

**ADDENDUM A****TOURISM is South Africa's passport to growth**

by Winnie Graham

Tourism Minister, Marthinus van Schalkwyk, said he expected tourism arrivals to improve 'significantly' in the coming years. "I've seen the bookings for the year ahead and things are looking very good," he said. Tourism is one of South Africa's growth industries which can create hundreds of thousands of jobs. "But what we really want to see is a growth in domestic tourism. That is the backbone of our tourism industry."

The United Nations World Tourism Organisation (UNWTO) and the South African government believe that further growth in tourism will have a big impact across Africa. This is because tourism generates employment. It earns foreign exchange. It boosts national income and development. Investment in tourism also has direct positive effects on other sectors of the economy.

Thus, we must make the world aware of Africa as a tourism destination. We must also encourage investment opportunities in the tourism industry. The latest statistics of the World Tourism Barometer show that international tourism bounced back strongly in 2010. Africa was at the forefront of this recovery.

South Africa has an amazing range of tourist attractions that include places like Gold Reef City, the Cradle of Humankind, Shakaland and the beaches of KZN, the Blyderiver Canyon and Pilgrim's Rest in Mpumalanga, the wine routes, the ever popular V&A Waterfront, and the Table Mountain cableway in the Western Cape as well as Nelson Mandela terrain in the Eastern Cape. Visitors appreciate the people, as much as the scenic beauty, beaches and wildlife.

Tourism is now one of the six key growth pillars in South Africa. It is an important part of the government's job creation programme. The Minister adds: "Tourism drives domestic consumer spending and foreign exchange earnings. It has a sustainable resource base. It has labour intensive activities. Tourism has relatively low barriers of entry for entrepreneurs."

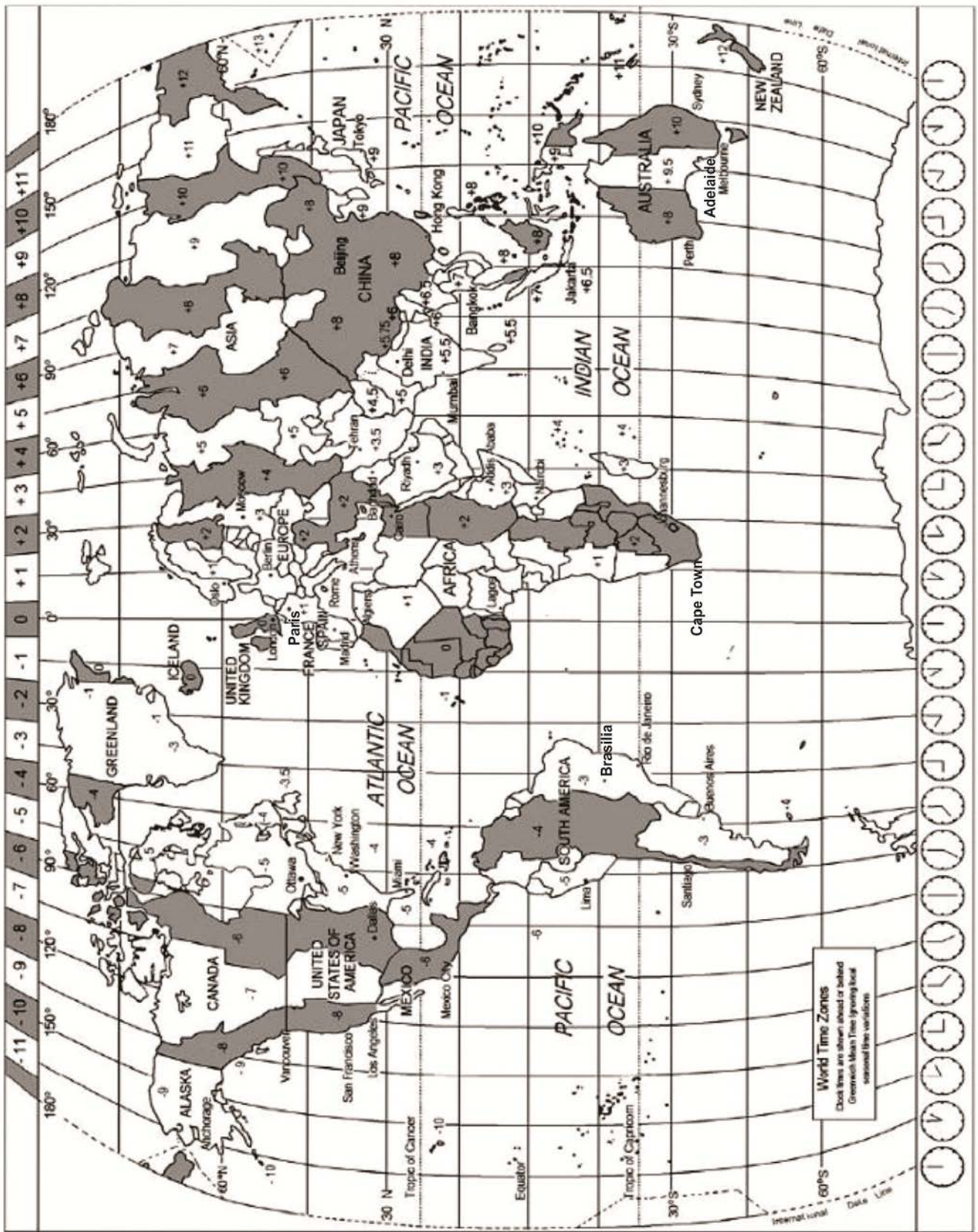
"We are looking at different ways to increase our global competitiveness. To do this, we are identifying and developing niche markets." South Africa is a long-haul destination and most international guests come on 'mixed packages'. These are holidays that include trips to Cape Town and Robben Island, the Garden Route, the KZN beaches and the Kruger National Park. Our eight World Heritage Sites across the country are also popular.

Cruise tourism has grown significantly in the last thirty years. The National Department of Tourism is looking at cruise tourism as a niche market. The Minister says that cruise tourism could further enhance South Africa's reputation as a world class destination that is globally competitive.

There is no doubt that the tourism industry is set to soar, particularly if the country wins the battle against crime.

[The Star, 31 January 2011]

### ADDENDUM B World Time Zone Map



**QUESTION 3**

**Rubric for marking the concept map**

Criteria	4	3	2	1	0	Possible score
<b>Environmental, economic and social factors are all mentioned</b>		All THREE factors are mentioned	TWO factors are mentioned	Only ONE factor is mentioned	None is mentioned	<b>3</b>
<b>Examples of each factor from the article</b>	FOUR or more examples are mentioned for each factor	THREE examples are mentioned for each factor	TWO examples are mentioned for each factor	Only ONE example is mentioned for each factor	None is mentioned	<b>4</b>
<b>Examples from learner's personal experience</b>	FOUR or more examples are mentioned from learner's own experience	THREE examples are mentioned from learner's own experience	TWO examples are mentioned from learner's own experience	Only ONE example is mentioned from learner's own experience	None is mentioned	<b>4</b>
<b>Links indicating interrelationship with an explanation thereof</b>		All the 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	<b>3</b>
<b>Layout of concept map</b>		Layout presented in a sophisticated and exceptionally logical manner <b>× 2</b>	Layout presented in a clear, logical manner <b>× 2</b>	Layout presented with some lapses <b>× 1</b>	Layout makes no sense <b>× 0</b>	<b>3 × 2 = 6</b>
<b>Key and different colours used</b>		A key in different colours indicates the different concepts		<b>Either</b> a key or different colours are used	<b>Neither</b> a key nor different colours used	<b>3</b>

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**QUESTION 11**

**Rubric for marking the essay**

Criteria	4	3	2	1	0	Possible score
<b>Organisation of information</b>	Very well organised with well-linked paragraphs, introduction and conclusion. Learner may have used sub-headings	Organised with well constructed paragraphs, introduction and conclusion	Organised but paragraphs are not well constructed <b>and/or</b> no introduction and conclusion		Disorganised	<b>4</b>
<b>Quality of information:</b> <b>Reflecting on natural disasters, examples and their impact on tourism trends</b>	Clearly addresses natural disasters and includes specific examples <b>(5 or more)</b> as well as several supporting details <b>(5 or more)</b> of their impact on tourism trends <b>× 3</b>	Clearly addresses natural disasters and includes specific examples <b>(3 – 4)</b> of disasters as well as <b>(3 – 4)</b> supporting details of their impact on tourism trends <b>× 3</b>	Relates to essay topic, but <b>either</b> no supporting details <b>or</b> no specific examples of natural disasters and their impact on tourism trends <b>× 3</b>	Has little to do with natural disasters and their impact on tourism trends <b>× 2</b>	Information does not relate to natural disasters and their impact on tourism trends <b>× 0</b>	<b>4 × 3 = 12</b>
<b>Quality of information:</b> <b>Reflecting on the economy</b>	Clearly addresses the impact of natural disasters on the economy and includes several <b>(5 – 7)</b> supporting details and/or examples <b>× 3</b>	Clearly addresses the impact of natural disasters on the economy and includes some supporting details <b>(3 – 4)</b> and/or examples <b>× 3</b>	Addresses the impact of natural disasters on the economy <b>but no</b> supporting details and/or examples <b>× 3</b>	Has little to do with natural disasters and their impact on the economy <b>× 2</b>	Information does not relate to the impact of natural disasters on the economy <b>× 0</b>	<b>4 × 3 = 12</b>
<b>Mechanics</b>			No/almost no grammatical, spelling and/or punctuation errors		Many grammatical, spelling and/or punctuation errors	<b>2</b>

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