

AIM University Group

TERM PAPER | ASSIGNMENT BRIEF

IslandX Tours: Cumulative Assignment Brief (50% of Course Grade)

Welcome to Your IslandX Journey

Imagine you've just been recruited as part of a small team of aspiring travel entrepreneurs to launch a brand-new tour company, IslandX Tours. This company is not just another name in travel; it's your brainchild, built to take travelers on immersive, sustainable, and unforgettable adventures. But before you welcome your first guests, you'll need to research your market, plan your tours, and ensure that your operations comply with legal and ethical standards.

Over the course of 10 weeks, you will build the IslandX Tours business from the ground up. Every week brings a new mission—complete with tools, insights, and deliverables—that feeds into your final portfolio and team pitch.

Integrated Assignment For The Courses:

- Travel and Tours Operations Management
- Business Research & Analytics, and
- Tourism & Hospitality Law and Ethics

Assessment Weight & Format

- Assessment Weight: 50% of your overall course grade
- Format: Individual project with group components
- Submission: Final deliverables due in Week 10
- Presentation: Week 10 Pitch Event

Weekly Deliverables

- Week 1: Group brainstorm map + quiz
- Week 2: Tour concept outline + research plan
- Week 3: Stakeholder map + service contract draft
- Week 4: Ethical case study + survey draft
- Week 5: Draft itinerary + cost estimate
- Week 6: Survey data analysis + CRM map
- Week 7: Legal and risk checklist
- Week 8: Infographic/poster on trends
- Week 9: Draft business plan and research report
- Week 10: Final pitch presentation + full submission (Individual)

Capstone Deliverables (Due Week 12)

1. Tour Operations Plan (1,500–2,000 words): Itinerary, pricing, supplier selection, transport, CRM.
2. Business Research Report (2,500–3,000 words): Research aim, data collection, analysis, insights.
3. Legal & Ethical Compliance Plan (2,000 words): Regulatory contracts, ethics, risk tools.
4. Final Group Pitch (10–15 slides): Team delivery with visuals and business case.

Grading Criteria

Your grade will reflect:

- Integration of operations, research, and law
- Use of data and real-world analysis
- Creativity and clarity in design
- Legal/ethical accuracy
- Presentation and writing quality
- Individual and team collaboration

Tips for Success

- Contribute each week—your capstone will come together naturally
- Use workshops and feedback loops
- Think like a traveler, act like an entrepreneur, and plan like a professional