## ADDENDUM A: Question 1: SA hospitality businesses need to know who the foreign tourists are

Durban – Today's travellers are boosting tourism and it is important for South African hospitality businesses to realise exactly who the tourists are and what they want. Tourism changes all the time. Trends and expectations are changing. It is important to keep up with the trends if we want to attract more international visitors.

Right now, people born in the year 2000 will influence what tourism looks like in the future. This market is the **new gold**, spending about US$ 200-billion on travel every year, according to *Forbes* magazine. That is expected to increase in the coming years. This is the generation that the tourism industry will be hosting over the next few years, so we need to plan to meet their needs.

Social media plays an important role in their lives. Young people always go online to check out reviews about a destination before making a booking. They also care more about what they will experience than where they will sleep. Travel companies are starting to use virtual reality technology to market their destinations. Tourism KZN has used this technology and offers a virtual reality experience to visitors at trade shows that we host around the country.

Once these young travellers have done their research and arrived at their chosen destinations, they will post pictures, selfies and opinions about their holiday – good or bad! So tourism businesses cannot let their standards drop, otherwise the world will hear about it.

Another trend is also appearing in tourism. This is the entrepreneurs and travel bloggers who have a large number of followers on social media. If a traveller likes your experience, they are likely to tell others and the word will spread throughout their community on Instagram and Facebook!

Eco-tourism, which promotes sustainability, is still an extremely popular trend. There are some tourists who will only stay in "sustainable" accommodation. This is a benefit to those businesses that empower their local communities.

Wellness travel has become a growing trend and tourism businesses can take advantage of it. They don't necessarily have to be a resort or a spa. Businesses can offer walking and cycling routes, even healthy cooking courses and early morning yoga sessions.

Then there is the international Airbnb experience. This enables travellers to stay in private homes. They can then travel like a local and have a more authentic experience among local people. As trends are constantly changing, businesses must change their marketing approach to attract a greater number of tourists.

[Adapted from: *Economy*, 3 February 2019, Phindile Makwakwa, the acting chief executive of Tourism KwaZulu-Natal, <https;//www.iol.co.za/business-report/economy/opinion-sa-hospitality-businessess>]

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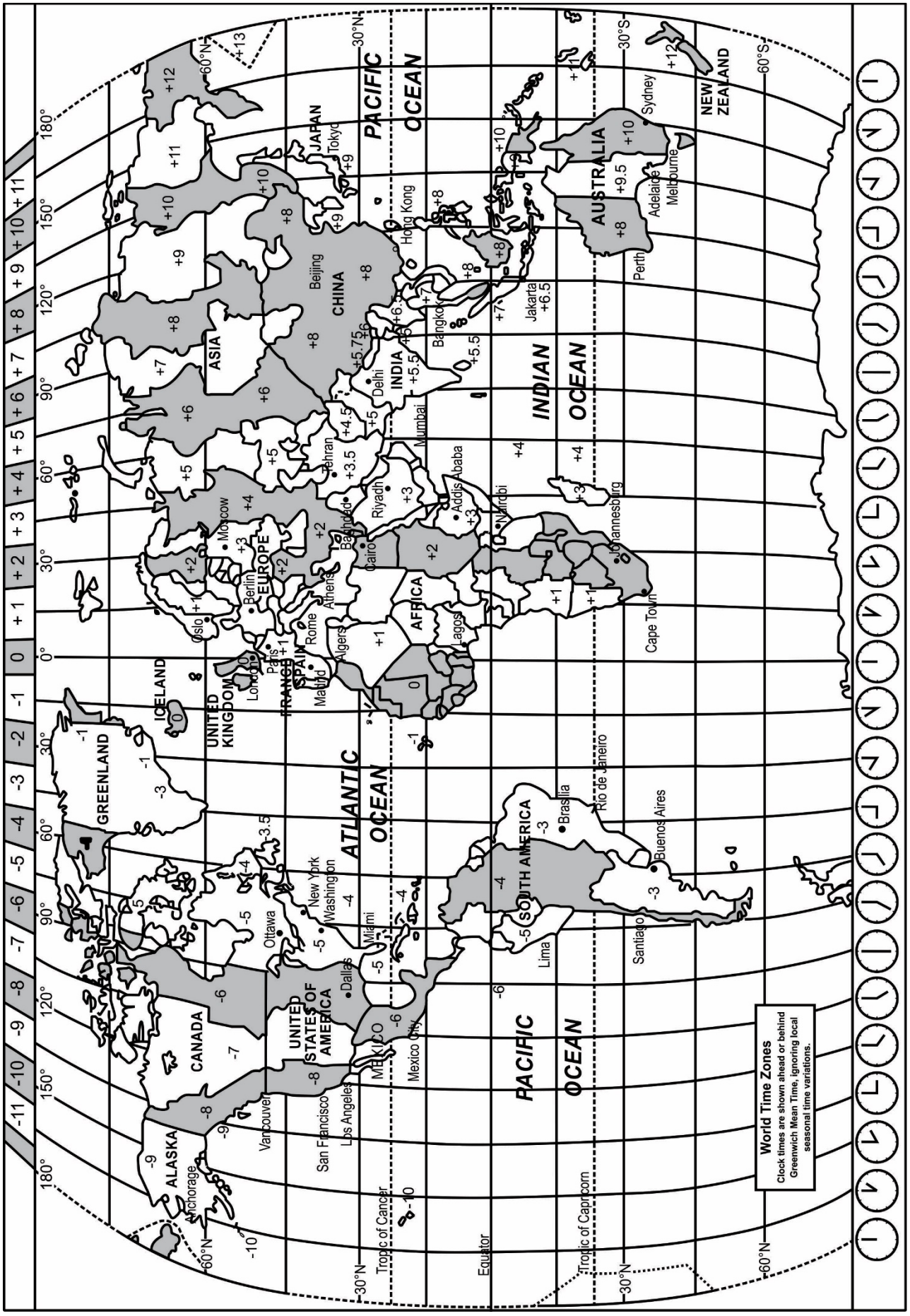
## ADDENDUM B: Map of world time zones

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## Addendum C: Question 7: Destinations are fighting back against over-tourism

Until the recent global pandemic hit, international tourism grew a staggering seven percent in one year. For many destinations that base their economies on tourism, this travel boom was a blessing.

Other famous hot spots, however, have grown tired of the constant stream of travellers who are turning their beloved homes into glorified theme parks. Here are some bucket-list destinations that, due to over-tourism, have seen the pandemic as an opportunity to implement measures to limit visitor numbers.

**AMSTERDAM, NETHERLANDS**

Amsterdam officials want the world to know that the city has much more to offer than the wildly famous red-light district. Historically, budget travellers flocked to Amsterdam daily to enjoy the nightlife and party scenes, congesting the beautiful canals and drowning out the locals. Residents have made it clear that the rowdy guests are no longer welcome.

**SANTORINI, GREECE**

On average, two million travellers a year visit Santorini, mainly by cruise liner. The island's area is just more than 30 square miles. Officials in Santorini have become gravely concerned over the environmental impact of these travellers being dropped off daily, who in peak season wreak havoc on the tiny island's resources. Santorini's officials have decided to limit the number of cruise ship passengers to just 8 000 per day. Previously the island had been hosting upwards of 12 000.

**ISLE OF SKYE, SCOTLAND**

Fairy pools, coastal waterfalls, castles … These are just some of the sights waiting for travellers. And now, appearances in the popular TV show "Outlander" and Harry Styles' "Sign of the Times" music video have resulted in this picturesque Scottish paradise becoming more popular than ever. There are simply not enough accommodation establishments to go around. Locals are telling visitors to stay away if they haven't previously booked accommodation, or risk sleeping in their cars.

[Adapted from: <https//www.farandwide.com/s/over-tourism-destinations-ceee189cc0414a7b>]

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## ADDENDUM D: Question 7: Rubric for marking the concept map.

| Criteria | 4 | 3 | 2 | 1 | 0 | Possible score |
|---|---|---|---|---|---|---|
| Explanation of the term *over-tourism*. | | | Candidate shows an accurate understanding of the term. | Candidate has not understood the term but has tried to explain the term. | No attempt to explain the term. | 2 |
| Identification of the three factors affecting sustainable and responsible tourism development. | | All THREE factors are mentioned. | Only TWO factors mentioned. | A vague attempt to answer this with only ONE factor mentioned. | No attempt to identify the factors. | 3 |
| Analysis of the influence tourism has on the triple bottom line for a host country. | A superior analysis revealing the candidate's overall grasp of the influence, a detailed outline is displayed in the map. Multiple effects for all 3 pillars are discussed and both positive and negative effects are dealt with. **× 2** | A good response with all THREE pillars mentioned. Both positive and negative effects analysed, though some detail lacking in the points given. **× 2** | A fair attempt to address this aspect but has only referred to TWO pillars/ or has only addressed positive or only negative effects. **× 2** | A vague attempt to address this aspect but lacks insight and understanding and/or only mentioned ONE pillar. **× 2** | No attempt to address this question. | 8 |
| Examples are provided in relation to this article. | | All possible examples quoted from the passage. (all 6) | 3–4 examples quoted from the text. | A vague attempt made with only ONE example quoted from the text. | No examples quoted from the text. | 3 |
| Identification of what actions have been implemented to curb over-tourism at these attractions. | | Information extracted from the passage shows a clear comprehension of the actions taken to curb the issue of over-tourism. | Some information has been sourced from the article, but candidate has omitted some examples. | An attempt is made to extract information from the passage, but vague at best. | No actions identified. | 3 |
| Suggestions made to tourists about how to travel responsibly. | A superior response revealing a vast knowledge of ways in which tourists can travel sustainably and responsibly. More than 6 ideas are posed for sustainable travel. | Candidate's response reveals a detailed understanding of sustainable travel and 5–6 good ideas are posed. | Suggestions made show that candidate has grasped the purpose of sustainable travel, 3–4 suggestions made. | Candidate has made 1–2 suggestions to tourists about how to travel responsibly. | No adequate suggestions made to tourists. | 4 |
| Links indicating inter-relationships with explanations. Layout of concept map. | | | All links are made and layout is presented in a sophisticated manner. **× 2** | Some links are indicated, or no explanation of links and layout has some lapses. **× 2** | No links made and layout makes no sense. | 4 |
| Used key and different colours. Chose suitable title. | | Key in different colours indicating the different concepts and has suitable title. | Key in different colours indicates the different concepts but has no title. | Major problems in key. | No key and/or no title. | 3 |

**[30]**

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## ADDENDUM E: Question 8: Rubric for marking of the essay

| Criteria | 4 | 3 | 2 | 1 | 0 | Possible score |
|---|---|---|---|---|---|---|
| Explanation of the importance of professional image of a tourist attraction/business in service delivery. | | | Clear and concise explanation of the importance of a professional image of a tourist attraction/business in service delivery. **× 2** | Explanation of the importance of professional image provided, but lacks an in-depth understanding. **× 2** | No attempt to address this aspect. | **4** |
| Evaluation of the importance of community involvement/development. | An excellent evaluation of both community development and involvement with sound supporting evidence. | A good attempt to evaluate the importance of community development with some supporting evidence. | A fair attempt to address this aspect but student lacks an in-depth understanding with little supporting evidence. | A vague attempt to address this issue and/or no examples are given. | No attempt to address this aspect. | **4** |
| Explanation of the value of fair-trade certification and the aims of certification. | Candidate shows a superior understanding of the value of fair-trade certification and mentions 3 or more aims. | A good explanation of the value of fair-trade certification and mentions 1–2 aims. | A fair attempt but lacks sufficient detail and/or neglects to mention the aims of fair trade. | A poor attempt is made to answer this point and/ or student does not mention the aims of fair trade. | No attempt to address this point. | **4** |
| Analysis of the effect of service delivery on the multiplier effect, economic growth and community development. | Excellent analysis with own knowledge and understanding used to support analysis. **4 × 2** | A good analysis indicating an in-depth understanding of service delivery affecting the multiplier effect, economic growth and community development. **3 × 2** | Fair analysis indicating a good understanding of service delivery affecting economic growth and community development. **2 × 2** | Poor analysis indicating a poor understanding of economic growth and community development, but an attempt has been made to address this issue. **1 × 2** | No attempt to address this issue. | **8** |
| Strategies identified to maintain service excellence and recommendations made for improvement. | | Excellent attempt to address this bullet. 3 or more strategies mentioned to maintain excellent service and 3 or more recommendations for improvement made. **× 2** | Fair attempt to address this issue. 1–2 recommen-dations are made, and 1–2 strategies are mentioned to maintain excellent service. **× 2** | A poor attempt to address this issue. No recommen-dations for improvement are made and/or no strategies to maintain excellent service are mentioned. **× 2** | No attempt to address this issue. | **6** |
| Organisation and mechanics. | | Information is well organised with well-constructed paragraphs, with minor errors. | Organised with well-constructed paragraphs. A few grammatical, spelling and/or punctuation errors. | Disorganised and many grammatical, spelling and/or punctuation errors. Poorly constructed. | Response is not in an essay format. Poor organisation and mechanics. | **3** |
| Suitable title. | | | | Suitable title. | No title. | **1** |

**[30]**

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