



# **TOURISM**

**GRADE 12**

**REVISION QUESTION ANSWERS**

**TERM 3**

## **TOPIC: SUSTAINABLE AND RESPONSIBLE TOURISM**

All the answers in this document were sourced from previous DBE NSC and ECDoE provincial marking guidelines.

This document consists of 24 pages.

**TOPIC: SUSTAINABLE AND RESPONSIBLE TOURISM****NOV 2014 NSC  
QUESTION 8**

- 8.1 A concept whereby companies decide voluntarily to contribute to a better society. ✓✓ (*do not accept corporate social investment*)
- A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. (2)
- 8.2 8.2.1 CTI - Think Green ✓✓ (2)
- Making the planet a better place for future generations
  - Environmental action
- 8.2.2 They are showing their commitment to environmental consciousness, thereby getting the support of like-minded businesses. ✓✓ (2)
- 8.3 Find responsible ways of re-using and recycling old tyres. ✓✓  
Use fuel-efficient vehicles. ✓✓  
Use motorcycles/bicycles/ to service short-distance deliveries. ✓✓
- Ensure that vehicles are mechanically sound, no oil spills, etc.
  - Washing vehicles in a responsible manner by saving water.
  - Ensure economical route planning.
  - Tracking and monitoring of proper use of vehicles.
  - Use larger vehicles/bulk transportation to minimise trips. (6)
- 8.4 Social ✓✓
- People
  - Community involvement (2)

**NOV 2015 NSC  
QUESTION 8**

- 8.1 'Reducing its carbon footprint' means the company lessens the negative impact they have on the natural environment in which they do business. ✓✓

*Note: accept any example that indicates environmentally friendly behaviour* (2)

- 8.2 8.2.1 Their vehicles use alternative fuel ✓✓  
• The company uses energy efficient vehicles  
**OR**  
• Corporate social investment (2)

- 8.2.2 They added 500 Nissan LEAF vehicles to their fleet ✓✓  
• Their airport shuttle buses will all be using biodiesel.  
**OR**  
• 4% of CSI donations are allocated to environmental issues

*Note: Example must be linked to 8.2.1* (2)

- 8.3 8.3.1 88% of donations go to charities identified by employees. ✓✓  
• The employees are involved in the decision making process.  
• They let their employees decide who Enterprise Holdings must donate to.

*Note: responses must focus on employee involvement* (2)

- 8.3.2 A percentage of the allocated funding for CSI is divided amongst the various social upliftment programmes identified by the employees. ✓✓  
• A large percentage of Enterprise Holdings' donations contribute to social upliftment, for example education, public/social benefits/health and human causes.  
• Donations to arts as an investment in local culture. (2)

- 8.4 91% ✓✓  
• Arts 6% + public / social 14% + education 14% + health and human services 57% = 91% (2)

**NOV 2016 NSC  
QUESTION 8**

- 8.1 8.1.1 (a) Being more energy efficient ✓✓
- Less wasteful / They offer 'no-cleaning option'
  - Aware of conservation legislation
  - Applying sustainable practices

**NOTE:** Accept examples of practices linked to the environmental pillar (2)

- (b) Reducing running costs ✓✓
- Lowering expenses
  - Saving money

**NOTE:** Accept examples of practices linked to the economic pillar (2)

8.1.2 **Reducing its carbon footprint:**

Reduced use of cleaning materials ✓✓

Reduced water usage ✓✓

Reduced energy usage ✓✓ / being more energy efficient

Efficient use of human resources (can work with skeleton staff) ✓✓

- Promotes recycling

Reduced ...

- waste
- wear and tear
- issue of amenities (shampoo, soap, body lotion, toilet paper etc.)

**NOTE:** Accept specific examples of practices that reduce the hotel's carbon footprint. Examples must be related to the 'no cleaning option' (8)

8.1.3 **YES**

I agree with the initiative. I am a responsible tourist and support their greening initiatives and want to play a part in protecting the planet. ✓✓

**NOTE:** No marks are awarded for Yes / No.

Accept any reason that supports positivity towards environmentally conscious initiatives.

**OR**

**NO**

I do not agree with their initiative. It is merely a way of saving the hotel money to the discomfort of the guest.

- Tourists want to stay in a neat and clean environment.

**NOTE:** No marks are awarded for Yes / No.

Accept any reason that implies green washing practices / discomfort of the guest on the part of the hotel. (2)

8.2 8.2.1 **YES**

Environmental consciousness becomes part of the life style of environmentally friendly tourists. ✓✓

- Environmentally friendly behaviour will be practiced anywhere, not only at their homes.

**OR**

**NO**

Some individuals, when on holiday, behave irresponsibly.

- Some tourists do not care about the environment.

*NOTE: No marks are awarded for Yes / No*

*The correct reason must be linked to the Yes / No*

(2)

8.2.2 Do not litter ✓✓

Do not remove any plants or animals from it natural habitat. ✓✓

- Do not feed animals.
- Do not make fires unless in designated areas.
- Report non-compliers to park authorities.
- Follow the visitors' code of conduct displayed at the attraction.

(4)

**NOV 2017 NSC  
QUESTION 8**

- 8.1 8.1.1 Severe droughts✓  
Fresh water loss✓
- rising sea levels that threaten coastal resorts
  - reduced snowfall in alpine skiing areas
  - storms
  - heatwaves
  - extreme weather conditions (2)
- 8.1.2 Less snow on the Alps will reduce the number of tourists visiting the area for skiing activities.✓✓
- Melting snow can also result in unstable snow slopes and increase the risk of avalanches.
  - An increased risk of skiing accidents. (2)
- 8.1.3 **Benefits to the environment**  
The tourism industry provides important income opportunities, eradicates (reduces) poverty and promotes development.✓✓
- The tourism industry is beneficial in that it creates jobs and sustains many people globally.
  - Tourism businesses are re-evaluating their practices and finding ways to minimise their carbon footprint. (2)
- Damage to the environment**  
It is also one of the largest contributors to CO2 emissions which is destroying the very attractions and destinations that is the draw card. ✓✓
- The accommodation and transport sectors are the main contributors to CO2 emissions. (2)
- 8.2 8.2.1 **TRANSPORT**  
**Environmental pillar:**  
Destinations can find alternative modes of transport that is not dependent on the use of fuels such as bicycles.✓✓
- Use mass modes of transport such as trains and buses instead of cars
  - Support companies that use carbon efficient aircraft and vehicles.
- OR  
**Social pillar:**  
Skills development
- OR  
**Economic pillar:**  
Economic and entrepreneurship opportunities (2)

**EDUCATION**

**Environmental pillar:**

Create awareness amongst tourists and tourism businesses of how they can off-set and reduce their carbon footprint. ✓✓

- Make more people aware of climate change and its impacts.
- Tourism industry contributes to education.

OR

**Social pillar:**

Make tourists more environmentally conscious and encourage good environmental practises.

OR

**Economic pillar:**

Encourage future careers in environmental management.

(2)

**JOB CREATION**

**Environmental pillar:**

Create more environmentally responsible careers and jobs in the tourism industry. ✓✓

OR

**Social pillar:**

Employment opportunities improve the quality of life of local people.

OR

**Economic pillar:**

The tourism industry must continually find ways in sustaining itself and continue to support the economy by creating jobs and entrepreneurship opportunities.

(2)

8.2.2 Conserve energy as far as possible ✓✓

Limit and reduce water usage ✓✓

- Make use of recycle bins
- Re-use
- Towel policy
- Guest must adhere to environmental practises of the hotel

*Note: Accept examples of environmentally responsible practises.*

(4)

8.3 Offer learnerships to these learners. ✓✓

Offer free tours to the B&B and nearby attractions. ✓✓

- Offer workplace experience.
- Offer casual or part time employment opportunities.
- Partner with the school for maximum benefits such as mentorship, guest lecturing, skills development and supply of resources.
- Offer financial support.

(4)

**NOV 2018 NSC  
QUESTION 8**

- 8.1 8.1.1 These are guidelines addressing responsible and appropriate behaviour when visiting a destination. ✓✓  
 • It includes appropriate behavioural guidelines including the pillars of sustainability and responsible tourism. (2)
- 8.1.2 Ensuring that the resources in an area are respected and sustained for future generations to benefit and enjoy. ✓✓ (2)
- 8.1.3 Enquire from local leaders the appropriate behaviour in line with the local customs and religious ceremonies. ✓✓  
 Respect the dignity/privacy of the locals. ✓✓  
 Be sensitive and ask permission before taking photographs. ✓✓  
 • Do prior research on the culture practised at the attraction in order not to offend the locals.  
 • Dressing appropriately to avoid offence.  
 • Participate in the local everyday activities of the local people.  
 • Tourists should be encouraged to act responsibly towards the environment. (Accept examples in context of the cultural village) (6)
- 8.2 8.2.1 (a) Social Pillar ✓  
 • People pillar  
  
 Economic Pillar ✓  
 • Profit pillar (2)
- (b) Social pillar (People pillar) - counselling sessions / Supporting the health of HIV positive women. ✓  
 Economic Pillar (Profit pillar) - financial support ✓ / making and selling soap.  
  
*Note: If no pillar is given in (a), no marks are to be awarded for (b)* (2)
- 8.2.2 Offering employment and empowerment to the local women who are HIV-positive. ✓✓  
 The financial gain earned through employment is used to meet the basic needs of these women and their children. ✓✓  
 • The earnings enable these women to have access to basic health necessities needed to follow a healthy lifestyle e.g. access to medication.  
 • The counselling builds on their knowledge of the HIV epidemic and assists in maintaining a healthy lifestyle.  
 • Skills are developed. (4)



**NOV 2019 NSC  
QUESTION 8**

- 8.1 Zero % waste is sent to the landfill, where previously 40 tons of waste was sent to the landfill. ✓✓
- Waste is sorted on site, where previously it was discarded and sent to the landfill.
  - Enterprise development projects are now contracted to provide waste management services.
  - Recycling and donations to re-use take place.
  - Compost was previously bought but now it is produced on-site.
  - Green building practices. (2)
- 8.2 8.2.1 Cost saving of R430 000 on compost for the golf course and gardens that is produced on-site by Vuka Uzenzele. ✓✓
- Cost saving by the hotel and restaurants of about R10000 per month on vegetables which are grown in the gardens by workers of Vuka Uzenzele. (2)
- 8.2.2 Employment for five community members by Vuka Uzenzele. ✓✓
- Income generated from the organic gardens for the locals.
  - Multiplier effect is set in motion in the local economy. (2)
- 8.3 Donation of vegetables to feeding schemes at local schools. ✓✓
- Donation of used materials to needy local community members and community organisations.
  - Donates recyclable furniture, appliances, linen and computers to communities. (2)
- 8.4 **Sustainability**  
Food waste is separated from other waste. ✓✓  
The sorted food waste is used to produce compost on-site at Wild Coast Sun. ✓✓  
The compost is worked into the soil of the vegetable gardens to grow organic vegetables ✓✓
- The hotel purchases the organic vegetables from Vuka Uzenzele
  - The restaurants at Wild Coast Sun use the vegetables in their food preparation. (6)

**FEB-MARCH 2015 NSC  
QUESTION 8**

## 8.1 Image:

The image shows how combustible natural gas and contaminants can flow into our drinking water because of fracking. ✓✓

- The gas is flammable and can cause explosions and fires in our homes.
- Water can be contaminated/ polluted and will not be suitable for drinking.
- It can cause fires.

(4)

## Message:

The poster urges government not to allow fracking because of the risks to our homes and families. ✓✓

- The poster shows the concern about the irresponsible behaviour of government by allowing fracking.
- The poster is warning to decision makers not to allow fracking in South Africa.

## 8.2 Drinking water will be polluted ✓✓

- Gas leaks/ fire hazard
- Contamination of water
- Fewer visitors

(2)

## 8.3 8.3.1 Social:

People will be displaced. ✓✓

- Drinking water will be compromised.
- Resulting health issues.
- Loss of jobs in the tourism industry.

(2)

## 8.3.2 Environment:

Fires will destroy the ecosystem. ✓✓

- Natural water resources will be polluted.
- Flora and fauna will be destroyed.
- Can lead to natural disasters such as mud slides, sink holes.
- The operation of the fracking process calls for increased transport movement resulting in further environmental destruction.

(2)

## 8.3.3 Economic:

Requires highly skilled labour. ✓✓

- Limited opportunities for local employment.
- Profits stay in the hands of a few.
- Profits do not stay in the communities due to leakages.
- Short term involvement and not sustainable.

(2)

- 8.4 Our energy crisis will be over because of the additional gas resources that can supply much needed energy at affordable prices. ✓✓  
• The gas resources can supply energy to poor households, thus alleviating poverty.  
• Fracking will provide much needed jobs in areas such as the Karoo. (2)
- 8.5 Communities can organise public protest actions ✓✓  
Communities can boycott development in the area. ✓✓  
• Communities can create awareness and spread information about the dangers of fracking.  
• Tourists will support drives and initiatives that fight against fracking. (4)

**FEB-MARCH 2016 NSC  
QUESTION 8**

- 8.1 8.1.1 To educate tourists on responsible behaviour when visiting the park. ✓✓  
• To educate tourists and stimulate pro-environmental behaviour. (2)
- 8.1.2 Littering ✓✓ (2)  
• Removal of plants and wildlife from its natural habitat.  
• Smoking in the park.  
• Driving and use of cell phones.  
• Do not visit the gorilla sanctuary when ill.  
• Wandering off alone in the park.
- 8.1.3 Gorillas will get scared, feel threatened and may attack. ✓✓ (2)  
• Lose their sense of fear and encroach on human space.
- 8.1.4 Too many people around the gorillas may scare them. ✓✓ (2)  
• Reduce human-animal interaction,  
• Reduce human familiarity.  
• To allow gorillas to function in the wild.
- 8.1.5 They can receive a warning from park management. ✓✓ (2)  
• They can be given a fine.  
• They can be removed from the park.  
• They can be requested to do voluntary work in the park.
- 8.2 The park can employ local people to work in the park. ✓✓  
Local people can be given a venue and the opportunity to sell their locally made goods to tourists and to showcase their cultures. ✓✓  
• The park can buy locally produced goods.  
• To train and develop the local people on how to work with the gorillas. (4)

**FEB-MARCH 2017 NSC  
QUESTION 8**

- 8.1 Airlines have to be operated in a way that meets the needs of the travelling public without compromising the environment. ✓✓ (2)
- 8.2 Try to minimise the number of flights by combining trips. ✓✓  
Choose the most direct routes possible since take-offs and landings use the most fuel. ✓✓
- Consider taking a holiday closer to home.
  - Choose economic class when you fly because more people per plane mean fewer carbon emissions per person.
  - Pack light. Lighter planes mean less fuel is used.
  - Use other modes of transport where possible. (4)
- 8.3 8.3.1 **Social (Community):**  
ACSA can employ locally. ✓✓  
ACSA can create opportunities for entrepreneurship. ✓✓
- Local purchases
  - Skills development
  - Opportunities for scholarships and learnerships.
  - Intervention programmes to improve quality of life. (4)
- 8.3.2 **Environment:**  
Sustainable airport buildings (save electricity) ✓✓  
Technology to improve sustainability (e.g. water control in bathrooms) ✓✓
- Waste management & control (from aircraft)
  - Management of Foreign Object Debris (FOD) on runways
  - Energy efficient vehicles inside the building (e.g. electric/battery)
  - Sound management (e.g. announcements/aircraft noise)
  - Environmental protection plans (e.g. birds/wild animals on runways.) (4)

**FEB-MARCH 2018 NSC  
QUESTION 8**

- 8.1 Sanctuaries have good intentions in wanting to help orphaned animals but in many cases, cubs are separated deliberately from their mothers. ✓✓  
 • Animal sanctuaries should adhere to conservation practices but are often exploiting animals.  
 • Animals should be protected and not be exploited for medicinal purposes.  
 • Animals should be rehabilitated into the wild and not sent to farms for canned hunting. (2)
- 8.2 Ethical business practice ✓  
 Respect for human rights, culture and environment ✓  
 • Sustainable practises (2)
- 8.3 **Ethical business practice:**  
 It is unethical to attract tourists to a wildlife sanctuary under the pretence of helping the lions when the lions are actually being abused. ✓✓
- Respect for human rights, culture and environment:**  
 There is no respect for the environment when lions are taken out of their natural habitat for tourism and profit purposes. ✓✓  
 • There is no respect for the environment when lions are abused and exploited as is indicated in the documentary.  
 •
- Sustainable practices:**  
 • Interferes with the natural breeding process and may cause a drop in lion numbers.  
 • Unable to survive in the wild, removal of their natural instincts. (4)
- 8.4 To attract tourists at the expense of the defenceless animals. ✓✓  
 • To make a profit at the expense of the defenceless animals. (2)
- 8.5 According to Fair Trade Tourism, since 1 June 2016, any organisation wanting to be certified by FTT may not allow any physical interaction between tourists and captive animals. ✓✓ (2)
- 8.6 Eco tourists will not want to be a part of this type of abuse and exploitation and will therefore not visit the wildlife reserves in South Africa. ✓✓  
 They will question even the wildlife reserves that have responsible and sustainable tourism practises in place – creating a negative perception. ✓✓  
 • Reserves that are making valuable contributions to the environment by conducting research will also be negatively affected by these practices.  
 • Every tourism business becomes suspect in terms of unethical business practice. (4)

**MAY-JUNE 2018 NSC  
QUESTION 8**

- 8.1 8.1.1 Swopping points for goods ✓✓  
• trading (2)
- 8.1.2 Teaching them trading skills. ✓✓  
Teaching them to save to be able to afford their basic living expenses. ✓✓  
Teaching them to make responsible choices in life. ✓✓  
• Teaching them to practice sustainable living by earning an income. (6)
- 8.2 8.2.1 Buy locally made handcrafts and products. ✓✓  
Respect the livelihood of local vendors by paying fair prices for their products. ✓✓  
• Do not buy counterfeit (fake) products/ items prohibited by the destination's laws and regulations.  
• Support local businesses.  
• Empowering the local community to be self-sufficient.  
*Note: Accept specific examples of ways to support local communities.* (4)
- 8.2.2 Reducing water and energy consumption whenever possible. ✓✓  
Leave only a minimum footprint (no littering). ✓✓  
• Respecting wildlife in their natural habitats.  
• Purchasing products that are not made from endangered plants or animals.  
• In protected areas, accessing only places that are open to visitors.  
• Remaining on designated hiking trails.  
• Make donations to support conservation programmes.  
• Volunteering in environmental projects.  
• Recycle, Reduce and Re-use (4)

**MAY-JUNE 2019 NSC  
QUESTION 8**

- 8.1 8.1.1 Information on general operations of the lodge appear on sign boards rather than in information folders so as to limit paper usage.✓✓ (2)
- 8.1.2 Guests are given in-house newspapers printed out of recycled paper.✓✓ (2)
- 8.1.3 Old cooking oil is donated to a local farmer (who is their vegetable supplier) to produce bio diesel to run the delivery trucks.✓✓ (2)
- 8.2 Donation of oil to the local farmer to produce diesel to run his delivery trucks.✓✓
- Inclusion of the local craftspeople during the refurbishment of the hotels Interiors.
  - Purchasing vegetables from the local farmer. (2)

**SEPT 2014 EC**  
**QUESTION 8**

- 8.1 8.1.1 Economic (Profit) ✓ – Job creation for the local community ✓  
 Social (People) ✓ – Community upliftment ✓  
 Environmental (Planet) ✓ – The hotel would be powered by four wind turbines and solar panels and would re-use grey water and have an eco-friendly sewerage system ✓ (6)
- 8.1.2 (a) Ellaine Gogo and the members of the local community ✓  
 OR  
 • National Empowerment Fund (NEF) and the Industrial Development Corporation (IDC) (1)
- (b) Initiated the project ✓  
 OR  
 • Provision of funding (1)
- 8.1.3 Use water and energy sparingly. ✓  
 Recycle, reduce and re-use. ✓  
 • Leave only footprints.  
 • Avoid any form of pollution.  
 • Do not vandalise. (2)
- 8.1.4 The hotel has an eco-friendly approach to tourism. ✓✓  
 • The pillars of sustainable tourism are upheld.  
 • The tourists and the hotel practice responsible behaviour. (2)
- 8.2 8.2.1 The support (contribution) that businesses give to the communities in which they operate. ✓✓ (2)
- 8.2.2 Provision of space required by the administration of the school to perform their duties. ✓✓  
 • It will assist the school in performing administrative duties for the learners. (2)
- 8.2.3 The community will be more positively disposed towards SANParks and is more likely to support projects launched by SANParks. ✓  
 A donation of this type will improve the public image of SANParks. ✓ (2)



- 8.3 8.3.1 (a) Transparency: Businesses should be accountable to the community and all business dealings should be open to scrutiny by all stakeholders. ✓✓ (2)
- (b) Respect: The business and visitors should show respect towards the environment and local cultures. ✓✓ (2)
- 8.3.2 Fair share ✓ (1)
- 8.3.3 Positive image of the FTTSA company ✓✓
- The business will attract environmentally conscious tourists
  - Opportunities to interact with other FTTSA companies and stake holders
  - Exposure in international media
  - Inclusion in FTTSA directory (2)

**SEPT 2015 EC**  
**QUESTION 8**

- 8.1 8.1.1 Corporate Social Investment (CSI):  
 The support/A contribution that businesses give to the communities in which they operate. ✓✓ (2)
- 8.1.2 **SUNcares Sports Academy:** ✓ active in ensuring that school going children in rural areas surrounding Tsogo Sun’s casinos are given the opportunity to participate in extracurricular sports whilst at the same time being educated in various life skills programs. ✓  
**SUNcares Performing Arts Academy:** ✓ created to provide school going children in rural schools with extracurricular activities that encourage and promote the performing arts. ✓  
**SUNcares Environmental Program:** ✓ ensures that it supports the well-being of our planet and communities. ✓ (6)
- 8.1.3 The community will be positively disposed towards the Tsogo Sun businesses in their community ✓ and will be more likely to support them. ✓
- CSI programmes create an awareness of the business and support for the business. (2)
- 8.2 **Economic (Profit):** ✓ Through the investments made in bringing theatrical productions to South African shores Tsogo Sun has contributed to job creation in the Performing Arts industry. ✓  
**Social (People):** ✓ School going children in rural areas surrounding Tsogo Sun’s casinos are given the opportunity to participate in extracurricular sports whilst at the same time being educated in various life skills programs. ✓  
**Environmental (Planet):** ✓ Tsogo Sun has achieved measurable results with regards to water use reduction, reduction in energy consumption, improved waste recycling and community greening and sustainability projects. ✓ (6)
- 8.3 Tsogo Sun can advertise their environmental CSI programme, this will attract the environmentally conscious guests. ✓✓  
 Tsogo Sun can offer special deals/packages to environmentally conscious groups. ✓✓
- Tsogo Sun can make tourists more aware of their environmentally friendly successes.
  - By making it known to the public that in the last 2 years they have reduced their energy consumption by 11,3%. (4)

**SEPT 2016 EC  
QUESTION 8**

- 8.1 8.1.1 **Social pillar**  
The companies work closely with Dibanisa Football Foundation who coordinate a regular learning programme for youth in the Gansbaai area. ✓✓  
• The companies support Eco Schools. (2)
- 8.1.2 **Environmental pillar**  
The companies run an African Penguin and Seabird Sanctuary, they do research into Great White Sharks and their conservation and run a project that focusses on the disposal of fishing line that can be harmful to sea life. ✓✓  
• They also support Environmental Education by supporting Eco Schools. (2)
- 8.2 The companies attract tourists who spend money in the local community generating an income for the local population. ✓✓  
• Job creation for the local community. (2)
- 8.3 8.3.1 Fair Trade in Tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism. ✓✓  
The Fair Trade in Tourism Organisation is an organisation that ensures that their member organisations practice sustainable principles and in so doing adhere to the three pillars of sustainable tourism, otherwise known as the triple bottom line. ✓✓ (4)
- 8.3.2 A business that has Fair Trade certification will attract environmentally conscious tourists as they are more likely to support businesses that support the environment. ✓✓ (2)
- 8.4 8.4.1 CSI is the support businesses give to the communities they operate in. The support can be financial or non-financial. ✓✓ (2)
- 8.4.2 VWSA can benefit from supporting Dyer Island Conservation Trust through positive word of mouth advertising by the public and creating a positive perception of their business amongst environmentally conscious people. ✓✓ (2)
- 8.5 Practise resource management by saving water and energy. ✓✓  
• Practise waste management by re-using, reducing and recycling.  
• Encourage litter control.  
• Promote the indigenous flora. (4)

**SEPT 2017 EC  
QUESTION 8**

8.1 8.1.1 **Environmental pillar:**

Lion Sands is committed to the conservation of African wildlife and the environment. ✓✓

- They attempt to maintain a balance between nature and its use for commercial purposes.
- Their ecosystems are carefully monitored and managed.

**Social pillar:**

Lion Sands is committed to the development of local communities. ✓✓

- They partake in social upliftment programs to assist the community.

(4)

8.1.2 Lion Sands could assist members of the local population to share ownership of the game reserve. ✓✓

- They could employ people from the local population.
- They could ensure that procurement of local goods and services takes place.
- They could ensure that they pay fair wages.

(2)

8.2 An attraction wanting to practice responsible tourism can provide tourists with information on how to be socially and culturally responsible which may include:

Information on the cultural, ethnic, religious, and heritage practices ✓✓

An overview of the history of the area and the business itself ✓✓

- Guidance on appropriate dress, behaviour, food and drink
- Information on behaviour during ceremonies
- Information on crime and how to stay safe as well as crime hotlines

Information on how to benefit the local economy may include:

- Products that are made locally and where to buy these products
- Appropriate tipping practices
- Prices that should be paid at markets and whether to bargain with local traders
- Fair trade or other ethical certification schemes operating in the area
- Any local economic initiative the business supports

Tourism businesses should give visitors information regarding conservation of the environment, such as:

- Limiting water and energy use at the property
- Recycling
- Indigenous species found in the area
- Interesting features of the local ecosystem
- Guidance on protecting nature, such as staying on marked paths
- Any environmental initiatives the business supports in the area

(4)

- 8.3 Market the destination according to its sustainability ethos using environmentally conscious marketing platforms. ✓✓  
Introduce strategies to ensure businesses are sustainable and that they act responsibly towards people, the planet and the economy. ✓✓
- Ensure that natural assets are well protected and marketed.
  - Accept socio-economic strategies for residents.
  - Implement sustainable tourism certification among destination businesses.
  - Ensure that public sites and facilities set good examples in terms of environmental, social and economic practices.
  - Encourage joint socio-economic and environmental programmes at the destination to which tourists can contribute.
  - Do research about the target market in order to understand their needs, wants and expectations.
  - Ensure that products the local community produce are exposed to the tourists.
  - Businesses should ensure that government policies supporting sustainable and responsible tourism are followed. (4)
- 8.4 8.4.1 *Corporate social investment* refers to the support businesses give to the communities they operate in. ✓✓
- Support can be financial or can take the form of infrastructure or socio-economic support programmes. (2)
- 8.4.2 Henna Pre-School:  
One of the initiatives funded by Lion Sands is the Henna Pre-School that was founded in 1991 with 20 pupils and has now grown to 250 pupils. This met with the need for education and healthy meals for the local children. ✓✓
- Some of the major projects thus far have been the construction of classrooms, renovation of the kitchen and setting up borehole water for the school.
  - Lion Sands also hosts the annual graduation ceremony for the children, which encourages them to understand the importance of knowledge and education. (2)
- HIV initiatives:  
The reserve provides support to its employees as well as to a local home based care initiative for HIV sufferers. ✓✓
- Guests at Lion Sands are given an option to tour the local community and are encouraged to make a donation to this worthy cause
  - Lion Sands is also involved in the annual activities held on World Aids Day in which HIV orphans and other vulnerable children from the community are given food parcels and school necessities. (2)

**Note:** Candidate must mention TWO initiatives, 2 marks allocated for each.

**SEPT 2018 EC**  
**QUESTION 8**

- 8.1 Social pillar ✓✓  
 • People (2)
- 8.2 The use of renewable energy sources, like solar panels or heat pumps. ✓✓  
 Water must be used sparingly ✓✓/ greywater can be reused.  
 • Waste should be reduced, reused and recycled.  
 • Litter control and pollution control should take place.  
 • Indigenous flora must be promoted.  
 • Alien invasive plants in grounds and gardens must be controlled.  
 • Measuring and managing of environmental effects is essential. (4)
- 8.3 When locally manufactured goods and products are bought this will result in a positive multiplier effect where money is spent and respent in the area. ✓✓  
 • Local procurement ensures that money spent in the local community remains in the area. (2)
- 8.4 **Responsible tourism marketing platforms:**  
 Online travel information and booking websites supporting ethical travel, such as responsibletravel.com ✓✓  
 Certification websites such as www.fairtourismsa.org.za and green globe www.greenglobe.com ✓✓  
 • Nature-based tourism websites such as National Geographic and Getaway  
 • Websites of tour operators who specialise in ethical travel (an example in South Africa is Calabash Tours: www.calabashtours.co.za) (4)
- 8.5 **Social and cultural examples** (4)  
 Respect the traditions of the local community ✓✓  
 Do not engage in socially unacceptable behaviour, e.g. crime, vandalism ✓✓  
 • Ask for permission before taking photos of local community  
 • Do not support beggars  
 • Stay alert and report any suspicious behaviour  
 • Do not disturb the exhibitions  
 • Follow appropriate tipping practices  
 • Use designated parking areas  
 • Support local charities.  
**Examples of how to benefit the local economy**  
 • Encourage support of local businesses  
 • Purchase souvenirs from the official vendors

**Examples of environmentally responsible behaviour**

- Limit water use
  - Limit energy use
  - Follow environmental policies
  - Protect and conserve nature
  - Remain on designated pathways
  - Do not litter
  - Limit your carbon footprint
  - Support environmental initiatives
- (4)

**NOTE:** *Answers should be in the form of a paragraph; bullets have been given for ease of marking.  
Do not penalize candidates who do not write in paragraph format.*

8.6 8.6.1 CSI is the financial or non-financial support businesses give to the communities in which they operate. ✓✓ (2)

8.6.2 **Maropeng could implement their CSI policy by:**  
Providing bursaries to students at educational institutions ✓✓  
Providing support to sporting activities and cultural projects ✓✓

- Providing and maintaining facilities
- Sponsoring school feeding schemes
- Providing infrastructure or resources for libraries, computer laboratories or textbooks

(4)

**NOTE:** *Answers should be in the form of a paragraph; bullets have been given for ease of marking.  
Do not penalize candidates who do not write in paragraph format.*

**SEPT 2019 EC**  
**QUESTION 8**

- 8.1 **3 pillars of sustainable tourism:** people (social), ✓ planet (environment), ✓ profit (economic) ✓ (3)

**People:** Members of the local community have experienced social upliftment through skills development and life skills support ✓✓

**Planet:** Waste reduction is ensured through recycling of tea bags ✓✓

**Profit:** Jobs are created; artists receive payment for every finished tea bag ✓✓ (6)

**NOTE:** *Candidates should write in paragraph format. Bullets have been given for ease of marking.*

- 8.2 Original Teabag Designs will purchase the goods that they require to make their finished products in the local community. ✓✓ This will ensure that the local economy is supported and that money generated remains in the local community. ✓✓ The multiplier effect will come into play resulting in an improved local economy. (4)

- 8.3 Original Teabag Designs could apply for sustainable tourism certification to create an awareness of their business. ✓✓  
Original Teabag Designs could encourage joint socio-economic and environmental programmes to which tourists can contribute. ✓✓
- Original Teabag Designs could market themselves on responsible tourism marketing platforms. (4)