

ADDENDUM A – QUESTIONS 3 AND 8**WOLWEDANS**

Welcome to Wolwedans. We are in the centre of NamibRand Nature Reserve in Namibia. Our collection of camps nestles in the dunes, set against a backdrop of diverse and breathtaking desert scenery.

Your African dream desert holiday becomes real with us. All camps at Wolwedans are

designed to have as little impact on the environment as possible. We have used "green" building methods with sustainable technologies. We aim to protect the Pro-Namib ecosystem and make sure that it is managed in an environmentally sustainable way.

Our safari camps provide the perfect place to go on exciting safari activities or simply relax and enjoy the view. Our customers have been more than happy with the service. Thus, many of them return – and bring their friends along too!

Studies show that our tourist numbers have increased this year. This has resulted in higher profits.

However, Wolwedans is more than a group of camps. It is unique because it sets standards in sustainability and the conservation of the NamibRand Nature Reserve.

People matter. We have the well-being of the Namibian people at heart. At Wolwedans we have made social upliftment a priority. We encourage the creation of economic opportunities and jobs to build a better future for the local people. The Wolwedans Foundation promotes this goal by offering careers training at The Namibian Institute of Culinary Education. The Desert Academy teaches young Namibians all aspects of the hospitality industry. These include courses on housekeeping, maintenance, guiding, kitchen and administration.

Our profits provide bursaries for students at these institutions to help them open their own small businesses.

Wolwedans involved local building companies in the construction of its camps. One of the builders, Tobias Sheuyange, was assisted by our management to develop a commuter bus service between Windhoek and the north of Namibia. Our Foundation supported and coached him to improve the administration side of his business.

The Maltahöhe Village Laundry Project will service Wolwedans and other local businesses. It focuses on female employment. The waste water from the laundry will be treated to provide safe water to use for agriculture. This will sustain a village garden and an orchid project. Fresh, safe, stem-based vegetables will be grown. This will transfer gardening skills to the local community, teaching them how to build and maintain their own gardens.

[Adapted from: <<http://www.wolwedans.com>>]

ADDENDUM – QUESTION 5

Marking rubric for the concept map.

Criteria	4	3	2	1	0	Possible score
Description of three roles of SAT		All THREE of the roles of the SAT are described.	Only TWO of the roles are included.	Only ONE of the roles is included.	NONE of three roles is mentioned.	3
Comparison of tourism volumes 2014 to 2015, data interpretation and reasoning showing knowledge of current affairs in SA	Candidate interprets data accurately, displays a mature understanding of impacts of current situations on travel trends. At least two insightful reasons given.	Data interpreted accurately AND a possible reason given for the discrepancy in data captured.	Data interpreted from the map, but little insight shown into the current situation in SA impacting on travel trends.	Data misinterpreted and/or comparison incorrect and/or incorrect reasoning.	No comparison and no reasons discussed.	4
Use of statistics to validate the importance of marketing SA	Candidate uses the statistics to validate his/her argument regarding marketing by linking marketing with various examples of specific positive outcomes.	Candidate understands the correlation between marketing and tourism volumes.	Candidate either discusses the importance of marketing or discusses the statistics, but fails to link the marketing aspect to the desired outcomes.	Candidate makes poor argument for marketing in relation to tourist volumes.	Not addressed at all.	4
Two opportunities for marketing SA locally Two opportunities for marketing SA internationally			<ul style="list-style-type: none"> Two opportunities for marketing SA locally AND two opportunities for marketing SA internationally. <p style="text-align: center;">2 + 2</p>	ONE example of each bullet is given OR only one bullet addressed. <p style="text-align: center;">2</p>	No examples of marketing opportunities discussed. <p style="text-align: center;">0</p>	2 + 2 = 4
Explanation of the method of raising funds for tourism marketing and the provision of funds for international initiatives		<ul style="list-style-type: none"> Explanation of the method of raising funds for tourism marketing AND the provision of funds for international initiatives AND the use of the funds explained. 	ONE of the three bullets is missing.	TWO of the three bullets are missing.	Candidate has not addressed the three bullets.	3

Criteria	4	3	2	1	0	Possible score
Explanation of foreign market share and prediction of the impact of marketing SA on SA's foreign market share (FMS)		Candidate is able to define the term and predict with some insight, the impact of marketing on the FMS.	Candidate is able to define FMS and make a statement about the impact of marketing.	Candidate is able to define FMS OR make a statement about the impact of marketing, but not both.	Candidate has not addressed this at all.	3
Correct choice of technique, accurate description of most appropriate type of marketing technique given A valid, logical reason given for the candidate's choice made		Accurate description of most appropriate type of marketing technique given and a valid, logical reason given for the candidate's choice made.	Description of appropriate technique given OR incorrect choice made OR no valid reason given for choice made.	Only a technique for marketing mentioned. Reason may show a lack of understanding of the marketing techniques or reason is missing.	Candidate has not discussed this at all.	3
Links showing interrelationships between the concepts; cause and effect		All the possible links are indicated with a sense of their complexity.	Some meaningful links are made.	Links spread haphazardly like spaghetti over the page.	No links are made.	3
Key		Key in different colours indicates the different concepts.	Some minor problems in key.	Major problems in key.	No key.	3

[30]

ADDENDUM D – QUESTION 8

Marking rubric for the essay

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.		3
Correct explanation of the Triple Bottom Line		Correct explanation of the Triple Bottom Line given.	Two of the pillars are correctly described or all three are described but a poor description is given.	Only one pillar explained or two explained but very poorly.	No description given.	3
Analysis of the impact of the initiative on the triple bottom line (TBL)	Sophisticated understanding of the impact on all three pillars of the TBL. Candidate has provided positive and negative impacts for all three pillars. 4 × 3	Clear understanding of the impact on the TBL, positive and negative factors have been considered. 3 × 2	Candidate has either omitted positive or omitted negative impacts, or one pillar of the TBL has not been addressed, OR addressed in poor detail. 2 × 2	Candidate has either omitted positive or omitted negative impacts, and/or more than one of the pillars has not been addressed. 2	No attempt to answer this. 0	4 × 3 = 12
Explanation of the CSI contribution Wolwedans has made to local business	Candidate can identify four or more ways in which the Wolwedans has made valuable contributions to local business.	A minimum of three direct ways in which Wolwedans has made valuable contributions to local business.	Candidate can identify only one to two contributions.	Candidate has not understood the value of the contributions made by Wolwedans to local business or has misunderstood the question, but attempted to answer.	No attempt to address this.	4
Evaluation of the possibility that Wolwedans could qualify for South African Fair Trade (FT) certification	It is clear from candidate's evaluation that his/her knowledge of FT certification stems from being well read in the role of this organisation. 4 × 2	Evaluation has a clear understanding of the role of the FT certification. 3 × 2	Candidate fails to provide a meaningful evaluation but may still decide on certification status. 2	Candidate has either omitted the evaluation OR the decision of certification status. 1	No attempt to address this. 0	4 × 2 = 8

[30]