

Colbourne College

BTEC L5 HND ASSIGNMENT BRIEF PAGE

Unit Number and Title	UNIT 38: SUSTAINABLE TOURISM DEVELOPMENT
Student ID Number AND Name	
Academic Year	2018
Unit Tutor	
Mode of Study	
Assignment Number & Title	LO2. Understand different approaches to tourism planning and development
Issue Date	
Submission Date	

**TERM PAPER DECLARATION:
STATEMENT OF ORIGINALITY AND AUTHENTICITY**

I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System. *Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.*

STUDENT/S SIGNATURE

DATED

OFFICIAL USE BELOW: GRADE AND SUMMATIVE REMARKS

Grade Assigned		
Assessors' Name & Date	MARKER	INTERNAL VERIFIER
Assessor's Summative Feedback		
Assessors' Signature & Date	Marker's	Internal Verifiers's

FORUM AND TERM PAPER ASSIGNMENTS

Unit 38: Sustainable Tourism Development

Unit code: D/601/1746

QCF level: 5

Credit value: 15

AIM

The aim of this unit is for learners to gain understanding of the rationale and different approaches to tourism planning and development, sustainable tourism, current issues and impacts of tourism.

UNIT ABSTRACT

This unit aims to increase learners' awareness of the need to plan and manage tourism at all levels within an international, national, regional and local framework. Emphasis is placed on current trends in planning for tourism development in a range of destinations. The stages in the planning process are identified and learners will be encouraged to apply theoretical models to practical case studies and site visits.

The principles and philosophy of sustainable development are introduced in this unit and learners will be required to show an in-depth understanding of issues such as carrying capacities, environmental impact and the guest–host relationships as they relate to current tourism initiatives, eg access, conservation, enclave tourism.

LEARNING OUTCOMES

On successful completion of this unit a learner will:

1. Understand the rationale for planning in the travel and tourism industry
2. **Understand different approaches to tourism planning and development**
3. Understand the need for planning for sustainable tourism
4. Understand current issues related to tourism development planning
5. Understand the socio-cultural, environmental and economic impacts of tourism in developing countries and emerging destinations.

COURSE CONTENT AND OBJECTIVES

LO 2: Understand different approaches to tourism planning and development

Course Content

Planning:

Environmental; economic; social; international; national; regional; local; strategic; short term; qualitative; quantitative; methods of measuring tourism impact eg Cambridge Economic Impact Model (STEAM), Environmental Impact Studies, Pro Poor Tourism; Responsible Tourism, interactive planning systems and processes

Development:

Preservation, conservation, new build

The Objectives Of The Assignment Are To:

1. **AC 2.1.** Analyse features of tourism development planning at different levels
2. **AC 2.2** Evaluate the significance of interactive planning systems and processes in tourism developments
3. **AC 2.3.** evaluate different methods available to measure tourist impact

ASSIGNMENT INSTRUCTIONS AND RESOURCES

TERM PAPER REQUIREMENTS

Assignments are mainly research papers. This means that to carry out the given tasks in the assignment will require extensive search for information in valid materials, critical review of the literature found, and citing all sources in the research report. Information should be drawn from sources e.g. textbooks, eBooks, journal articles, companies' websites, newspapers and professional subject-specific articles and websites.

ORGANISATION AND SUBMISSION

The main sections of the research essay are:

Section One | Introduction

Introduce your theses statement and very briefly define the key terms in your assignment.

Section Two | Research Findings

Provide a numbered list of the main sources that you are citing from with a brief argument from each that directly answer the task that you are undertaking. You will discuss these findings here but in paragraph 3 when you are presenting your argument. The minimum number of sources to be cited are stated in your assignment instructions - be sure to meet that requirement.

Section Three | Discussion Of The Research Findings

Here you will carry out the command in the assignments. That is, use your research findings in paragraph two to now explain, discuss, analyze, compare etc. as the task states. Ensure you know what the command verb wants you to do before you begin writing up the research report. See the direct link to the definitions of the [Command Verbs](#) used in the assignments.

Section Four | Conclusion

Your conclusion is a summary of the key points in your assignment, e.g. the presentation of the outcome or results.

ORGANISATION OF THE TERM PAPER FOR SUBMITTING:

Cover Page | Access A Sample On iTutor

Complete fully and use the Assignment Brief for the cover.

Table of Content (TOC)

Your Table of Content shows all inclusions in your assignment report by titles and page numbers. Microsoft Word has templates that you can use to produce a neat TOC.

Include The Score Sheets | Access Score Sheets For Each Assignment On iTutor

The score sheets are used to grade your assignment and provide you with the feedback. Print same and include for each assignment submitting.

Include Reference Page In Assignments | Reference Page Lists All Sources Cited

The Reference Page is a list of all sources that you cited in-text. Place the sources in-text in alphabetical order in the reference list. Use citethisforme.com to do your referencing. Remember to select Harvard Referencing before executing the tasks.

PREPARING AND SUBMITTING THE WORK

- ❖ Number all pages in your work
- ❖ Use headings for each task in the assignment (e.g. AC 1.1 / P1 Task Instructions)
- ❖ Use Font Style: Arial | Use Font Size: 11 | Use Paragraph Spacing: 1.5
- ❖ You must submit one hard copy of the assignment and upload the soft copy on itutor.

Submitting The Work Online | Upload To iTutor

The work must be sent alongside the receipt for printing. Both **MUST** be received before the published deadline. Do not send payment before the work to be printed **NOR** send the work to be printed without payment. If both are not done before the deadline, the work is considered not received.

Fees for printing and binding

Per Page To Print In JMD:	Black: JM\$20	Color: JM\$30 - \$100	Binding: JM\$150
Per Page To Print In US\$:	Black: US\$1 per 5 pages	Color: US\$1 per page	Binding: US\$2
Where You Pay:	view the different options at www.studyaimusa.org		

GENERAL INSTRUCTIONS FOR THE CASE STUDY, TASKS AND INSTRUCTIONS FOR UNIT 38 LO1:

In Teams of **three members**, carry out the following activities. Please refer to the course outline and resources provided. Include at least six (6) references in EACH of the task. Use Harvard Referencing Style through-out the work.

The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:

- ❖ Definitions Of Command Verbs Used In The Task
LINK: <http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf>
- ❖ Main Parts Of An Academic / Research Essay
LINK: <https://langara.ca/departments/history-latin-political-science/pdf/Guidelines%20Main%20parts%20of%20an%20academic%20essay.pdf>
- ❖ List Of Verbs You Can Use When You Are Citing Your Sources
LINK: <https://www.wildapricot.com/articles/how-to-plan-an-event>

ASSIGNMENT TWO

LO. 2. Understand different approaches to tourism planning and development

Tourism is a rather complicated activity that overlaps several different sectors of the society and economy. Planning can provide the necessary guidance for its development. For those places that already have some tourism, planning is often needed to revitalize this sector and maintain its future viability (Monroe College, 2015).

APPROACHES AND TECHNIQUES TO IMPLEMENT TOURISM DEVELOPMENT PLANS

There are varying approaches to tourism planning and development: Systems Approach; Comprehensive Approach; Integrated Approach; Environmental and Sustainable Approach; Community Approach; Implementable Approach; and Systematic Approach. There are also different levels of tourism planning and development (My Academic World, 2015).

LEVELS OF TOURISM PLANNING AND DEVELOPMENT

First, tourism should be planned at the national and regional levels. At these levels, planning is concerned with tourism development policies, structure plans, facility standards, institutional factors and all the other elements necessary to develop and manage tourism. Then, within the framework of national and regional planning, more detailed plans for tourist attractions, resorts, urban, rural and other forms of tourism development can be prepared (Monroe College, 2015). Then, tourism should be planned at the international level. This involves (My Academic World, 2015):

- International transportation services;
- The movement and scheduling of the tours of tourists among different countries;
- The development of major tourist attractions and facilities in neighboring countries as well as the working strategies and promotional programs of the many countries.

International Tourism usually takes place through: World Tourism Organization (WTO) and its regional commissions; International Civil Aviation Organization (ICAO); International Air Transport Association (IATA); Pacific Asia Travel Association (PATA); Caribbean Tourism Organization (CTO); Tourism Council of the South Pacific (TCSP); Sub-Committee on Tourism (SCOT) of the Association of the Southeast Asian Nations (ASEAN); Tourism Coordination Unit (TCU) of the Southeast Africa Development Coordination Conference (SADCC); and the Tourism Committee of the Organization for the Economic Cooperation and Development (OECD) (My Academic World, 2015).

ASSIGNMENT TWO

INSTRUCTIONS:

The following tasks (AC 2.1; 2.2 & 2.3) should be supported by both Research Findings And Case Study

To earn a **PASS** grade on the GDF Team Assignment and Term Paper congruently, you must achieve the **PASS** Criteria established below for all the following tasks:

Case Study: Botswana Planning Process

TASK ONE: 750 – 1000 Words

AC 2.1. Analyse features of tourism development planning at different levels

TASK TWO: 750 – 1000 Words

AC 2.2 Evaluate the significance of interactive planning systems and processes in tourism developments

TASK THREE: 750 – 1000 Words

AC 2.3 Evaluate different methods available to measure tourist impact

Link To The Case:

http://colbournecollege.weebly.com/uploads/2/3/7/9/23793496/15_unit_38_tourism_case_study_ac_1.1_-_1.2_for_term_paper.pdf

[>>> OR CLICK HERE TO VIEW CASE](#)

GDF AND TERM-PAPER SUBMISSION DEADLINES

Regular Deadline: March 9

Final Date With Late Fee: March 16

AC 2.1. ANALYSE FEATURES OF TOURISM DEVELOPMENT PLANNING AT DIFFERENT LEVELS

Analyse means: to separate the information into components and identify their characteristics. Discuss the pros and cons of a topic or argument and make reasoned comment

PASS GRADE	To achieve a PASS Grade for the assessment you will:	Is the Grade Achieved?	
	1. AC 2.1. Analyse features of tourism development planning at different levels		
	2. Cite four (4) or more reliable sources used in your work whether paraphrased or summarized using the Harvard Referencing Style correcting.		
	3. Link the discussion closely to the case study.		
	4. Justify arguments in your discussions using the research findings		
	5. The Paper is 750 – 1000 Words in length and laid out to effectively synchronize the: Introduction, Research Findings, Discussion Of Case And Findings, and Conclusion.		
	6. Reference Page includes all sources cited in-text and properly adapt the Harvard Style Of Referencing.		
Assessor's SCORE	<i>A Pass Grade is awarded by _____ ON _____</i>	Y	N
MERIT GRADE	To achieve a MERIT Grade for the assessment criteria you MUST achieve the metrics for a PASS and In Addition achieve the following higher standards:	Is the Grade Achieved?	
	1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate.		
	2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
	3. End by keeping the promise that the writer makes in the beginning.		
	4. Conduct adequate Research through secondary and primary sources.		
	5. Conclusion is relevant to the findings, presented with justification.		
Assessor's SCORE	<i>A MERIT GRADE is awarded by _____ ON _____</i>	Y	N

STUDENT/S NAME:

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DISTINCTION GRADE	To achieve a DISTINCTION Grade for the assessment criteria you MUST achieve the metrics for a PASS and in Addition achieve the following higher standards:	Tick where the Grade is Achieved.	
	1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, the writer cares for his or her ideas, and about the language that carries them.		
	2. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter.		
	3. Apply the knowledge of subject concepts to the Business Case effectively.		
	4. Identify, formulate, and solve problems.		
	5. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools.		
	6. Uses combination of theories, concepts, subject knowledge and skills effectively.		
	7. Appendix with any of: surveys, interview questions, feedback, observation report, brochures, supporting documents etc.		
Assessor's SCORE	A DISTINCTION Grade is awarded by _____ ON _____	Y	N
REFERRED / RESIT GRADE	The student achieves a REFERRED Grade when the work fails to meet the minimum standard for a pass.	Tick where the Grade is Achieved.	
	1. Does not apply the discussion well to the Case Study.		
	2. Did not apply the theories, concepts, course knowledge and skills effectively.		
	3. The discussion often hangs on personal-opinion, expressing personal opinions, rather than justifying through the case and research findings, then further defending them.		
	4. Rarely uses evidence well; sometimes does not use evidence at all. Even if it has a clear and interesting theme. A paper with insufficient supporting evidence is a D paper.		
	5. Often has mechanical faults, errors in grammar and spelling.		
	6. Little indication that the writer understands the material being presented.		
Assessor's SCORE	A REFERRED GRADE is awarded by _____ ON _____	Y	N

AC 2.2 Evaluate the significance of interactive planning systems and processes in tourism developments			
Evaluate means to assess 'and judge or determine the significance, worth, or quality'			
PASS GRADE	To achieve a PASS Grade for the assessment you will:		Is the Grade Achieved?
	1. AC 2.1. Analyse features of tourism development planning at different levels		
	2. Cite four (4) or more reliable sources used in your work whether paraphrased or summarized using the Harvard Referencing Style correcting.		
	3. Link the discussion closely to the case study.		
	4. Justify arguments in your discussions using the research findings		
	5. The Paper is 750 – 1000 Words in length and laid out to effectively synchronize the: Introduction, Research Findings, Discussion Of Case And Findings, and Conclusion.		
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	1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate.		
	2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
	3. End by keeping the promise that the writer makes in the beginning.		
	4. Conduct adequate Research through secondary and primary sources.		
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AC 2.3. EVALUATE DIFFERENT METHODS AVAILABLE TO MEASURE TOURIST IMPACT

Evaluate means to assess 'and judge or determine the significance, worth, or quality'

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