

Everyone's Smart University

Project (Spring 2021)

Student Name	 Amjad...Mohammed...Ahmed.....	اسم الطالب
Students I.D	2021200178.....	الرقم الجامعي

Section	Date	Course Code
Master	Thursday 18 / 03 / 2021.	(PMG506)

Advanced project Management

Instructor's Name:
Eng. Dr. Akram M. S. Ali

The Operation Planning For AlUla Heritage Sites

1. INTRODUCTION

The Winter at Tantora Festival is a cultural festival held annually in AlUla city, which is located in northwestern Saudi Arabia. This festival includes concerts for world-class musicians. In addition to exploring various activities for archaeological and historical sites in Mada'in Saleh (Al- Hijir), Dadan and Ikmah, which are 2,000-year-old and many more events to achieve the vision of 2030, which aim to provide sustainability for the region by preparing it to welcome the tourists from worldwide. As a project manager, my responsibility to achieve the project's goal. Which is operating tourism programs for archaeological sites successfully with considerations to be on time, within budget, and scope. For that, there are many new models and new tools needed for analyzing and improving strategic and operational decisions within a management team. This report presents the expressiveness of some techniques to facilitate the analysis of the project's expected processes involved in activity planning and resource planning in its management to distribute the tasks and resources among the project team. The project is located in the planning stage in the project life cycle. This report will cover some major points starting with a literature review about the RACI matrix, Work breakdown structure (WBS), the methodology that was used to complete this report, distribute the activities between team members by using the WBS tool.

2. LITERATURE REVIEW

This step focuses on present the terms and literature that will be covered in this project by reviewing the prior research and scientific papers about RACI matrices and work breakdown structure that will effect on distributions of tasks and resources between team members.

2.1 RACI Matrix

RACI is a term that indicates to: Responsible: The person is assigned to finish the work, and may delegate the work or be supported by others. The leader or manager is the only responsible. Accountable: The person who will undertake to sign off on work deliverables. In the end, only one person, but often includes partners for example a sign-off document needing signatures of multiple approvers. Consult (Contribute): Group of people who participate in the work by providing information or immediately working at the orientation of the person responsible. Informed: Group of people who need to be Informed, but not participating or do not have an effective role. [1]

2.2 Work Breakdown Structure (WBS)

The work breakdown structure is a deliverable-oriented grouping of the work included in a project that defines the whole scope of the project. It is a hierarchical structure that is normally represented in a graphical or tabular form. The WBS is widely considered a powerful tool to get the best performance control. Moreover, a WBS is the backbone of any project and without it; a project manager would be trying hard to manage a shapeless project. [2] In essence, a WBS provides a basis for identifying resources and tasks for developing a project cost estimate and decompose a project scope into smaller manageable tasks and resources.

3. METHODOLOGY

There are some steps that must be finishing first, which help to identify the features of the method was adopted to implement the planning and distributing process for project tasks and resources between members perfectly. Such as: defining the scope and the specifications that meet the customer's and stakeholder's needs and desires by prioritizing the goals and objectives, identifying the activities necessary to the achievement of objectives and analyze them, and by assessing and analyzing the required resources. After that, the team had defined the WBS (Work Breakdown Structure), roles and responsibilities for team members.

4. RESULTS AND DISCUSSION

After the importance, activities have been identified and required resources have been analyzed. The work breakdown structure was created in the tree chart below by distributing the tasks and activities according to their nature in the work environment. The executive team of the organization is divided into seven separate departments. The operation department is the department that is concern about all the operational needs in the heritage sites and supports other departments in cleaning, logistic, inventory, hospitality, and catering by providing food & beverage orders. Therefore, the operating department is the main consumer of manpower resources and money. The transportation department is the main responsible for the operation and provision of all tour vehicles to transferring the visitors between the heritage sites and planning and maintaining a parking system. This department also provides several types of vehicles such as buses, 4x4 Cars, and Special Cars for visitors with special needs in addition to providing garaging requirements for maintenance, fueling, and cleaning. Human Resource and Finance departments often don't consume much money for their tasks such as form event teams, about contracts, or cost estimation for event and budget. Unlike, the theater and productions department, which is, spent a lot of money on set-up equipment, stage decoration; prepare venue layout & seat arrangements, scriptwriting, outfits design and training the actors...etc. The guest management department is the responsible for directing and controlling the visitor's journey and provide all services and facilities like providing information desks, Escorting services, and Bags services from they arrive at heritage sites the hospitable team will host the guest with refreshments coffee, and water then they will take a tour in the area. The resources that used in this department just water, hot coffee, and dates. Finally, the retail department is in charge of financial revenue for the organization from selling tickets and antiques.



This terminus was accomplished with the aid of literature reviews and methodologies to contribute to the development of festival management by present the procedure to use the WBS tool to producing an effective operational plan. Although there are aloft tools available for assignments of responsibilities, resources, and tasks but the benefits of WBS the most helpful when assigning resources and activities to ensure that everyone who has a role has been properly accounted for, and that will help the project manager in implementing and controlling the project in the future.

5. REFERENCE

- [1] P. M. Khan, Kaleem A. Quraishi , " Impact of RACI onDelivery & Outcome of Software Development Projects ", Fourth International Conference on Advanced Computing & Communication Technologies , 2014 .
- [2] Burke, R. 2010. Project Management Techniques. South Africa: Burke Publishing