

**Marking Rubric for Assignment 2 – Future Destinations (40% of total mark)**

**Marked out of 50**

Learning Outcome 1: Identify and define a tourist destination

Learning Outcome 2: Distinguish and evaluate between different categories of destination

Learning Outcome 3: Understand and evaluate the complexity of the tourist destination as a tourism product

Learning Outcome 4: Understand the process involved with marketing a destination

<b>Categorisation Features, products and services</b>			
<p>An emerging destination is selected and an explanation for the type of destination is supplied.</p> <p>A comprehensive explanation under which of the five destinational groupings the destination would be classified</p> <p>Well-developed demonstration of where the destination selected is on the life cycle model</p> <p>An extensive selection of geographical features including reasoning for if they are natural or manmade is included</p> <p>The destinations products and services are fully identified and described</p>	<p>An emerging destination is selected and an explanation for the type of destination is supplied.</p> <p>An explanation under which of the five destinational groupings the destination would be classified</p> <p>Good demonstration of where the destination selected is on the life cycle model</p> <p>A selection of geographical features including reasoning for if they are natural or manmade is included</p> <p>Some of the destinations products and services are identified and described</p>	<p>A destination is selected which is not an emerging destination.</p> <p>Detail of the destinational group classification is provided</p> <p>Progress on the life cycle model is incorrect</p> <p>A few geographical features with no explanation for if they are natural or manmade is included</p> <p>Some of the destinations products and services are identified</p>	<p>A destination is not selected or is not an emerging destination.</p> <p>The destinational group classification is incorrect or not included.</p> <p>The life cycle model is not included or not correct.</p> <p>Very few geographical features, products or services are identified.</p>
16-20 marks	10-15 marks	5-9 marks	0-4 marks
Your Mark:			
Comments:			
<b>Marketing</b>			
<p>A full explanation provided of the destinations current marketing strategy.</p> <p>The destinations target market/s, branding, logo and website have been fully identified and described.</p>	<p>An adequate explanation provided of the destinations current marketing strategy.</p> <p>Some of the destinations target market/s, branding, logo and website have been identified and described.</p>	<p>Limited explanation provided of the destinations current marketing strategy.</p> <p>Limited detail of the destinations target market/s, branding, logo and website have been identified and described.</p>	<p>Incomplete or no explanation provided of the destinations current marketing strategy.</p> <p>Incorrect or no detail of the destinations target market/s, branding, logo and website have been identified and described.</p>

Marketing strategies to attract visitors in the future are identified and described. Comprehensive explanation provided on the scale of future success of the destination based on the student's own reflection.	A marketing strategy to attract visitors in the future is identified and described. An adequate explanation provided on the scale of future success of the destination based on the student's own reflection.	No marketing strategy is identified or described. Incomplete explanation provided on the scale of future success of the destination based on the student's own reflection	No marketing strategy is identified or described. Incomplete or no explanation provided on the scale of future success of the destination based on the student's own reflection
16-20 marks	10-15 marks	5-9 marks	0-4 marks
Your Mark: Comments:			
<b>Presentation of work</b>			
Essay is written demonstrating strong development of ideas and explanations. Very informative and well organised. Work has been thoroughly spellchecked and proofread. There are almost no grammatical or spelling errors. Three or more supporting social media resources that support the essay are provided	Essay is somewhat informative and well organised. Few spelling and punctuation errors, minor grammatical errors. At least two supporting social media resources provided.	Document may be presented in correct format but has numerous spelling and grammatical errors. One supporting social media resource provided.	An essay is presented/not presented and is poorly completed with a lot the stipulated information missing. . Essay is incorrectly formatted and has numerous spelling, grammatical and errors.  No resources provided.
8-10 marks	5-7 marks	2-4 marks	0 – 1 marks
Your Mark: Comments:			
Total: /50			