

## Module 7 Revision Memorandum

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### Suggested answers

1. "Bottom line" refers to the profit indicated at the end of financial statements. ✓  
Increasingly, business performance is understood to not only relate to financial performance but also its broader impact on society and the environment. "Triple bottom line" takes into consideration its economic (including financial), social and environmental impact. ✓ (2)
2. Social impacts can include:  
Cultural practices, local culture and traditions; sites and cultural items ✓  
Staff, communities and minority groups ✓  
Access to training on topical issues and for the purposes of development ✓  
Access to infrastructure, like schooling, water, roads and health services ✓  
Social consultation and access for planning and involvement in projects. ✓ (5)
3. This should include, among others, local cultural practices, ✓ traditions, ✓ sites, ✓ acceptable and unacceptable behaviour, ✓ social and cultural structures ✓ (chiefs, etc.), information on social infrastructure ✓ (water, health services, housing, etc.) and ways to address and communicate with local people. ✓ (any 5)
4. Business performance can improve because the staff will be happier when they are treated with respect and paid reasonably, ✓ and because more and more tourists are interested in supporting responsible businesses. ✓ (2)
5. Fair share: It means that the people who work at a company and provide the tourism experience get a fair share of the money it generates. This ties in with the principle of sharing the economic benefits of tourism. ✓  
Democracy: It means that the people who work at a company and provide the tourism experience get to voice their ideas and concerns and refers to the principle of social responsibility in so far as affected parties are engaged and consulted on matters. ✓  
Sustainability has a number of aspects relating to social, economic and environmental performance, including capacity building, wise resource use, local purchasing, employment and enterprise support. ✓  
Respect relates largely to the social aspect of responsible tourism, although environmental resource use and biodiversity protection is also part of it. It includes providing safe working conditions and practices, protecting young workers, promoting gender equality, understanding socio-cultural norms and respecting them, and providing HIV/Aids awareness education. ✓  
Transparency relates mostly to the economic principle and means that ownership and financial performance must be clearly set out and accessible to staff and the public. ✓  
Reliability refers to the experience tourists get. It has to be consistent, especially with regards to their safety and security. ✓ (6)

6. Select one of the case studies from the table below. (5)

	Environmental	Social	Economic
!Xaus Lodge ✓	The visitor experience involves learning about the local environment and particularly the park's natural assets. ✓ The lodge tries to impact on the park as little as possible. ✓		!Xaus Lodge is a community-owned lodge benefiting the Mier and Khomani San. ✓ The San communities benefit from the earnings as well as the employment and enterprise development provided by the lodge. ✓
Dyer Island Cruises ✓	Environmental education through the marine trips guided by marine biologists ✓ 2 000 artificial penguin shelters on Dyer Island to protect this endangered species. ✓	Supporting local women through the Nolwandle skills development and craft programme ✓	Supporting local women through the Nolwandle craft centre ✓
Lebo's Soweto Backpackers ✓			Bicycle tours are led by local guides to create local employment ✓ Guests experience the local township food, drinks and snacks, ✓ thus benefiting local businesses ✓ and by shopping along the way. ✓
Mercure Hotels ✓	Mercure works to reduce resource use ✓ and have policies to address water and electricity consumption and waste at the hotels. ✓	Mercure supports HIV/Aids education ✓ and is committed to The Code of Conduct Against the Commercial Sexual Exploitation of Children in Tourism. (www.ecpat.net) ✓	
Sabi Sabi ✓	Sabi Sabi supports Lillydale Environmental Education Centre. ✓	Sabi Sabi has a range of training and skills development initiatives for staff, ✓ including courses in English proficiency, financial planning, business orientation, ✓ and HIV/Aids awareness and adult literacy. ✓	

**Total: 25 marks**