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ADDENDUM A: AFRICA'S TRAVEL INDABA

Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar. It is one of the top three 'must visit' events of its kind on the global calendar. It showcases the widest variety of Southern Africa's best tourism products. It also attracts international buyers and media from across the world. SAT is the owner of this annual event that has won awards for Africa's best travel and tourism show. Over the three days, the event attracts over 16 000 delegates from the travel, tourism and related industries.

The annual travel trade show is scheduled to take place in Durban from 12 to 14 May 2020. This year's theme is *Africa's Stories, Your Success* and it focuses on a united goal to deliver authentic stories to increase tourism to Africa sustainably.

Indaba brings together Southern African tourism products and services for the international travel trade. Exhibitors include provincial authorities, provincial products and African countries. Types of exhibitors include accommodation, tour operators, game lodges, transport, and many more. On the buyers' side, inbound tour operators, foreign travel agents, airlines, marketing companies, and online booking and transport companies attend this high-profile exhibition.

[Adapted from: <https://www.indaba-southafrica.co.za>]

ADDENDUM B: SLIPPAWAY HOTEL GROUP – HELLO PETER

(a) Slippaway Hotel: Oudtshoorn

If there was an option to rate no stars, I would have chosen the minus-one-star rating! Slippaway Hotel Oudtshoorn's service is an absolute disappointment: waiting an hour for your food, 45 minutes for the bill and another 45 minutes if you request a copy of the bill. Never again!

(b) Slippaway Hotel Marriot: staff going extra mile

I called through to book accommodation for next week and they were fully booked. I reside in Johannesburg, so I do not know the Kimberley area.
Leazi-Ray assisted me to the best of her ability with three other referral accommodation facilities in the area and contact numbers for each, due to Slippaway Hotel being at their maximum capacity.
Thank you to people like this who go the extra mile; instead of saying they are fully booked, sorry, goodbye.
Humbly appreciated, Leazi-Ray!

[Adapted from: <http:hellopeter.com/protea complaints>]

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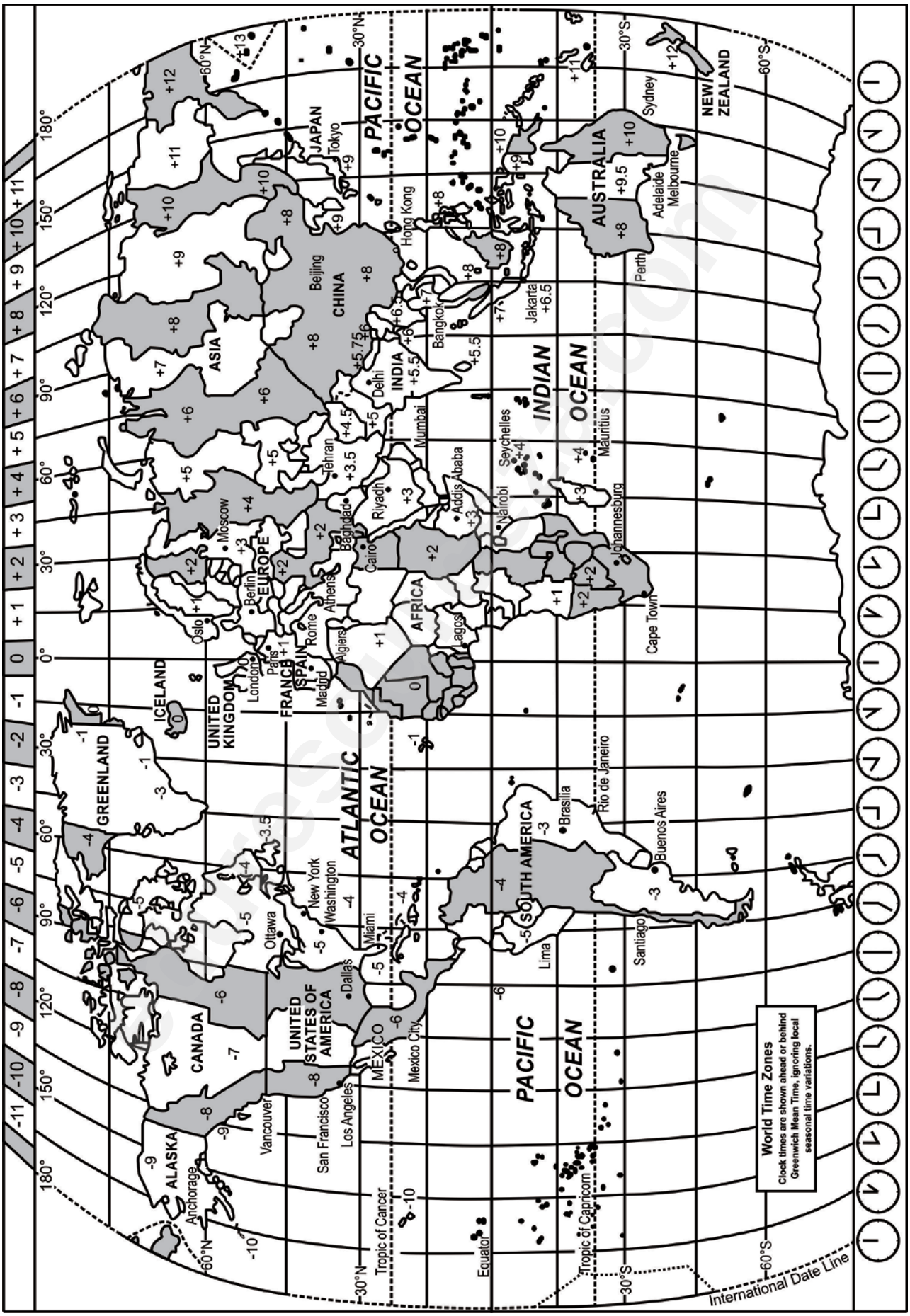
ADDENDUM C: MAP OF WORLD TIME ZONES



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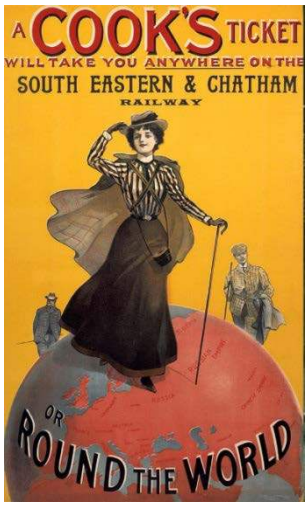
ADDENDUM D: THE COLLAPSE OF THOMAS COOK – one of the biggest and oldest travel companies in the world.



Peter Fankhauser, Thomas Cook's chief executive officer, has apologized to its millions of customers and thousands of employees, saying the collapse of this major travel company was a "matter of profound regret!"

Thomas Cook, which employed 21 000 people worldwide with 560 stores in the United Kingdom alone, ceased trading in September 2019 after 178 years.

At the time of collapse there were 150 000 British customers abroad and 600 000 holiday makers worldwide.

There were several factors that caused this collapse. They include a decline in bookings, uncertainty surrounding Brexit, the rise of low-cost airlines, online travel agents, the high cost of hotel accommodation and jet fuel prices and people who simply put together their own holidays without a travel agent.

Many travellers elected to look for the cheapest options or not to travel at all. The final straw was the 1.6-billion-pound loan Thomas Cook had made to keep the company operating eight years ago, which could not be repaid!

[Adapted from: *<www.thomascook.co.za/news>* and *<https://www.theguardian.com/business/2019/sep/23/thomas-cook-as-the-world-turned-the-sun-ceased-to-shine-on-venerable-tour-operator>]*

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ADDENDUM E: MARKING RUBRIC FOR CONCEPT MAP

Criteria	6	4	3	2	1	0	Possible score
Causes of the collapse identified.			Candidate displays a thorough depth of understanding; own knowledge **and** reference made to insert; 3 or more causes are mentioned, other possibilities unpacked.	Candidate displays some understanding, no attempt to draw on own knowledge; reference made to insert, 2 causes are mentioned.	Candidate displays a weak understanding, no own knowledge, limited reference made to insert, poor exploration of possible causes of the collapse.	Bullet has not been addressed.	**3**
Exploration of possible economic opportunities identified.		Candidate shows a thorough insight into the opportunities presented by this collapse, is able to explore economic benefits of this situation to the local communities.	Candidate shows some understanding of positive outcomes of this collapse in the short term.	Candidate has a limited ability to foresee opportunities presented by this collapse. Only 1–2 good points made.	Candidate shows poor insight into the opportunities presented by this collapse, makes an attempt to address this bullet but is not able to explore economic benefits of this situation.	Bullet has not been addressed.	**4**
Analysis of impact of collapse on TBL in areas where branches closed.	Response shows a superior under-standing of the overall impact of this situation on the TBL. All 3 pillars addressed and at least 2 impacts identified for each pillar, both positive and negative aspects covered. **X2**	Response shows a good under-standing of the overall impact of this situation on the TBL. All 3 pillars addressed, 2 impacts identified for each pillar OR only positive or only negative impacts explored. **X2**	Response shows a limited under-standing of the overall impact of this situation on the TBL. Possibly one of the pillars overlooked or only negative impacts explored. **X2**	Candidate has attempted to unpack effects on the TBL but has only addressed one of the pillars OR no analysis has been attempted. **X2**	Response lacks any insight into the question and response is vague at best. **X1**	Bullet has not been addressed.	**12**
Illustration of the link between the collapse of the business and the Multiplier Effect.			Candidate clearly grasps the link between the collapse of the business and the Multiplier Effect. At least 2 examples have been cited.	Candidate shows an understanding of the relationship between business and the multiplier effect, one example is cited.	Candidate has made an attempt to show a link between tourism businesses and the multiplier effect, but no examples provided, or the explanation is poorly stated.	Bullet has not been addressed.	**3**
Suggestions made regarding how to remain profitable and successful.	At least 4 excellent suggestions made that show a superior understanding of how to offset economic threats to businesses. **Maximum 5 points**	At least 3 well thought-out suggestions made that show a depth of understanding on how to offset economic threats to businesses.	A good attempt to make suggestions to tourism businesses but lacking in depth of knowledge.	Candidate has made 1 good suggestion but response lacks substance.	Poor response showing that an attempt has been made to address this bullet, but inadequate suggestions made, or suggestions are unrealistic.	Bullet has not been addressed.	**5**
Links indicating interrelationships between the concepts.			All the possible links are indicated with a sense of their complexity.	Some meaningful links are made.	Links spread haphazardly over the page.	No links are made.	**3**

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ADDENDUM F: MARKING RUBRIC FOR ESSAY

Criteria	6	4	3	2	1	0	Possible score
Evaluation of the importance of Tourism to Third World countries.			A clear and concise evaluation with 3–4 valid points. **X2**	A fair attempt to address this bullet with 2–3 valid points. **X2**	A vague attempt to address this bullet but evaluation lacks substance. **X2**	No attempt to address this bullet.	**6**
Analysis of the sustainability of highly popular tourist attractions in terms of the environment.	An excellent analysis with 5 or more valid positive and negative points, indicating a sophisticated understanding of the question.	A clear and concise attempt to address this bullet with 4–5 valid negative and positive points.	A fair attempt made to explore the impacts on the environment, with 3–4 valid points made but has failed to either mention positive and/or negative points.	An attempt has been made to address this bullet, but only with 1–2 valid points made, OR no analysis.	A vague attempt to address this bullet but lacks information and insight. No analysis has been made.	No attempt to address this bullet.	**6**
Critical evaluation of the negative social effects that large numbers of tourists have on the local population.	An excellent evaluation with 6 or more valid points indicating a sophisticated understanding of the question. Candidate is able to draw a conclusion based on evidence presented.	Although candidate has not presented all possible impacts of tourists in host communities, a very good evaluation is conducted with 4–5 valid points made.	An attempt has been made to evaluate the effects on host communities, but candidate has omitted some valid points and has not shown a depth of insight, with 2–3 points being made.	A vague attempt to address this bullet has been made, some insight shown, 1–2 impacts examined. No conclusion presented regarding the question.	A poor attempt at addressing this bullet. A maximum of one impact mentioned.	No attempt to address this bullet.	**6**
Reference made to the tourist attraction investigated in PAT part 1 and recommend-ations made to keep the attraction sustainable.		Has referenced the tourist attraction investigated in PAT part 1; 4 or more valid recommendations made indicating a sophisticated understanding of the principles of sustainability.	Has referenced the attraction investigated, 2–3 valid recommendations for sustainability made.	Only 1–2 valid recommen-dations, or recommenda-tions are unrealistic or unrelated to the venture investigated.	A vague attempt to address this bullet but has not made helpful, relevant recommen-dations.	No attempt to address this bullet.	**4**
Appropriate suggestions made to tourists for adhering to a code of responsible conduct.		Candidate has made at least 4 practical and realistic suggestions to tourists regarding ways in which they can travel responsibly.	Candidate has made 2–3 practical and realistic suggestions to tourists regarding ways in which they can travel responsibly.	Candidate has attempted to address this bullet but made only one good suggestion, or response is superficial at best.	Candidate has attempted to make suggestions but these may not be valid, practical or realistic.	No attempt to address this bullet.	**4**
Organisation of information and mechanics.			Response is organised with well-constructed paragraphs, an engaging introduction and clear conclusion. Language and tone are appropriate. Minor flaws may be evident.	Response is organised but flawed in many respects, one of the criteria is not addressed.	Disorganised and many grammatical, spelling and/or punctuation errors.	Very disorganised no paragraphs, no introduction or conclusion.	**3**
Suitable, creative and original title.					Title is suitable **and** original.	No title or title is unoriginal or unsuitable.	**1**

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