NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2020

TOURISM

MARKING GUIDELINES

Time: 3 hours 200 marks

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QUESTION 1

1.1 Durban (1)

1.2 **SAT – South African Tourism**

Marketing South Africa internationally and domestically as a tourism destination of choice. ✓

This is to increase the awareness of South Africa as a popular destination for people to visit, thereby increasing visits and foreign currency. Maintaining and enhancing the standards of facilities and services in the industry. ✓

Ensure tourism businesses can provide high levels of customer service and provide authentic South African experiences. ✓

Coordinating the marketing activities of role players in the tourism industry. ✓

Assisting those who are involved in marketing South Africa, ensuring the message is clear and in line with the strategy and positioning of South Africa. ✓ (Any 3) (3)

1.3 ITB in Berlin ✓ and the World Trade Market in London. ✓ (2)

1.4 Tourism Marketing Levy South Africa ✓ – **TOMSA** collects the levy and SAT makes use of the fund. The money collected is used to fund marketing activities for SA internationally, improve Brand SA. The tourism levy, also known as the TOMSA levy, is the 1% levy charged to the consumer for the use of specific tourism services in South Africa. ✓ The funds collected are primarily used by South African Tourism to promote South Africa as a preferred travel and tourism destination. ✓ (3)

1.5 The Cape Getaway Show. ✓ (1)

Other travel events in SA are listed on the following the website and may be included in the answer:

[<https://10times.com/southafrica/travel-tourism>]

Fri, 28 Feb – Sun, 01 Mar	TRAVEL EXPO	Johannesburg	SA's most loved travel show.
Fri, 06 – Sun, 08 Mar 2020	the Getaway show	Cape Town	Africa's leading travel, outdoor and adventure exhibition.
Thu, 02 – Sat, 04 Apr 2020	International Luxury Travel Market Africa (ILTM Africa)	Cape Town	International Luxury Travel Market Africa is a specialist invitation-only event, where the very best travel agents and advisors from across the world meet Africa's most spectacular luxury travel experience.

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Mon, 06 – Wed, 08 Apr 2020	World Travel Market Africa (WTM Africa)	Cape Town	Africa's leading inbound and outbound b2b travel trade show.
Mon, 06 – Wed, 08 Apr 2020	Sports & Events Tourism Exchange (SETE)	Cape Town	The Sports and Events Tourism Exchange is the only event of its kind in Southern Africa and provides a platform that brings together businesses from the sports, events and tourism industries.
Tue, 12 – Thu, 14 May 2020	Africa's Travel Indaba	Durban	Largest tourism marketing events
Thu, 28 May 2020	WiT Africa	Cape Town	WiT Africa is themed as A Bird's Eye View: 2020 and Beyond
Sat, 29 – Sun, 30 Aug 2020	South African 4×4 & Outdoor Show	Pretoria	South African 4×4 & Outdoor Show is a jam-packed event of high quality and is setting the benchmark in the 4×4 & Outdoor industry.
Wed, 30 Sep 2020	Wine & Food Tourism Conference 5th edition	Stellenbosch	Wine & Food Tourism Conference has become a must-attend event for the tourism industry in South Africa and internationally. The theme will be The Next Decade.
Fri, 26 – Sun, 28 Feb 2021	Caravan Show	Johannesburg	This trade event discusses about the new products and services.

1.6 **Analyse** – both positive AND negative impacts must be mentioned:
Positive: increased incomes, increased foreign exchange, increased employment, multiplier effect, preservation of customs and crafts, provision of community facilities and public services, aiding of international cultural understanding and tolerance, encouraging travel, mobility and social integration. (any 4 points given)
Negative: decline of traditional employment opportunities, temporary nature of employment, increased living costs, leakages, increased taxes, and conflict with the host community, crime, loss of cultural identity, social problems, such as begging and prostitution, traffic congestion, strain on availability of resources such as water or electricity. (any 4 points given) (4 + 4 = 8)
[18]

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QUESTION 2

2.1 (a) Negative reviews have a negative impact, ✓ poor reputation will result or negative word of mouth, ✓ loss of customers, ✓ loss of income and profit; ✓ (any 2 valid negative impacts)

(b) and a positive impact resulting in an increase in customers ✓ following a good review, a good reputation. ✓ (any 2 valid positive impacts) (4)

2.2 Customers will inform the business of what their needs and expectations are, will fill the business in on where they are lacking in service provision, ✓ will provide valid and realistic suggestions regarding how the business can improve, ✓ will give the business a competitive edge, ✓ will make the customers feel 'heard' and feel that they are important. ✓ (any 2) (2)

2.3 2.3.1 **Above-the-line**: (Any **TWO** examples)
Media tools, e.g. space on TV, in newspapers, magazines, on posters, radio
Printed material, e.g. brochures, flyers, pamphlets, billboards
Electronic advertising, e.g. video walls, web-based advertising ✓✓ (2)

2.3.2 **Below-the-line techniques**: (Any **TWO** examples)
Exhibitions, shops, expos, sponsorships ✓✓ (2)

2.4 **Above-the-line**: can reach a mass audience, helps to reinforce a brand and give a memorable impression of what a brand is about. For certain markets and products, ATL works better. General products that have a mass appeal do well because the communication reaches a widespread audience, helping to achieve awareness amongst consumers and creating brand recall.
Below-the-line advantages: Due to being much more focused and personal, BTL gets a direct response and can build customer loyalty. It is possible to tailor messages for particular segments of the market with relevant offers and information.
Unlike ATL, BTL is also highly measurable. This gives marketers an insight into the return on investment which can then be used to generate an even more focused and targeted BTL communication. With email campaigns, you can track the open rates and click-through rates, as well as identify what users do as they click through.
In markets where competition is high, customer loyalty is essential. So, being able to directly modify campaigns for existing or potential customers is key. (any 2 valid points for each type) (2 + 2 = 4)

2.5 Surveys, questionnaires, feedback cards, online feedback on the Slippaway Hotel website, SMS cell phone message, suggestion box. Follow-up emails, follow-up phone calls. ✓✓
Each type of feedback mentioned will enable the management of Slippaway Hotel to be aware of problems and to correct them; training of staff can improve service delivery; Slippaway Hotel Group can maintain a competitive advantage – training on improving communication. (any 2 good points) (4)

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2.6 2.6.1 **Environmental policies** – most customers want to support responsible businesses, knowing the company cares about the environment as much as they do. Policies must be transparent and on the website, use of environmentally friendly packaging and stationery should show the company's commitment to "going green". ✓✓

2.6.2 **Marketing material and product packaging** – Marketing material – remain sensitive to cultural differences in potential customers. E.g. showing a Muslim man drinking beer at a restaurant will be offensive. Advertise in appropriate media forms. Must be current, attractive and easily understood. Must be able to recognise and associate the business by the advertising / packaging. ✓✓

2.6.3 **Website / social media** – an easy-to-navigate website, with all links working; clean and free of clutter; easy to read and up to date, gives the impression of a company that takes pride in itself and pays attention to detail. In short, a professional company. Informative social media or websites attract customers. The first few seconds will determine whether customers will use them or not. ✓✓ (2 × 3 = 6)

2.7 **Strategies to ensure staff deliver excellent service**: performance management, quality control checks, customer surveys, team and peer reviews, in-service training. ✓✓
Team-building activities/training, employee positioning appropriate to the skills of the employee in order to improve productivity.
(Any **TWO** with a description of how each improves service regarding staff. Marker uses discretion.) ✓✓ (2 × 2 = 4)
[28]

QUESTION 3

3.1 The table shows the value of the ZAR in relation to the USD ✓ over the period 2010 to 2020. ✓ (2)

3.2 The ZAR has gradually and consistently dropped in value ✓ in relation to the USD over the time period 2010 to present date, 2020. ✓ (2)

3.3 Possibly increase in foreign volumes ✓ as foreigners increasingly have a stronger buying power when visiting SA. ✓ (2)

3.4 2016, ✓ the ZAR was at its weakest, Americans would have been able to buy ZAR16 with one USD. (2)

3.5 Hosting global events increases the value of the host country's currency ✓ – the hosted event caused a strengthening of the rand. As seen on the graph, the ZAR was stronger in 2010 than in the years following 2010 as the USD would only have been able to purchase ZAR 7–8. ✓ (2)

3.6 In 2010, an SA citizen would have paid 7–8 ZAR to buy a USD, whereas in 2020 the value of the ZAR has dropped to such an extent that a USD now costs a traveller ZAR15,16. ✓ Therefore the buying power of the SA citizen in 2010 was much stronger in 2010 than 10 years later. ✓ (2)

3.7 3.7.1 **Bank selling rate**; ✓ **Bank buying rate**. ✓ (2)

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3.7.2 The Bank Selling Rate is always higher as the bank or foreign exchange institution needs to add a small administration fee/handling fee ✓ onto the price in order to cover expenses and make a profit. ✓ (2)

3.8 International tourists bring money into the country that wasn't here before and this benefits our economy. ✓
If the rand is weak compared to another country's currency, it is cheaper for people from that country to travel to South Africa and they are likely to stay longer and to spend more money while in the country. ✓
If the rand is strong compared to another country's currency, it is more expensive for people from that country to travel to South Africa and they are less likely to travel to South Africa. ✓ If they do travel to SA, they are likely to stay for a shorter period of time and spend less money. ✓ (4)

3.9 3.9.1 AUD 15 000 × ✓ 10,20 = ZAR ✓ 153 000,00 ✓ (3)

3.9.2 ZAR 4 500 × 3 ✓ = ZAR 13 500 ✓ divided by ✓ 10,70 ✓
= AUD 1 261,68✓ (5)
[28]

QUESTION 4

4.1 A group of people working well together will get the job done in less time, the goals of the organisation will be achieved more efficiently, and the needs and expectations of the customers will be met. This will give the business a more professional image and lead to positive word of mouth, repeat visitors, increase in numbers of visitors and bigger profit. This also leads to more bookings made, bigger contribution to GDP and many more economic benefits. (Any 2) ✓✓ (2)

4.2 A **code of conduct** is a document that provides guidance to all staff in an organisation on what is acceptable behaviour in the performance of their duties. ✓ **Code of conduct would include the following:** Confidentiality; fair dealing; protection and proper use of company assets; obeying laws and regulations and standards; disciplinary action; conflict of interest; act reliably; treat others with dignity and respect. ✓ (any example of what it may include)

A **Basic Conditions of Employment Act** is a document that protects and outlines the rights of the workers. ✓ In aspects such as minimum wage, the right to leave days for various reasons, working hours, termination of employment, and conditions under which the worker must work. ✓ (any example of what it may include) (2 × 2 = 4)

4.3 Conflict between the members, poor communication, no clear direction or support, duplication of efforts, lack of clear role division/allocation, poor leadership, lack of agreement regarding the goals of the team. (Any three valid points.) ✓✓✓ (3)

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4.4 4.4.1 Storming. ✓ (1)

4.4.2 Without clear roles, the members will have no clear sense of what they, individually, need to do to work towards the common goal, there may be duplication of tasks, leading to frustration, the lack of structure in the team may lead to failure to reach the goal. (Requires a quality answer showing the candidate's understanding of the importance of role allocation within a team.) ✓ (1)

4.4.3 Performing. ✓ This is the stage at which the actual task (the purpose of the team's formation) is carried out, where all the preparation, research, networking, planning and preparation come to fruition and the goal is achieved. ✓ This stage reveals the success or failure of the team to achieve their goals. ✓ (1 + 2 = 3)

[14]

QUESTION 5

5.1 These 9 elements are: **Product, People, Packaging and programming, Place, Promotion, Partnership, Pricing, Process and Physical evidence.** Any 5 can be selected to describe the venture ✓✓✓✓✓ with an explanation for each element. ✓✓✓✓✓ (5 × 2 = 10)

5.2 Student specific. All **FOUR** headings should be addressed with at least **THREE** valid points discussed per heading, with specific reference to the venture each candidate has come up with. No marks allocated for the headings. (4 × 3 = 12)

5.3 Student specific. The slogan should be a short memorable motto or phrase, original, ✓ used to persuade/attract ✓ potential customers. Markers to use their own discretion. (2)

5.4 Student specific. Businesses or services should be relevant to the business mentioned in question 5.1. For example; a restaurant might benefit local farmers and retailers and logistics companies; a bed and breakfast might benefit local retailers, furniture companies. Markers to use their own discretion. ✓✓✓ (3)

5.5 The learner must choose a career ✓ and list three specific skills that would benefit that career choice. ✓✓✓ No vague answers can be accepted. (4)

[31]

QUESTION 6

6.1 7 hours difference,
16:00 – 7 hours = 09:00 ✓ 12 Aug. ✓ + 26-hour flight = 11:00 ✓ 13 Aug. ✓ (4)

6.2 **Yes**, ✓ he has crossed many more than 3 time zones; his body clock will be disorientated, and he will need to take time to adjust himself to the new time. ✓ (2)

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6.3 If the time is 12:00 in SA, the equivalent time in Japan will be 12:00 + 7 hours, = 19:00 ✓ on 13 August. ✓
No, he cannot pay with the card as he has arrived on the 13th at 11 am and books in at 12 midday, but his card expired on the 12th at 11:59 pm, which was 12 hours before. ✓ (3)

6.4 His colleague has something to declare (i.e. either he has prohibited goods or is in possession of goods above the permitted limits). (1)

6.5 **Health**: Hepatitis A and B inoculations; bilharzia – do not swim in stagnant water; cholera – drink bottled water as the low water levels may cause diseases and cholera. Malaria if visiting malaria area – take malaria tablets. Practise safe sex. Apply sunscreen and wear a hat for additional protection from the sun. Take out comprehensive medical/travel insurance. Take adequate medical supplies for the duration of the stay. Rinse fruit and vegetables with bottled water. Buy food from a reputable outlet/vendor. (Any 2) (NOT yellow fever) Candidates may reference the Covid-19/ Coronavirus and make appropriate suggestions regarding safe travel, using hand sanitisers, wearing a protective mask, washing hands often, maintaining a safe distance from people while avoiding unnecessary physical contact and consulting the WHO regarding the latest updates in prevention. (any 2) ✓✓

Safety: Make copies of personal documents such as visa, passport, driver's license, debit card, credit card, and airline tickets. Keep doors locked when driving and be especially vigilant at traffic lights and stop streets. Do not pick up hitchhikers. Do not accept lifts from strangers. Plan routes beforehand and be aware of your surrounds at all times. Never leave bags and valuables on a car seat. Make sure your cell phone is fully charged at all times. Do not accept or carry parcels for strangers. Limit the amount of cash on your person. Make use of cards or other forms of payment where possible. Keep hotel rooms locked. Take note of the emergency numbers at the front desk of hotels and also the local police or security companies. Never leave your luggage unattended at airports and other public places. Do not wear flashy/valuable jewellery. Do not walk alone or in deserted areas after sundown. (Any 2) ✓✓ (2 + 2 = 4)

6.6 No ✓ – he will need his visa and passport. ✓(Candidate must mention BOTH the visa and the passport in order to be awarded the second mark) (2)

6.7 **The International Date Line**. The International Date Line (IDL) is an imaginary line on Earth's surface defining the boundary between one day and the next. If tourists cross this line going east, they will gain a day (go back in time) ✓ and if they cross this line going west, they will lose a day (go forward in time). ✓ (2)

6.8 More leisure hours in the evening with the family when it is still light enough to be outside; fewer accidents on the road; less use of lighting and saving of electricity; less pollution/lower carbon footprint, increase daytime hours for increased productivity, less crime, domestic spending will increase, causing more contribution to local GDP, domestic tourism may increase. ✓✓✓
(Any 3) (3)

[21]

QUESTION 7

Identify the possible causes of the collapse.

- The switch from customers using the internet to make holiday and travel bookings; not fewer agents to do bookings for them;
- The uncertainty over Brexit causing fewer people to travel;
- Economic uncertainty means people have lower income; possibly even a global dip in markets;
- High prices for hotel accommodation and jet fuel resulted in potential tourists wanting to find cheaper options or not to travel;
- The summer heatwave in the UK discouraging people from travelling and rather staying at home;
- 1.6 Billion pound loan Thomas Cook had, could not be paid back.
- Global warming altering weather patterns and thus travel patterns and behaviour;
- Thomas Cook not able to keep abreast of technological advances and/or watching travel trends and being left behind. (Old company, possibly still using outdated technology.)

How the situation could benefit the economic pillar where tourists are stranded:

- Due to the increase in temperatures (a trend caused by global warming), tourists may have an opportunity to visit beaches and outdoor events/activities (such as night markets, festivals). These can be hosted and guided by innovative locals.
- There may be an opportunity for locals to offer their private homes for additional accommodation, (Airbnb);
- Locals may provide food and beverage to these stranded travellers at discounted prices, but still make profits;
- Offering tours to local gems that tourists would not otherwise get to see, (such as local ghost tours, artistic exhibitions showcasing local talent), to stranded tourists to keep them occupied and ensuring a pleasant experience in spite of the negative situation.

Analysis of the impact of the collapse on the TBL:

Planet/Environment:

- Unnecessary demand on natural resources where people have been left stranded.
- The summer heatwave in the UK indicating global warming to be a reality.
- Demand on the local infrastructure at the holiday destinations.
- Positive: if fewer people are travelling in general, there will be less drain on natural resources in local areas.
- Increase in electronic technology for bookings as opposed to a paper trail (trees).
- Less pollution (noise, water, land, air, less sewerage disposal).
- Less travel means less money contributing to GDP, less funding available to ensure conservation of local attractions, less maintenance of infrastructure.

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Profit/Economic:

- Job creation, increase in the GDP of the local economies if innovative events and activities are planned by locals;
- Opposition travel companies are able to benefit by bookings they would not have had.
- The company/bank that lent Thomas Cook the money will take a financial blow – that amount of money owing/lost could result in retrenchment of staff.
- If fewer tourists are travelling, it may lead to long-term job losses in the tourism industry, higher unemployment rates, strain on government welfare system, rise in petty crime and loss of community pride.

Link between the collapse of Thomas Cook (TC) and the multiplier effect:

- The multiplier effect is the impact a tourism business can have on **other industries** in a local area, and the collapse of TC could have had a NEGATIVE knock-on effect on other industries. For example,
- In every area where a TC branch was located, there would have been loss of employment, employees would have had less disposable income and may have stopped spending on luxury retail goods, leading to a drop in demand for goods and services;
- A reduction in spending on industries such as fresh food supplies, leading to the agricultural industry affected, possibly a drop in sales of fresh foodstuffs; local suppliers may have surplus products and lead to loss of income, wastage, or having to curtail product diversity in order to say afloat;
- A drop in the use of fuel, electricity leading to a negative impact on providers such as ESKOM and RAND Water; less income in these industries;
- Less domestic spending in leisure and tourism events such as local festivals, local restaurants, leading to a decline in profits;
- Less money spent in the transport sector,
- Less people paying taxes and less contribution to the GDP;
- The collapse of each branch would mean no direct spending on internet service providers, communications systems, rental of business premises.
  Any valid examples of industries directly linked to spending by TC is acceptable.

Recommendations on how travel companies can remain profitable and successful by adapting their tourism products:

- Travel companies should align themselves with technology and be proactive to keep their customer base.
- Ensure that their customers have sufficient travel insurance to cover such possible disasters in the future.
- Travel companies need to ensure that they align themselves with reputable and sustainable destination and transport companies.
- Have on-going staff training and development.
- Have incentives for staff on their performance.
- Implement customer feedback methods.
- Make use of alternative and sustainable sources of energy, reduce office usage by allowing employees to work from home and completely alter methods to a digital platform, thereby reducing production costs.
- Diversify – provide alternative activities and create packages to encourage tourists to remain motivated to travel and experience different activities, and still be able to afford them.

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- Introduce innovation that requires less physical travel such as virtual tourism which allows tourists to still 'experience' these attractions in an interactive virtual setting. 3-D technology is a growing trend.
- Create packages for shorter stays and promotions that target domestic tourism, which ensures continued tourist activity without the huge cost involved in longer vacations.
- Make use of adaptive reuse in tourism whereby new facilities/establishments are created using old infrastructure. This reduces costs and creates a 'vintage' experience.
- Promote 'voluntourism' which encourages tourists to 'give back' to communities or the environment, keeping their experiences simple and rustic and keeping costs low.
- Provide a digital platform for 'home exchange' programmes with a minimal fee attached that include day trips requiring tourists to book with the travel company.

Links and a key – must be clear and colour-coordinated to clearly show links and relationships.

Mark according to Rubric in ADDENDUM E. **[30]**

QUESTION 8

Evaluate, with reasons, the importance of tourism to Third World countries in particular.

- Third World economies are undeveloped and lack diverse industries on which to rely for income and GDP contribution. Therefore, they rely heavily on their natural resources (attractions) to attract tourism to the country. This industry is labour-intensive and thus leads to:
- Job creation
- Investment opportunity
- Infrastructure development
- Educational opportunities
- Financial gain for the informal sector
- International exposure to local culture

Analyse the sustainability of highly popular tourist attractions in terms of the environment.

Attractions in under-developed countries are often not managed with sustainability in mind as the emphasis is on income and profit – at whatever the cost. This leads to abuse and over-use of the attraction, often to the detriment of the local population and the environment.
The environment is often sacrificed for the sake of demand for luxury accommodation, activities, hospitality, which leads to removal of natural habitat, overuse of resources, deforestation, waste production, pollution, damage to natural plant and animal species. The need for conservation is not identified until a crisis occurs, and local attractions start to die out or are destroyed.

Highly popular destinations allow high tourism volumes in order to make a profit. This is not sustainable for the host country.

- Attractions need to be protected and managed correctly;

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- With strict tourist codes of conduct in place sustainability is ensured;
- Strict code of conduct for employees at the attraction will also ensure sustainability of the attraction;
- Financial investment and correct management of the funds generated will also ensure a sustainable future;
- CSI policies should be implemented and Fair-Trade monitoring.
- Include the locals in the profit share and employ locals.
- Large numbers of visitors put strain on the supply of natural resources.
- Cheaper flights will attract more tourists which in turn increases the number of flights and other transport means increasing the carbon footprint.
- The natural environments will be cleared to meet the demands for additional infrastructure and accommodation – deforestation.
- Food and other daily necessities have to be imported from other areas to meet the demands adding to the carbon footprint and creating a leakage.

Critically evaluate the social effects that large numbers of tourists have on a local population.

- Short-term employment, often low-paid menial jobs;
- Overcrowding and infringements on the locals' space and culture, dilution of culture and Westernisation of the youth;
- Natural resources are put under pressure;
- Increase in crime and drugs, even sex tourism may increase as locals try to make an income;
- Noise pollution, air pollution from increased travel schedules, and litter become a problem;
- Quality of life for the locals decreases, overcrowding occurs at peak times, traffic congestion becomes a problem.
- Food and daily necessities become expensive and beyond the financial means of the locals.
- Locals may be displaced to make way for luxury accommodation, complexes, attractions, resorts, stadia.

Refer to the venture you conducted an investigation on in the first part of your practical assessment task this year. Suggest FOUR strategies that should be implemented to keep the attraction a sustainable and responsible venture.

- Tourist attraction – student specific.
- Suggestion to make use of adaptive reuse of vintage buildings, shipping containers, unusual types of accommodation to keep the product innovative and original, instead of constructing buildings from scratch.
- Resource management – saving energy and water by adopting sustainable practices, using alternative energy sources, recycling ground and grey water.
- Waste management – reduce, reuse and recycle.
- Litter control.
- Pollution control.
- Environmentally friendly buildings.
- Promotion of indigenous fauna and flora and eradication of alien plants.

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- Sharing profits with local community and employ local, making use of partnerships when marketing to keep costs down, implementing CSI/CSR programmes to empower and uplift communities.
- Purchase local products.
- Training and skill development for staff.
- Implement a code of conduct for tourists.

Suggestions to tourists for adhering to a code of responsible tourist conduct:
(example sourced from https://www.everysteph.com/rules-responsible-tourist/)

- Learn some basic words of the local language, (*hello*, *please*, *thanks* …) Also, look online for the local tour-operators organising excursions and daytrips, and go for one operating in a responsible way.
- When possible, take a train or a bus rather than the plane. If you can't, do you know that some airlines are more sustainable than others? At destination, avoid taxis and cars as much as possible: local buses, bikes and simply walking are eco-sustainable transportation solutions, inexpensive and often more fulfilling.
- Respect the environment and don't destroy it: do not pick up 'souvenirs' from national parks, game reserves or archaeological sites.
- Don't abandon your garbage: keep it with you until you find a trash can and recycle, when possible.
- Water is such a lacking resource in many parts of our planet: don't waste it, always close the taps. When you get out your hotel room, make sure you have switched off all of the lights and the air-conditioning.
- Protect the fauna: don't buy items or accessories manufactured with leathers, furs and animals' parts. Don't eat meat of endangered animals, even if it's considered a local delicacy.
- Respect the customs and local traditions: for example, in a conservative country dress adequately and if necessary, cover your head. In the poorest countries, moreover, avoid showing off your wealth (avoid wearing watches, jewellery and designer bags).
- Now more than ever 'voluntourism' has become fashionable, especially among young travellers. But where does this money go? Not always to local communities.
  Check out the *Ethical Volunteering Guide* to help you choose the right program and website, and ask questions to the associations.
- If your next destination is a Third World country, with economic problems, you will be surrounded by children begging for money, and it will be difficult to say "no": it may sound cruel, but avoid giving money to kids, because what for us might me a very small amount, will contribute to them leaving school. We all know how important education! If you want to donate some money, do your research and donate through recognised humanitarian associations that will make sure your money will go to those more in need.
- In developing countries it's easy to feel you need to give a handout: better than this, though, is to contribute to the country's economy by buying some gifts for friends and family: of course, choose handmade goods made by local artisans.
- During your travels, to near or far away countries, you will want to capture a moment or a smile with your camera. Do it, but always remember that locals aren't animals in a zoo: before snapping the picture, ask for permission.

Mark according to the Rubric ADDENDUM F. **[30]**

Total: 200 marks

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