



Essential Activity:	Topic 2										
Student Name:											45
Student Number:	D	H	M								

Please answer all the questions below :

1. *Hospitality is one of the fastest growing industries in South Africa, but (10) how does one stand out? You are required to suggest ways in which hospitality businesses can differentiate themselves in order to create a sustainable competitive advantage.*

Compile a relevant 'Introduction' for the scenario above.

2. After completing your assignment, the following were highlighted as relevant findings on why South Africa is considered to be a popular tourist destination: (10)
 - *From a budget point of view South Africa is very much affordable with an exchange rate that is extremely advantageous to foreign visitors.*
 - *The large diversity of South Africa's landscapes shows up in the wide variety of completely different scenery that will satisfy most people's tastes and preferences. Fabulous forests, fields of stunningly beautiful flowers, monumental mountains, spectacular panoramas, and a wide and untamed seaboard, to name but a few. Breathtaking splendour as far as the eye can see.*
 - *With summer temperatures averaging between 20 and 35 degrees Celsius, South Africa falls in the top ten countries worldwide when one compares the average number of sunny days per annum. Its clear blue sky, abundance of sunny days and temperate climate will ensure that you can enjoy the beaches throughout the year.*
 - *From wine tasting in the scenic Cape Winelands to bungee jumping from the Orlando Towers in Soweto (Johannesburg), you will never fall short of options for exhilarating experiences.*
 - *South Africa has a great history of winemaking. Over centuries the country has developed its viticulture to compare with the best in the world. This has put South Africa in the top of world renowned producers of top-class wine. It also offers a unique and*



extraordinary range of local and international cuisines readily available in hotels and restaurants.

- *Describing themselves as a multi-cultural 'Rainbow Nation', South Africa's people are warm-hearted and amiable. A visitor taking a walk in a street full of activity can be sure to come across a colorful mix of People, from all walks of life.*
- *South Africa has got solid infrastructure. This is evident in excellent major transport networks, good tourist facilities, safe drinking water nearly everywhere, a superb banking system with numerous ATMs countrywide, good accommodation for all pockets, and mouth-watering eating options.*

Write a 'Conclusion' for your assignment on South African Tourism.

3. Referring to your Business Communication I – Module Reader and the findings below, **compile a one (1) page 'Executive Summary'**. (15)

Business Communication I Module Reader Findings

- *The Business Communication I module starts off by providing students with valuable insight on appropriate writing skills to consider when compiling academic reports in terms of tone, language and layout. Various writing techniques are explained that would be of benefit to students when conducting assignments.*
- *The module will enable students to compile professional academic reports in terms layout and structure.*
- *The seriousness and consequences of plagiarism are explained in Module 1.3. Various types of plagiarism are discussed that students should be aware of and preferably avoid.*
- *Business Communication I will equip students with adequate IHT referencing techniques and requirements. This will allow students to present formal documents according to the correct IHT specifications and enable students to avoid the consequences of plagiarism.*
- *Lastly the module will teach students effective presentation skills and guidelines to consider when presenting, this will equip them to prepare for presentations adequately. Presentations are often used by lecturers to assess students at IHT.*

Submission date	22/06/2021
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