence of research and critical thinking					
<i>Link between Market Research and Product Development Ideas</i>					
Demonstration of an understanding of issues relating to tourism planning					
Originality and quality of visual material and standards of graphic Presentation					

Overall Agreed Mark (%)

NOTE: All assessments and marking are subject to the *Academic Regulations for Taught Programmes 2012/13*

I have read the student's Support Arrangements Form and have marked the work in accordance with the University's DDS Marking Policy.

Applicable/Not Applicable (delete as appropriate)

The attributes of your work that have led to this mark are:

To improve the mark, you would need to:

Signed		Date:	
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Assessment Criteria for Coursework 2

Division of Urban Environment and Leisure Studies Assessment Feedback Sheet for coursework 2 – PowerPoint Presentation

Student number	
Course	BA Tourism and Hospitality Management
Module title & Code	UEL5 DMG
Deadline Date to upload PowerPoint onto moodle for the presentation	13/01/20

Assessment Criteria	Excellent 70%+	Very Good 60-69%	Good 50-59%	Weak 40-49%	Poor 0-39%
<i>Depth of research and reference to good practice throughout the Presentation</i>					
<i>Innovation and variety within the management plan</i>					
<i>Critical justification for the composition and tasks of the Destination Management Organisation</i>					
<i>Style of presentation (verbal and visual presentation) see presentation assessment sheet on page 17 which will be completed by the module leader during your presentation</i>					

Overall Agreed Mark (%)

NOTE: All assessments and marking are subject to the *Academic Regulations for Taught Programmes 2012/13*

I have read the student's Support Arrangements Form and have marked the work in accordance with the University's DDS Marking Policy.

Applicable/Not Applicable (delete as appropriate)

The attributes of your work that have led to this mark are:

To improve the mark, you would need to:

Signed		Date:	
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Presentation Assessment Sheets (handwritten during the presentation)

Student Number _____

Student Number _____

Student Number _____

Presentation Title

Presentation

Introduction: Motivation and Interest

Development: Logical Presentation
Progression
Technical Correctness
Appropriate Business Structure

Conclusion: Recap

Communication: Appropriateness & Relevance
Aids Quality
Control

Relationship: Questions
with Group Manner in Handling
Quality of Answers

Manner &: Confident
Voice Business-like
Use of Voice/Language/Body

Effectiveness of Presentation:
Did all group members understand the issues and possible solutions proposed

Marked Strengths and Weaknesses:

General Comments:
