

INSERT A**The Latest Opportunities for the International Tourism Industry.**

With new technologies, enhancing the customer experience has never been more vital. Customer experience is what will make or break your business.

1. Virtual Reality

Virtual reality is evidence of how technology can give you an edge over rivals who have not yet adopted it. Through online VR tours, customers can experience hotel interiors, restaurant interiors, outdoor tourist attractions and more – all from their home.

2. Customer Experience

Fine-tuning the experience can make all the difference when creating a loyal repeat customer who boosts your business via good word of mouth.

3. Personalisation

Today's consumers expect experiences that closely match their personal preferences, from destinations to accommodation and the kinds of activities they'll engage in. The more closely an experience can be tailored to a client's desires and expectations, the more likely they are to return.

4. Facial Recognition Technology

One of the most familiar applications of recognition technology for a frequent traveller is automatic gates at some borders. The gates can read the data on the traveller's passport or ID card and match it to their face using a camera and facial recognition technology.

5. Robots, Chatbots and Automation

Hotels have also got in on the robot-staff trend, installing interactive robots to handle certain reception duties or even having them serve food and drink to visitors. Many customers now book their travel and accommodation with the help of internet chatbots.

6. Marketing

Marketing has a major role to play in the success of any tourism business, and it is vital that marketers keep pace with emerging tourism trends. Examples of some of these trends include an increased focus on the rise of virtual reality-based marketing techniques.

7. Local Experience

Today's tourists don't want to be isolated from the places they visit. Rather, they want to participate in the local culture, from enjoying local cuisine to celebrating regional festivals and holidays. An example of this might be a long-stay with a host family.

8. Eco-travel

Eco-travel reflects a growing concern among today's travellers for ethical and sustainable tourism options. Eco-travel includes simple changes, such as the availability of carbon credits when booking a flight or the option to rent an electric instead of a conventional vehicle.

9. Safety & Hygiene

Since the outbreak of COVID, safety and hygiene standards have been paramount. This is now a vital part of tourism marketing, with companies needing to make clear what their hygiene and safety policies are and what measures they are taking to keep customers safe.

10. Healthy and Organic Food

Today's travellers know that delicious can be nutritious. Demand for excellent cuisine with a view to better nutrition is driving new tourism trends. The modern tourist wants to know that the food they're eating is as healthy as it is delicious.

11. Contactless payment

Customers no longer need to carry around a debit card or credit card to pay for meals, hotel stays, transport, and other services. Allowing contactless payments has enabled tourism companies to improve the speed of check-ins and check-outs. It also means goods can be paid for swiftly, encouraging spontaneous purchases. With coronavirus, contactless payments are in greater demand than ever, as staff and customers often prefer to avoid handling cash.

12. Adaptability

Our world is changing rapidly. The tourism industry has been affected by events that have shaped the future of the industry, affected local communities and threatened to destroy the very earth we call home. Other events have been amazing opportunities to grow the economies and communities of local areas. The key is in adapting to these changes and making each event a chance for tourism to grow and benefit all stakeholders.

[Adapted from: <<https://www.revfine.com/tourism-trends>>]

INSERT B

Dan's Country Lodge and Events Centre – Mthatha



INTRODUCTION

- We are four-star graded by the South African Grading Council.
- Our location – Mthatha, a melting pot with 1,2 million people – is a surrogate* city for many surrounding towns.
- Gateway to Port St Johns and the Wild Coast.

VISION

To be the market leader in the hospitality industry, offering a multipurpose world-class destination in Southern Africa.

MISSION STATEMENT

Contributing meaningfully to the socio-economic welfare of the region. We aim to achieve optimal customer satisfaction, sustainable growth and excellence through visionary leadership and dedicated employees, offering superior facilities, a safe and secure environment and an out-of-this-world experience.

TARGET MARKET

Three primary market segments: conferencing (corporate, government and municipality); accommodation; weddings, events and other ceremonies.

WHAT WE OFFER: shuttle services; six banqueting halls; 1000-seater marquee (tent) for large events and exhibitions; Kiddies Paradise, which includes equipment, music, jungle gym, play station and a nanny on request; 24hr on-site petrol station, a convenience store, Capanto's Coffee Shop, police station and efficient personnel.

FACILITIES: 50 *en-suite* rooms that come standard with DSTv and air conditioning; Dan's Diner provides sumptuous meals; a fully equipped gym and sauna; secure off-street parking; golf carts for guests' convenience.

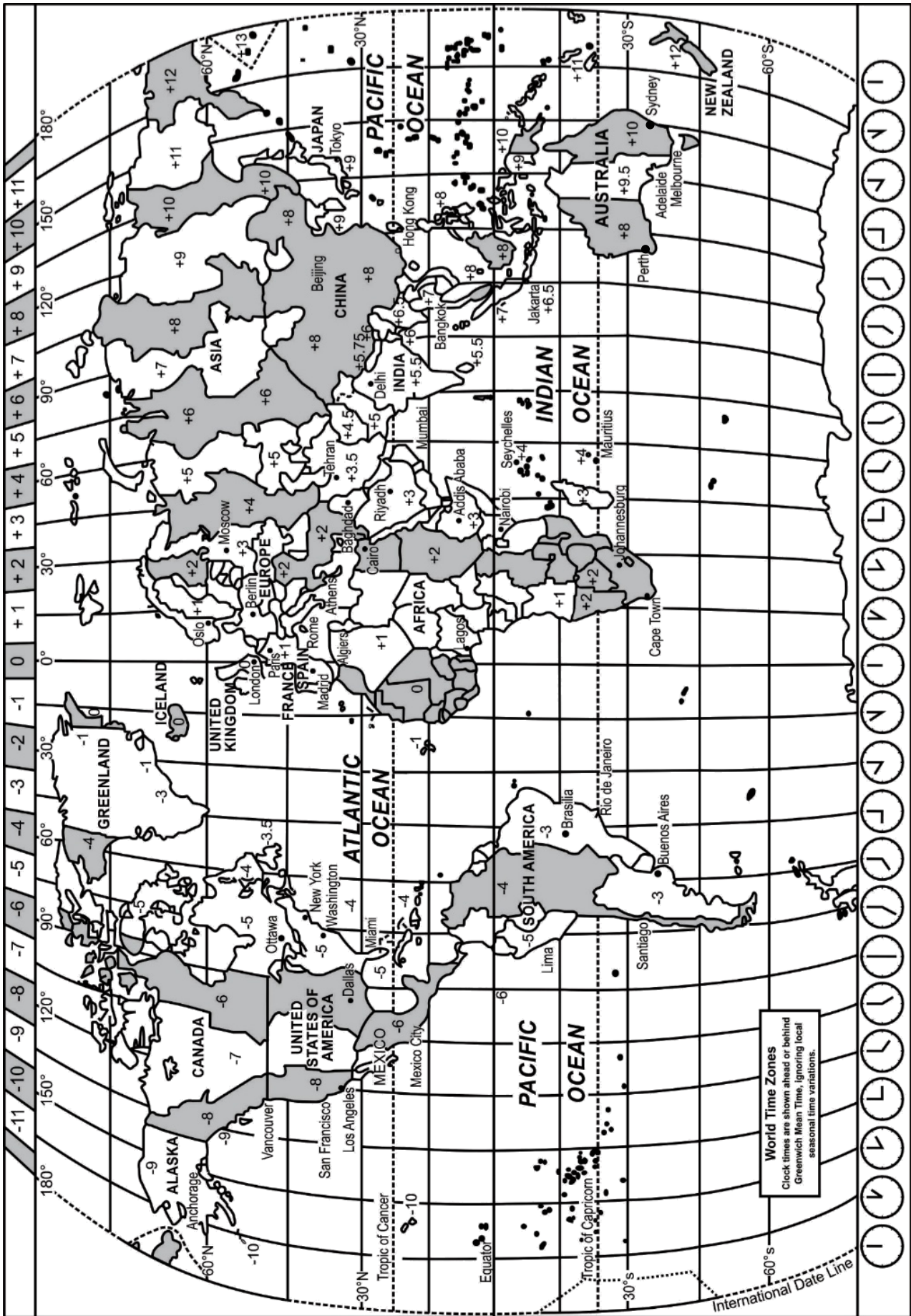
VISION FOR GROWTH

Response to new N2 coastal route development proposal (coastal route up the Wild Coast).

* A 'surrogate' refers to the public representative of smaller districts, to promote, defend, or explain their positions and policies.

[Adapted from: <<https://www.cogta.gov.za>>]

INSERT C WORLD TIME ZONES MAP



INSERT D MARKING RUBRIC FOR CONCEPT MAP

Criteria	Superior (Level 7)	Adequate	Compliant	Limitations	Not compliant	Total 30
An analysis of the impact of the initiative on the triple bottom line of the region.	Sophisticated analysis, both positive and negative impacts addressed. All three pillars have been analysed. (7)	Detailed analysis, some positive and some negative aspects are considered. OR one pillar of the TBL is not analysed. (5–6)	Either no analysis or only one positive and/or one negative impact is considered. OR 2 pillars are not analysed. (3–4)	The answer lacks depth or detail, a cursory attempt to identify impacts but too much data missing to award a passing mark for this point. (1–2)	Not addressed. 0	7
A SWOT analysis of the initiative.	Sophisticated SWOT analysis, all 4 aspects have been considered with extensive references to the article. (7)	Detailed SWOT analysis, some omissions may prevent a level 7 result. All 4 aspects may not have been addressed. (5–6)	Only 2 of the 4 aspects are addressed in detail, OR a rudimentary response for all aspects. (3–4)	The answer lacks depth or detail, a cursory attempt to create a SWOT analysis, but too much data missing to award a passing mark for this point. (1–2)	No SWOT analysis. 0	7
Make suggestions that will help the business succeed by referring to the factors and characteristics of a successful business.	A minimum of 7 factors or characteristics identified AND candidate has referred to ALL and made thoughtful suggestions regarding each to improve success of the business. (7)	Either all factors/ characteristics are mentioned but only some have suggestions for improvement, OR only 4-6 are mentioned and all have valid suggestions for improvement. (4–6)	Either all factors/ characteristics are mentioned but no suggestions are proposed, OR only 2-3 are mentioned and all have valid suggestions for improvement. (2–3)	Rudimentary response. 1	Inadequate response or not addressed. 0	7
Make suggestions to improve the sustainability of the business, with specific reference to Corporate Social Responsibility and Fair Trade.		A minimum of 4 good suggestions are made and both aspects are addressed. (4)	2-3 good suggestions are made, OR only one aspect is addressed. (2–3)	Only 1 valid suggestion is made or only 1 is a suitable response. (1)	Inadequate or no response. 0	4
Links between points made, valid explanations provided, key and colours included. Layout sophisticated.	Excellent layout, several meaningful links show understanding of interrelationships. Colours and key reflect higher-order response. (5)	Many links indicated, explanations may be superficial, or key and colours may lack depth of understanding of interrelationships between concepts. (4)	Some links are made but lack explanation and/or key is rudimentary at best. (3)	No links made or links spread haphazardly like spaghetti over the page and/or has no key or explanation. (1–2)	No links are made, and no key provided. 0	5

INSERT E MARKING RUBRIC FOR EXTENDED WRITING PIECE

Criteria	4	3	2	1	0	
Importance of professional image with suggestions for 3 factors that promote professional image.	Professional image addressed and a minimum of 3 suggestions made.	An appropriate response to professional image and 2-3 suggestions made.	A fair attempt to address professional image but only two suggestions made.	Response attempted but lacks information and/or lacks suggestions.	No attempt was made to address this point.	4
Argument in favour of a code of conduct to the business and staff with 6 points for inclusion in a code of conduct for staff.	In-depth argument that includes at least 4 benefits to both business and staff and 6 valid points included in the code of conduct. X2	2-3 valid benefits of a code for a business and staff are both addressed but only 1-4 points for inclusion mentioned. X2	Not a valid argument. Info for only staff or business provided, OR info for code of conduct is inaccurate and only 2 points for inclusion provided. X2	Info for only one of the factors provided, OR info is too vague or inaccurate. X2	No attempt was made to address this point.	8
Obtaining customer feedback and processing the data with 4 methods identified.	Very good response with at least 4 methods of customer feedback identified.	Fair response to customer feedback and 2-3 methods mentioned.	Fair response for obtaining customer feedback but only 1-2 methods mentioned.	Response attempted but very vague and lacks substance.	No attempt was made to address this point.	4
Suitable marketing methods proposed and justification for the methods chosen. Examples of 2 local opportunities.	Marketing methods proposed with a meaningful justification and 2 correct local opportunities mentioned.	Marketing methods proposed, with meaningful justification but only 1 correct marketing opportunity mentioned.	Marketing methods mentioned but no justification and 1(correct) or no opportunities identified.	Response is attempted but vague or no marketing methods mentioned, and no local examples identified.	No attempt was made to address this point.	4
Two techniques to improve staff performance suggested.		Two useful and appropriate techniques suggested.	Vague and only 1 technique suggested.	Response is rather vague and lacks substance.	No attempt was made to address this point.	3
Benefits of Implementation of an environmental policy with 3 recommendations.	Benefits of environmental policy addressed, and 3 recommendations made.	Benefits of environmental policy addressed but only 2 recommendations made.	Benefits of environmental policy addressed but only 1 recommendation made.	Response is rather vague and lacks substance.	No attempt was made to address this point.	4
Organisation of information in report format with a suitable title. Spelling. Grammar.		Logical layout, paragraphs, neither grammatical nor spelling errors, suitable title.	One of the criteria not adhered to.	More than one criterion not adhered to.	No title and/or many grammar & spelling errors, poor layout.	3
						30