

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		

