ADDENDUM A MADIKWE GAME RESERVE

Welcome to South Africa's 680 km^2 diamond in the rough. The reserve extends from the small town of Groot-Marico up to the Botswana border. *Madikwe Game Reserve* is home to a rich variety of species, including the "Big Five", 86 mammals, 350 bird species and 104 different types of trees. It is a completely malaria-free environment.

The reserve is open to guests of the 4- and 5-Star rated lodges only. Brilliant field rangers introduce guests to natural habitats on exciting game drives and relaxing bush walks.

It is easy to reach the reserve by road and air, and it has its own landing strip inside the reserve. This makes visiting a pleasure. The reserve attracts tourists from the international and domestic markets, via OR Tambo (Johannesburg, SA) and Sir Seretse Khama (Gaborone, Botswana) International Airports.

Staff members come from among the underprivileged local communities, and the reserve plays a direct role in improving their and their families' lives. This involves the community's children, women and elderly. The reserve supports the *Henna Pre-School, New Beginnings Day Care*, and the *Huntington Home-based Care*. They feed, educate and care for the children whose parents are away at work, and educate community women and elderly in crafts such as beadworks.

Mmasebudule Recycling was started as a local initiative within *Madikwe Game Reserve* to recycle waste on the reserve. Some lodges within the reserve are off the grid, relying only on natural resources and solar power.

It is a beautiful reserve and your adventure awaits!

[Adapted from: <https://www.madikwereserve.org>]

ADDENDUM B WORLD TIME ZONES MAP

ADDENDUM C *BALI'S ERUPTION A HALF CENTURY IN THE MAKING*

Bali is famous for surf, beaches and temples and attracted nearly five million visitors last year.

However, business has dropped in areas around the volcano since September when *Agung* became restless after 50 years of being dormant. Indonesia's tourism minister warned that Bali could lose up to £500 million in foreign income if *Agung's* activity continued.

Bali's main international airport was shut for almost three days as volcanic ash and smoke made flying dangerous. This created travel chaos and left around 120 000 tourists stranded.

Over 60% of Bali's economy and jobs are directly or indirectly dependent on tourism. Sadly, Bali's "business as usual" approach up until November 27th was seen as dangerous.

Bali attracts more than half of all foreign visitors to Indonesia. Over three months, parts of Bali became ghost towns as *Agung's* threat caused many visitors to cancel their trips. Some Balinese locals say the impact of *Agung* has been worse than the 2002 Bali bombings. This terrorist attack killed 200 people in downtown Kuta.

Some local Balinese saw the silver lining and made plans to accommodate those tourists left stranded in Bali. They should be applauded for initiative and customer service. This is after all a caring nation like none other in the world.

[Adapted from <https://www.express.co.uk/news/>]

ADDENDUM D QUESTION 7 – RUBRIC FOR CONCEPT MAP

Criteria	4	3	2	1	0	Possible score
Definition of tourism product as a service			The candidate displays an understanding of the term.	A vague attempt but candidate does not fully understand the term.	No attempt to answer this question.	**2**
The impact of service excellence on tourism		Candidate makes a detailed exploration of possible impacts, shows understanding.	Candidate reveals a fair understanding of the impacts of excellent service on tourism.	Candidate does not display a good understanding of the impacts on tourism.	Not addressed at all.	**3**
The impact of service excellence on the economy		Candidate shows an excellent awareness of possible impacts on the economy, shows understanding of the multiplier effect. **× 2**	Candidate reveals a fair understanding of the impacts of excellent service on the economy. Mentions the multiplier effect. **× 2**	Candidate does not display a good understanding of the impacts of excellent service on the economy. No evidence of the multiplier effect in the concept map. **× 2**	Not addressed at all.	**6**
The impact of service excellence on the local community		Sophisticated illustration of the impact on the local community. Includes own knowledge and understanding. **× 2**	Candidate indicates a good understanding of impact on the local community but lacks supporting evidence. **× 2**	A vague attempt to address this topic with limited understanding of impact on the local community. **× 2**	No attempt to address this topic.	**6**
Suggestions made for improvement		At least 3 good, valid suggestions are made for improvement.	2 good suggestions for improvement are made.	Only one good suggestion for improvement is made.	No attempt to make suggestions for improvement.	**3**
Links indicating interrelationship with an explanation thereof		All possible links are indicated with an explanation.	Most links are indicated with an explanation.	Only some links are indicated or no explanation for links.	No links made.	**3**
Layout of concept map		Layout presented in a sophisticated and exceptionally logical manner.	Layout is presented in a logical and clear manner.	Layout presented with some lapses.	Layout makes no sense.	**3**
Key and different colours used and 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.	Some minor problems in key.	Major problems in key.	No key.	**4**

[30]

IEB Copyright © 2019

ADDENDUM E QUESTION 8

Essay: Use rubric to mark this question.

Criteria	4	3	2	1	0	Possible score
Organisation and Mechanics		Information is very well organised with well-constructed paragraphs. Only minor grammatical, spelling and/or punctuation errors. Title is appropriate.	Organised with well-constructed paragraphs. A few grammatical, spelling and/or punctuation errors. Title is included.	Disorganised and many grammatical, spelling and/or punctuation errors OR title is missing.	None of the criteria met.	**3**
Correct identification of the situation referred to in the article		Identified the situation in the text and provided TWO examples of different events that occur globally.	Identified the situation in the text and provided only ONE further example of different events that occur globally.	Identified the situation referred to in the text but no further examples given.	No description given.	**3**
Analysis of the impact of this event on the triple bottom line (TBL) both in the short term and long term	Sophisticated understanding of the impact on all three pillars of the TBL. **4 × 3**	Clear understanding of the impact on the TBL. **3 × 3**	Candidate has either omitted one pillar of the TBL OR addressed in poor detail. **2 × 3**	Candidate has either omitted and/or more than one of the pillars has not been addressed. **3**	No attempt to answer this. **0**	**4 × 3 = 12**
Analysis of the economic impact tourism has on the greater Bali area	Candidate can identify four or more economic impacts on tourism in the Bali area. **4**	A minimum of three direct ways in which tourism has made valuable contributions to local business. **3**	Candidate can identify only one to two contributions. **2**	Candidate has not understood the value of the contributions made by tourism to local business or has misunderstood the question, but attempted to answer. **2**	No attempt to address this.	**4**
Examples of how the Balinese community have turned a negative situation into a positive one to ensure customers' well-being and repeat business	Candidate has provided THREE or more examples with a sophisticated insight into the possibilities of turning negative into positive, both own suggestions and example from the text provided. **4 × 2**	Candidate has provided TWO examples and provided an insightful explanation to the possibilities of turning negative into positive; one quote from text and one own idea provided. **3 ×2**	Candidate has provided TWO examples but has not provided own ideas for opportunities available to turn a negative into a positive situation. **2 × 2**	Candidate has only provided ONE example without showing insight into other opportunities that may arise. **1 × 2**	No attempt to address this.	**4 × 2 = 8**

[30]

IEB Copyright © 2019