

Assignment Cover Sheet for Students

Cambridge Career Award

Travel and Tourism Standard Level

VISITOR SERVICES (OPTIONAL MODULE) 5254

Before submitting a copy of your assignment, please ensure that your work has met all the Assessment Objectives of the module by completing this Assignment Cover Sheet. Your tutor must also submit a S.A.R with your work, signed and dated by both of you.

CIE Unique Candidate Identifier						
Centre No.	Year	Cand. No.				
		1 1 1				

Candidate Name		Date of Submission					
	I	I					
Your assignment report must include the following:							
contents page							
• introduction (purpose of assignment and an outline of the work to be included)							
 a clear explanation of the investigation you have carried out and methods you have used (steps taken to obtain information e.g. interviews, surveys, visits, research, why these methods were chosen and how they proved to be effective) 							
 write-up (evidence which is the result of the investigation including practical work, evaluation and conclusions) 							
• bibliography (i.e. list of reference materials, publications and text books used as reference sources)							
• assignment brief (included as an appendix at the end of the assignment)							
In addition, your report should:							
• be between 1800 and 2500 words long							
be typed, word-processed or hand-written legibly							
have a logical structure with clearly presented and explained sections							
have a clear, legible and business-like layout and format.							
Have all these requirements been met? YES/NO							
Comments:							

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Please indicate in the boxes where in your assignment the evidence can be found. You may want to add a comment to explain your choice, but this is not necessary.

	Assessment Objectives	Evidence and/or page number	Comments
1.1	Explain the operation of Visitor Services		
1.2	Explore the role and function of Visitor Services		
2.1	Investigate the range of products offered by Tourist Boards and Information Centres		
2.2	Investigate the range of services offered by Tourist Boards and Information Centres		
3.1	Investigate how products, services, facilities and events are promoted by Tourist Boards and Information Centres		
3.2	Identify how Tourist Boards and Information Centres provide marketing information		
4.1	Identify ways in which Tourist Boards and Information Centres maintain quality standards in the tourism industry		
5.1	Explore the contribution that Tourist Boards and Information Centres make towards the business travel market		
6.1	Explore the contribution that Tourist Boards and Information Centres make towards the leisure travel market		



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