

**INSERT A****Let's Go East – MAURITIUS**

Mauritius is an island lying off the East Coast of Africa, surrounded by the turquoise waters of the Indian Ocean. It's popular with honeymooners, thanks to its idyllic white sand beaches and luxury hotels – think villas with private infinity pools and butlers on demand. But there's far more to Mauritius than its beaches. Venture inland to discover the island's dramatic interior landscape of volcanic mountains and lush forests. In the Black River Gorges National Park you'll discover plunging

waterfalls and dizzying gorges, as well as hundreds of colourful bird species. The Seven Coloured Earths are a unique geological phenomenon – a multi-coloured, lunar-style landscape of otherworldly dunes.

**SOURCE 1**

Chamarel, a chilled-out mountain village, is best known for its Seven Coloured Earths, a series of undulating dunes striped seven different colours. But it also has a host of other attractions, including a working rum distillery and the Curious Corner of Chamarel, an interactive museum of illusions. The village is also renowned for its dining scene, boasting restaurants serving up the best Mauritian cuisine on the island. You'll be able to tuck into palm heart salad and octopus curry in local restaurants, as well as more upmarket twists on traditional cuisine. Chamarel is located in stunning natural surroundings – it's the gateway to the spectacular Black River Gorges National Park. It's also home to the Ebony Forest, a conservation initiative to restore a pocket of indigenous forest to its original state. The Mauritius Conservation Foundation has reintroduced the endangered pink pigeon and echo parakeet. It has also set up an onsite natural history museum and walkways through the forest.

**SOURCE 2**

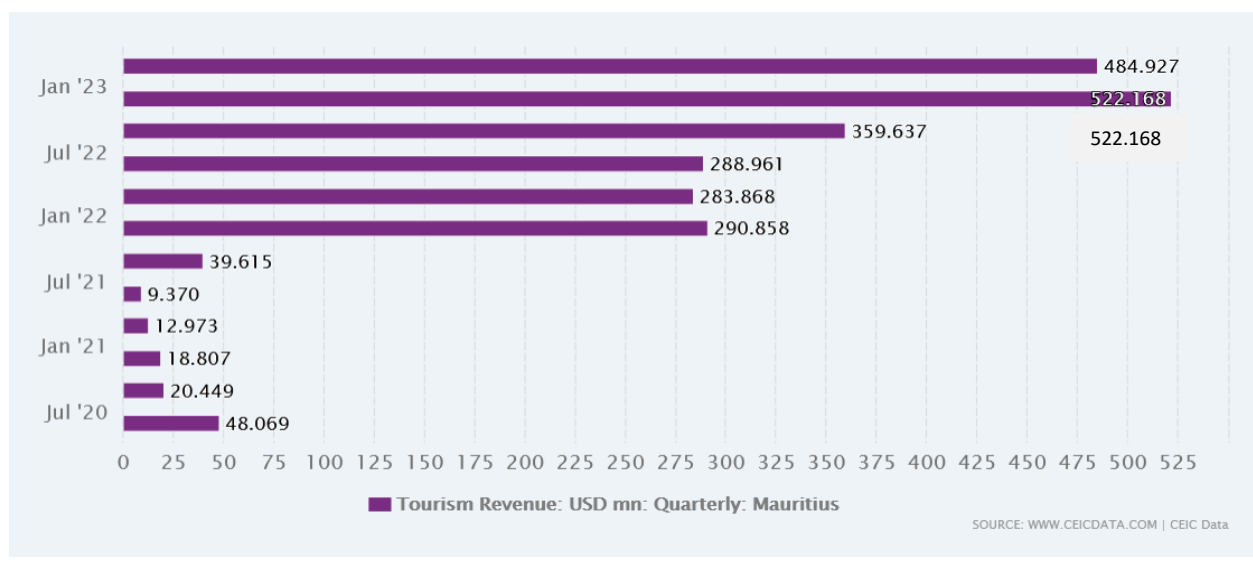
As a small island nation, Mauritius is on the frontline to witness and incur the consequences of ongoing climate change. Mauritius as a whole is concerned about sustainability. Single usage plastics have been banned for five years now and the government is working to phase it out. A masterplan on sustainability will be published by the Ministry of Environment in April 2023. The tourism industry has long been implementing sustainable measures such as solar heaters, solar panels for electricity, phasing out of plastic straws and packaging, encouraging more and more use of local products and food, reducing waste, using wastewater for plants and golf courses. Most of the hotel groups have obtained certification in this respect from international organisations such as Earth Check and Green Globe. Mauritius Tourism Promotion Authority (MTPA) supports these initiatives and helps promote green tourism such as trekking in the island's forests, mountain climbing, and also eco-lodges, which are gaining in popularity nowadays.

**SOURCE 3**

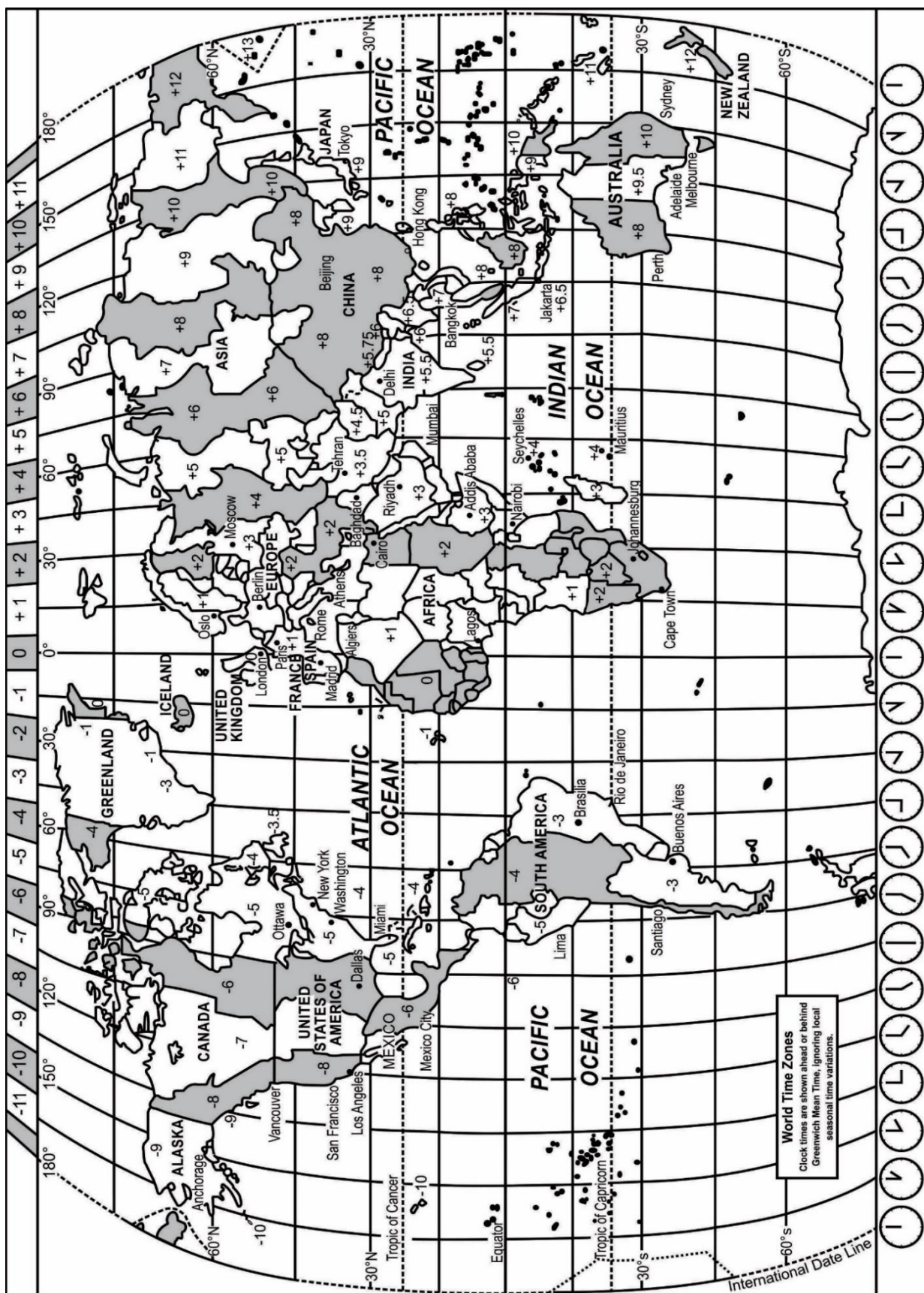
There are trends transforming the tourism industry in Mauritius. It seems that Mauritius follows the global trends which see travellers preferring more and more local experiences, encounters with locals and cultural tourism. About 40% of our visitors to Mauritius do not go to the big hotels but choose smaller ones, lodges and rental apartments. This brings them closer to the population. To improve their experience, the tourism industry is working with these small operators and other authorities, namely the Tourism Authority, so that these tourists get the expected standard of services. The tourism industry improving signage, infrastructure such as roads, introducing new modes of transport like tramways, and improving training for people such as taxi drivers and tourist guides. This can only be beneficial for the whole population, allowing them to get a fair share of the tourism industry.

**SOURCE 4**

The tourist industry in Mauritius is facing challenges. Tourism is an industry subject to many external factors. On one hand, it has a growing number of competitors both in the Indian Ocean and other island nations around the globe. On the other hand, travellers also depend on economic factors. Tensions linked with political matters such as Brexit are troublesome and unpredictable. Also growing concerns about the carbon emissions of airplanes are bound to make people think a lot before opting for faraway destinations. The coronavirus problem has unpredictable consequences. Though tourists from China are not yet at a significant level, the prevailing precautionary measures – namely flights to and from China – are freezing our projected thrust in this growing market and we don't know how long it will last.

**SOURCE 5**

[Adapted from: <BEST Mauritius Tourism\_Travel Guides.html> Accessed 6.10.2023]

**INSERT B      WORLD TIME ZONE MAP**[Adapted from: <<https://za.pinterest.com/pin/377739487497568319>> Accessed 14.3.2022]

**INSERT C MARKING RUBRIC FOR CONCEPT MAP**

| Criteria                                                                                                                      | 5                                                                  | 4                                                                                                                                                       | 3                                                                                                                                   | 2                                                                                                                                                 | 1                                                                                                                                          | 0                                         |           |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------|
| <b>Suitable title provides a concise explanation of the business</b>                                                          |                                                                    |                                                                                                                                                         | Title is a concise explanation of the business/venture.                                                                             | Title provides an explanation of the business/venture.                                                                                            | Title does not provide an explanation of the business.                                                                                     | No title.                                 | <b>3</b>  |
| <b>FIVE marketing Ps with concise explanation/plan to describe each. USP identified</b>                                       | 5 Ps mentioned with a precise explanation of each. USP identified. | 5 Ps mentioned with a suitable explanation/ description of each. USP missing or not unique.                                                             | 3 or 4 Ps mentioned with a fair explanation. USP missing or not unique.                                                             | Only 1 or 2 of the Ps mentioned, with vague explanation of each. No USP identified.                                                               | Poor attempt to outline the marketing plan. Factors may be mentioned but not credible or poorly planned.                                   | Not addressed.                            | <b>5</b>  |
| <b>Identify and explain the marketing method used with relevant examples</b>                                                  |                                                                    | Appropriate Marketing method for the venture has been identified and explained in greater details. Sufficient examples have been provided.<br><b>X2</b> | Marketing method has been identified and explained in detail. Some examples have been provided.<br><b>X2</b>                        | Marketing method has been identified. Explanation lacks detail. Examples have been provided.<br><b>X2</b>                                         | Methods have been identified but no explanation given. Examples provided.<br><b>X1</b>                                                     | Not addressed.                            | <b>8</b>  |
| <b>Description on how your venture will benefit the local community (Multiplier effect)</b>                                   |                                                                    |                                                                                                                                                         | Sophisticated illustration of the multiplier effect and the benefit on the local community.                                         | Candidate indicates a good understanding of the multiplier effect but lacks supporting evidence on its benefits on the local community.           | A vague attempt to address this topic with limited understanding of the multiplier effect.                                                 | Not addressed.                            | <b>3</b>  |
| <b>3 factors impacting on sustainable and responsible tourism identified. Evaluation of impact the venture has on tourism</b> |                                                                    |                                                                                                                                                         | 3 factors identified. Insightful response, evaluation of impact the venture has on tourism.<br><b>X2</b>                            | 2 factors identified. Response lacks depth, little critical thinking on the evaluation of the impact the venture has on tourism.<br><b>X2</b>     | 1 factor identified or superficial response. No critical thinking on the evaluation of the impact the venture has on tourism.<br><b>X1</b> | Not addressed.                            | <b>6</b>  |
| <b>Links between points made, valid explanations provided, key and colours included. Layout sophisticated</b>                 |                                                                    |                                                                                                                                                         | Excellent layout, several meaningful links show understanding of interrelationships. Colours and key reflect higher-order response. | 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.                                                                                       | No links are made and/or no key provided. | <b>3</b>  |
| <b>Possible total:</b>                                                                                                        |                                                                    |                                                                                                                                                         |                                                                                                                                     |                                                                                                                                                   |                                                                                                                                            |                                           | <b>28</b> |