

Guidelines for Internal Assessment: Comparing Tourism

Promotion in Two Cities

Title Page

Your title page should include:

- **Title:** A clear and concise title that reflects your study, e.g., “A Comparative Analysis of Tourism Promotion Strategies in [City A] and [City B]”.
- **Student Name and ID:** Your full name and identification number.
- **Subject and Class:** The subject for which the assessment is being conducted.
- **Submission Date:** The date of submission.
- **Institution Name:** Your school or institution’s name.

Table of Contents

The table of contents should list all sections and subsections of your report with corresponding page numbers. Example:

1. Introduction
2. Main Methodology
 - 2.1 Research Design

2.2 Data Collection Methods

3. Analysis Tools Used

4. Findings and Discussion

5. Conclusion and Recommendations

6. References

7. Bibliography

Introduction

Your introduction should:

- Define the purpose of the assessment.
- State why you chose the two cities for comparison.
- Outline the significance of tourism promotion in these cities.
- Provide a brief overview of the methodology and scope of your study.

Main Methodology

This section should include:

1. Research Design:

Describe the framework of your research, explaining how the comparison will be structured (e.g., thematic analysis, SWOT analysis).

2. Data Collection Methods:

- **Primary Data:** Surveys, interviews with stakeholders (e.g., tourism boards, visitors).
- **Secondary Data:** Use of reports, tourism statistics, and promotional materials.

Explain why these methods are suitable for your research and how they contribute to the objectives.

Analysis Tools Used

Specify the tools and techniques you will use to analyze your data.

Examples:

- **SWOT Analysis:** To evaluate each city's strengths, weaknesses, opportunities, and threats of tourism promotion.
- **Comparative Analysis Framework:** To highlight differences and similarities.
- **Quantitative Tools:** Charts, graphs, or statistical software (if applicable).

Include a brief justification for each tool used.

Font and Formatting Guidelines

- **Font Style:** Use legible fonts such as Times New Roman, Arial, or Calibri.
- **Font Size:**
 - Title: 16-point bold
 - Headings: 14-point bold
 - Body Text: 12-point regular
- **Line Spacing:** Use 1.5 line spacing for the body text.
- **Margins:** Set 1-inch margins on all sides.
- **Alignment:** Justify the main body text.

References and Bibliography

References:

Follow a recognized citation style (e.g., APA, MLA, or Chicago).

Ensure all sources directly cited in the text are listed in the references section.

Bibliography:

Include all materials consulted, even if not directly cited. Organize entries alphabetically by the author's last name.

General Tips:

- Use a citation management tool like Zotero or EndNote to

streamline referencing.

- Verify the accuracy of your citations and cross-check with your institution's guidelines.