

ADDENDUM A

QUESTION 1, 4 AND 6

Mamasamba wins Style Award at the Luxe Restaurant Awards 2023

The Luxe Restaurant Awards committee commended Mamasamba, for its exceptional dedication to culinary excellence and its ability to create an immersive dining atmosphere.



[Source: <<https://www.mamasamba.co.za/>> [Accessed 11-02-2024]

Mamasamba restaurant, located in the center of Rosebank, offers fantastic food, beautiful decorations, and great service. Inside, guests are greeted by vibrant colours, stunning art, and unique furniture. All this makes them feel like they've stepped into a fancy and fun place. Mamasamba pays close attention to their customers, making sure everything looks perfect and that everyone has a wonderful time. As soon as guests walk in, they're drawn to the *ceviche bar, leading into the main dining area, where they can watch the kitchen in action.

** Ceviche: an appetizer of small pieces of raw fish*

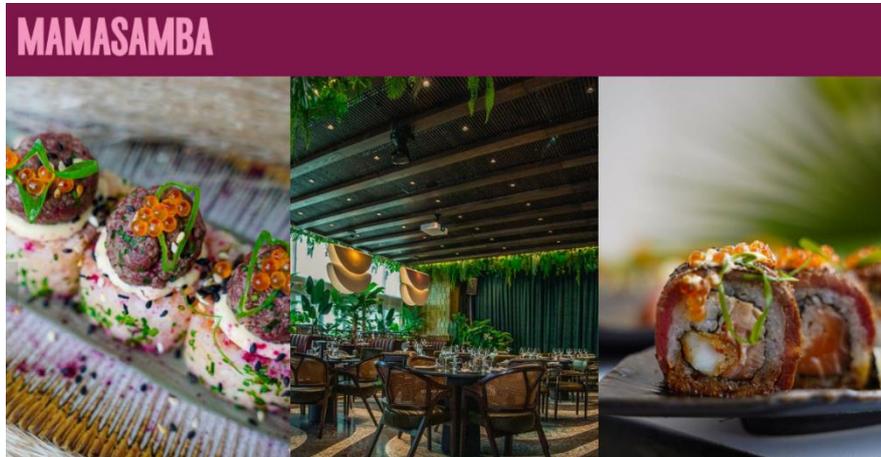


Mamasamba wins Style Award at prestigious Luxe Restaurant Awards 2023.
[Source: <<https://www.bizcommunity.com/Article/196/436/239290.html>>]



Mamasamba wins best new restaurant 2023
[Source: <https://www.linkedin.com/posts/warren-murley-7135631a_proud-of-our-team-so-much-achieved-in-such-activity-7126258208301621248-xdZP/> Accessed 11-02-2024]

Headed up by Warren Murley, the restaurant's commitment to using locally sourced, sustainable ingredients further enhances the overall dining experience, ensuring freshness and quality in every bite. These, amongst others, have earned the admiration of both local and international diners.



[Source: <<https://www.mamasamba.co.za/#gallery>> Accessed 11-02-2024]

A journey up the magical staircase takes you into a multi-sensory bar. Their cocktail bar leads out onto a lush jungle terrace, to a line-up of world class live musical performances.

Mamasamba's success hinges on its dedication to exceptional customer service. Highly trained staff enthusiastically ensure that every guest feels valued from the moment they arrive until they leave, setting a standard for personalized care.



[Source: <<https://www.rosebank.joburg/wp-content/uploads/2022/12/EMB-07-1-scaled-900x500.jpg>> Accessed 11-02-2024]

Mamasamba's marketing strategy is as thoughtful as its menu, making use of both traditional and digital channels. The restaurant's website, filled with interesting posts and beautiful pictures, attracts new customers and keeps regulars up-to-date with the latest events and prices.

Mamasamba's visibility and positioning in the market are enhanced by strategic partnerships within the community, collaborations with local influencers, and participation in food festivals.

Mamasamba's marketing strategies, which are honest and interactive, help customers know what to expect and get excited. By always keeping their word, they build trust and keep people coming back for more, guaranteeing a great experience every time.

[Article source: Adapted from <<https://www.bizcommunity.com/Article/196/436/239290.html>> [Accessed 11-02-2024] and <<https://chat.openai.com/>> [Accessed 15-02-2024]

ADDENDUM B**QUESTION 5 ESSAY****Paris 2024 Olympic Games: Challenges and Opportunities for French Tourism**

9/14/2023

– Alexander Goransson –

The Rugby Union World Cup in France last year was like a warm-up for the upcoming Paris Olympics this summer. Around 600 000 people came for the Rugby World Cup, but that's nothing compared to the expected 15 million spectators for the Olympics. These numbers include locals and people from nearby European countries. Estimates suggest Paris's tourism economy might benefit between EUR2 billion and EUR4 billion from the Olympics.

During big events like the Olympics, people spend more money. With so many visitors coming for a short time, finding a place to stay will be tough. Short-term rentals, like Airbnb, will be popular because they can adjust more easily than hotels. Already, around 1 000 Parisian hosts are booking spots for the Games, and prices are going up.

Transportation providers and food places will also benefit, serving both day visitors and those staying overnight.

Hosting the Olympics will change how tourism works in Paris. Events will happen near or even at famous places like the Eiffel Tower and the Champs-Élysées. Non-Olympic visitors will be avoiding these iconic sites, if they have access to them at all.

Museums, tours, and other attractions might also be affected by street closures and crowds. Paris airports, which already experience congestion, might struggle with extra traffic. Travelers not here for the Olympics are being told to avoid them around the opening and closing ceremonies.

Paris aimed for high sustainability goals for the 2024 Olympics. They're building an eco-friendly Olympic Village, but the venues are spread out, so helicopters will be used for transfers, which goes against their sustainability plans.

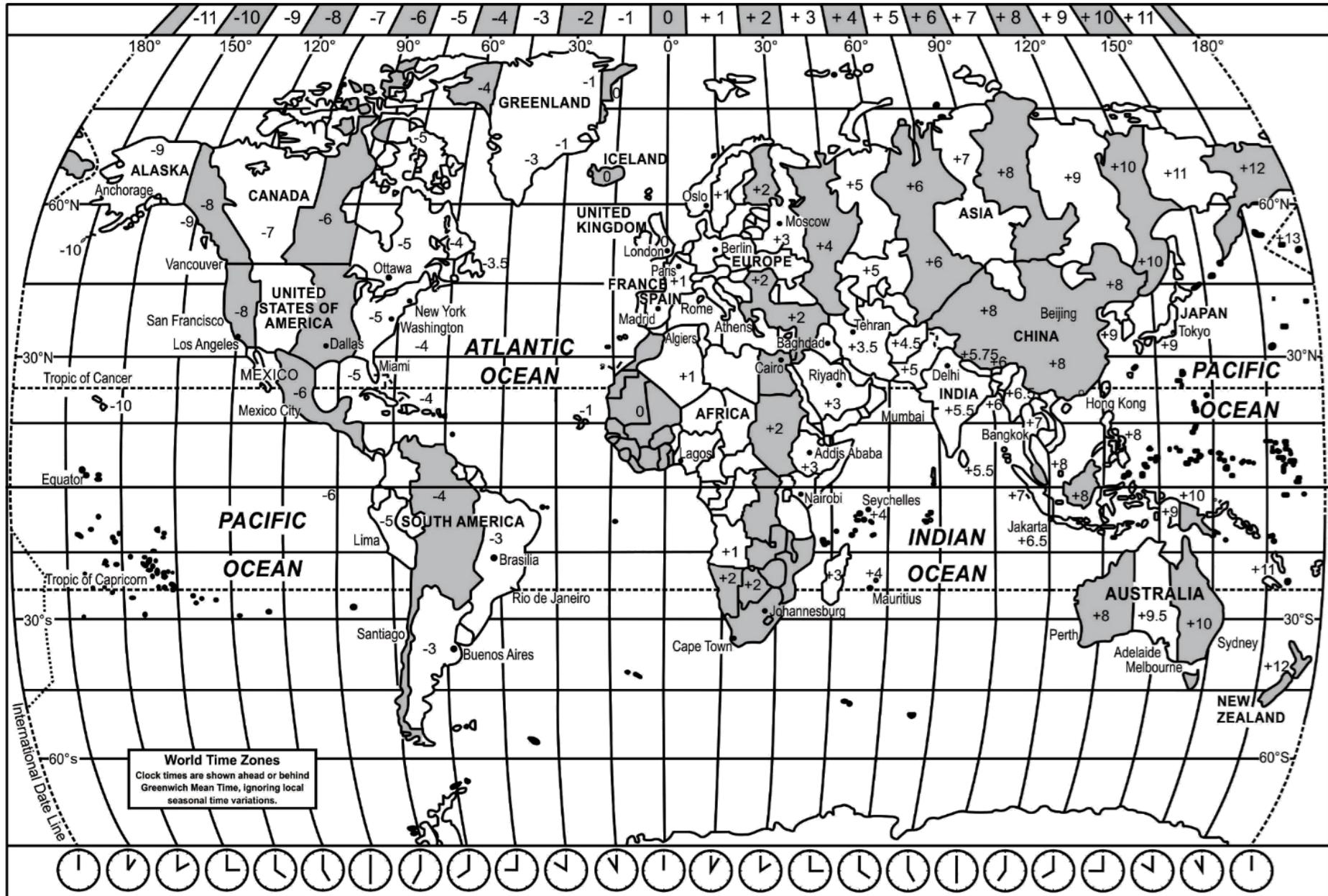
There are also worries about social issues, like protests and strikes, before the Games. Cleaning the River Seine for swimming events was planned, but heavy rain cancelled a test event in 2023.

Despite these challenges, hosting the Games can be good for French tourism. Paris is well-connected by high-speed rail, which will help handle the crowds. It's also a chance to show off Paris as a top destination.

The true benefits of a successful Paris 2024, forecast to be watched by a global television audience of four billion, will be felt in the following years. Unlike during the Olympics itself, this will benefit the overall tourism economy and not just hospitality, increasing inbound visitors to France and its capital city over the forecast period.

[Source adapted from: <<https://www.euromonitor.com/article/paris-2024-olympic-games-challenges-and-opportunities-for-french-tourism>>]

ADDENDUM C WORLD TIME ZONES MAP



ADDENDUM D RUBRIC FOR ESSAY

QUESTION 5

CRITERIA	DESCRIPTORS					Possible score
	4	3	2	1	0	30
OPINION		Clear opinion is given and sustained throughout the discussion. (Conclusion is persuasive). (3)	Clear opinion is given but not always sustained throughout the discussion. (2)	Opinion is ambiguous. (1)	No opinion given. (0)	3
CONTENT AND KNOWLEDGE						
Impacts of the hosted event on triple bottom line	Detailed, factually accurate, all selected information is relevant. (9–8)	Sufficient detail to support position. Factually accurate, selected information is relevant. (7–6)	Some significant information missing OR factual errors evident OR irrelevant information included. (5–4)	Significant information missing AND/OR factual errors AND/OR irrelevant information included. (3–2)	Very few relevant facts stated AND significant inaccuracy. (1–0)	9
Impacts of the hosted event on international and domestic visitor numbers to France	Detailed, factually accurate, all selected information is relevant. (4)	Sufficient detail to support position. Factually accurate, selected information is relevant. (3)	Some significant information missing OR factual errors evident OR irrelevant information included. (2)	Significant information missing AND/OR factual errors AND/OR irrelevant information included. (1)	Very few relevant facts stated AND significant inaccuracy. (0)	4
Impacts of the hosted event on tourism destinations	Detailed, factually accurate, all selected information is relevant. (4)	Sufficient detail to support position. Factually accurate, selected information is relevant. (3)	Some significant information missing OR factual errors evident OR irrelevant information included. (2)	Significant information missing AND factual errors AND irrelevant information included. (1)	Very few relevant facts stated AND significant inaccuracy. (0)	4

<p>Guidelines to tourists to improve their positive impact on tourism destinations.</p>	<p>Detailed, factually accurate, all selected information is relevant. (4)</p>	<p>Sufficient detail to support position. Factually accurate, selected information is relevant. (3)</p>	<p>Some significant information missing OR factual errors evident OR irrelevant information included. (2)</p>	<p>Significant information missing AND/OR factual errors AND/OR irrelevant information included. (1)</p>	<p>Very few relevant facts and much inaccuracy. (0)</p>	<p>4</p>
<p>QUALITY OF RESPONSE</p>						
<p>Use of information in the Addendum AND own knowledge to support candidate's discussion.</p>		<p>Maximum use of information in the source that is integrated well into the discussion. (3)</p>	<p>Good use of the information in the source that is integrated well into the discussion. (2)</p>	<p>Superficial/passing reference to / use of information in the sources. (1)</p>	<p>No reference to information in the source. (0)</p>	<p>3</p>
<p>Quality of discussion</p>		<p>Reasoning (logic) is very clear, response is succinct (on point), cohesive (ideas hang together/ integrated/linked) and compelling. (3)</p>	<p>Reasoning is clear, response is compelling and cohesive with some minor repetition/loss of focus. (2)</p>	<p>Reasoning is hard to follow. Rambling and repetitive. (1)</p>	<p>Missed the point of the question. (0)</p>	<p>3</p>
<p>TOTAL: [30]</p>						

ADDENDUM E RUBRIC FOR CONCEPT MAP

QUESTION 6

CRITERIA	DESCRIPTORS					Possible score
Importance of marketing		Clearly and comprehensively illustrates the critical role of marketing in the success of a business, incorporating examples from the article and additional knowledge. (4)	Illustrates the importance of marketing but may lack clarity or depth in explaining its critical role in business success. (3)	Demonstrates a basic understanding of the importance of marketing but lacks depth and may be unclear. (2)	Does not effectively illustrate the importance of marketing in business success. (1)	4
Factors contributing to the success of Mamasamba	Clearly outlines factors contributing to Mamasamba's success, integrating examples from the article and additional knowledge. (6)	Outlines factors contributing to Mamasamba's success, incorporating examples from the article, but may lack some depth or additional examples. (5)	Outlines factors for Mamasamba's success but may lack clarity or depth in explaining them. (4-3)	Presents limited factors for Mamasamba's success without clear explanations or depth. (2)	Does not effectively identify factors contributing to Mamasamba's success. (1)	6
Professional image of Mamasamba	Clearly outlines factors contributing to Mamasamba's professional image, integrating examples from the article and additional knowledge. (6-5)	Outlines factors contributing to Mamasamba's professional image, incorporating examples from the article, but may lack some depth or additional examples. (4)	Outlines factors for Mamasamba's professional image but may lack clarity or depth in explaining them. (3)	Presents limited factors for Mamasamba's professional image without clear explanations or depth. (2)	Does not effectively outline factors for Mamasamba's professional image. (1)	6

<p>Community development and economic growth</p>	<p>Clearly indicates how Mamasamba's success as an attraction can impact community development and economic growth, integrating examples from the article and additional knowledge. (5)</p>	<p>Indicates how Mamasamba's success can impact community development and economic growth, incorporating examples from the article, but may lack some depth or additional examples. (4)</p>	<p>Identifies impact on community and economic development but may lack clarity or depth in explaining them. (3)</p>	<p>Presents limited indication of the impact on community development without clear explanations or depth. (2)</p>	<p>Does not effectively indicate the impact on community development. (1)</p>	<p>5</p>
<p>Domestic and International opportunities</p>		<p>Clearly identifies and explains both domestic and international marketing opportunities for Mamasamba. (4)</p>	<p>Identifies and explains domestic and international marketing opportunities for Mamasamba but may lack some depth or additional examples. (3)</p>	<p>Presents limited identification of opportunities without clear explanations or depth. (2)</p>	<p>Does not effectively identify domestic and international opportunities. (1)</p>	<p>4</p>
<p>Links and explanations, keys, and colours</p>	<p>Clearly explains the interrelationships between professional image, marketing, and business success, integrating examples from the article and additional knowledge. Keys and colours are effectively used. (5)</p>	<p>Explains interrelationships between professional image, marketing, and business success, incorporating examples from the article, but may lack some depth or additional examples. Keys and colours are present. (4)</p>	<p>Explains interrelationships but may lack clarity or depth in illustrating them. Either key or colours are omitted. (3)</p>	<p>Presents limited or unclear explanations of interrelationships. Colours and keys are omitted. (2)</p>	<p>Does not effectively explain the interrelationships between concepts. Colours and keys are omitted. (1)</p>	<p>5</p>
<p>TOTAL: [30]</p>						