

## ADDENDUM A

### THE STORY OF Airbnb

#### WHAT IS Airbnb ACTUALLY?

Airbnb is an online marketplace that gives people the option of letting rooms in their home or their entire home to travellers. Budget travellers prefer Airbnb because it is typically more cost-effective than a hotel and affords them the opportunity to live as a local and enjoy the culture at grassroots level.

Properties are listed online and travellers can view photographs, the location and customer reviews before deciding on accommodation – pretty much anywhere in the world. Added to this are the recommendations from someone who lives there and knows the ins and outs better than anyone else – this helps you, as a traveller, to make the most of your stay in the area.

#### BENEFITS FOR PROPERTY OWNERS

43 000 homes are listed on Airbnb in South Africa, of which 17 000 are in Cape Town. Cape Town hosts have made a profit of up to R43 400 a year. Hosts use this income to keep their heads above water.

#### ADVANTAGES FOR TRAVELLERS

Budget travellers benefit by using this cheaper option instead of hotels as it affords them an opportunity to get to know the local culture first-hand and to live as a local. Airbnbs are cheaper than hotels and offer more privacy than hostels. You are typically at liberty to utilise the facilities for free, but this will vary according to the establishment. Usually if you are renting an entire house, you will be able to make use of all available appliances, such as the washing machine, tumble dryer or dishwasher. Group and family stays are cost-effective, especially when renting an entire home. It is, however, also great to have local recommendations for the best places to eat local cuisine and non-tourist-based attractions to visit. I feel that it is good to "do as the locals do" if you want to get the full experience when visiting a foreign country. Why eat a Wimpy burger in Bali if you can enjoy an authentic *nasi goreng* (local rice and vegetable dish)?

#### BENEFITS ARE NOT LIMITED TO ONLY HOSTS AND GUESTS

In 2016 the Airbnb community supported 730 000 jobs in America alone. This figure was projected to increase to 1,3 million jobs in 2017. Airbnb guests in 44 cities around the world spent \$6,5 billion just in restaurants in one year! Airbnb is set to remain a competitive player in the global tourism industry.

Airbnb has a long history of big hosted events. In fact, it was a major design conference in San Francisco in 2007 that led the Airbnb founders to come up with the idea of opening their homes to travellers. Since that first conference, Airbnb has grown from one living room in San Francisco to accommodation in more than 35 000 cities in 190 countries for events such as the American Democratic National Convention in 2008, the London Olympics in 2012, and the Soccer World Cup in Brazil in 2014. When traditional lodging options were fully booked or far away from the event venues, Airbnb hosts opened their homes to help accommodate visitors throughout the events.



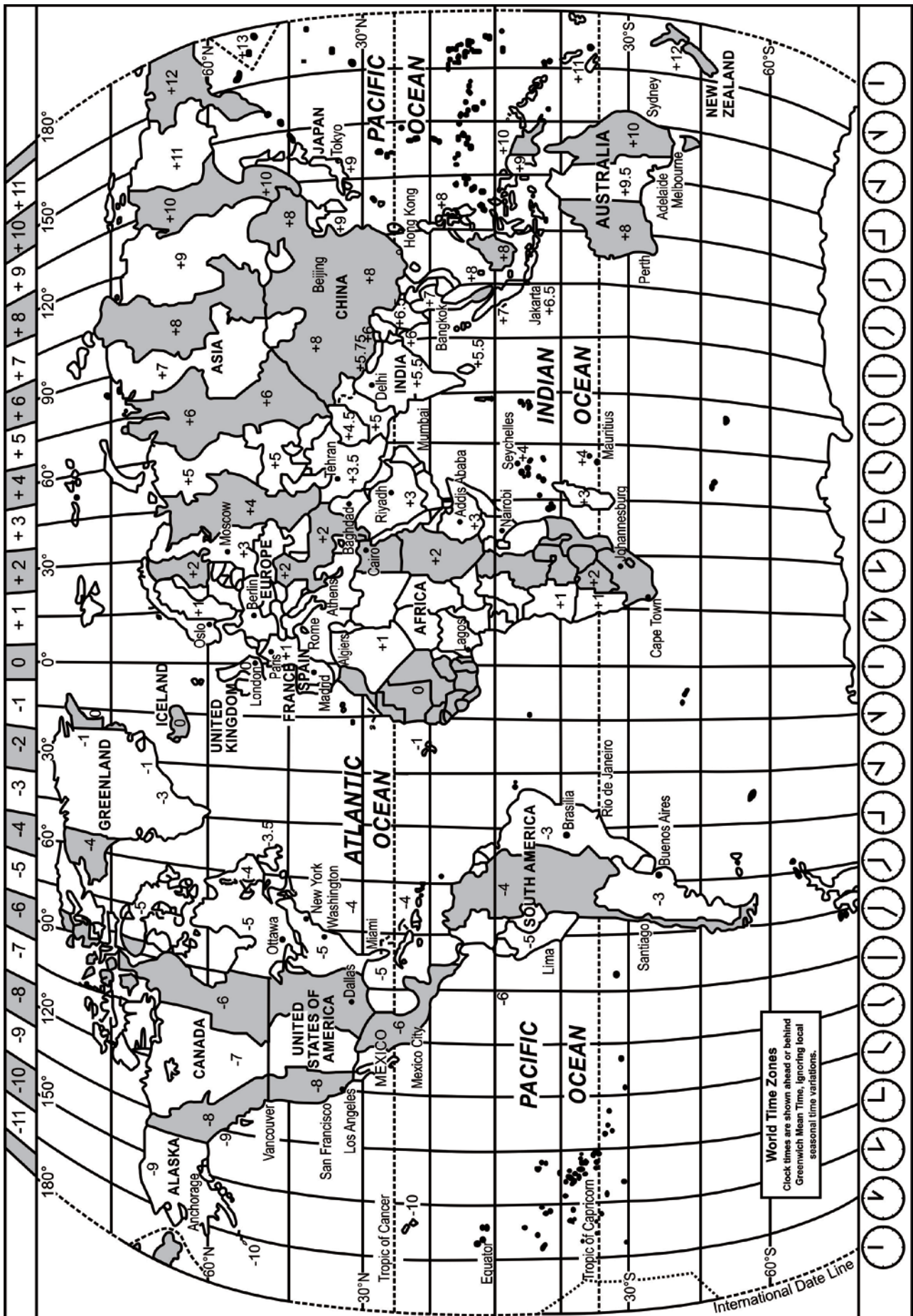
During these events, home sharing helps amplify the positive local impacts for host cities:

- Home sharing helps ensure that the economic impact of big events is brought right to the front door of the local community.
- During the Soccer World Cup, Airbnb reservations generated more than \$38,3 million in revenue for the hosts in Brazil.
- Home sharing also facilitates meaningful exchanges that build community, foster cultural exchange and strengthen cultural understanding.

By helping residents share their homes, Airbnb promotes the efficient use of existing resources as well as a more environmentally sustainable way of travelling. Infrastructure already exists and doesn't need to be built. This is definitely the way to go!

[Adapted from: <<https://www.airbnbcitizen.com/airbnb-and-big-events>>]

**ADDENDUM B: Map of world time zones**



**ADDENDUM C: Question 7: Rubric for marking the concept map**

Criteria	4	3	2	1	0	Possible score
Different needs and expectations of customers.		4–6 needs and expectations are mentioned.	Only 2–3 are mentioned.	Only 1 mentioned.	No attempt to address this issue.	3
Importance of customer feedback and methods to measure customer satisfaction.	4–6 methods mentioned and a concise effort to explain the importance of customer satisfaction.	Only 2–3 methods mentioned, and a fair explanation of the importance of customer satisfaction.	Only 2–3 methods mentioned, and a limited explanation of the importance of customer satisfaction <b>or</b> methods only referred to in passing with a fair explanation of the importance of customer service is given.	Only 1 method mentioned and a vague attempt to mention the importance of customer satisfaction.	No attempt to address this issue.	4
Strategies to achieve and maintain quality service.		3–4 strategies mentioned.	2 strategies mentioned.	Only 1 strategy mentioned but very vague.	No attempt to address this issue.	3
Recommendations to improve service delivery.		4 or more recommendations made.	2–3 recommendations made.	Only 1 recommendation made.	No recommendations made.	3
Interrelationship of the different sectors illustrated.		Interrelationship of the different sectors clearly illustrated.	Interrelationship of the different sectors partially illustrated.	An attempt is made to illustrate interrelationship but lacks depth.	No interrelationship illustrated.	3
Impact of tourism on economic growth and sustainability of a business.	An excellent overview indicating an in-depth knowledge. <b>x 2</b>	A thorough effort is made to address this point but lacks an in-depth knowledge. <b>x 2</b>	Fairly concise effort is made to address this point but lapses in understanding are evident. <b>x 2</b>	Vague attempt is made to address this issue. <b>x 2</b>	No attempt to address this issue.	8
Links indicating inter-relationship with an explanation thereof and the layout of concept map.			All links are made and layout is presented in a sophisticated manner. <b>x 2</b>	Some links are indicated, or no explanation of links and layout has some lapses. <b>x 2</b>	No links made and layout makes no sense.	4
Key and different colours used and suitable title.			Key in different colours indicating the different concepts and has suitable title.	Key in different colours indicating the different concepts but has no title or key has major limitations.	No key and or no title.	2
						<b>(Total: 30 marks)</b>

**ADDENDUM D: Question 8: Rubric for marking of the essay**

<b>Criteria</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>Possible score</b>
Explanation of the IRT and discussion of personal role within the team.			Clear and concise explanation of the IRT and explains in detail own involvement in the team. <b>x 2</b>	Explanation of the IRT but lacks description of own involvement. <b>x 2</b>	No attempt to address these topics.	<b>4</b>
Evaluation of own strengths, weaknesses with explanation on how this affected the overall performance of the team.	An excellent evaluation of both strengths and weaknesses and how this affected the overall performance of the team.	Both strengths and weaknesses are mentioned and candidate has mentioned how this affected the performance of the team.	Both strengths and weaknesses are mentioned but has omitted to mention how this affected the performance of the team.	Either strengths/ weaknesses are not mentioned and candidate has omitted to mention how this affected the overall performance of the team.	No attempt to address this topic.	<b>4</b>
Importance of teamwork in providing quality customer service <b>at this venture.</b>	An excellent overview with 4 or more points explained.	A good attempt but only 3–4 points mentioned.	A fair attempt but lacks sufficient detail only 1–2 points made.	A poor attempt is made to answer this point and/or did not refer to the business venture that candidate attended.	No attempt to address this topic.	<b>4</b>
Analysis of sustainability, responsibility of this venture.	Excellent analysis with own knowledge and understanding. <b>4 x 2</b>	In-depth analysis indicating an in-depth understanding of this venture in terms of sustainability. <b>3 x 2</b>	Fair analysis indicating a good understanding of this venture in terms of sustainability. <b>2 x 2</b>	Poor analysis indicating a poor understanding of this venture in terms of sustainability. <b>1 x 2</b>	No attempt to address this topic.	<b>8</b>
Illustrate how the multiplier effect impacts the local community in terms of this venture.		Sophisticated illustration of the multiplier effect and the impact on the local community. <b>3 x 2</b>	Good understanding of the multiplier effect but lacks supporting evidence on its impact on the local community. <b>2 x 2</b>	Vague attempt to address this topic with limited understanding of the multiplier effect. <b>1 x 2</b>	No attempt to address this topic.	<b>6</b>
Organisation and mechanics.			Information is well organised with well-constructed paragraphs, with minor errors.	Organised with well-constructed paragraphs. A few grammatical, spelling and/or punctuation errors.	Disorganised and many grammatical, spelling and/or punctuation errors.	<b>3</b>
Suitable title				Suitable title	No title	<b>1</b>

**[30]**