

Marking Rubric for Assessment 2 – Case study (25%)

What is the difference between accreditation and certification? (15 marks)		
A well-developed detailed distinction has been made between the two processes.	An adequate distinction of the two processes has been made but lacks detail	No or little distinction has been made between the two processes.
10-15 marks	5-9 marks	0-4 marks
Your Mark:		
Comments:		
Why are these two processes both complimentary and relative to the pursuit of sustainable tourism?(15 marks)		
The complimentary and relative nature of the two processes has been well-demonstrated.	The complimentary and relative nature of the two processes has been adequately demonstrated.	The complimentary and relative nature of the two processes has not been demonstrated.
10 - 15 marks	5 -9 marks	0 - 4 marks
Your Mark:		
Comments:		
What changes have been implemented the tourism enterprises from their Earthcheck certification? (20 marks)		
All changes implemented, have been identified	Some changes implemented have been identified	Little or no changes implemented have been identified
15 – 20 marks	9 - 14 marks	0 – 8 marks
Your Mark:		
Comments:		
Identify how these have been implemented and analyse why the business has chosen t apply these processes and the outcome (where possible) (30 marks)		
What is being implemented and why, has been identified and analysed in a well- constructed analysis.	What is being implemented and why has been identified and analysed adequately but lacks development of analysis	There is little or no evidence of an analysis or identification of what is being implemented
23 – 30 marks	13 -22 marks	0 – 12 marks
Your Mark:		
Comments:		

Comments		
At least 3 other student's e-Portfolios have been visited and constructive comments, consisting of more than one sentence, have been made on their postings.	Less than 3 student's e-Portfolios have been visited, and/or comments made have been too short or not constructive.	No student blogs have been visited and/or the comments made were too short or not constructive.
4 – 5 marks	2 – 3 marks	0 – 1 marks
Your Mark:		
Comments:		
Presentation of work (20 marks)		
Work is presented in a fully-developed essay form (intro, body, conclusion). All work referenced, spelling and grammar checked and presented. Word check range correct.	Work is presented in essay form (intro, body, conclusion) but lacks a fully developed analysis. All/some work referenced, spelling and grammar checked and presented. Work check range correct.	Little or no evidence of a fully-developed essay form (intro, body, conclusion). Some or none of the work has been referenced, spelling or grammar checked. Work check range may not be correct
15 – 20 marks	9 - 14 marks	0 – 8 marks
Your Mark:		
Comments:		
Total: /100		