

# Colbourne College

## BTEC L5 HND ASSIGNMENT BRIEF PAGE

Unit Number and Title	<b>UNIT 38: SUSTAINABLE TOURISM DEVELOPMENT</b>
Student ID Number AND Name	
Academic Year	<b>2018</b>
Unit Tutor	
Mode of Study	
Assignment Number & Title	<b>LO 3. The need for planning for sustainable tourism</b>
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**

<b>Grade Assigned</b>		
Assessors' Name & Date	<b>MARKER</b>	<b>INTERNAL VERIFIER</b>
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 3: Understand the need for planning for sustainable tourism**

---

### **LO 3. Course Content**

**Sustainable tourism:** definitions eg Brundtland Report (1987), Triple Bottom Line, World Travel and Tourism Council (WTTC) Principles for Sustainable Development (1995)

**Principles:** planning considerations, benefits to the environment, the host community, the tourism industry, the visitor; factors of supply of facilities and resource weighed against demand; proposed developments eg infrastructure required; interdependence eg of society, economy and the natural environment; citizenship eg rights and responsibilities, participation and cooperation; future generations; sustainable change eg development

---

### **THE OBJECTIVES OF THE ASSIGNMENT ARE TO:**

1. AC 3.1 justify the introduction of the concept of sustainability in tourism development
2. AC 3.2 analyse factors that may prevent/hinder sustainable tourism development
3. AC 3.3 analyse different stages in planning for sustainability

## AC 3.1. JUSTIFY THE INTRODUCTION OF THE CONCEPT OF SUSTAINABILITY IN TOURISM DEVELOPMENT

**JUSTIFY means: To present a reasoned case for actions or decisions made**

<b>PASS GRADE</b>	To achieve a <b>PASS Grade</b> for the assessment you will:	<b>Is the Grade Achieved?</b>	
	1. For AC 3.1. Defend the introduction of ‘the concept of sustainability’ in tourism development as reasonable and right.		
	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.		
<b>Assessor’s SCORE</b>	<b><i>A Pass Grade is awarded by</i></b> _____ <b><i>ON</i></b> _____	<b>Y</b>	<b>N</b>
<b>MERIT GRADE</b>	To achieve a <b>MERIT Grade</b> for the assessment criteria you <b>MUST</b> achieve the metrics for a <b>PASS</b> and In Addition achieve the following higher standards:	<b>Is the Grade Achieved?</b>	
	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.		
<b>Assessor’s SCORE</b>	<b><i>A MERIT GRADE is awarded by</i></b> _____ <b><i>ON</i></b> _____	<b>Y</b>	<b>N</b>

STUDENT/S NAME:

<b>DISTINCTION GRADE</b>	To achieve a <b>DISTINCTION</b> Grade for the assessment criteria you <b>MUST</b> achieve the metrics for a <b>PASS</b> and in Addition achieve the following higher standards:	<b>Tick where the Grade is Achieved.</b>	
	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.		
<b>Assessor's SCORE</b>	<b>A DISTINCTION Grade is awarded by _____ ON _____</b>	<b>Y</b>	<b>N</b>
<b>REFERRED / RESIT GRADE</b>	The student achieves a <b>REFERRED</b> Grade when the work fails to meet the minimum standard for a pass.	<b>Tick where the Grade is Achieved.</b>	
	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.		
<b>Assessor's SCORE</b>	<b>A REFERRED GRADE is awarded by _____ ON _____</b>	<b>Y</b>	<b>N</b>

## AC 3.2 ANALYSE FACTORS THAT MAY PREVENT/HINDER SUSTAINABLE TOURISM DEVELOPMENT

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

<b>PASS GRADE</b>	To achieve a <b>PASS Grade</b> for the assessment you will:	Is the Grade Achieved?	
	1. AC 3.2. requires you to assess and determine the factors that may prevent/hinder sustainable tourism development.		
	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.		
<b>Assessor's SCORE</b>	<b>A Pass Grade is awarded by _____ ON _____</b>	<b>Y</b>	<b>N</b>
<b>MERIT GRADE</b>	To achieve a <b>MERIT Grade</b> for the assessment criteria you <b>MUST</b> achieve the metrics for a <b>PASS</b> 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.		
<b>Assessor's SCORE</b>	<b>A MERIT GRADE is awarded by _____ ON _____</b>	<b>Y</b>	<b>N</b>

STUDENT/S NAME:

Page 2

DISTINCTION GRADE	To achieve a <b>DISTINCTION</b> Grade for the assessment criteria you <b>MUST</b> 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	<b>A DISTINCTION Grade is awarded by</b> _____ <b>ON</b> _____	Y	N
REFERRED / RESIT GRADE	The student achieves a <b>REFERRED</b> 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	<b>A REFERRED GRADE is awarded</b> <b>by</b> _____ <b>ON</b> _____	Y	N

## AC 3.3. ANALYSE DIFFERENT STAGES IN PLANNING FOR SUSTAINABILITY

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

<b>PASS GRADE</b>	To achieve a <b>PASS Grade</b> for the assessment you will:	<b>Is the Grade Achieved?</b>	
	1. AC 3.3. requires you to assess and determine the factors that may prevent/hinder sustainable tourism development.		
	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.		
<b>Assessor's SCORE</b>	<b><i>A Pass Grade is awarded by</i></b> _____ <b><i>ON</i></b> _____	<b>Y</b>	<b>N</b>
<b>MERIT GRADE</b>	To achieve a <b>MERIT Grade</b> for the assessment criteria you <b>MUST</b> achieve the metrics for a <b>PASS</b> and In Addition achieve the following higher standards:	<b>Is the Grade Achieved?</b>	
	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.		
<b>Assessor's SCORE</b>	<b><i>A MERIT GRADE is awarded by</i></b> _____ <b><i>ON</i></b> _____	<b>Y</b>	<b>N</b>

STUDENT/S NAME:

<b>DISTINCTION GRADE</b>	To achieve a <b>DISTINCTION Grade</b> for the assessment criteria you <b>MUST</b> achieve the metrics for a <b>PASS</b> and in Addition achieve the following higher standards:	<b>Tick where the Grade is Achieved.</b>	
	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.		
<b>Assessor's SCORE</b>	<b><i>A DISTINCTION Grade is awarded by</i></b> _____ <b><i>ON</i></b> _____	<b>Y</b>	<b>N</b>
<b>REFERRED / RESIT GRADE</b>	The student achieves a <b>REFERRED Grade</b> when the work fails to meet the minimum standard for a pass.	<b>Tick where the Grade is Achieved.</b>	
	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.		
	<b>Assessor's SCORE</b>	<b><i>A REFERRED GRADE is awarded by</i></b> _____ <b><i>ON</i></b> _____	<b>Y</b>

# 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 In-text**

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](http://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](http://www.studyaimusa.org)

## GENERAL INSTRUCTIONS FOR THE CASE STUDY, TASKS AND INSTRUCTIONS FOR UNIT 38 LO3:

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.

## LINKS TO RESOURCES FOR THE ASSIGNMENT

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  
LINK: <https://www.wildapricot.com/articles/how-to-plan-an-event>

## SUBMISSION DEADLINE

Regular Deadline: **March 23**

Late Submission Deadline With Late Fee: **March 30**