

INSERT A

**SUSTAINABLE 170-KM LONG CITY –
A NEW BOOST FOR GLOBAL TOURISM**

'The Line'



The Saudi Arabian government has unveiled plans for an enormous megacity in the desert called 'The Line'.

This is a linear smart city under construction in Saudi Arabia in Neom, which is designed to have no cars or streets and zero carbon emissions.

The city is part of the Saudi 'Vision 2030' project, which Saudi Arabia claims will create around 460 000 jobs and add an estimated \$48 billion to the country's GDP. The Line is planned to be the first development of a \$500 billion residential and tourism project in Neom.

The Line is promoted as a sustainable way to design a city.

The Line will be 500 metres tall but only 200 metres wide.

The image here shows two giant mirrored walls running for 170 kilometres across the desert. The gap in between is filled by densely packed living spaces alongside trees and plant life.

A high-speed rail network is embedded underground. You can get from one end to another in 20 minutes.



The city plans to accommodate nine million people and will focus on nature preservation and a better quality of life for its residents and visitors.

The city will operate on 100% renewable energy and water supplies.

The city will consist of three layers, one on the surface for pedestrians, one underground for infrastructure, and another underground for rail transportation.

The zero-car environment is part of a 100% sustainable transport system – with zero pollution and zero waiting time; no sitting in traffic. This will create more time for leisure. No expenses like car insurance, fuel and parking will mean higher disposable incomes for citizens. Tourists visiting this initiative will be guaranteed of a stress-free and relaxing atmosphere in which to take time to decompress from their busy lives.

The estimated building cost is between US\$100 billion and US\$200 billion with some estimates as high as US\$1 trillion.

The vertical gardens will purify air quality and help with temperature control. You will always be only two minutes away from nature.

Everything inside its walls will be accessible within a five-minute walk. Automated services will be powered by artificial intelligence (robotics).

The project has faced criticism over its impact on the environment and the current population of the area.

Philip Oldfield, director of the Architecture Programme at the University of New South Wales in Sydney, warned that the huge carbon cost of construction 'will overwhelm any environmental benefits'.

FUTURE OF TOURISM

The Line is a part of the world's most ambitious tourism project. It is being built on ancient land, enhanced by world-leading design.

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 groundbreaking.

Six 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. Each itinerary will reach a cost of up to US\$12 000 per person per day.

Neom has just launched a 'Regreening Initiative' to plant 100 million trees in the desert.

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.

On 2 January 2023 the Neom CEO signed a partnership with King Abdullah University of Science and Technology to create the world's largest coral garden.



On the downside, there will be many physical and environmental factors that will have to be dealt with. The length and nature of The Line's walls could cause biodiversity issues – including for migrating birds. Large reflective structures are highly dangerous for these flocks of birds.

What does that mean for animals; how can they cross? The project has already led to the displacement of the Huwaitat indigenous tribe, who were forced to move from ancestral grounds to make way for The Line.

Some have argued that the dead-straight structure with two bars rising to 500 m (half a kilometre in height) lacks variety. The wind pressure will be dangerous against the glass walls. How will they keep cold air in? This is a desert!

Construction of this city will require a phenomenal amount of steel, glass and concrete.

An estimated 1.8 billion tonnes of carbon dioxide will be produced building this city. This is as much as the United Kingdom's total emissions for FOUR YEARS!

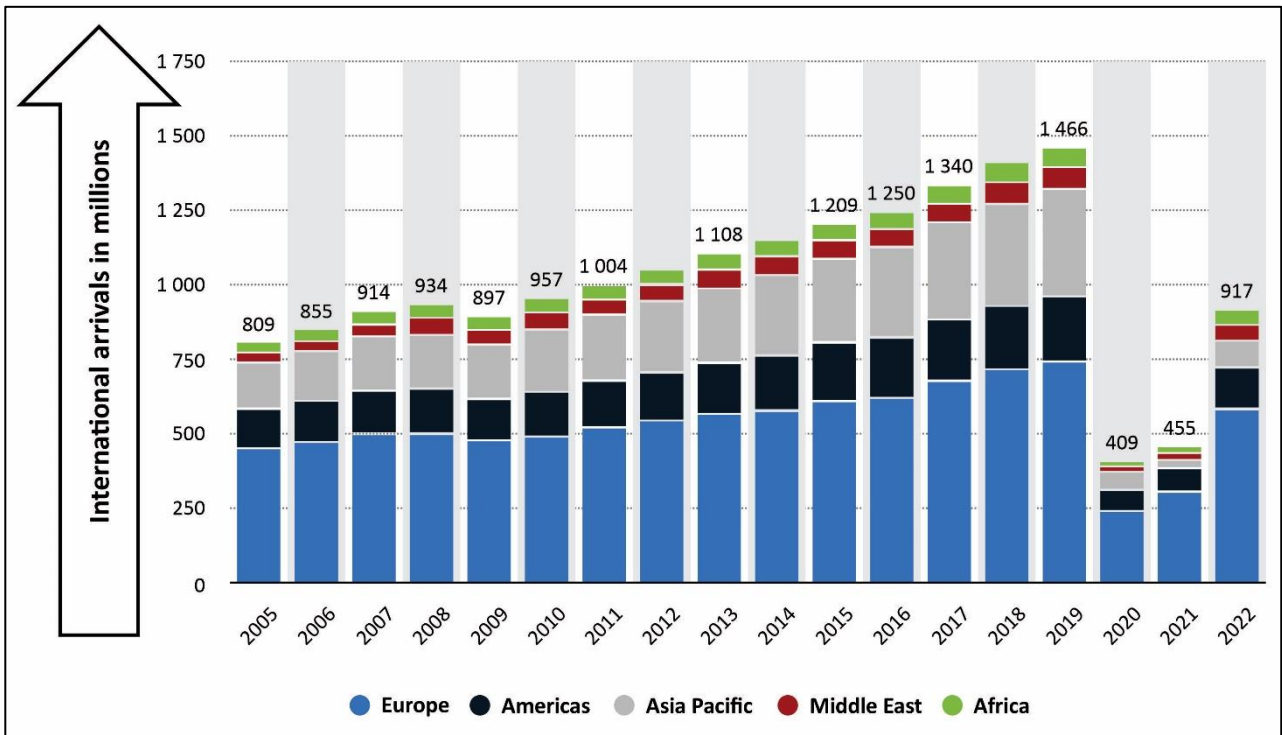


However, the oil-rich country is going ahead with the plans and construction has already begun.

Nat Barker | 8 August 2022

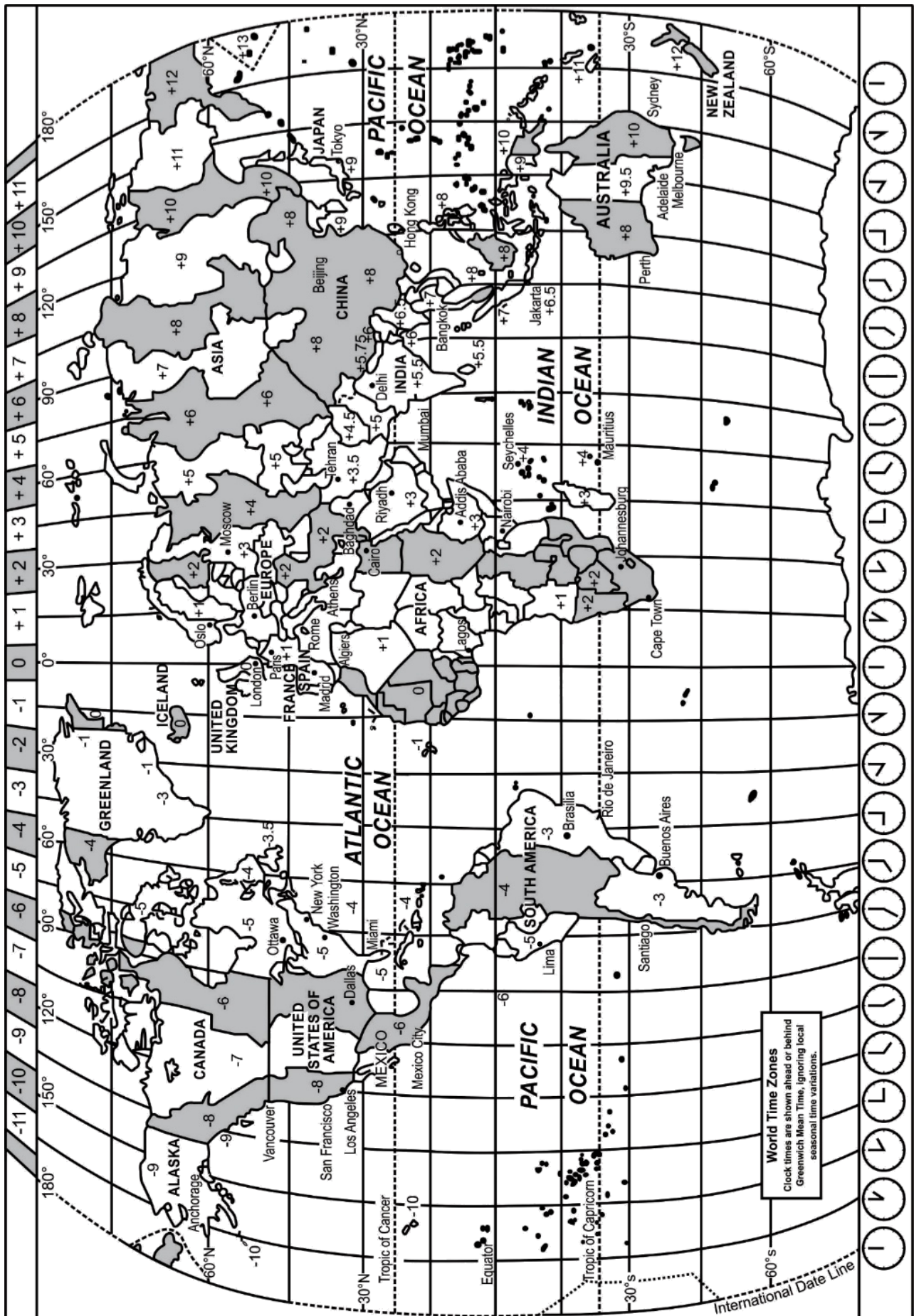
[Adapted from: <<https://www.dezeen.com/2022/08/08/sustainability-liveability-the-line-saudi-170km-city>>, <<https://www.neom.com/en-us/newsroom/gallery>>, <<https://www.worldatlas.com/webimage/countrys/me.htm>> and <https://en.wikipedia.org/wiki/The_Line,_Saudi_Arabia>]

INSERT B FOREIGN MARKET SHARE



[Source: <<https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/>>]

INSERT C WORLD TIME ZONES MAP



INSERT D MARKING RUBRIC FOR CONCEPT MAP

PERFORMANCE INDICATORS						
Criteria	7 marks	5–6 marks	3–4 marks	1–2 marks	0 marks	30
Marketing plan/mix for The Line includes a detailed description of each of the 7 Ps of a marketing mix.	Detailed breakdown of the marketing mix, all Ps are named and correctly described according to the article, the marketing plan is related and relevant to the article. Description is well thought-out and a Level 7 response.	Breakdown of 7 Ps, may lack some detail OR only 5/6 of the 7 Ps are described.	The Ps are described but in poor detail, or only 3-4 of the Ps are detailed OR response lacks meaningful depth.	Limitations to all aspects of the response, not compliant with a passing grade.	This point has not been addressed.	7
	(7)	(5–6)	(3–4)	(1–2)	0	
A SWOT analysis of the initiative.	Sophisticated SWOT analysis, all 4 aspects have been considered with extensive references made to the article.	Detailed SWOT analysis, some omissions may prevent a level 7 result. All 4 aspects may not have been addressed.	Either only 2 of the 4 are addressed in detail, or rudimentary response for all aspects.	Answer lacks depth or detail, cursory attempt to create a SWOT analysis, but too much data missing.	No SWOT analysis.	7
	(7)	(5–6)	(3–4)	(1–2)	0	
Suggestions regarding how to increase the success of the business by referring to the factors and characteristics.	A minimum of 7 factors or characteristics identified AND candidate has referred to ALL and made thoughtful suggestions regarding each, to improve success of the business.	Either all factors/ characteristics are mentioned but only some have suggestions for improvement, or only 4–6 are mentioned and all have valid suggestions for improvement.	All factors or characteristics are mentioned but no suggestions are proposed, OR only 2–3 are mentioned and all have valid suggestions for improvement.	Rudimentary response.	Inadequate response or not addressed.	7
	(7)	(5–6)	(3–4)	(1–2)	0	
Suggestions for improving the sustainability of the project, reference to CSR/CSI and FT.		(4)	(2–3)	(1)	0	
		A minimum of 4 good suggestions made and both aspects are addressed.	2–3 good suggestions, OR only one aspect addressed.	Only 1 valid suggestion is made or only 1 is a suitable response.	Inadequate or no response.	4
	(5)	(4)	(3)	(1–2)	0	
Links between points made, valid explanations provided, key and colours included. Layout sophisticated.	Excellent layout, several meaningful links show understanding of inter-relationships. Colours and key reflect higher-order thinking.	Many links indicated, explanations may be superficial, or key and colours may lack depth of understanding of interrelationships between concepts.	Some links are made but lack explanation and/or key is rudimentary at best.	No links made or links spread haphazardly and/or has no key or explanation.	No links are made and no key provided.	5

INSERT E MARKING RUBRIC FOR ESSAY

Criteria	Performance Indicators					30
	(3)	(2)	(1)	0		
Appropriate title given; global event/current event correctly identified.		Appropriate title given; global event/current event correctly identified.	Thoughtful, creative title.	Title given.	No title.	3
	(5–6)	(3–4)	(2)	(1)	0	
Organisation and mechanics.	Information is very well organised with well-constructed paragraphs. No grammatical, spelling or punctuation errors. Introduction and conclusion included.	Information is very well organised with well-constructed paragraphs. Some grammatical, spelling and/or punctuation errors OR introduction or conclusion omitted.	Organised with well-constructed paragraphs. A few slight grammatical, spelling and/or punctuation errors.	Disorganised and many grammatical, spelling and/or punctuation errors.	No structure.	6
	(7)	(5–6)	(3–4)	(1–2)	0	
An analysis of the impact of the initiative on the triple bottom line of the region.	Sophisticated analysis, both positive and negative impacts addressed. All three pillars have been analysed.	Detailed analysis, some positive and some negative aspects considered OR one pillar of the TBL not analysed.	Either no analysis or only one positive and/or one negative impact considered OR 2 pillars not analysed.	Answer lacks depth or detail, cursory attempt to identify impacts but too much data missing to award a passing mark for this point.	Not addressed.	7
	(7)	(5–6)	(3–4)	(1–2)	0	
Discussion regarding how the event will lead to the multiplier effect.	The response shows a thorough understanding of the tourism multiplier effect. Specific examples are provided and at least 4 industries are referred to.	The response shows an understanding of the tourism multiplier effect. Some examples are provided, and 2/3 industries are referred to.	The response attempts to discuss multiplier effect but limitations evident in superficial response.	Response is extremely limited.	Inadequate response or not addressed.	7
	(7)	(5–6)	(3–4)	(1–2)	0	
Suggestions on mitigating the impact of mass tourism on the host destination.	Response reflects candidate's in-depth background knowledge of greening technologies, strategies suggested are excellent. A minimum of 7 strategies are included.	Response reflects candidate's background knowledge of greening technologies, strategies suggested are thoughtful. 5–6 strategies are included.	Response reflects candidate's awareness of greening technologies, but lack detail OR only 3–4 valuable suggestions made.	Only 1–2 thoughtful suggestions made OR suggestions lack substance or insight.	No suggestions made.	7