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EASTERN CAPE
EDUCATION

GRADE 11

TOURISM

PRACTICAL ASSESSMENT TASK 2024

MARKING GUIDELINES

MARKS: 100

These marking guidelines consist of 17 pages.

Grade11tourism 3rd Term Control Test

**Ari Kuncoro,Viverita,Sri Rahayu Hijrah
Hati,Dony Abdul Chalid**

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Strategic Management in Tourism Mr. Rohit Manglik, 2023-06-23 Long term planning competitive strategies and innovation in tourism enterprises Tourism, 2nd Edition Peter Robinson, Michael Lück, Stephen Smith, 2020-05-22 Fully revised Tourism 2nd edition covers aspects of tourism from a modern perspective providing students with a range of theoretical and research based explanations supported by examples case studies and unique insights from industry representatives Covering topics such as policy and planning heritage management leisure management event management and hospitality management the book tackles the practical elements of academic tourism such as infrastructure management and economic development together with other important contemporary issues such as sustainable development and post tourists

Tourism, Security and Safety Yoel Mansfeld, Abraham Pizam, 2006-08-11 The topic of safety and security in the tourism industry is of vital importance globally In recent years and mainly after the 9 11 event both academics and practitioners have started to look into crisis management issues seeking workable solutions in order to mitigate the negative impacts of safety and security incidences on the tourism industry and affected destinations Tourism Safety and Security a multi dimensional analysis brings together the writings of international leading academics and practitioners in this field to discuss prevention measures and crisis management options in incidences of tourism safety and security The layout and content of the book are aimed at analyzing different types of safety and security problems as well as finding managerial strategies and tactics to address them Divided into four sections this book looks at Tourism and security issues including the impact of terror in the hotel market in Israel Tourism and crime issues including premises liability drug trafficking theft and street robbery Tourism and safety Issues including the impact of SARS in Asia and Foot and Mouth Disease in the UK Tourism crisis management issues including the 9 11 crisis public relations and the aftermath of the Bali bombings Each chapter has a user friendly structure including study objectives concept definitions and review questions

Tourism and Social Marketing C. Michael Hall, 2014-02-24 Social Marketing is the utilisation of marketing principles and methods to encourage individual and organisational behaviour change for the public good Traditionally the domain of government it is increasingly also utilised by non government and non profit organisations and other institutions of civil society as a non regulatory means to achieve policy and public good goals At a time when concerns over tourism's contribution to undesirable environmental economic and social change is greater than ever social marketing strategies are important for encouraging more appropriate and desirable behaviours by tourists and the tourism industry Tourism and Social Marketing is the first book to comprehensively detail the relevance of social marketing principles and practice to tourism destination management and marketing By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development such as the environment this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life

of destination communities It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and the promotion of ethical tourism and marketing This innovative book is comprehensive in scope by considering a variety of relevant fields relevant to tourism and social marketing practice including health non profit organisations governance the politics of marketing and consumption consumer advocacy and environmental and sustainable marketing It integrates selected international cases studies to help tourism students engage with the broader debates in social marketing governance and the politics of behaviour change and shows the relationship of theory to practice Written by a leading authority in the field topical and integrative this book will be valuable reading for students scholars and researchers in tourism

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Christiansen, Bryan,Škrinjarčić, Tihana,2020-09-25 Artificial intelligence AI describes machines computers that mimic cognitive functions that humans associate with other human minds such as learning and problem solving As businesses have evolved to include more automation of processes it has become more vital to understand AI and its various applications

Additionally it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business Highlighting a wide range of topics such as diversification risk management and artificial intelligence this book is ideal for marketers business professionals academicians practitioners researchers and students

Kenya Gazette ,1966-02-22 The Kenya Gazette is an official publication of the government of the Republic of Kenya It contains notices of new legislation notices required to be published by law or policy as well as other announcements that are published for general public information It is published every week usually on Friday with occasional releases of special or supplementary editions within the week

Bell & Howell Newspaper Index to the Los Angeles Times ,1984

Enhancing Business Stability Through Collaboration Ari Kuncoro,Viverita,Sri Rahayu Hijrah Hati,Dony Abdul Chalid,2017-10-16 Business practices in emerging markets are constantly challenged by the dynamic environments that involve stakeholders This increases the interconnectedness and collaboration as well as spillover effect among business agents that may increase or hold back economic stability This phenomenon is captured in this proceedings volume a collection of selected papers of the 10th ICBMR 2016 Conference held October 25 27 2016 in Lombok Indonesia This ICBMR s theme was Enhancing Business Stability through Collaboration and the contributions discuss theories conceptual frameworks and empirical evidence of current issues in the areas of Business Management Finance Accounting Economics Islamic Economics and competitiveness All topics include aspects of multidisciplinary and complexity of safety in research and education

Cumulated Index Medicus ,1993

Consumer Behavior in the Internet Era Gong Sun,Lester Johnson,Jie Li,2022-11-28

International Research in Education Sciences VII Murat Demirekin,2024-02-03

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