

**Report of a Travel Plan for the top 15 Students in NO.1 Middle
School Affiliated to Central China Normal University**

Module: Leading and Managing Projects

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Report of a Travel Plan for the top 15 Students in NO.1 Middle School Affiliated to Central China Normal University

Executive summary

This project report, designed by Wuhan Youth International Travel Agency (WHYITA), will provide a seven-day travel plan to Beijing for the top 15 students as the reward funded by the No.1 Middle School Affiliated to Central China Normal University. It begins with the analysis of reasons why this project will be conducted, followed by the description of aims and objectives of this travel plan.

Next, the project report will focus on the environmental analysis and Stakeholder analysis. A SWOT analysis will be generated to better understand Wuhan Youth International Travel Agency based on the exploration of internal factors (strength and weakness) and external factors (opportunity and threat). Moreover, that different parties involved in this project can exert influences or show any interest will also be fully analyzed.

Then, the operational requirements of this project will cover the following aspects, time allocation, personnel arrangement, risk management and resource planning. Besides, the total cost through the whole project will be estimated, and the final profits and evaluation of this project will be also analyzed.

Eventually, it draws a conclusion that the project is fruitful and recommendations will be given to make the project go far.

1. Project description with business case

1.1 Project description

This project is intended to design one week's travel plan to Beijing, the capital city of China, from 1st to 7th in December, for the top 15 students in No.1 Middle School Affiliated to Central China Normal University. This is because those 15 students got good grades in the mid-term examinations. The president of this famous school decided to give them a reward so as to encourage them and other students study harder and harder. It is also a great opportunity for those 15 students not only to ease their heavy tension from the college entrance examination, but also to experience and learn more about this great city in China by themselves. As a result, after various comparisons and considerations, this school entrusted Wuhan Youth International Travel Agency (WHYTA) to make a detailed and perfect travel plan for those student. For WHYTA, it aims to gain 15% profits through this travel, funded by No.1 Middle School Affiliated to CCNU. Furthermore, its brand awareness will also greatly enhanced and its business will be expand to schools, even more areas.

1.2 Business case

It is widely known that every Chinese student must attend college entrance examinations, called "Gaokao". It is the culmination of many years' hard work, of repeating past papers and in large part, learning by rote (Sudworth, 2012). So Chinese high school students are exposed to increasingly heavy pressure from many aspects, like their parents' high expectations, teachers' evaluation and classmates' competition. No.1 Middle School Affiliated to Central China Normal University has been the top one among high schools in Hubei province of China, which is the only "window school" named by the people's Government of Hubei Province in 1992. This school extensively participates in overseas "Confucius Classroom", being one of the most famous national "Chinese international promotion middle school base", and the German Goethe Institute "shaping future partners" project cooperation school (No.1 Middle School Affiliated to CCNU, 2018). Studying in this prestigious school, students are bound to suffer much more pressure. So the president of this school set up a project -- a seven-day travel to Beijing for those top 15 students who got good grades in the mid-term examinations. Moreover, the school selected Wuhan Youth International Travel Agency to design a travel plan for them.

Wuhan Youth International Travel Agency has a group of high-quality, experienced and qualified employees, mainly engaged in domestic tourism business, undertaking tourism and leisure, academic investigation, exploration and camping, study and education tour, summer camp and various types of conferences and other projects (Wuhan Youth International Travel Agency, 2020). All in all, this brilliant travel agency has the ability to provide a perfect travel experience for this school and also its own expected profits will also be achieved.

The reason why Beijing becomes the destination of this travel is that it is China's political, economic and cultural center, a world-class modern international metropolis. It is also one of China's "four ancient capitals" with a very long history. Besides, Beijing is the world's largest city with 6 World Heritage sites, and the world's first capital city with a World Geopark. Beijing is rich in tourism resources, with more than 200 tourist attractions open to the outside world (China Highlights, 2019). Beijing is also one of the most developed areas of education in China, such as Peking University, Tsinghua University and so on. Through this travel, students are supposed to experience and learn more about the capital city, Beijing. Furthermore, students can set up their own goals to their own ideal colleges and universities.

1.3 Project aims and objectives

Funded by No.1 Middle School Affiliated to CCNU, WHYITA aims to generate a travel plan for the top 15 students as the reward to give them a great opportunity to know more about Beijing and encourage them to study harder.

Four objectives of this project will be listed as follows:

- WHYITA will meet school's demand to inspire those 15 students to perform better and study harder.
- A strong cooperation link will also be established between this school and WHYITA.
- WHYITA would like to gain 15% profit after this travel ends on 7th December 2020.
- WHYITA's brand awareness will be greatly enhanced in this school.

2. Environmental analysis

In terms of the environmental analysis, great importance will be attached to a SWOT analysis and the stakeholder analysis. The SWOT analysis is to explore and appraise WHYITA's strengths and weaknesses, known as internal factors, and its opportunities and threats, referred to as external factors that are facing in the market (Jamaledine, 2018). Moreover, the stakeholder analysis will pay more attention to identifying all stakeholders, assessing their needs and interests and clarifying how these elements will influence this project (Project Management. com, 2018).

2.1 SWOT analysis of WHYITA

Just as mentioned, WHYITA is a fantastic travel agency in Hubei province, located at Wuhan. Here is a SWOT analysis of it.

Strengths

The key strength that distinguishes WHYITA from other travel agencies lies in the power of its team and workforce. WHYITA has a team that spares no efforts to provide clients value for its money. Employees here are well trained and equipped to pay more attention to details to satisfy its customers. It is also one of the most famous travel agency at Wuhan, moreover, it is well received among its consumers (Wuhan Youth International Travel Agency, 2020).

Weaknesses

Although WHYITA is really experienced at organizing trips for its clients, these trips only involve short distance. Its businesses need to be expanded to international travels (Wuhan Youth International Travel Agency, 2020). In addition, it still takes some time for WHYITA to occupy the whole market in Hubei province and gain more and more acceptance and satisfaction from its clients.

Opportunities

Considering the increasing number of individuals, families, schools and other organizations who travels on a daily basis within China and to other corners of the world, the opportunities in the travels and tours industry is massive and promising (Guangming Daily, 2019). It is believed that WHYITA is ready to make full use of any opportunity that comes. Besides, it has become the tradition that schools in China will cooperate with local travel agencies to design some trips like summer or autumn trips to make students more independent. This project is a good example of opportunity WHYITA has seized.

Threats

There are many excellent travel agencies at Wuhan, like Hubei Crown Holiday International Travel Service, China International Travel Service Hubei and so on, thus making the competition among those travel agencies more severe (Travel China Guide, 2019). In a word, clients may choose other travel agencies. There are still many smaller travel agencies trying to break into the market at lower prices, which poses another threat to the further development of WHYITA.

2.2 Stakeholder analysis

Stakeholder analysis aims to systematically examine and appraise stakeholders by their power and interest for more effective prioritization, management and engagement (Stakeholdermap. com, 2015). The following analysis indicates stakeholders' interest and influence, and the stakeholder mapping can be seen in appendix 1.

- 1) No. 1 Middle School Affiliated to CCNU

Obviously, No. 1 Middle School Affiliated to CCNU remains the decider of this project, which has provided the required fund for Wuhan Youth International Travel Agency, so this school enjoys high power. What's more, if this travel is managed well, high interest will be gain in shaping a brilliant image of this school and attracting more and more talents from different regions of Hubei province, even other parts in China.

2) Top 15 students in No. 1 Middle School Affiliated to CCNU

Maybe these top 15 students in No. 1 Middle School Affiliated to CCNU become the most significant stakeholders. The whole management of this project, to large extent, depends on those 15 students' participation. Besides, what they will experience during the travel is definitely the valuable treasure to them. They can not only know more about Beijing, but also feel inspired to study harder for their own ideal colleges and universities. Finally, the communication with local residents will become conducive to the nurture of their independence. In a word, those 15 students will benefit a lot from this travel.

3) Wuhan Youth International Travel Agency (WHYITA)

Clearly, WHYITA, as the organizer or designer, plays an indispensable role in gaining the success of this travel. It can promote or delay this travel, so it has relatively high power. At the same time, the interest is a little higher.

4) Scenic spots, bus company, railway company and insurance company.

Scenic spots, bus company, railway company and insurance company will absolutely earn revenue from tickets and other auxiliary products sales. As a result, they share a little lower power. This is because they can easily be replaced by other companies. In other words, they can exert little influence to this project.

5) Hotel company

Hotel companies can earn a lot through providing excellent accommodation, which have high interest. However, they can also replaced by other similar hotels, so the influence they have is also relatively low.

6) Local residents in Beijing

The communication between local residents and tourists is really important in attracting more persons to a destination (Smith, 2000). Meanwhile, tourists can also learn something from local people from different aspects, like local customs, culture and people's values. However, local people's power and interest are actually low.

7) Beijing municipal government

Local governments also play a key role in the development of tourism. The local government promotes local tourist attractions and provides infrastructure and services to support tourism and manage its influences. They can also better understand the unique characteristics of the destination and create a real experience for those who

want to travel (Rahman, 2019). Apparently, Beijing municipal government has imposed much more influence on this project, while its interest remains low.

3. Operational requirements

3.1 Work Breakdown Structure (WBS)

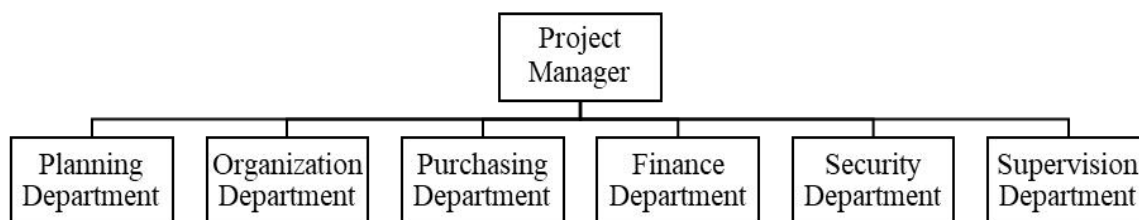
A work breakdown structure (seen in appendix 2) is a map which will clearly clarify the details required to be finished every procedure of this project (Bridges, 2019). It includes three phases of this travel plan to Beijing, a team discussion from WHYITA, group travel design and team management. The key points of this team discussion involve the decisions of destination, transportation and date. Moreover, travel route planning, scenic spots visiting and materials supply should also be decided. Eventually, it must be ensured that this travel plan is equipped with perfect team management, clear assignments allocation and relevant logistical support.

3.2 Time allocation

Project time management is a subset of project management including the activities needed to ensure completion of the project. Time planning can provide guidance on the development of the schedule for project activities and on the implementation of the schedule control activities (PSPC, 2010). For time allocation, Gantt chart conveys information more visually (MindTools, 2018). The Gantt chart (seen in appendix 3) will clearly present the whole process of time and tasks. This project will last about two weeks including three stages, “before travel, during travel and after travel”. The “before travel” phrase is concerned with preparation work, and the “during travel” stage is about travel plan implementation. Besides, the “after travel” phrase is evaluation part.

3.3 Project management team structure

The following six departments in a team (shown in the chart) from WHYITA will cooperate with other to generate a perfect travel plan for this school. Every department will shoulder its responsibility to finish the tasks assigned by the project manager.



3.4 Resource management

Resource planning is the process of distributing tasks to both human and nonhuman resources in order to optimize those resources (Annuk, 2020). The detailed information can be found in the following chart.

Task	Planning department	Organization department	Purchasing department	Finance department	Security department	Supervision department	Project manager
Travel plan		√				⊙	⊙
Designer	√						⊙
Budget management				√		⊙	⊙
Activities arrangements	√	√					⊙
Purchasing			√	√			⊙
Fund management				√		⊙	⊙
Emergency circumstances				⊙	√		⊙
Supervision						√	√

√ Major responsibility ⊙ Assistance

(smartsheet. com, 2020)

3.5 Travel overview

When it comes to Beijing, it is a world-class metropolis, being the capital of China for many years. It is not only China’s political center, but also its cultural, scientific and educational heart as well as a key transportation hub (Easy Tour China, 2017). There are many places of historic interest and scenic beauty. As a result, this travel will become an unforgettable experience to those students. After this trip, students can definitely form a profound understanding of Beijing.

The “during travel” stage involves 20 persons, 15 students, one tour guide, one project manager, one medical worker and two volunteers. The focus is those top 15 students

and a project manager as well as two volunteers as helpers is in charge of the whole process of this travel. Moreover, scenic spots and other detailed information related to this seven-day trip will be listed as follows. (Note: all the fees are from local market price).

Day 1 (01/12/2020)

Itinerary	Expenses
8: 30→ Gather at the school gate 8: 30 - 9: 30→ To Wuhan railway station (by bus) 10: 20 - 14: 41→ Arrive at Beijing West railway station (G84) Eat lunch in the Gaotie 16: 00→ Reach <i>seven daysinn</i> 16: 00 - 18: 00→ Register and settle down 18: 00 - 18: 30→ Dinner 19: 00 - 20: 30→ Enjoy the night scene near the hotel (go for a walk after dinner)	1) Rent of a bus to Wuhan railway station: 200 RMB. 2) From Wuhan to Beijing 520 RMB each person (Railway 12306, 2019). (in total: 20 persons). 3) Rent of a bus to hotel: 200 RMB. 4) Accommodation: 300 RMB each room a day and meals are included (in total: 15 rooms and 6 nights). Note of hotel: group purchase enjoys 30% discount. (Seven Daysinn.com, 2019)

Day 2 (02/12/2020)

Itinerary	Expenses
6: 30→ Get up 7:00→ Breakfast 7: 30 → Visit Tiananmen Square (by bus) 10: 00→ Visit the Forbidden City (by bus) 12: 00 - 13: 00→ Lunch 13: 00 - 14: 00→ Have a break in the bus 14: 00 - 17: 30→ Visit BeiHai Park and Jingxinzhai, cross the sea by boat and visit white pagoda 18: 00→ Enjoy the Forbidden City under the setting sun 19: 00→ <i>Seven daysinn</i> hotel and dinner.	1) Tickets are free. 2) Rent of a bus: 300 RMB a day. 3) 3 boats: 300 RMB. 4) Breakfast and dinner are offered by the hotel. 5) Lunch: 30 RMB each person.

Day 3 (03/12/2020)

Itinerary	Expenses
6: 30→ Get up 7: 00→ Breakfast 8: 00→ West gate of Tsinghua University 9: 30→ Rent bikes to visit Tsinghua University	1) Breakfast is free. 2) Lunch: 15 RMB each person. 3) Dinner: 50 RMB each person.

11: 30→ Lunch and break (in the canteen) 14: 00→ Visit The Old Summer Palace 15: 30→ Visit Peking University (by bus) 18: 00→ Dinner (at a very close local restaurant) (by bus) 18: 50→ Watch the flag lowering ceremony at Tiananmen Gate (by bus) 20: 30→ return	4) Rent of bikes: 10 RMB each person. 5) Rent of a bus: 300 RMB.
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Day 4 04/12/2020

Itinerary	Expenses
6: 30→ Get up 7: 00→ Breakfast 8: 00 - 16: 00→ Visit Badaling Great Wall and Ming Tombs. (by bus) 12: 30→ Lunch prepared by WHYITA 16: 30→ Come back to hotel 17: 30 - 18: 00→ Dinner 18: 30 - 20: 30→ Night tour of Zhushikou, Qianmen Street and Dashilan West Street. 21: 30→ come back to hotel and sleep	1) Tickets: 30 RMB each person. 2) Lunch: 15 RMB each person. 3) Rent of a bus: 300 RMB. 4) Breakfast and dinner are free.

Day 5 (05/12/2020)

Itinerary	Expenses
6: 30→ Get up 7: 00→ Breakfast 8: 00→ Apple Garden (by subway)→9: 00 - 11: 00→ Visit Xiangshan mountain (by bus 318) 11: 30→ Lunch (Prepared by WHYITA) 14: 00 - 17: 00→ Visit Biyun temple, Wofo temple, Summer Palace 17: 30 - 20: 30→ BBQ at suburban area	1) Breakfast is free. 2) Lunch: 15 each person. 3) Tickets of subway and bus 318: 100 RMB. 4) Rent a bus to suburban area: 200 RMB. 5) Tickets of scenic spots: 800 RMB. 6) Cost of BBQ: 1000 RMB.

Day 6 (06/12/2020)

Itinerary	Expenses
6: 30→ Get up 7: 00→ Breakfast 7: 30 - 10: 30→ Visit the Bird's Nest (by bus) 11: 00 - 13: 30→ Lunch (prepared by WHYITA) and have a rest in the bus 14: 00 - 16: 00→ Visit the Water Cube 16: 30→ Come back to hotel (by bus)	1) Breakfast is free. 2) Tickets of scenic spots: 600 RMB. 3) Lunch: 15 each person. 4) Rent of a bus: 300 RMB. 5) Dinner is also free.

17: 00 - 20: 00→ Dinner and free activities time	
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Day 7 (01/12/2020)

Itinerary	Expenses
7: 00→ Get up 7: 30→ Breakfast 8: 00 - 10: 00→ A small meeting to get feedback (in the hotel) 10: 00 - 12: 00→ Lunch and free activities 12: 15→ Gather at hotel gate to railway station (by bus) 13: 07 - 18: 17→ To Wuhan railway station (G69: 5hs) 18: 40 - 19: 25→ Arrive at School gate	1) Breakfast and lunch are free. 2) Fruits and snacks: 400 RMB. 3) Rent of a bus: 200 RMB. 4) Tickets: 520 RMB each person. 5) Rent a bus to the school gate: 200 RMB.

3.6 Risk analysis and management

Risk is definitely inevitable, so it is necessary to prepare for its influences (Hussain, 2014, P60). Predicted risks and relevant measures will be presented in the following chart.

Risks	Measures
(1) Cost including fees of hotel and scenic spots may rise.	1) Evaluate acceptable cost range and ensure no unnecessary spending.
(2) The selected tourist attractions fail to meet students' expectations.	2) Research on students' preferences and make three different routes for students to choose.
(3) Assignments allocation to different persons may seem unreasonable and improper. For instance, lack of medical workers or volunteers may influence the trip.	3) It must be considered seriously and the team from WHYITA should be responsible for this work to provide a perfect personnel allocation.
(4) Time management is not of high efficiency, which may delay the process of the travel.	4) Try to get a clear and flexible time allocation plan and follow it.
(5) Weather suddenly changes.	5) Double checks of the weather broadcast and measures should also be made to deal with sudden or extreme weather.
(6) Incidents happen. For example, people get lost or lose contact.	6) Inform students of the importance of self-protection and safety and

	register every students' phone number.
(7) Traffic jams or incidents.	7) When arriving at the destination, WHYITA project manager will sign a contract with local bus company to ensure that all incidents can be settled. For instance, bus driver is sick; Bus will break down; traffic jams may happen.
(8) Some persons may be absent abruptly.	8) Early information should be sent to students.
(9) The <i>seven daysinn</i> fails to provide satisfactory services for students.	9) Try to make sure that hotel can provide better accommodation and know more about local hotels in case of sudden changes.

4. Financial projections

Creating financial projections is really vital to a project's success (Richards, 2019). The chart bellow will show the total cost of this project. And all the fees are acquired from the local market.

Date and fees Contents	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Transportation	10800 RMB	600 RMB	500 RMB	300 RMB	100 RMB	300 RMB	10800 RMB
Accommodation	18900 RMB	Paid	Paid	Paid	Paid	Paid	No
Food	Free	600 RMB	1300 RMB	300 RMB	1200 RMB	300 RMB	400 RMB
Scenic spots tickets	No	Free	Free	600 RMB	800 RMB	600 RMB	No
Daily total cost	29700 RMB	1200 RMB	1800 RMB	1200 RMB	2100 RMB	1200 RMB	11200 RMB

Summary: The final cost including insurance is 48600 RMB.

Notes: 1) Accommodation fee is paid on the first day.

2) Insurance fee of 20 persons is 200 RMB.

3) Other items like necessary medicine, raincoat and umbrella and so on ought to be prepared by students.

The total expected cost comes to 48600 RMB. Considering the fund from No.1 Middle School Affiliated to CCNU is 4000 RMB each student, so the total fixed cost for WHYITA is 60000 RMB. According to a basic formula: profit = fixed cost — expected cost, $60000 \text{ RMB} - 48600 \text{ RMB} = 11400 \text{ RMB}$, the profit will reach 11400

RMB. Just as mentioned, WHYITA intends to earn 15% profit. It is clear that this travel agency can achieve its material goal.

5. Recommendations & findings

According to *Business Essentials*, a feasibility study is a detailed analysis that all elements relevant to a project should be taken into consideration, such as financial, legal, technical and scheduling factors so as to ascertain the possibility of finishing the project smoothly (Kenton, 2019). Based on the above planning and analyzing, a conclusion can be made that this project proves to be a success. So it is recommended that this project should go forward. The following parts are conditions for success and its expected benefits.

5.1 Conditions for success

This project is supported by No.1 Middle School Affiliated to CCNU, moreover there is a professional and famous travel agency designing and preparing for its success. Besides, the team has provided an effective system for risk management, which makes this travel more flexible to its clients -- students. In conclusion, if all jobs of different parts are well done, this project can be and should be a success.

5.2 Expected benefits

If this project goes smoothly, the expected benefits will reveal a fact that every stakeholder's maximum interest should be achieved, especially for the travel agency. First, this travel will make students know more about Chinese culture and history, and simultaneously, students can become more independent, which can help them quickly adapt to the future college life. Second, this school can develop a positive image to get more and more excellent students recruited. Third, most importantly, this travel agency can not only earn its expected material profit, but also it can enhance its brand awareness, thus making more and more schools cooperate with this travel agency. Moreover, its services will be greatly improved through the feedback from students. In a word, the aims and objectives mentioned before, to large extent, can be realized.

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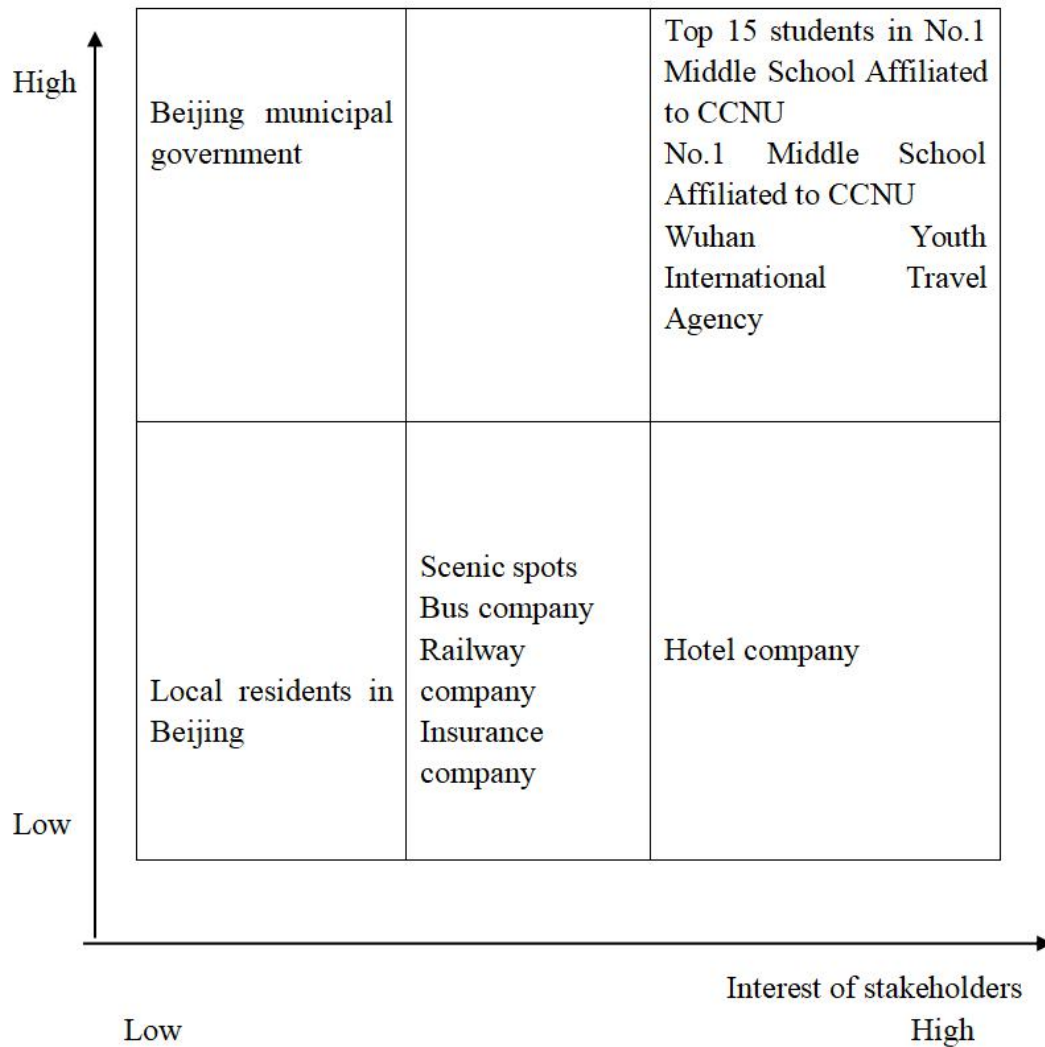
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Appendices

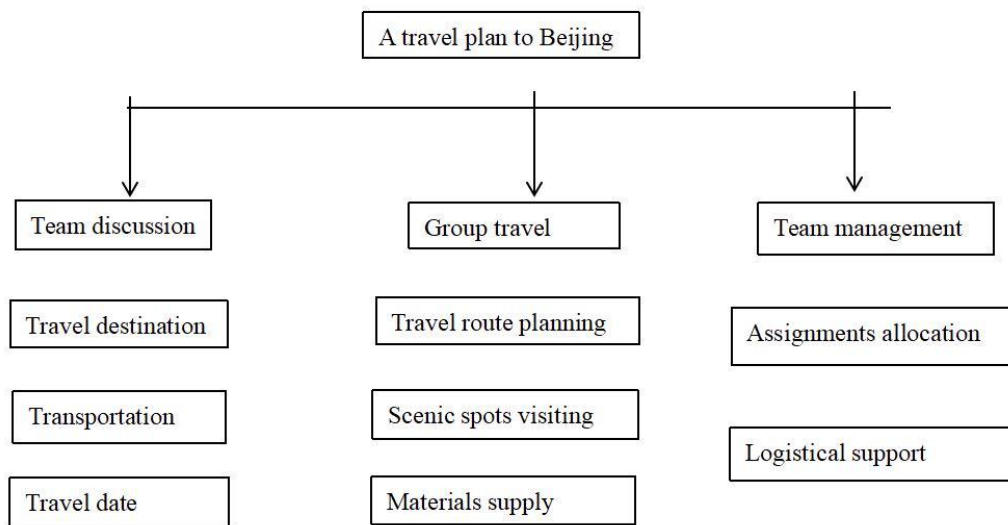
Appendix 1:

Power / Influence of stakeholders



Appendix 2:

A work breakdown structure in this project



Appendix 3:

Gantt chart about a travel plan to Beijing

Date (Nov- Dec)		20 Nov	21	22	23	24	25	26	1 Dec	2	3	4	5	6	7
Preparation work	Assignments distribution														
	Scenic spots planning and design														
	Budget management														
Implementation	Activities implementation														
Assessment	Feedback from students through a short meeting														