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   1.1.1   • The Line is a part of the world's most ambitious tourism project, enhanced by world leading design.
                • 'It will challenge and shape the possibilities of global travel in the years to come'.
                • 6 travel itineraries are designed with the focus being on authentic culture and heritage, exclusive nature experiences, exclusive luxury experiences, travel for the good of the tourist and the locals, experiencing the excellent Arabian service.
                • 'The initiative will offer a "one destination, everything included" tourism experience that will cater for every possible need. There won't be a reason to go anywhere else.'

        1.1.2   Ecotourist, leisure, cultural, special interest, responsible tourists, heritage, luxury.

        1.1.3   • Eco/sustainable – No cars, streets and zero carbon emissions; The Line is promoted as a sustainable way to design a city; The city will operate on 100% renewable energy and water supplies; The vertical gardens will purify air quality and help with temperature control. You will only be 2 minutes away from nature.
                • Leisure – Tourists visiting this initiative will be guaranteed a stress-free and relaxing atmosphere in which to take time to decompress from their busy lives.
                • Cultural/heritage – Experiencing the excellent Arabian service; itinerary-authentic cultural and heritage.
                • Special interest – (a new and exciting initiative that attracts the attention of those wanting something different): 'Tourists will enjoy immersive digital experiences and seamless travel. It will challenge and shape the possibilities of global travel in the years to come. The fusion of artificial intelligence and human interaction is ground-breaking'.

1.2   1.2.1   Any reasonable answer in a service industry. Response may include chef, cleaner, manager, accountant, health and safety official, engineer (mechanical, for the maintenance of the artificial intelligence)

        1.2.2   • It creates a vision and a common goal to work towards.
                • It enhances a good work ethic amongst the staff.
                • It helps to overcome ethical problems within the workplace.
                • It improves service delivery.
                • It sets the standard of the workforce.
                • It creates trust from the customers' point of view.
                • It reduces confusion amongst the staff regarding decision-making.
                • It creates a professional image for the business. It creates a collaborative atmosphere amongst the staff.
                • Spells out the expected conduct of staff in their performance of duties.
                • Helps businesses ensure that employees act responsibly.
                • Protects businesses from lawsuits and ensures good workplace and public relations.
                • Acts as a public face for the business, identifying the ethics of the organisation to the outside world.

- Is used as a reference for a business' proposed course of action, or for when this course of action is questioned.
- Assists in promoting integrity in the workplace.
- Creates agreed upon behaviours and methods of operation for the business.
- Leads to improved company performance if linked to the aims and objectives of the company.
- Promotes a good company culture as employees know what behaviour is expected of them.
- Assists in the development of good communication between employer and employees.
- States the company's unique set of values and beliefs.
- Can be used to create publicity and attract new customers.

1.2.3   The Basic Conditions of Employment Act stipulates that workers are entitled to the following rights. Any violations of the following where workers are forced to work would be considered a violation:
- Workers are not allowed to work more than 45 hours a week or nine hours a day.
- Employees cannot be forced to work overtime, and by agreement for no more than ten hours a week.
- Overtime must be paid at 1,5 times the normal wage per hour.
- Employees must have a meal break of one hour after five hours of work.
- Employees must have a daily rest period of 12 consecutive hours and a weekly rest period of 36 consecutive hours.
- Employees who work on Sunday occasionally must be paid double, and those who normally work on a Sunday must be paid 1,5 times the normal wage. Employees cannot be forced to work on a public holiday and must be paid double if they agree to.
- Employees are entitled to 21 consecutive days' annual leave or, by agreement, one day for every 17 days worked.
- Employees cannot receive money instead of holidays, except when they leave the company.
- Employees are entitled to six weeks paid sick leave in a 36-month period.
- Pregnant employees are entitled to four consecutive months of maternity leave, although they do not have to be paid during this time.
- Full-time employees are entitled to three days of paid family responsibility leave per year; the employer can ask for reasonable proof of the circumstances.
- Work in a dangerous working environment without protective gear and or training.
- Work more than the required working hours stipulated by a person's employment contract.

1.3   1.3.1   Code of Conduct

       1.3.2   Basic Conditions of Employment Act.

       1.3.3   Employment contract (BCEA also accepted)

       1.3.4   Customer service policy

       1.3.5   Code of Conduct

       1.3.6   Environmental policy.

1.4   Student specific with a valid reason for the selection. A quality answer for the reason is required for 2 marks. Reason must explicitly outline the advantage or benefit the chosen document, e.g. 'The environmental policy appeals to the modern trend whereby most **responsible tourists**, with a lot of money to spend, will choose to support a business that values the social and environmental pillars of the TBL, and shows a philanthropic culture, improving its professional and ethical image'.

QUESTION 2

2.1   Service excellence is going beyond customer expectations and delivering an industry-leading experience that really wows your clients, which results in customers coming back and repeat business.

2.2   A product: is any tangible item you sell to meet a customer's needs, that can be acquired or consumed. (Answer may include the terms 'separable from the supplier', each of the same products will have the same characteristic, can be returned.')

       A service is an act of doing something that benefits another, or improves their experience, or meets their needs in some way. for which a customer is willing to pay.

       A service usually provides an experience, answers may include the terms variable, perishable, intangible, inseparable. Each of these terms can be marked correct.

2.3   • Obtaining customer feedback and analysing the feedback to improve individual staff members' performance using the comments made by customers.
       • Ongoing training of staff/product knowledge.
       • Quality control checks.
       • Team and peer reviews.
       • Create a rewards program for staff who perform well.

2.4   Gain a better understanding of your customers' needs and expectations and helps the company to rectify any shortcomings. This also leads to happy/loyal customers and repeat business. This also boosts the company's brand image and reputation. Leads to a competitive advantage.

2.5   Surveys, questionnaires, feedback cards, follow-up phone calls, SMSs, internet-based questionnaires, post-visit emails asking for feedback, suggestion boxes, 'rate us' tabs on a company website, social media sites with feedback prompts (e.g. thumbs up or thumbs down symbols).

2.6 The company should look for emerging patterns or repeated complaints/ compliments. Negative feedback can be used to improve customer service and positive feedback can be used to motivate staff and to help the company realise what they are doing right.

2.7 **Economic growth:**

- Happy and loyal customers will return, spread positive word of mouth and this may lead to increase in volumes of customers which will lead to a more sustainable and growing income.
- More profit may lead to an opportunity for growth of the business. An increase in demand for goods and services, thus more income.
- If goods are purchased locally, this will create linkages in the economy.
- This increasing income will help to boost the GDP of the country.
- Unemployment levels may decrease, which means fewer locals reliant on social grants or government welfare support.

Community development:

- Increasing tourism/visitor volumes leads to an increase in demand for staff, employment levels may rise.
- Job creation may lead to an increase in the local tourism multiplier effect in the host community.
- Increase in standard of living for the host community, as locals have more disposable income and will in turn purchase more goods and services themselves.
- Increase in opportunity for Corporate Social Responsibility/Initiatives or projects to further uplift the local community.
- Less reliance on crime.
- Upliftment/Improving of local community as municipal income can be used to improve infrastructure (roads, communication systems, power grids, water and sewerage maintenance systems).
- Community services may improve as more jobs in refuse removal, road maintenance, public health and policing etc can be created.

(Any 10 relevant points made, with reference made to **both** community development and the economy. No specific number of points for each needs to be made, however, to achieve 10 marks.)

QUESTION 3

3.1 Heading should contain the terms 'International arrivals into Europe, America, Asia, Middle East and Africa' 'from 2005–2022' or a decent facsimile thereof.

3.2 The percentage of international arrivals to a specific region in relation to the overall number of international arrivals worldwide. The candidate may also include the following description or a facsimile of:
'Foreign market share is the portion of the inbound tourism market that a specific country controls, and includes both the number of tourists and the amount they spend (from land and air source markets)

For clarity, the two main categories of foreign markets are:

- **Land markets:** Countries where at least 60% of arrivals from the country arrive by land. For South Africa land markets are Botswana, Lesotho, Mozambique, Malawi, Namibia, Swaziland, Zambia and Zimbabwe.
- **Air markets:** Those countries where at least 60% of arrivals from the country arrive by air.

3.3 3.3.1 Middle East market share has remained significantly small, compared to the American and European regions. The Asia-Pacific region is also larger than the Middle East but compared to the African region, the FMS (foreign Market Share) remains very similar in percentage.

3.3.2 The European region

3.3.3 With covid restrictions lifting, people wanting to travel to their favourite destinations did so, and the American region is the largest region which may account for more inbound tourists. This destination may have lifted restrictions earlier than the other regions. There may be perceived to be much more diversity of attractions in the Americas than other regions.

3.3.4 Third World countries are perceived as having less to offer, are seen as backward and poorly developed, therefore service delivery may be seen as poor.
May be struggling with political situations, crime, poor infrastructure or health risks that deter potential tourists.

3.4 3.4.1 The FMS (foreign market share), will increase.

3.4.2 A unique and large-scale attraction such as this will attract new visitors on a large scale.

3.5 2005 – 2019 a steady increase in volumes across the regions.
2020 – The pandemic affected tourism and a sharp decline across the regions.
2021 – A gradual increase in volumes showing in Europe and the Americas, but a minimal increase in Africa and the Middle Eastern regions.
2022 – A substantial growth in tourism volumes but predominantly in the European region. The Americas showed a bigger percentage increase in volumes than the Asia Pacific, African and Middle Eastern regions and the Asia Pacific, African and Middle Eastern regions showed an increase in volumes, but on a smaller scale.

3.6   3.6.1 Europe and then Asia Pacific

       3.6.2 The European countries have the largest diversity and product offering in the world, catering to all types of tourists. History and heritage, ancient cities and cultures attract many tourists.

              Europe has many countries on a smaller land mass – it is possible to visit many destinations as the distances between the various countries are much shorter and easier to travel to. Europe has well-established transport systems.

              Safety is a priority to tourists and these countries are well developed and their infrastructure is technologically ahead of many other countries'.

3.7   3.7.1 (a)   Poor or low buying power. Not a favourable exchange rate as a South African visiting Saudi Arabia as it will cost you ZAR 4.9126 for one Saudi Arabian Riyal.

              (b)   Bank Selling Rate (BSR accepted)

              (c)   The South African rand is weak against all the other mentioned currencies.

3.7.2   ZAR 10115,00 × 5 people = ZAR 50 575,00
              ZAR 50 575 × 6 nights = ZAR 303 450,00

       3.7.3 ZAR 10 115,00 ÷ 4.9126 = 2 058,99 Saudi Arabian Riyal (Candidate must have remembered to round off at the END of the calculation)

3.8   Certain factors are more relatable to the Saudi Arabian country, and should be specifically identified in this question:
       - **Hosted events – if large numbers of tourists are inbound to the host country, the demand for the currency will temporarily rise, and a higher demand leads to an increase in value, even if temporarily.**
       - **GDP a higher GDP will mean more economic stability and the currency values will rise.**
       - **Employment outlook of a country, an increase in employment levels indicates an improvement in the economy which increases the value of a country's currency.**
       - **A country rich in non-renewable resources (oil) will have a stronger currency value.**

       The following factors can also be considered correct:
       - High interest rates attract foreign capital and cause the exchange rate to rise.
       - Global events/situations such as the outbreak of the coronavirus and world lockdown will cause the value to decrease.
       - Government debt, borrowing from other countries to make up for the lack of available funds. Nation with debt is less attractive for investors therefore the value will decrease.
       - Political and economic instability unrest and strikes, political conflict, war will cause the values of affected countries' currencies to drop.
       - Trade balance (or balance of trade), if a country is spending more on foreign trade than it is earning (i.e. imports outnumber exports), it must borrow capital from foreign sources. This lowers the countries exchange rate.

3.9 A weak domestic currency makes a nation's exports more competitive (cheaper) in global markets, this then simultaneously makes imports more expensive. Higher export volumes spur economic growth, while pricey imports also have a similar effect because consumers will go for local alternatives thus also boosting the economy. With regard to tourism, travellers will want to visit the country because they can get more value for their currency with a favourable exchange rate. They may then spend more and stay longer, leading to greater income, more contribution in taxes to the GDP and a greater multiplier effect, employment numbers may rise (job creation, or a drop in unemployment levels), socio-economic benefits may include a better standard of locals' living conditions, more contribution to conserving a country's tourism attractions, better maintenance of infrastructure.

QUESTION 4

4.1   4.1.1   Valid passport and a visa (a yellow fever vaccination certificate can also be accepted).

         4.1.2
- Green channel for passengers not having any dutiable goods or prohibited or restricted goods to declare.
- Red channel for passengers having dutiable goods.

         4.1.3
- Never leave baggage unattended/Keep close eyes on your luggage and personal belongings.
- Always be vigilant.
- Avoid overfamiliarising with strangers.
- Read ahead about travelling procedures and customs requirements.
- Make use of the airport's luggage wrapping service to secure your luggage.
- Avoid walking alone; try walking in a group.
- Stay as close to lights or well-lit areas as possible.
- Walk with purpose and get to your destination as soon as possible, arrange a taxi service before leaving the airport.

4.2   SA is GMT+2, Riyadh is GMT+3, one hour difference.
23:30 in SA = 00:30 on the 15th Feb in Riyadh.
00:30 + 11 hours flight = 11:30on 15th February. (or 11:30am)

4.3   4.3.1   Iceland is at GMT +0 which is 3 hours behind Riyadh
therefore 08:30 a.m. – 3 hours = 05:30 a.m. on 16th Feb

         4.3.2   Lima is at GMT-5, which is 8 hours behind Riyadh
Therefore 08:30 a.m. – 8 hours = 00:30 a.m. on the 16th February.

         4.3.3   New Zealand is at GMT +12, add one hour for DST = GMT +13.
Which is 10 hours AHEAD of Riyadh = 08:30am + 10 hours = 18:30 on 16th Feb (or 6:30 p.m.).

QUESTION 5

5.1   Student specific:

- Name/location
- Number of team members
- Duration of the task
- Description of goals and the steps taken to achieve them
  The description must seem credible, goals valid and realistic in order to achieve the full complement of marks for this question.

5.2   Student specific

5.2.1   (a)   Role identified

        (b)   Explanation of how character/personality affected the candidate's specific role. Must seem credible and believable.

5.2.2   Challenge mentioned must not seem vague, Reflection must seem honest, i.e. no self-aggrandising, the challenge mentioned does not have to have been solved or overcome.

5.2.3   A description of cultural difference should be included, what cultures/ languages/ethnic groups were encountered in the task. Explanation should include an explanation for behaving responsibly and showing respect, knowledge of cultural norms, awareness of differences, inclusivity, sensitivity.

5.2.4   Recommendations may include:

- Elect a leader with personality traits that can manage a team effectively, work to each team member's strengths, i.e. delegate roles and tasks that fit the team member's personality.
- Agree on the common goal that is known to everyone before starting the task
- Resolve conflict before it affects the team performance and as it occurs
- Identify barriers to effective teamwork and identify strategies together to overcome the barriers.

(Any 3 valid and meaningful recommendations).

QUESTION 6   CONCEPT MAP

MARKETING MIX:
- Product Name: The Line.
  This is a linear smart city under construction in Saudi Arabia in Neom, which is designed to have no cars, streets and zero carbon emissions.
  A residential and tourism project in Neom. Powered by AI.
  6 travel itineraries are designed with the focus being on authentic culture and heritage, nature experiences, exclusive luxury experiences, travel for the good of the tourist and the locals and of course, experiencing the excellent Arabian service.
  The initiative will offer a 'one destination, everything included' tourism experience that will cater to every possible need. There won't be a reason to go anywhere else.
- People – (can include both the staff working there AND the target market) Saudi Arabian citizens would be employed in The Line, target market includes ecotourists, adventure, special interest, wealthy people of all ages, leisure.
- Price – (can mention that the price needs to cover all the costs of production and marketing) Luxury – Each itinerary will reach a cost of up to $USD 12 000 per person per day.
- Place – (where the product is available, physical or digital) Saudi Arabia, Neom, built on ancient land in the Saudi Arabian desert.
- Process – (how the service is delivered) Excellent automated service, state-of-the-art technology, high-speed rail network underground, Tourists will enjoy immersive digital experiences and seamless travel, fusion of AI and human interaction.
- Physical Evidence – (what physical attributes will make the experience unique and give the business a competitive edge, what physical aspects improved the customers experience, made it memorable) Sustainable environment, nature in vertical gardens a few metres away, zero pollution, 3 levels to accommodate living and transport,
- Promotion – Grand opening, invitation of 250 delegates and media coverage of the opening, above-the-line, social media, internet articles, interview of the Saudi prince on global news networks (own knowledge).

SWOT ANALYSIS

Strengths: Self-contained city, self-sustainable environment, local employment, attraction for tourists, attractive for outside investment, any other quotes relevant from the text.
Weaknesses: Accessibility because of the desert, dense population, could be an attraction for crime considering 9 million people, an expert from the University of New South Wales warned that the huge carbon cost during the construction phase 'will overwhelm any environmental benefit', any other relevant quotes from the text.
Opportunities: Use The Line project as an example to build more such cities in the desert, tourist attraction with a difference which could result in more demand for other such projects, could be the start of developing many desert areas around the world into sustainable projects.
Threats: Sufficient funding to complete the building, rising costs of building and labour, less demand for oil from the oil-rich country (electric cars), could result in lack of funding, natural disasters and unforeseen events that could hamper construction, the ability to maintain the ecosystem within the city limits could spell disaster.

SUGGESTIONS REGARDING HOW TO INCREASE THE SUCCESS OF THE VENTURE

This is a higher-order question and will challenge the code 7 learner.

- *Must maintain a competitive edge:* They must be distinct in image and different in comparison with other destinations.
- *Diversity of attractions:* Must provide diverse natural attractions as well as artificial attractions e.g. landscapes, wildlife, flora and fauna, museums, amusement centres, entertainment centres, cultural and ethnic attractions and built environment. Provide for the needs of tourists.
- *Meet the interests of the tourists* and must satisfy their needs.
- *Accessibility:* It has to provide various means and modes of transport and transport infrastructure in order to link tourists to destinations/attractions.
- Be *well maintained.*
- Provide a *safe experience for tourists.*
- *Must have a positive impact on local community and environment:* The presence of conservation efforts for future sustainability and benefiting community.
- *Proximity to other nearby destinations, partnerships, collaborative efforts*, joint marketing, partnering with other stakeholders.
- *Effective marketing of tourism products locally and/or internationally:* To **create brand awareness** and help to reach the budgeted income. The strategy must **make the tourist attraction stand out from all other available options.**
- *Sustainable and responsible management plans:* This entails sound management of both the economic, social and environmental aspects of the tourist attraction.
- *Efficiency and ethical behaviour of staff and management:* Staff must be managed well so that they are efficient and behave ethically. To ensure this, good staff planning and training are needed. Good induction programmes and continuous training are important to make sure that staff obtains the skills needed.
- *Positive experience of visitors:* It is important that:
  - Visitor numbers are controlled
  - Opening hours are convenient
  - Pricing is right
  - Pathways are clear and signage is displayed
  - Informative brochures and leaflets are available.
  - Needs and expectations are met.
- *Safety and crime prevention*: The safety and security of tourists is the highest priority of any tourist attraction, and a well-coordinated strategy must be developed to protect tourists and make them feel safe.
- *General appearance and upkeep of the attraction:* A successful attraction should have a pleasing and clean appearance. This means that regular maintenance of the facilities must take place.
- *Considering the needs of people with disabilities:* Tourism attractions should be accessible to all including people with disabilities.
- *Universal access*: It must be accessible to a wide range of tourists. This refers to the ability of all people to have equal opportunity and access to a service or product from which they can benefit, regardless of their social class, ethnicity, ancestry or physical disabilities.

Key aspects that make a tourist attraction <u>physically accessible</u> include:

- Transport to the attraction
- Transport at the attraction
- Accommodation
- Toilet facilities
- Information
- Support facilities and services.
- Accessibility may also include digital access to the website, effective web design.

SUGGESTIONS FOR IMPROVING THE SUSTAINABILITY OF THE PROJECT WITH SPECIAL REFERENCES TO CSI AND FAIR TRADE

- This initiative should focus on attracting responsible travellers by emphasising its commitment to sustainable and responsible tourism practices.
- The introduction of a code of conduct for tourists will encourage conforming to the principles of sustainable and responsible behaviour.
- Applying for Fair Trade certification and monitoring of practices that conform to these principles; (All participants involved in a tourism activity should get their fair share of the income, in direct proportion to their contribution to the activity, all participants involved in a tourism activity should have the right and opportunity to participate in decisions that concern them, both host and visitor should have respect for human rights, culture and environment, the services delivered to tourists should be reliable and consistent. Basic safety and security of both host and visitor should be ensured, Ownership of tourism businesses must be clearly defined, access to information, transparency).
- Waste management – reduce resource usage by installing eco showerheads, reducing number of laundry cycles in a day, reducing electricity usage by installing LED lighting, solar technology, motion detectors in rooms on escalators and taps.
- Reuse grey water, adaptive reuse of existing buildings and construction materials, sourcing items locally.
- Recycle plastics, paper, glass and tins. Use reusable bottles and provide filtered water fountains for tourists to top up their bottles after inserting a coin in a vending machine (water dispenser)
- Litter control – by providing sectioned bins to encourage recycling,
- Pollution control by using renewable energy sources, biofuel, wind, solar. Environmentally friendly building design, or 'smart design' with vertical gardens, roof gardens, natural lighting.
- Economic management – Ownership: It is very important that government encourages and promotes local tourism business ownership.
- Employment: Employing local residents is important to ensure that the economic benefits remain at the destination.
- Procurement of local goods and services: Through the procurement of local goods (buying) from local suppliers, they are sharing the economic benefits of tourism with the other businesses at the destination.
- Encouraging the involvement of all stakeholders in CSR/CSI projects.

LINKS, Colour-coded key, layout

As above, students need to show the interrelationship between the ideas with a valid explanation.

QUESTION 7   ESSAY

Appropriate title, organisation and mechanics – the rubric is specific to the requirements.

An analysis must include a discussion around both positive and negative impacts. Both must be identified, or the response is not an analysis.

Possible answers may include:

IMPACT ON TBL:

Social

Positives: Increased positive media attention and exposure of a country as a tourist destination

Increased numbers of tourist arrivals to the country as a result of the hosted event.

Increased numbers of future long-term tourist arrivals as a result of the successful hosting of an event. This takes place after the event.

Improvements in tourism infrastructure, such as

Upgrading of roads and airports and improvements in accommodation facilities. This takes place before the event and often continues after the event.

Job creation for 460 000 people, because tourists visiting a destination as a result of a hosted event require tourism services, such as accommodation, meals and transportation to fulfil their needs. To provide for these needs, service providers must employ people. A higher demand for services usually results in a higher supply, which means more job opportunities are created. More jobs means that there is more money and more tax paid. This boosts the economy. Standard of living for locals and tourists is good – easy access for residents to plants and natural environment and nature preservation, easy access from one end to the other in 20 minutes, No pollution, no running cost of vehicles, no road accidents, more time for family leisure, emphasis on culture and heritage.

Negatives: densely packed living space, outside of the city limits is desert, nine million people – overcrowding, possibility of crime, built on ancient land which could have had a negative impact on locals that live there (the forced removal of the Huwaitat tribe).

Environment

Positives: 100% renewable energy, separation of pedestrians from large infrastructure and the transportation system, lack of vehicles reduces air pollution, vertical gardens will purify air and help with temperature control, launch of the regreening initiatives to plant 100 million trees, the creation of the world's largest coral garden. Making use of desert area considered to be not useful for human habitation.

Negatives: The length and nature of the walls of the city could cause biodiversity issues such as harm to migrating birds, large reflective structures are also dangerous for these birds and their migrating paths, wind pressure could also be dangerous against the glass structures, keeping the air cool within the city would also be a challenge especially because outside of the limits of the city is desert and heat, an estimated 1.8 billion tonnes of carbon dioxide would be produced building the city.

Economy

Positives: 460 000 jobs, adding $48 billion to the country's GDP, large job creation opportunity in the building process, high-speed rail network allows for more business hours, employing local and buying local products could be of great financial benefit reducing leakage, captive market boosting the local GDP.

Negatives: estimated building costs $1 trillion, an unprecedented amount of steel, glass and concrete needed for the building process, transportation costs to deliver construction material into the desert will be a challenge, no local people to employ for the building, accommodation for the builders on site will also be a huge cost to consider.

HOW THIS WILL LEAD TO A TOURISM MULTIPLIER EFFECT:

The multiplier effect refers to the process whereby money earned from tourism stays in the economy. The longer the money stays in the economy, the higher the multiplier effect and the greater the benefits achieved.

Tourism brings money into a country. Saudi Arabia needs an airport to receive flights to the area. Building an airport gives hundreds of people jobs, because construction workers are needed to perform the building.

Then there are thousands of people who get jobs to run the airport.

Once tourists start flying into Saudi Arabia, hotels are needed. This means hotel companies come and spend millions of dollars to pay the government of Saudi Arabia for permits to build, they pay construction workers to build the hotels, and they give jobs to people who run the hotels. This all happens even before tourists arrive. The bricks, construction equipment, water, electricity, etc. must come from somewhere, so these industries benefit too.

A foreign tourist spends money at a hotel during his visit to the grand opening. The hotel uses this money to pay their staff, who in turn use the wages to purchase groceries. The grocer uses this money to pay the farmer for fruit and vegetables. The farmer uses it to pay his staff, who can afford a better quality of life and so the process continues.

The tourists spend money to go sightseeing. This pays the salaries of tour guides, other operators, machinists, etc.

Also while in the country, tourists will likely be buying meals and going out for drinks or entertainment or buying souvenirs, all of which give money to the local people of Saudi Arabia. Wherever these locals source their materials/food/equipment from, they are then spending the money earned, and continuing to contribute to the local economy. (e.g. local farms, local retailers such as supermarkets, local furniture suppliers, etc).

Therefore, an increase in tourism leads to an increase in demand for goods and services, which means local producers must meet the demand by increasing their production.

SUGGESTIONS FOR MANAGING/OFFSETTING THE IMPACT OF MASS TOURISM:

- The most effective strategy is limiting (placing a 'cap' on visitor volumes per day, per month, per season.
- Introducing a strict new ticketing system, where tickets are time limited, with slots lasting a few hours and no re-entry allowed.
- Introduce a short-term rental limit on Airbnb properties.
- Introducing a levy on day visitors.
- Reducing/limiting tour group sizes.
- Imposing a limit on tourists disembarking cruise liners.
- Spreading visitor numbers throughout the year by diversifying product offering, promoting less popular destinations.
- Introducing a tourist tax.

Total: 200 marks