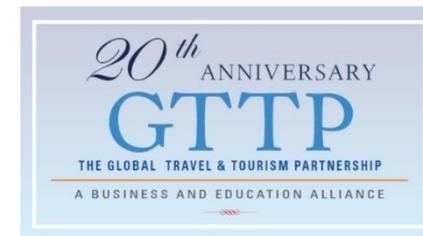


ASSESSMENT INSTRUMENT FOR TEACHERS: RESEARCH COMPETITION 2017 - BLEISURE TOURISM



Names of learners:

Criteria	Level 1 1 mark	Level 2 2 marks	Level 3 3 – 4 marks	Level 4 5 marks	Score
1 Explanation of the concept Bleisure tourism	The explanation is poorly formulated or not formulated at all and learners do not display an understanding of the concept.	There is some attempt to provide an explanation but it is neither clear, nor original. The explanation has clearly been copied from an existing source.	The explanation is clearly formulated and well stated. There is some evidence of original thought.	The explanation is very clearly formulated and excellently stated. The explanation is original and it is evident that learners have an in-depth understanding of the concept.	5/
2. Bleisure tourism businesses/opportunities/ destinations in your area	Learners were not able to identify Bleisure tourism businesses/ opportunities/ destinations in their area. No discussions on destinations or experiences.	Learners were able to identify Bleisure tourism businesses/ opportunities/ destinations in their area. Little or no discussions on the destinations or tourists' experiences.	Learners were able to identify Bleisure tourism businesses/opportunities/ destinations in their area. Good introduction to the destinations and experiences for tourists.	The Bleisure businesses/opportunities/ destinations were excellently researched with outstanding introduction to the destinations and excellent, complete information on the experiences for tourists.	5/
3.1 Suitability of accommodation for Bleisure tourists	The learners are not able to demonstrate understanding of what makes accommodation suitable for Bleisure tourism and leave the reader with questions.	The learners attempt to demonstrate understanding but the information is incomplete, insufficient or lacking in detail. The reader cannot fully comprehend what makes what makes accommodation suitable for Bleisure tourism.	The learners are able to give a well stated understanding of what makes accommodation suitable for Bleisure tourism but a few areas may need more clarification.	The learners are able to demonstrate an excellent understanding of what makes accommodation suitable for Bleisure tourism and leave the reader with a clear understanding.	/5
3.2 Availability of transport for a Bleisure tourists	The learners are not able to demonstrate understanding of what transport is available for Bleisure tourists and leave the reader with questions.	The learners attempt to demonstrate understanding but the information is incomplete, insufficient or lacking in detail. The reader cannot fully comprehend what transport is available for Bleisure tourists	The learners are able to give a well stated understanding of what transport is available for Bleisure tourists but a few areas may need more clarification.	The learners are able to demonstrate an excellent understanding of what transport is available for Bleisure tourists and leave the reader with a clear understanding.	/5
3.3 Attractions and Activities	The learners are not able to demonstrate understanding of what attractions and activities are available for Bleisure tourists and leave the reader with questions.	The learners attempt to demonstrate understanding but the information is incomplete, insufficient or lacking in detail. The reader cannot fully comprehend what attractions and activities are available for Bleisure tourists	The learners are able to give a well stated understanding of what attractions and activities are available for Bleisure tourists but a few areas may need more clarification.	The learners are able to demonstrate an excellent understanding of what attractions and activities are available for Bleisure tourists and leave the reader with a clear understanding.	/5
3.4 The role of Technology (travel Apps etc.)	The explanations are vague, superficial or out of context. The explanations show little or no understanding on how technology can strengthen Bleisure tourism in the area.	The learners attempt to explain how technology can strengthen Bleisure tourism in the area but shows poor or average understanding. The explanation is incomplete and leaves the reader with questions.	The learners are able to give a well stated explanation how technology can strengthen Bleisure tourism in the area and show acceptable understanding.	The learners are able to give an excellent explanation how technology can strengthen Bleisure tourism in the area and shows excellent understanding. The explanation leaves the reader with a clear understanding.	/5

4. Marketing of the area to Bleisure tourists	The learners are not able to explain how the area is marketed to Bleisure tourists. Discussions are superficial, lack depth and show no understanding.	The learners attempt to explain how the area is marketed to Bleisure tourists. The discussions are incomplete and leave the reader with questions.	The learners are able to clearly explain how the area is marketed to Bleisure tourists. Show acceptable understanding.	The learners are able to excellently explain how the area is marketed to Bleisure tourists. Discussions are coherent, excellently formulated and demonstrate an in-depth understanding.	/5
5. Advantages of Bleisure tourism to the area – currently and in the future	The learners are unable to discuss the advantages of Bleisure tourism to the area. Poor or no explanation of the impact on communities and the area as a whole.	The learners attempt to discuss the advantages of Bleisure tourism to the area. Average explanation of the impact on communities and the area as a whole.	The learners are able to discuss the advantages of Bleisure tourism to the area. Good explanation of the impact on communities and the area as a whole.	The learners are able to excellently discuss the advantages of Bleisure tourism to the area. Excellent explanation of the impact on communities and the area as a whole with examples.	/5
6. Presentation	The research is not well structured or presented and the information does little to inform the reader about Bleisure tourism.	The research has some structure but is averagely presented. The information is inadequate to secure complete understanding of Bleisure tourism. The research reads like an essay.	The research is well structured and the presentation of the facts is informative and interesting. The reader gets a good understanding of Bleisure tourism.	The research is well presented, neat, logical and well structured. The research is interesting and articulate. The reader gets an excellent understanding of Bleisure tourism.	/5
6. Spelling and grammar usage.	The research is untidy, shows indifference and contains many spelling or grammatical errors.	The research is acceptably typed but contains many spelling or grammatical errors.	The research is very neatly typed but contains some spelling or grammatical errors.	The research is very neatly typed, contains very few (if any) spelling or grammatical errors.	/5
Total					/50