

Travel Agent – Tour A Country Assessment Rubric

Name _____

CATEGORY	5	3	1
Transportation Air	Depart/arrival cities clearly shown. Return air clearly shown Costs clearly shown	Some information missing and/or not clear	Less than half of info present
Transportation Ground	Type of transportation and cost clearly shown. Where it is used is clear.	Information is confusing/ not clear.	Less than half of info present and is confusing
Cities	At least two cities are visited and described	Some information missing and/or not clear	Less than half of info present
Attractions	All attractions with good descriptions are included	Fewer than required attractions or poor descriptions	Fewer than required attractions with poor or no descriptions
Accommodations	Type of accommodations and costs are clearly shown	Accommodations and costs are not clear	Missing some accommodations and costs are not clear
Food	Food costs are considered for all days and meals	Some costs and or meals are missing	Less than half of info present
Writing - Organization	Information presented has a clear beginning, middle, and end.	Most information has a clear beginning, middle and end.	Less than half of the information has a clear beginning, middle and end.
Writing – Grammar Spelling & Proofreading	There are no grammatical/spelling mistakes. Capitalization and punctuation are correct throughout.	There are minor grammatical/spelling mistakes. Capitalization and punctuation are correct	There are several grammatical/spelling mistakes There are several capitalization or punctuation errors
Content - Accuracy	All facts are accurate.	80-90% of the facts are accurate.	Fewer than 80% of the facts are accurate.
Attractiveness & Organization	Exceptionally attractive formatting and well-organized information.	Well-organized information.	Formatting and organization of material are confusing to the reader.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text,	Graphics do not go with the accompanying text or appear to be randomly chosen.
Cost break down	Cost breakdown is clear Flight, Accommodations, Food, Attractions, Travel	Costs missing, or not clear	More than four costs missing, or not clear
References	References, URL used clearly shown. And easy to understand	Some references/URLs missing or not clear	Little or no references
Required Components	All required components are present	Two of the required components are missing	More than two of the required components are missing

Mark _____