



**STUDYDADDY**

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# Part B Instructions (20% of Final Grade)



## Specific Guidelines for the Completion of Part B

**Weighting: 20% of Final Grade**

**Due Date: Week 12- July 27, 2022**

### Part B: Situation Analysis & Future Plans

Using the **outline, research, and introduction you prepared for Part A**, prepare a report for your minister that examines the following. You can use the headings provided below as an organization guideline for formatting your paper.

#### Introduction and Overview of Tourism

Include content from Part A.

#### The Impact of Tourism

- The benefits that tourism brings to your location.
- The barriers to tourism acceptance at your location.
- The impact of tourism on your location's culture.

## **Tourism Management**

- Provide a brief description of how tourism is currently managed in your location. For example, are there government departments overseeing tourism in your location? If so, how is this structured? Are there strong LOCAL tourism organizations involved in tourism?
- An overview of the training (or lack of) available to tourism employees.
- Provide a brief summary of the components of a tourist destination area (TDA) at your location. Examine the adequacy of present supply (the five components noted below) with present demand (level of visitation). In other words, are the following five components of the TDA sufficient for tourism there? For each component comment on what is working and what you think could be improved. Provide evidence or examples to support your statements.
  1. Natural resources
  2. Infrastructure
  3. Suprastructure
  4. Transportation system
  5. Hospitality of the host
- Note: If you have selected a location that you have personal experience with, your own experiences are a great starting point for research, but this report should be based on research and evidence. For example, don't just say that the transportation systems seemed sufficient from when you were there. Do some research and reference your sources to support your statements.
- Where you believe your location fits on the life cycle of a destination; justify or explain why you chose a particular stage in the life cycle.

## **Tourism Planning and Marketing**

- An analysis of the tourism planning process (i.e. has your location gone through a tourism planning process)? If so, what steps were followed? What key dimensions were incorporated in planning (i.e. environmental, social, and economic)? If no planning has taken place, discuss how this has impacted this tourism destination.
- Using the basic 4 Ps of marketing (product, price, place, promotion), in general terms identify how your location is marketing itself today. Identify what could be changed and

Identify how your location is marketing itself today. Identify what could be changed and what could be improved for future marketing efforts.

- Based on a review of tourism trends (global and local) identify future tourism plans for your location as well as challenges that lie ahead. Identify these future tourism plans using the eight components of tourism as your framework (transportation, accommodations, food and beverage, attractions, events, adventure tourism and outdoor recreation, travel services, and tourism services). Use the next 3 to 5 years as your planning horizon. \*Hint: Use the tourism planning process described in this course and your text as your example.

## Conclusion

Summarize your main points and provide a conclusion for the minister regarding your recommendations.

## Format for Case Study

- All assignments must be typed in Times New Roman font, 12-point size, double spaced.
- Submit assignments in .doc or .docx or .pdf format.
- All assignments must be professionally organized and presented. Instant messaging (IM), chat and email slang and abbreviations are not acceptable forms of communication in this course.
- The final paper should not exceed 12 typed double spaced pages (excluding your title page, table of contents page, references page and appendices). Focus on being concise.
- Visuals such as maps, infographics or tables are encouraged. Visuals are not included in the total page number count, as they are not text.
- For in-text citations, references page, and title page, your papers must adhere to the guidelines set out in the Publication Manual of the American Psychological Association (APA, 7th edition). There are many online resources that you can access to perfect this format.
- Submit your assignments using dropbox on or before the deadline shared through the course announcements.
- You are responsible for ensuring the safety of your work by making regular backups (i.e. extra copies). “The computer ate my work, I lost my flash drive, my hard drive crashed, my printer isn’t working” are not acceptable excuses for late assignments. Expect that you will have technical difficulties and plan accordingly.

## Part B Rubric

Grading Rubric for Case		
Criteria	Needs Improvement (0-2 points)	Satisfactory (3-5 points)
<b>Format, organization, professional image:</b> Writing quality (spelling and grammar); clearly presented; professional appearance; title page, table of contents, page numbers; proper citations and reference page using APA format.	Format is not in an industry acceptable manner; little organization and flow to report; little/no use of headings, etc.; many spelling or grammatical errors; and no referencing.	Format is mostly in an industry acceptable manner and some use of proper organization techniques employed; headings/formats could be clearer; some spelling or grammatical errors; referencing but not necessarily APA.
<b>Depth of research:</b> Evidence of relevant research; relevant sources cited; use of recent, primary resources.	Minimal or no use of relevant sources; sources dated / old.	Acceptable use of relevant sources; sources consulted were somewhat related to the assigned content.
<b>Relevance of material:</b> Ideas well researched, documented or argued:	Few to no requirements are completed, little detail. It is incomplete and major	Content began to address topic however several major sections c

demonstrates knowledge and understanding of key concepts and subject matter; good use of examples; application of how course knowledge relates to your location.	sections of questions are not clearly answered.	questions are not answered or lacks detail
<b>Total</b>	-	-

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Task: View this topic



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