

# ASSESSMENT INSTRUMENT FOR TEACHERS: RESEARCH COMPETITION 2018 - INNOVATION IN TOURISM

**DUE DATE: 3 August 2018**



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 Innovation in 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/
2.1 Explanation of product or service innovations (with examples)	Learners were not able to explain product or service innovations and no examples were given.	Learners were able to explain product or service innovations, but no examples were given.	Learners were able to explain product or service innovations and examples were given.	Product or service innovations were excellently researched with outstanding examples given.	5/
2.2 Explanation of process innovations (with examples)	Learners were not able to explain process innovations and no examples were given.	Learners were able to explain process innovations, but no examples were given.	Learners were able to explain process innovations and examples were given.	Process innovations were excellently researched with outstanding examples given.	/5
2.3 Explanation of marketing innovations (with examples)	Learners were not able to explain marketing innovations and no examples were given.	Learners were able to explain marketing innovations, but no examples were given.	Learners were able to explain marketing innovations and examples were given.	Marketing innovations were excellently researched with outstanding examples given.	/5
3. Overview on any local (South African) example of innovation in Tourism	The learners are not able to give an overview on any local (South African) example of innovation in Tourism and leave the reader with questions.	The learners attempt to give an overview on any local (South African) example of innovation in Tourism but the information is incomplete, insufficient or lacking in detail.	The learners are able to give a well-researched overview on any local (South African) example of innovation in Tourism but a few areas may need more clarification.	The learners are able to give an excellent overview on any local (South African) example of innovation in Tourism and leave the reader with a clear understanding.	/5
4. Explanation of how innovation in tourism can benefit the country's tourism industry.	The explanations are vague, superficial or out of context. The explanations show little or no understanding of how innovation in tourism can benefit the country's tourism industry.	The learners attempt to explain how innovation in tourism can benefit the country's tourism industry but shows poor or average understanding. The explanation is incomplete and leaves the reader with questions.	The learners are able to give a well-researched explanation on how innovation in tourism can benefit the country's tourism industry and show acceptable understanding.	The learners are able to give an excellent explanation how innovation in tourism can benefit the country's tourism industry and shows excellent understanding. The explanation leaves the reader with a clear understanding.	/5
5. Presentation	The research is not well structured or presented and the information does little to inform the reader about innovations in tourism.	The research has some structure but is averagely presented. The information is inadequate to secure complete understanding of Innovations in 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 Innovations in tourism.	The research is well presented, neat, logical and well structured. The research is interesting and articulate. The reader gets an excellent understanding of Innovations in 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
<b>Total</b>					<b>/40</b>