



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2020

TOURISM
MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

QUESTION 1

1.1 Durban

1.2 **SAT – South African Tourism**

Marketing South Africa internationally and domestically as a tourism destination of choice.

Maintaining and enhancing the standards of facilities and services in the industry.

Ensure tourism businesses can provide high levels of customer service and provide authentic South African experiences.

Coordinating the marketing activities of role players in the tourism industry.

Assisting those who are involved in marketing South Africa, ensuring the message is clear and in line with the strategy and positioning of South Africa. (Name of SAT + 2 roles = 3/3, if candidate only wrote the full name of SAT and 3 roles, only gets 2/3)



1.3 ITB in Berlin and the World Trade Market in London. (Accepted translation from German to 'Exchange')

1.4 Tourism Marketing South Africa – **TOMSA** collects the levy and SAT makes use of the fund. The money collected is used to fund marketing activities for SA internationally, improve Brand SA. The tourism levy, also known as the TOMSA levy, is the 1% levy charged to the consumer for the use of specific tourism services in South Africa.

1.5 The Cape Getaway Show. ('Getaway' accepted as there is more than one)

Other travel events in SA are listed on the following the website and may be included in the answer:

[<<https://10times.com/southafrica/travel-tourism>>]

Fri, 28 Feb – Sun, 01 Mar		Johannesburg	SA's most loved travel show.
Fri, 06 – Sun, 08 Mar 2020		Cape Town	Africa's leading travel, outdoor and adventure exhibition.
Thu, 02 – Sat, 04 Apr 2020	International Luxury Travel Market Africa (ILTM Africa)	Cape Town	International Luxury Travel Market Africa is a specialist invitation-only event, where the very best travel agents and advisors from across the world meet Africa's most spectacular luxury travel experience.

Mon, 06 – Wed, 08 Apr 2020	 World Travel Market Africa (WTM Africa)	Cape Town	Africa's leading inbound and outbound b2b travel trade show.
Mon, 06 – Wed, 08 Apr 2020	Sports & Events Tourism Exchange (SETE)	Cape Town	The Sports and Events Tourism Exchange is the only event of its kind in Southern Africa and provides a platform that brings together businesses from the sports, events and tourism industries.
Tue, 12 – Thu, 14 May 2020	Africa's Travel Indaba	Durban	Largest tourism marketing events
Thu, 28 May 2020	WiT Africa	Cape Town	WiT Africa is themed as A Bird's Eye View: 2020 and Beyond

1.6 **Analyse** – both positive AND negative impacts must be mentioned:

Positive: increased incomes, increased foreign exchange, increased employment, multiplier effect, preservation of customs and crafts, provision of community facilities and public services, aiding of international cultural understanding and tolerance, encouraging travel, mobility and social integration, the media showcases the destination to the world, new business opportunities for foreign investment and networking/partnerships may emerge from these hosted events. (any 4 points given)

Negative: decline of traditional employment opportunities, temporary nature of employment, increased living costs, leakages, increased taxes, and conflict with the host community, crime, loss of cultural identity, social problems, such as begging and prostitution, traffic congestion, strain on availability of resources such as water or electricity, increased pollution and litter decreases standards of living or health for the locals. (any 4 points given)

(4 + 4 = 8)

[18]

QUESTION 2

- 2.1 (a) Negative reviews have a negative impact, poor reputation will result or negative word of mouth, loss of customers, loss of income and profit; (any 2 valid negative impacts)
(b) and a positive impact resulting in an increase in customers following a good review, a good reputation. (any 2 valid positive impacts)
- 2.2 Customers will inform the business of what their needs and expectations are, will fill the business in on where they are lacking in service provision, will provide valid and realistic suggestions regarding how the business can improve, will give the business a competitive edge, will make the customers feel 'heard' and feel that they are important. (any 2)
- 2.3 2.3.1 **Above-the-line:** (Any **TWO** examples)
Media tools, e.g. space on TV, in newspapers, magazines, on posters, radio, social media such as Facebook, Twitter, Instagram
Printed material, e.g. brochures, flyers, pamphlets, billboards
Electronic advertising, e.g. video walls, web-based advertising, targeted online ads using algorithms
- 2.3.2 **Below-the-line techniques:** (Any **TWO** examples)
Exhibitions, shops, expos, sponsorships, specials, promotions, discounts
- 2.4 **Above-the-line:** can reach a mass audience, helps to reinforce a brand and give a memorable impression of what a brand is about. helping to achieve awareness amongst consumers and creating brand recall, bigger advertising techniques present a more professional image.
Below-the-line advantages: Due to being much more focused and personal, BTL gets a direct response and can build customer loyalty. It is possible to tailor messages for particular segments of the market with relevant offers and information. More cost effective
Unlike ATL, BTL is also highly measurable, can. give insight into the return on investment which can then be used to generate an even more focused and targeted BTL communication. With email campaigns, you can track the open rates and click-through rates, as well as identify what users do as they click through.
So, being able to directly modify campaigns for existing or potential customers is key. (any 2 valid points for each type)
- 2.5 Surveys, questionnaires, feedback cards, online feedback on the Slippaway Hotel website, SMS cell phone message, suggestion box. Follow-up emails, follow-up phone calls, face-to-face questioning. (2 examples)
Each type of feedback mentioned will enable the management of Slippaway Hotel to be aware of problems and to correct them; training of staff can improve service delivery; Slippaway Hotel Group can maintain a competitive advantage – training on improving communication.

- 2.6 2.6.1 **Environmental policies** – most customers want to support responsible businesses, knowing the company cares about the environment as much as they do. Policies must be transparent and on the website, use of environmentally friendly packaging and stationery should show the company's commitment to "going green", shows that the business is not only focused on profit.
- 2.6.2 **Marketing material and product packaging** – Marketing material – remain sensitive to cultural differences in potential customers. E.g. showing a Muslim man drinking beer at a restaurant will be offensive. Advertise in appropriate media forms. Must be current, attractive and easily understood. Must be able to recognise and associate the business by the advertising / packaging.
- 2.6.3 **Website / social media** – an easy-to-navigate website, with all links working; clean and free of clutter; easy to read and up to date, gives the impression of a company that takes pride in itself and pays attention to detail. In short, a professional company. Informative social media or websites attract customers. It is a reflection of the values of the business.
- 2.7 **Strategies to ensure staff deliver excellent service:** performance management, quality control checks, customer surveys, team and peer reviews, in-service training.
Team-building activities/training, employee positioning appropriate to the skills of the employee in order to improve productivity.
Rewards and recognition – motivating and encouraging better staff performance,
A professional code of conduct: An effective **code of conduct** establishes the values of the organization that drives its actions and the principles that underlie decision making. ... It enhances the company's core values, beliefs and sets the right culture. Gives a vision and a mission to the company.
(Any **TWO** ✓✓ with a description of how they improve service regarding staff. Marker uses discretion.)

QUESTION 3

- 3.1 The table shows the value of the ZAR in relation to the USD over the period 2010 to 2020.
- 3.2 The ZAR has gradually and consistently dropped in value in relation to the USD over the time period 2010 to present date, 2020.
- 3.3 Possibly increase in foreign volumes as foreigners increasingly have a stronger buying power when visiting SA.
- 3.4 2016, the ZAR was at its weakest, Americans would have been able to buy ZAR16 with one USD. The dollar was the strongest against the rand and visitors had more buying power/ could stay longer and spend more/ get more value for their currency.
- 3.5 Hosting global events increases the value of the host country's currency – the hosted event caused a strengthening of the rand. (Also accept: This increases investor confidence in the country). As seen on the graph, the ZAR

was stronger in 2010 than in the years following 2010 as the USD would only have been able to purchase ZAR 7–8.

- 3.6 In 2010, an SA citizen would have paid 7–8 ZAR to buy a USD, whereas in 2020 the value of the ZAR has dropped to such an extent that a USD now costs a traveller ZAR15,16. Therefore the buying power of the SA citizen in 2010 was much stronger in 2010 than 10 years later.

- 3.7 3.7.1 **Bank selling rate; Bank buying rate. OR** the explanation provided; i.e. BSR = The rate at which the bank sells foreign currency to the tourist and BBR = Rate at which the Bank Buys foreign currency from the tourist.

3.7.2 The Bank Selling Rate is always higher as the bank or foreign exchange institution needs to add a small administration fee/handling fee onto the price in order to cover expenses and make a profit.

- 3.8 International tourists bring money into the country that wasn't here before and this benefits our economy. Foreigners visiting that country will take positive reviews back to their own country, share positive experiences, may lead to an increase in foreign visits.

If the rand is weak compared to another country's currency, it is cheaper for people from that country to travel to South Africa and they are likely to stay longer and to spend more money while in the country.

If the rand is strong compared to another country's currency, it is more expensive for people from that country to travel to South Africa and they are less likely to travel to South Africa. If they do travel to SA, they are likely to stay for a shorter period of time and spend less money.

- 3.9 3.9.1 $\text{AUD } 15\,000 \times 10,20 = \text{ZAR } 153\,000,00$

3.9.2 $\text{ZAR } 4\,500 \times 3 = \text{ZAR } 13\,500$ divided by 10,70
= AUD 1 261,68

QUESTION 4

- 4.1 A group of people working well together will get the job done in less time, the goals of the organisation will be achieved more efficiently, and the needs and expectations of the customers will be met. This will give the business a more professional image and lead to positive word of mouth, repeat visitors, increase in numbers of visitors leads to bigger profit. (Any 2)

- 4.2 A **code of conduct** is a document that contains a set of guidelines✓ to all staff in an organisation on what is acceptable behaviour in the performance of their duties. It is drafted by the organisation and protects the business against unethical or illegal or unprofessional behaviour by the staff. ✓ **Code of conduct would include the following:** Confidentiality; fair dealing; protection and proper use of company assets; obeying laws and regulations and standards; disciplinary action; conflict of interest; act reliably; treat others with dignity and respect. (any example of what it may include can be accepted in the explanation)

A **Basic Conditions of Employment Act** is a document that protects and outlines the rights of the workers. It is an act drafted by government and a

legal document. In aspects such as minimum wage, the right to leave days for various reasons, working hours, termination of employment, and conditions under which the worker must work. (any example of what it may include can be accepted in the explanation)

- 4.3 Conflict between the members, poor communication, no clear direction or support, duplication of efforts, lack of clear role division/allocation, poor leadership, lack of agreement regarding the goals of the team. (Any three valid points.)

- 4.4 4.4.1 Storming.

4.4.2 Without clear roles, the members will have no clear sense of what they, individually, need to do to work towards the common goal, there may be duplication of tasks or unequal distribution of tasks, leading to frustration, the lack of structure in the team may lead to failure to reach the goal. Different personality types are better suited to specific tasks or specialised skills can only be done best by certain members of the team (Requires a quality answer showing the candidate's understanding of the importance of role allocation within a team.)

4.4.3 Performing. This is the stage at which the actual task (the purpose of the team's formation) is carried out, where all the preparation, research, networking, planning and preparation come to fruition and the goal is achieved. This stage reveals the success or failure of the team to achieve their goals.

NB: Candidate may select a different stage in the formation of the team, but must provide a valid justification with reference to the overall achievement of the goals or aims of the project.

QUESTION 5

- 5.1 These 9 elements are: **Product, People, Packaging and programming, Place, Promotion, Partnership, Pricing, Process and Physical evidence.** Any 5 can be selected to describe the venture with an explanation for each element specific to the venture they proposed.
- 5.2 Student specific. All **FOUR** headings should be addressed. with a fair balance between the positive and negative aspects. Candidates may mention strengths and opportunities together, or weaknesses and threats together, but no marks can be allocated for contradictory points made or repetition. Specific reference to the venture each candidate has come up with. No marks allocated for the headings.
- 5.3 Student specific. The slogan should be a short memorable motto or phrase, original, used to persuade/attract potential customers. Markers to use their own discretion.
- 5.4 Student specific. Businesses or services should be relevant to the business mentioned in question 5.1. For example; a restaurant might benefit local farmers and retailers and logistics companies; a bed and breakfast might benefit local retailers, furniture companies. Markers to use their own discretion.

- 5.5 The learner must choose a career and list three specific skills that would benefit that career choice. No vague answers can be accepted.

QUESTION 6

- 6.1 7 hours difference,
 $16:00 - 7 \text{ hours} = 09:00 \text{ 12 Aug.} + 26\text{-hour flight} = 11:00 \text{ 13 Aug.}$
- 6.2 **Yes**, he has crossed more than 3 time zones.
- 6.3 If the time is 12:00 in SA, the equivalent time in Japan will be 12:00 + 7 hours, = 19:00 on 13 August.
No, he cannot pay with the card as he has arrived on the 13th at 11 am and books in at 12 midday, but his card expired on the 12th at 11:59 pm, which was 12 hours before.
- 6.4 His colleague has something to declare / he has prohibited goods/ is in possession of goods above the permitted limits).
- 6.5 **Health:** Hepatitis A and B inoculations; bilharzia – do not swim in stagnant water; cholera – drink bottled water as the low water levels may cause diseases and cholera. Malaria if visiting malaria area – take malaria tablets. Practise safe sex. Apply sunscreen and wear a hat for additional protection from the sun. Take out comprehensive medical/travel insurance. Take adequate medical supplies for the duration of the stay. Rinse fruit and vegetables with bottled water. Buy food from a reputable outlet/vendor. (Any 2) (NOT yellow fever) Candidates may reference the Covid-19/ Coronavirus and make appropriate suggestions regarding safe travel, using hand sanitisers, wearing a protective mask, washing hands often, maintaining a safe distance from people while avoiding unnecessary physical contact and consulting the WHO regarding the latest updates in prevention. (any 2)
- Safety:** Make copies of personal documents such as visa, passport, driver's license, debit card, credit card, and airline tickets. Keep doors locked when driving and be especially vigilant at traffic lights and stop streets. Do not pick up hitchhikers. Do not accept lifts from strangers. Plan routes beforehand and be aware of your surrounds at all times. Never leave bags and valuables on a car seat. Make sure your cell phone is fully charged at all times. Do not accept or carry parcels for strangers. Limit the amount of cash on your person. Make use of cards or other forms of payment where possible. Keep hotel rooms locked. Take note of the emergency numbers at the front desk of hotels and also the local police or security companies. Never leave your luggage unattended at airports and other public places. Do not wear flashy/valuable jewellery. Do not walk alone or in deserted areas after sundown. (Any 2)
- 6.6 No – he will need his **visa and passport**. (Candidate must mention BOTH the visa and the passport in order to be awarded the second mark)
- 6.7 **The International Date Line.** Crossing this line changes the date/ If tourists cross this line going east, they will gain a day (go back in time) /If they cross this line going west, they will lose a day (go forward in time).

- 6.8 More leisure hours in the evening with the family when it is still light enough to be outside; fewer accidents on the road; less use of lighting and saving of electricity; less pollution/lower carbon footprint, increase daylight hours for increased productivity, less crime, domestic spending will increase, causing more contribution to local GDP, domestic tourism may increase.

(Any 3)

QUESTION 7**Identify the possible causes of the collapse.**

- The switch from customers using the internet to make holiday and travel bookings; not fewer agents to do bookings for them;
- The uncertainty over Brexit causing fewer people to travel;
- Economic uncertainty means people have lower income; possibly even a global dip in markets;
- High prices for hotel accommodation and jet fuel resulted in potential tourists wanting to find cheaper options or not to travel;
- The summer heatwave in the UK discouraging people from travelling and rather staying at home;
- 1.6 Billion pound loan Thomas Cook had, could not be paid back.
- Global warming altering weather patterns and thus travel patterns and behaviour;
- Thomas Cook not able to keep abreast of technological advances and/or watching travel trends and being left behind. (Old company, possibly still using outdated technology.)

How the situation could benefit the economic pillar where tourists are stranded:

- Due to the increase in temperatures (a trend caused by global warming), tourists may have an opportunity to visit beaches and outdoor events/activities (such as night markets, festivals). These can be hosted and guided by innovative locals.
- There may be an opportunity for locals to offer their private homes for additional accommodation, (Airbnb);
- Locals may provide food and beverage to these stranded travellers at discounted prices, but still make profits;
- Offering tours to local gems that tourists would not otherwise get to see, (such as local ghost tours, artistic exhibitions showcasing local talent), to stranded tourists to keep them occupied and ensuring a pleasant experience in spite of the negative situation.
- Innovative/creative/adaptive use of existing facilities/products to create new products or services, e.g. delivery of meals to these tourists.

Analysis of the impact of the collapse on the TBL:**Planet/Environment:**

- Unnecessary demand on natural resources where people have been left stranded.
- The summer heatwave in the UK indicating global warming to be a reality.
- Demand on the local infrastructure at the holiday destinations.
- Positive: if fewer people are travelling in general, there will be less drain on natural resources in local areas.
- Increase in electronic technology for bookings as opposed to a paper trail (trees).
- Less pollution (noise, water, land, air, less sewerage disposal).
- Less travel means less money contributing to GDP, less funding available to ensure conservation of local attractions, less maintenance of infrastructure.

Profit/Economic:

- Job creation, increase in the GDP of the local economies if innovative events and activities are planned by locals;
- Opposition travel companies are able to benefit by bookings they would not have had.
- The company/bank that lent Thomas Cook the money will take a financial blow – that amount of money owing/lost could result in retrenchment of staff.
- If fewer tourists are travelling, it may lead to long-term job losses in the tourism industry, higher unemployment rates, strain on government welfare system, rise in petty crime and loss of community pride.

Social/Community:

- Drop in the sense of pride and identity to communities
 - Unemployment levels rise as locals experience job losses, drop in standard of living, possibly even homelessness.
 - land prices may drop so that local residents can afford to buy
 - less tension between the local residents and the tourist population.
 - May be an increase in crime because of unemployment
 - local culture is not diluted.
- Less overcrowding and traffic jams.

Link between the collapse of Thomas Cook (TC) and the multiplier effect:

- The multiplier effect is the impact a tourism business can have on **other industries** in a local area, and the collapse of TC could have had a NEGATIVE knock-on effect on other industries. For example,
 - In every area where a TC branch was located, there would have been loss of employment, employees would have had less disposable income and may have stopped spending on luxury retail goods, leading to a drop in demand for goods and services;
 - A reduction in spending on industries such as fresh food supplies, leading to the agricultural industry affected, possibly a drop in sales of fresh foodstuffs; local suppliers may have surplus products and lead to loss of income, wastage, or having to curtail product diversity in order to stay afloat;
 - A drop in the use of fuel, electricity leading to a negative impact on providers such as ESKOM and RAND Water; less income in these industries;
 - Less domestic spending in leisure and tourism events such as local festivals, local restaurants, leading to a decline in profits;
 - Less money spent in the transport sector,
 - Less people paying taxes and less contribution to the GDP;
 - The collapse of each branch would mean no direct spending on internet service providers, communications systems, rental of business premises.
- Any valid examples of industries directly linked to spending by TC is acceptable.

Recommendations on how travel companies can remain profitable and successful by adapting their tourism products:

- Travel companies should align themselves with technology and be proactive to keep their customer base.
- Ensure that their customers have sufficient travel insurance to cover such possible disasters in the future.
- Travel companies need to ensure that they align themselves with reputable and sustainable destination and transport companies.

- Have on-going staff training and development.
- Have incentives for staff on their performance.
- Implement customer feedback methods.
- Make use of alternative and sustainable sources of energy, reduce office usage by allowing employees to work from home and completely alter methods to a digital platform, thereby reducing production costs.
- Diversify – provide alternative activities and create packages to encourage tourists to remain motivated to travel and experience different activities, and still be able to afford them.
- Introduce innovation that requires less physical travel such as virtual tourism which allows tourists to still 'experience' these attractions in an interactive virtual setting. 3-D technology is a growing trend.
- Create packages for shorter stays and promotions that target domestic tourism, which ensures continued tourist activity without the huge cost involved in longer vacations.
- Make use of adaptive reuse in tourism whereby new facilities/establishments are created using old infrastructure. This reduces costs and creates a 'vintage' experience.
- Promote 'voluntourism' which encourages tourists to 'give back' to communities or the environment, keeping their experiences simple and rustic and keeping costs low.
- Provide a digital platform for 'home exchange' programmes with a minimal fee attached that include day trips requiring tourists to book with the travel company.
- Create a disaster management plan for unforeseen events such as this, or an innovative business plan.

Links and a key – must be clear and colour-coordinated to clearly show links and relationships.

Mark according to Rubric in ADDENDUM E.

[30]

QUESTION 8

Evaluate, with reasons, the importance of tourism to Third World countries in particular.

- Third World economies are undeveloped and lack diverse industries on which to rely for income and GDP contribution. Therefore, they rely heavily on their natural resources (attractions) to attract tourism to the country. This industry is labour-intensive and thus leads to:
 - Job creation
 - Investment opportunity
 - Infrastructure development
 - Educational opportunities
 - Financial gain for the informal sector
 - International exposure to local culture

Analyse the sustainability of highly popular tourist attractions in terms of the environment.

Attractions in under-developed countries are often not managed with sustainability in mind as the emphasis is on income and profit – at whatever the cost.

Abuse and over-use of the attraction, often to the detriment of the local population and the environment.

The environment is often sacrificed for the sake of demand for luxury accommodation, activities, hospitality, which leads to removal of natural habitat, overuse of resources, deforestation, waste production, pollution, damage to natural plant and animal species.

The need for conservation is not identified until a crisis occurs, and local attractions start to die out or are destroyed.

Highly popular destinations allow high tourism volumes in order to make a profit.
This is not sustainable for the host country.

Critically evaluate the social effects that large numbers of tourists have on a local population.

- Short-term employment, often low-paid menial jobs;
- Overcrowding and infringements on the locals' space and culture, dilution of culture and Westernisation of the youth;
- Natural resources are put under pressure;
- Increase in crime and drugs, even sex tourism may increase as locals try to make an income;
- Noise pollution, air pollution from increased travel schedules, and litter become a problem;
- Quality of life for the locals decreases, overcrowding occurs at peak times, traffic congestion becomes a problem.
- Food and daily necessities become expensive and beyond the financial means of the locals.
- Locals may be displaced to make way for luxury accommodation, complexes, attractions, resorts, stadia.
- Positive impacts: smaller entrepreneurial businesses can make money in 'pop-up' ventures, make a profit while the opportunity and season is high.
- Some multiplier effect is produced with increase in demand for goods and services. This supports local smaller businesses, directly and indirectly, such as home industries.
- Cultural exchange creates awareness.
- Preservation of cultural heritage creates more attractions for foreign tourists and further improves the opportunities for income to be earned (e.g. traditional dancing, food, etc)

Refer to the venture you conducted an investigation on in the first part of your practical assessment task this year. Suggest FOUR strategies that should be implemented to keep the attraction a sustainable and responsible venture.

- Tourist attraction – student specific, must refer to strategies **the businesses** can employ:
- Suggestion to make use of adaptive reuse of vintage buildings, shipping containers, unusual types of accommodation to keep the product innovative and original, instead of constructing buildings from scratch.
- Resource management – saving energy and water by adopting sustainable practices, using alternative energy sources, recycling ground and grey water.
- Employ local workers only, this creates an economic linkage.
- Waste management – reduce, reuse and recycle.
- Litter control.
- Pollution control.
- Environmentally friendly buildings.

- Promotion of indigenous fauna and flora and eradication of alien plants.
- Sharing profits with local community and employ local, making use of partnerships when marketing to keep costs down, implementing CSI/CSR programmes to empower and uplift communities.
- Introduce Fair Trade monitoring
- Purchase local products.
- Training and skill development for staff.
- Implement a code of conduct for tourists and employees.

Suggestions to tourists for adhering to a code of responsible tourist conduct:
(example sourced from <https://www.everysteph.com/rules-responsible-tourist/>)

- Learn some basic words of the local language, (*hello, please, thanks ...*)
- Look online for the local tour-operators organising excursions and daytrips, and go for one operating in a responsible way.
- When possible, take a train or a bus rather than the plane. At destination, avoid taxis and cars as much as possible: local buses, bikes and simply walking are eco-sustainable transportation solutions, inexpensive and often more fulfilling.
- Respect the environment and don't destroy it: do not pick up 'souvenirs' from national parks, game reserves or archaeological sites.
- Don't abandon your garbage: keep it with you until you find a trash can and recycle, when possible.
- Water is such a lacking resource in many parts of our planet: don't waste it, always close the taps.
- When you get out your hotel room, make sure you have switched off all of the lights and the air-conditioning.
- Protect the fauna: don't buy items or accessories manufactured with leathers, furs and animals' parts. Don't eat meat of endangered animals, even if it's considered a local delicacy.
- Respect the customs and local traditions: for example, in a conservative country dress adequately and if necessary, cover your head. In the poorest countries, moreover, avoid showing off your wealth (avoid wearing watches, jewellery and designer bags).
- Don't give money to begging locals as it encourages school absences and locals are not motivated to seek employment.
- Don't haggle with locals selling their wares as this shows a disregard for the time and effort put into making them.
- Before snapping the picture, ask for permission.

Mark according to the Rubric ADDENDUM F.

Total: 200 marks