

SPORT TOURISM

The Comrades Marathon

An Ultra-Distance Road Race in KwaZulu-Natal
South Africa



Aldo Papone Case Writing Competition 2009

Hillcrest High School

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1. CASE STUDY WRITERS



Deputy Minister of Tourism Tokozile Xasa, left, congratulates Caitlin Smith, second left, Shauna Beer, second right, and their educator Marienne Singh, on winning the 2009 Global Travel and Tourism Competition.

My name is Caitlin Smith. I am 17 years old and a Grade 11 learner at Hillcrest High School. I live with my Dad and Mom in Waterfall, which is a suburb of Hillcrest in the province of KwaZulu-Natal. My favourite subject at school, apart from Tourism, is Visual Arts. I intend pursuing a career in the Tourism industry.

My name is Shauna Beer. I am 16 years old and a learner at Hillcrest High School. I live with my mom and younger brother in Pinetown in the province of KwaZulu-Natal. My favourite subjects at school are Tourism and Consumer Studies and I intend working as a travel agent one day.

My name is Marienne Singh and I teach both Tourism and History at Hillcrest High School. I have two daughters, one is a student at the University of Cape Town studying chemical engineering and the other one will be entering high school next year. I encourage my learners to give of their best and was extremely proud when we were placed first in this prestigious competition. It was the first time that students at HHS entered!

2. ACKNOWLEDGEMENTS

The annual Aldo Papone Case Writing Competition affords learners the opportunity to research a topic under the banner of Tourism, and to present their findings at an International Conference in Nice, France. A heartfelt thank you to the following organizations and individuals, who have taken the initiative to promote Tourism at secondary education level, and who have contributed to the success of this project.

2.1 GLOBAL PARTNERS



3. TOURISM PROFILE

This case study was conducted in the eThekweni (Durban) and uMsunduzi (Pietermaritzburg) Municipalities of KwaZulu-Natal, the eastern-most province of South Africa.



South Africa is a land of contrasts: from the beautiful green hills of the Eastern Highlands to the stark semi-desert of the Kalahari; from the fynbos kingdom of the Western Cape to the indigenous forests of the Tsitsikamma; from the verdant St Lucia wetlands to the open savannah of the Kruger National Park. With over 2000 kilometres of coastline, numerous indigenous species of fauna and flora, and boasting 8 World Heritage Sites, it is little wonder that South Africa is an attractive destination for tourists.

South Africa's rich cultural heritage offers the tourist an opportunity to experience first hand an array of traditions, languages, races, religions, foodstuffs and festivals: from the colourful Cape Malays to the hard-working Natal Indians; from the proud Free State Afrikaners to the English settler descendants; from the diminishing Kalahari San to the tribes of the Zulu kingdom. All these inhabitants of the rainbow nation offer a warm welcome to the visitor.



Tourism is the largest and fastest growing industry in the world. It has important environmental, cultural, social and economic impacts, both positive and negative. If undertaken responsibly it can be a positive force for sustainable development, conservation and environmental protection. If unplanned it can be socially, culturally and economically disruptive.

In South Africa tourism has been identified by the government as an important growth sector in the economy because it is focused on people and creates job opportunities. Since the first democratic elections in 1994 and South Africa's re-entry into the sporting arena, this tourism industry has shown tremendous growth.

South Africans have a passion for sport and this makes the country a popular destination for sports fans. More than 10% of foreign tourists who visit South Africa do so to watch or participate in sporting events. South Africa has already successfully hosted sporting events such as the A1 Grand Prix Series in Durban, the 1995 Rugby World Cup, the 2003 Cricket World Cup and the 2009 Confederations Cup. In 2010 the eyes of the world will be on South Africa when it hosts the Soccer World Cup.



National identity and pride are important to citizens of a country. These feelings can be intensified when hosting sports events where spectators are unified and feel proud of that country's achievements. In South Africa people are drawn together across race, culture and creed when they proudly sing the national anthem and wave the national flag at international sporting events. Not only does sport tourism benefit the country economically it also plays an important role socially.

This case study focuses on the Comrades Marathon, an internationally recognized ultra-marathon of 89 kilometres run between Pietermaritzburg and Durban. Apart from background information to the event, the following positive and negative impacts are discussed in detail: economic, socio-cultural, environmental and health. The case study highlights the importance of sport tourism and the benefits it has for the community.

The case study shows the amount of planning that goes into organizing an event of this magnitude and the sound relationship between the Comrades Marathon Association, the sponsors of the race, local government and the community at large. Reference is made to the importance of outreach campaigns sponsored by the Comrades Marathon. The role of road running and running clubs in promoting fitness and health is also discussed.

4. CASE STUDY: The Impact of The Comrades Marathon on Sport Tourism in South Africa

4.1 Introduction and Problem Statement

Road running is a popular sporting code for South Africans. Scores of people pound the streets daily, either as amateur keep-fit enthusiasts or serious professional athletes. There are hundreds of running clubs in South Africa catering for thousands of athletes. South Africa is internationally recognized for hosting a diverse range of marathons such as The Two Oceans 56km Ultra Marathon run in and around Cape Town, and the Washie 100 Mile Race run between East London and Port Alfred.

Undoubtedly the greatest of these races and the most commonly known locally and internationally is the 89 km Comrades Marathon. Although termed a marathon, it is in fact an ultra-marathon (when first run in 1921, no distinction was made in marathon distances). This international sports event has grown in stature and is an integral part of the sporting calendar.

In researching the viability of hosting the race annually, these were considered:

- Are responsible planning and effective management in place to ensure that the marathon is organized properly with no criminal practices?
- Is there mutual cooperation between race organizers and stakeholders of the event?
- Do local communities benefit sufficiently from this event?
- Are environmental issues taken into account when planning the race?
- How is road running encouraged at grass roots level?

This case study seeks to answer these questions and determine whether the positive impacts of the Comrades Marathon outweigh the negative ones.

4.2 Background to the Event

The first Comrades Marathon was run on Empire Day, 24 May, in 1921, when only 34 runners lined up at the city hall in Pietermaritzburg to take part in a race to Durban. The Comrades Marathon was the idea of World War 1 veteran, Vic Clapham, who wanted a living memorial to those South Africans who had been killed in the war. Vic Clapham had endured a 2700km march through East Africa and wanted the memorial to be a test of endurance for the participants. He had never forgotten the pain, hardships and injuries suffered by his comrades and the spirit of camaraderie that prevailed.



One of the main aims of the marathon is “to celebrate mankind’s spirit over adversity”. The race was organized by a body called the League of Comrades of the Great War and was run under the auspices of the Natal Amateur Athletics and Cycling Association.

At 07h10 the Mayor of Pietermaritzburg fired the starter’s pistol and the small field of entrants set off. They were followed by supporters on bicycles and motorbikes and were offered refreshments by farmers along the route. The majority of the race was run on dirt roads, with only the last section in Durban being tarred. The race was won by Bill Rowan, a 26 year old farmer, in a time of 08h59. He was welcomed at the finish by the Mayor of Durban and hailed as a hero. His triumph was recorded in the Natal Mercury newspaper as “one of the grandest accomplishments yet made in the annals of South African sport.” Of the 34 competitors, only 16 finished.



The following year saw the start of the Comrades Marathon tradition of alternating the direction of the race each year so that it is run “down” from Pietermaritzburg to Durban in odd years and “up” from Durban to Pietermaritzburg in even years. Today there is much debate amongst runners as to which is tougher – the “up” or the “down”. The marathon has been run every year since 1921, with the exception of five years during World War 2.

Although the distance of the modern Comrades is much the same as that of 1921, the race has grown with the times. In 2009, over 12 000 runners entered, including men and women of all races as well as a number of foreign competitors. The winner came home in under 5½ hours! A year’s preparation, involving thousands of people culminated in the sporting event that is now recognized internationally as one of the great ultra-distance marathons. In 2010, the 85th Comrades Marathon will be staged. A field of 20 000 runners is expected for this event.



Pietermaritzburg City Hall



Men’s Winner 2009

The Start 05h30



Ladies 1st and 2nd 2009



Halfway Cut-Off



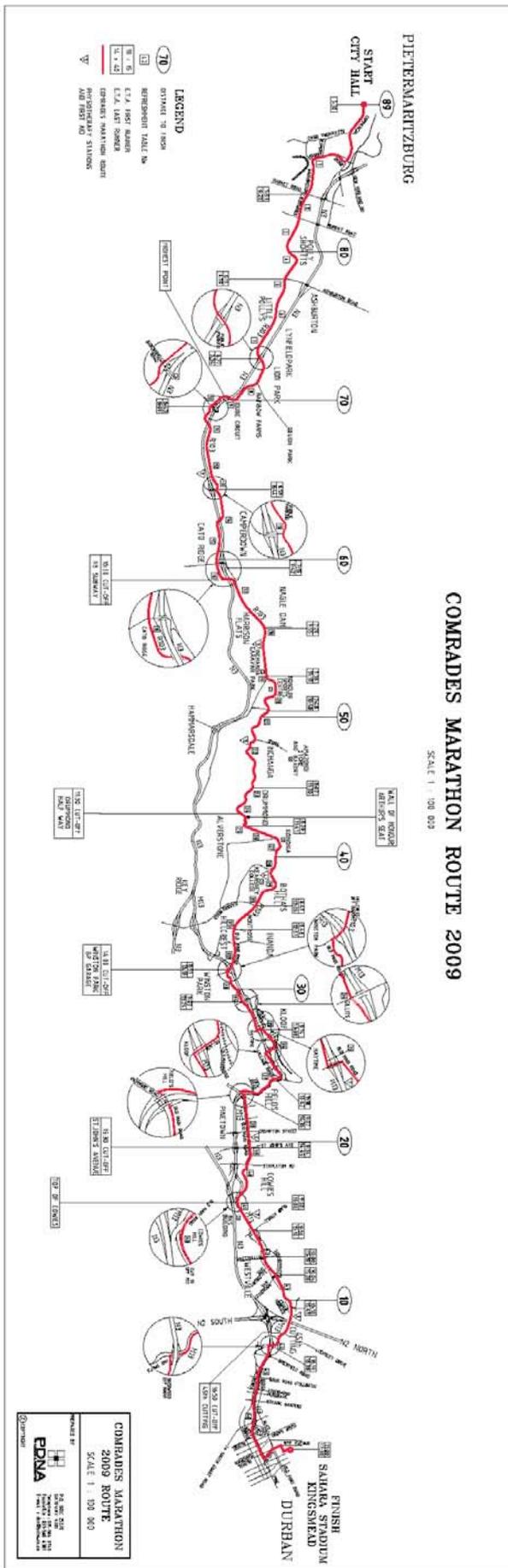
Durban City Hall

25 Quick Facts About The Comrades Marathon		
1	1921	First Comrades Marathon run (34 competitors enter).
2	1922	Comrades Marathon Floating Trophy awarded for the first time.
3	1923	First woman, Frances Hayward, completes the race (unofficially).
4	1935	First black runner, Robert Mtshali, completes the race (unofficially).
5	1955	Race day changed to 31 May (Republic Day).
6	1972	Gold medals awarded to first 10 finishers (male).
7	1972	Runners finishing in under 07½ hours receive silver medals.
8	1975	Black runners and women recognized as official entrants.
9	1981	Bruce Fordyce wins first of 9 Comrades Marathons.
10	1982	Comrades Marathon Association formed.
11	1982	Gold medal awarded to first woman home.
12	1983	Bar coded race numbers introduced.
13	1985	First "Comrades Experience" Expo staged.
14	1988	Comrades House in Pietermaritzburg opened to the public.
15	1989	Wally Hayward finishes race at age 80.
16	1989	Sam Tshabalala first black runner to win the Comrades.
17	1989	Frith van der Merwe wins the ladies race in 15 th place overall.
18	1994	New race date after democratic elections – June 16 (Youth Day).
19	1995	Prize money introduced.
20	1996	Comrades Marathon introduces charity aspect of the race.
21	1998	ChampionChip (microchip timing system) used for the first time.
22	1998	Gold medals awarded to first 10 finishers (female).
23	2000	Start seedings and 12 hour cut-off time introduced.
24	2000	Millennium Race – largest number of entrants (24 651).
25	2002	Equal prize money for women introduced.

The Comrades Marathon emblem dates back to the 1920s when the figure of Hermes was first used by the race founder Vic Clapham. He painted a logo depicting Hermes above the door of his house in Pietermaritzburg from where the earliest Comrades Marathons were planned. According to ancient Greek mythology Hermes was the Messenger of the Gods. Legend has it that he was also



the god of land travel, the watcher of herds, the patron of the roads and the bringer of dreams. Hermes was traditionally depicted as a strong, good-looking young man wearing a winged hat, winged sandals and carrying a staff with two entwined serpents. His statue was erected at the entrance to athletic stadiums and decorated gymnasiums in ancient Greece.



4.3 Definition of Sport Tourism

Sport tourism involves people travelling to specific destinations to either participate in or be spectators at sporting events. The types of sports and the events vary greatly, from highly contested competitions to more leisurely pastimes. The scope of the sporting events also varies – from small-scale competitions e.g. provincial rugby matches of the Currie Cup to global multi-sport events such as the Olympic Games. The duration of the event is also significant as it determines how long the competitors or spectators will stay in that area and this directly affects tourism.

4.4 Impacts of Sport Tourism

The impacts of sport tourism, both positive and negative, can be classified under the following: economic, socio-cultural, health and environmental.

4.4.1 Economic Impacts

Over the last decade the economic sector of sport has developed so that sport is now “big business”. Some of these developments include: broadcasting rights, merchandising, sponsoring, catering, and the construction of sporting infrastructures. The Comrades Marathon is part of this “big business”: The Comrades Marathon Association employs a number of people in the eThekweni and uMshunduzi Municipalities to assist with organizing the road race

CURRENT ECONOMIC PRACTICES	
AREA OF FOCUS	PRACTICES
Financial Sustainability	The Comrades Marathon Association (CMA) is a non-profit organization which manages the sporting event. Finances are sourced through corporate sponsors, donor companies, and entry fees. The income generated is used to pay for costs incurred as well as to fund outreach campaigns in the community. (see Socio-Cultural Impacts)
Proper Management	The CMA has 8 permanently employed staff members with administrative duties. There are 9 volunteer members on the Board, which oversees the CMA. The vision of the CMA: <i>“To be the biggest and best ultra-marathon in the world and the most inclusive sporting event in South Africa.”</i> The mission of the CMA: <i>“To achieve its vision through world-class race organization, administration, customer service and innovation, while acknowledging the rich heritage of the Comrades Marathon. The CMA shall at all times strive for service excellence and embrace the values of transparency, equality, integrity, diversity and mutual respect.”</i>

Local Employment	Rural people from local communities are trained by CMA volunteers to be marshals. They are issued with certificates which could be used to secure employment at other sporting events. In this way the CMA ensures the safety of road runners as the local tribal chiefs support the race and ensure that their people do too.
Business Opportunities	There are numerous products required for the race. Companies can tender to manufacture the race T-shirts, memorabilia, banners, advertising boards etc. The CMA supports the "Proudly South African" initiative.
Promoting Entrepreneurs	Local crafts people are employed by the CMA to make products for the "Amabeadibeadii" campaign. Runners purchase the products, which differ each year, and the money raised supports outreach programmes.
Sponsorship	Due to the magnitude of the event the CMA seeks sponsorship on a number of levels: <ul style="list-style-type: none"> - Major Suppliers (Financial) – Bonitas, Flora, Nedbank - Suppliers (Financial and other) – Reebok, Goldfields, 1Time - Partners (Financial, service and other) – Mr Price, Host Cities (Durban and Pietermaritzburg Municipalities) SABC Sport and SABC 2 - Sponsors (Service and goods eg. photos, refreshments) – these are numerous and vary from year to year - Business Partners – Road Accident Fund, KZN Department of Sport and Recreation, SA Tourism, Zulu Kingdom Tourism
Spin Offs	A number of industries and communities benefit from the Comrades Marathon. The biggest of these is the hospitality industry. With the influx of runners and their families to the area hotels, guest houses and Bed & Breakfasts are in demand. Places of interest, local tourist spots, restaurants and other tourist destinations also benefit financially. The Midlands Meander, an Arts & Crafts Tourism Route, near Pietermaritzburg and the 1000 Hills Tourism Route near Hillcrest record a surge of visitors in the weeks before and after the marathon.
Marketing	Marketing is done in a variety of ways. The running clubs play an important role and the CMA organizes road shows at these to promote the race. For the 2010 Marathon 24 road shows have been arranged around the country during September and October 2009, starting in Bloemfontein and finishing in Nelspruit. The CMA website has lots of information and numerous links. On race day in 2009, the website had 2.6 million hits. The Comrades Expo held annually in Durban attracts a number of visitors who are interested in road running and in entering the marathon. The CMA has appointed 8 international ambassadors who promote the race globally. The race attracts entrants from over 48 countries.
Prize Money and Medals	In 2009 the total prize money amounted to R1,4 million. The CMA funds this through donations from major suppliers and race entry fees. The gold medals are sponsored by Goldfields Mining. Strict auditing is done to ensure that winners are bona fide and that they have complied with regulations set down by the International Amateur Athletics Federation (IAAF).

4.4.2 Socio-Cultural Impacts

Cultural exchanges occur when people travel to another province or country to participate in or watch sport. They will be exposed to and experience the different cultures of that country. Most tourists will want to experience different cultures and traditions of the place where they are staying. These experiences include food, clothing, dance, language and arts and crafts.

The Comrades route is rich in cultural heritage, especially that of the Zulu nation. A number of tourist stops will satisfy the visitor's curiosity and numerous local crafters offer their wares - the 1000 Hills Experience and the Midlands Meander are well known for providing employment and encouraging entrepreneurial endeavours for local inhabitants.

CURRENT SOCIO-CULTURAL PRACTICES	
AREA OF FOCUS	PRACTICES
National Identity	The CMA seeks to instil national pride in the race. It has become tradition for a Zulu praise singer to perform at the start of the race. This is followed by South African music and the Zulu song "Shosholoza". Thousands of spectators of all races and cultures line the route to cheer on the runners. Flags are waved and many spectators enjoy a braai (barbecue) at the roadside. Icons such as Nelson Mandela or the State President are guests of honour at the awards ceremonies. The Comrades broadcast is done in three languages: English, Afrikaans and an African language.
Preservation of Traditions	The CMA showcases KwaZulu-Natal in promoting the Comrades Marathon. The traditions of the Zulu nation are displayed through beadwork, costumes and dancing. Sport tourists to the region can visit places such as Phezulu in the 1000 Hills area to experience traditional Zulu culture.
Cultural Exchanges	In the last decade the number of foreign competitors has soared. Many of them are hosted by local runners and this has led to the opportunity for cultural exchange. The CMA hosts road shows overseas e.g. at the Berlin Marathon Expo, where foreigners can "get to know" South Africa.
Empowering Local People	The CMA liaises with local communities and seeks the support of tribal chiefs. Local crafters, store keepers, entrepreneurs all benefit from the influx of tourists.
Outreach Programmes	The CMA raises funds through the "Amabeadibead" project. This is an initiative which revolves around the manufacture and sale of Comrades memorabilia. Local crafters are employed to make the products which are then sold to runners and spectators. There are 5 beneficiaries: Community Chest, The Sports Trust, The Starfish Foundation, The Wildlands Conservation Trust and The Pink Ribbon Breast Cancer Campaign. The CMA also donates any left over foodstuffs and beverages from refreshment stations to underprivileged communities living along the route.

Government Policy	The Comrades Marathon is run under the auspices of the IAAF, Athletics South Africa (ASA) and KZN Athletics. The road running regulations which have been drawn up by these bodies in conjunction with government have to be adhered to. The CMA also works closely with provincial and local governments in organizing the race. Road closures, police vehicles, emergency vehicles, state employees etc. all need to be endorsed by government. The mayors of the two municipalities exchange messages and government officials are invited to the awards ceremony.
Running Clubs	The CMA has a close bond with running clubs which receive information for their members. The clubs assist the CMA by ensuring that entrants have been educated as to training programmes, correct footwear, proper nutrition and health impacts. Clubs also ensure that members have completed enough qualifying races to enter the Comrades. Clubs provide opportunities for people to train together as well as to socialize. Club colours are worn on the day of the race.
Volunteer Groups	Over 4000 people are required to assist on race day. Most of them assist at refreshment stations and with crowd control. At the finish, marshals are needed for administration duties, medical assistance, medal distribution etc. Volunteers are also required in the months leading up to the race to process entries, pack goodie bags, display route markers, train marshals etc. The CMA sources these people through organizations such as Rotary, Boy Scouts, Youth Groups, Churches, Schools etc. Many volunteers are past runners who still want to be involved in the race.
Preserving History	The CMA is dedicated to preserving the history of the race. Comrades House in Pietermaritzburg was opened in 1981. Within the building are administration offices and a museum which is open to the public. On display in the museum are the numerous trophies presented after the race and examples of medals. Memorabilia of past race legends such as Wally Hayward, Jackie Meckler and Bruce Fordyce are on display. There is a large model of the race route and year-by-year race information posters. Every official winner (male and female) has a framed photo in the museum.

4.4.3 Health Impacts

Physiological impacts are felt when people are motivated to improve their health and fitness and are interested in taking part in sport. They lead a lifestyle which improves their well being and train hard to improve their skills and physique. Road running is the ideal way to achieve these levels of fitness in a relatively inexpensive sport which requires little more than a decent pair of running shoes. Running clubs provide opportunities for local athletes to train together and share ideas regarding fitness, diet and techniques.

Psychological impacts are felt as sport allows the mind to relax when done for recreation. It increases a person's self-confidence and boosts their self-esteem. Physical activity causes the brain to secrete endorphins which prevent stress and strengthen the body against pain. The camaraderie amongst members of running clubs is often the motivation for seeing tough races through to the end.

Negative health impacts include the following:

- The strict regime of training may result in serious foot/leg injuries.
- The Marathon is a gruelling event which has seen a number of people collapse due to dehydration and/or heat exhaustion.
- Over-exertion can lead to serious heart and respiratory problems.
- Runners of limited means often wear incorrect footwear which could lead to serious injury and the inability to continue as an athlete.
- Athletes travelling from overseas may suffer from jet lag and the ill-effects of eating food that their bodies are not used to.

CURRENT HEALTH PRACTICES	
AREA OF FOCUS	PRACTICES
Training Methods	The CMA encourages all runners to be members of running clubs where they can receive advice about training programmes and train with other people of similar abilities. The CMA website has a comprehensive training schedule which can be downloaded by anyone. There is also an "ask the coach" link on the website where runners can interact with an on-line professional.
Nutrition	It is vital for a long distance runner to follow a good eating plan. Race entrants are able to seek information from a professional dietician on the CMA website through the "ask the coach" link. On race day the 32 refreshment tables assist in the following ways: in the first half of the race runners are offered water sachets and Coke (to prevent dehydration), in the second half of the race they are offered boiled potatoes, chocolates and oranges (carbo-loading) as well water sachets and Coke. Tea and soup are available at the finish.
Injuries	Health risks are evident in a gruelling race such as the Comrades. Prior to the race entrants can receive medical advice online through the CMA website "ask the coach" link. On race day the CMA provides expert medical assistance in the following ways: There are 45 volunteer doctors at the finish medical tent, Netcare ambulances and helicopters are on alert, St John's First Aiders give assistance and volunteer physiotherapists are at massage stations along the route. To ensure that runners in distress get medical assistance as soon as possible there is a "no carrying" policy amongst runners.

4.4.4 Environmental Impacts

Large sporting events are usually characterised by some form of pollution - air, noise, water or land. Due to the large number of people involved as entrants and spectators, the Comrades Marathon is bound to have an effect on the environment. The influx of visitors travelling to the province means that there will be more vehicles emitting harmful gases. Noise pollution of spectators, although not as serious as stadium sports, is evident. The biggest problem is land pollution. With over 12 000 runners participating, the refreshment stations produce an enormous amount of waste. Although the organizers make every effort to clean up after the race, plastic water containers and other litter can be found along the route weeks after the event.

CURRENT ENVIRONMENTAL PRACTICES	
AREA OF FOCUS	PRACTICES
Land Pollution	The CMA has an agreement with all volunteer groups that man refreshment stations to clean around their area. Litter bins and bags are provided for this purpose. No glass is allowed at refreshment stations. Municipal refuse trucks are used to remove waste. Portable toilets are erected along the route for hygienic purposes.
Air Pollution	12 000 people together breathing heavily produce a lot of CO ₂ . This inspired the Comrades Marathon Association to assist the Wildlands Conservation Trust in sponsoring the planting of 16 000 trees in a buffer zone around the Verulam Landfill Site (near Durban) prior to the 2009 race. This reforestation will positively impact on the biodiversity of the region and climate change. The tree project also serves as community outreach as people from needy areas have been appointed as "treepreneurs" - this means that they have to care for the plants until these reach a certain height and then trade the trees back to Wildllands in exchange for food, clothes, agricultural goods, bicycles and even school fees.

4.5 Recommendations for Improving Sport Tourism Practices Associated with the Comrades Marathon

The Comrades Marathon, as a major sporting event does have economic socio-cultural, health and environmental impacts. The location - running between Pietermaritzburg and Durban - is an area of cultural diversity and great natural beauty. The sporting code of road running is popular amongst South Africans but needs to be developed at grass roots level. It is important for the Comrades

Marathon Association to continue in their efforts to organize a race that benefits the community positively.

ECONOMIC IMPACTS	
AREA OF FOCUS	RECOMMENDATIONS
Local Employment	The CMA trains rural community members as helpers for the race each year. A database of these people could be set up and organizers of other sporting events could contact them to assist as marshals. They could be paid a minimal wage and in so doing would uplift themselves.
Business Opportunities	The CMA uses companies to produce items for the race. This could be done on a rotation system so that different companies are given the business each year.
Marketing	The CMA produces a glossy Souvenir Brochure for the race each year. It contains a wealth of information as well as sponsor lists, tips for road runners etc. The brochure could be sold at book stores or in supermarkets with other publications. This would broaden exposure of the race and perhaps encourage people to take up road running. On race day a static display of Comrades memorabilia could be set up at selected sites for spectators to view.
Spin Offs	The hospitality industry benefits the most from Comrades. There should be a link on the CMA website where runners can book accommodation, hire vehicles etc. This would make life easier for out-of-town runners and bring in revenue for hotels, B&Bs etc.
Medals	The gold medals could be plated and the monetary value added to the prize money – this would be more useful for the athletes.

SOCIO-CULTURAL IMPACTS	
AREA OF FOCUS	RECOMMENDATIONS
National Identity	Play the national anthem at the start of the race to instil a sense of national pride. Runners could have a small flag printed on their race numbers identifying which country they are from. Spectators would find it interesting to identify competitors.
Preservation of Traditions	There are a number of tourist attractions along the race route. The CMA could include a link on the website informing entrants of these. Many runners make a mini holiday of the days surrounding the race and would be interested to find out more about local cultures and traditions.
Outreach Programmes	The CMA supports 5 charities. They should change beneficiaries in a three-year cycle so that more people are affected positively and not always the same ones.
Government Policy	Although the CMA has to abide by rules of the IAAF, Government policy can have a negative effect, e.g. Nedbank has withdrawn as a sponsor for athletics due to conflict within the Executive of Athletics South Africa. The CMA could use its status to influence policy making.

Running Clubs	A list of running clubs throughout South Africa could be included on a link of the CMA website. Clubs should affiliate themselves with education institutions to develop a love for road running among the youth.
Preserving History	A Comrades Tour would be a great way to publicise the race. The tour could start at the Pietermaritzburg City Hall then proceed to Comrades House where people would have a conducted tour of the Museum. Thereafter the tourists would follow the race route to Durban, stopping in the 1000 Hills area to experience traditional Zulu hospitality. The tour would end at the Durban City Hall where tourists could purchase souvenirs from local traders.
HEALTH IMPACTS	
AREA OF FOCUS	RECOMMENDATIONS
Training Methods	It should be compulsory for first time entrants of the Comrades to attend a running club development course where they will receive a certificate indicating that they have been informed as to correct training methods. Mentors should be appointed for new runners to ensure that they train correctly.
Nutrition	The CMA could endorse certain food products with their logo, e.g. pasta for carbo-loading. These products would be sold in supermarkets and could guide runners as to correct nutrition. Pamphlets with ideas for pre-race meals could be distributed via running clubs.
Injuries	It is essential for runners to wear suitable running shoes. Shoe styles/brands could be indicated on the entry form so that this can be monitored. The CMA could distribute shoes to underprivileged athletes via the outreach campaigns. A designer could come up with the ultimate "Comrades Running Shoe"!
Youth Runs	KZN Athletics and the Education Department should encourage road running at primary and secondary school level. There should be more mini-marathons and incentives for schools that start their own running clubs. The Education Department could sponsor top athletes to visit schools and address learners. Focus on sport is a healthier option than being drawn into vices such as drugs, alcohol and crime.

ENVIRONMENTAL IMPACTS	
AREA OF FOCUS	RECOMMENDATIONS
Land Pollution	A "fining system" could be introduced for the groups manning refreshment stations to ensure that clean-ups are done properly. The CMA could "employ" students from rural schools to assist with picking up litter along the route. They could be given T-shirts and "paid" with food parcels.
	Have more shuttle buses to transport family members to and from the start of the race - this will reduce the numbers of

Air Pollution	cars and harmful gas emissions. Institute a “plant pledge” whereby all entrants agree to plant a seedling. Imagine the difference that 12 000 plants could make to oxygen production!
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4.6 Conclusion

From the research it is clear that the advantages of road running appear to outweigh the disadvantages. The potential for sport tourism in KwaZulu-Natal with Comrades Marathon is enormous.

- According to the Statistics Booklet issued by Zulu Kingdom Tourism for 2008 KwaZulu-Natal is the most popular destination for the domestic market: Sports events rate highly in the activities undertaken in KZN by domestic visitors - “watching a live sports event” (2nd place), “taking part in a sporting event” (6th place). The Comrades Marathon entries for 2008 were: 12348 from South Africa, 147 from the rest of Africa and 457 International. The percentage of “out of town” athletes is approximately 65%. This means that for three days in June each year approximately 8000 runners, many with family members, descend on the eThekweni and uMsunduzi municipalities.
- The hospitality industry looks forward to the influx of visitors and tourist hotspots record a surge in bookings and sales. The 1000 Hills Tourism Route and the Midlands Meander benefit greatly as visitors take the opportunity to experience local culture and purchase souvenirs.
- The community impact, especially for the needy, is felt through programmes sponsored by the Comrades Marathon Association. The five charities of the “Amabeadibead” project benefit greatly from the money collected.
- Running clubs across the province and throughout South Africa experience an increase in membership after each Comrades Marathon, as people are motivated to get off the couch and enter the race.



The Comrades Marathon Association is a professionally run organization which can be commended for successfully planning and running a world-class sporting event. The vision of the CMA: “To be the biggest and best ultra-marathon in the world and the most inclusive sporting event in South Africa.” is close to

being realized.

Caitlin Smith, Bruce Fordyce (nine times Comrades winner), Shauna Beer.

31 October 2009

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Statistics of Our Tourism Sector 2008 – Zulu Kingdom Brochure

TEACHERS' GUIDE

INTRODUCTION

This guide is based on a case study on the Comrades Marathon, an annual road running event which takes place between Durban to Pietermaritzburg and vice versa in KwaZulu-Natal, South Africa.

CONTENTS

Lesson plans – stating outcomes / objectives, assessment criteria / worksheets / tasks.

Assessment sheets with rubrics, assisting educators to determine if the aims and objectives of the task has been met.

Tasks suitable for individual, group or peer assessments.

THE CASE STUDY WILL DEVELOP THE FOLLOWING SKILLS:

- * Source and extract relevant information through the internet, libraries, media, publicity organisations and in the community.
- * Improve both verbal and non verbal skills.
- * Instil in the learners an interest of events such as the comrades that takes place in our country.
- * Improve organisational skills.
- * Studying a route map.

- * Developing, evaluating and problem solving skills.

HOW TO USE THE GUIDE

Activities have been designed in accordance with the South African Schools curriculum. The activities attached are suitable for Grade 11 learners in the Tourism Learning Programme. The lessons are structured but can be adapted to other similar sporting events.

In order to be effective in the classroom it is necessary to take into consideration the following factors.

MANAGING DIVERSITY IN THE CLASSROOM

Collaborative and individualised learning is encouraged. Learners are able to demonstrate what they are capable of in different ways thus accommodating their varied abilities and styles.

SPECIAL NEEDS LEARNERS

Learners with special needs or barriers to learning can be accommodated by adapting the classroom desk arrangements or layout for group activities children in wheelchairs, poor hearing, eyesight etc.

ORGANISING CLASSROOM SPACE

Ensure that learners have enough space to do their tasks and group work. You may need to push desks together eg. when studying a map. Encourage neatness. Make use of the walls to display what you are currently studying in the form of posters, maps, charts etc.

OTHER RESOURCES

If possible, arrange a speaker such as an expert on the topic or someone with knowledge and personal experience relative to the topic to come in and report to the class prior to the visit, let learners prepare questions for the speaker. Thereafter the learners could also write a short report on what they had heard and learnt.

Hope you find the enclosed information useful.

TASK 1. GROUP ACTIVITY - ± 4 LEARNERS

WORKSHEET 1

Instructions.

Below are words related to the Comrades Marathon. Using a dictionary, learners are to find the meaning of the following words. The group will then have to formulate one definition of sports tourism.

1.1 comrade

1.2 camaraderie

1.3 marathon

1.4 entrant

1.5 competitor

1.6 stamina

1.7 endurance

1.8 gruelling

1.9 dehydration

1.10 congestion

1.11 athlete

1.12 national event

1.13 sportsmanship

1.14 allotted time

1.15 up race

1.16 down race

1.2 Definition of sports tourism

On completion of obtaining these definitions, learners (in their same groups), will then be presented with a route map of the Comrades Marathon.

Learners are expected to peruse the map assisting each other in explaining the symbols used in the key chart, distances between places that the runners pass and identifying steep areas of the course.

Having done both activities, the group leader will report their answers to the class.

ASSESSMENT OF GROUP PERFORMANCE

GROUP ASSESSMENT (COMPLETED BY THE GROUP LEADER)

Group : _____ Group leader _____

Group members : 1. _____ 2. _____

3. _____ 4. _____

Learner reporting back : _____

Theme :

Criteria	☹	☺	😊
1. All the group members understood the task and knew what they had to do.			
2. Each group member had a chance to participate.			
3. Each group member wanted to participate.			
4. Group members gave one another a chance to explain their opinions.			
5. Group members respected one another's opinions.			
6. The group could work quietly.			
7. Group members concentrated on the task.			
8. Our group could give solutions / explanations to the questions in the task.			
9. Our group leader could summarise our answers.			
10. Group members encouraged and praised one another during the task.			

Write down what more your team could have done to function better as a team.

Evaluate your own performance. How can you contribute more in order for the team to function better?

TASK 2 – SOURCE BASED ACTIVITY. INDIVIDUAL ACTIVITY

WORKSHEET 2.

Read through the following account and answer the questions that follow.

This activity can be used as a formal test for assessment purposes.

' As Polly Shorts loomed up Preiss was well ahead, out of sight of the next man, Shaw, now some 6 minutes behind with Sutherland nearly 2 minutes further back. Robb was holding his fifth position behind Mc Brearty and Dave Rogers was once more threatening.

Preiss, completely water-soaked, cruised up the long testing climb and reached the big crowd at the top with an escort of three little boys keeping pace beside him – running beautifully, if looking justifiably a little tired. But he was still strong, with plenty of fight left. The race was all over bar the shouting, and even if Preiss didn't know it, he was safe from any challenger. There was, however, no question of a record time.

On the run into the city the road was lined with hundreds and hundreds of cheering people. Able traffic control eliminated congestion problems. The new route through Scottsville to the finish took Preiss and the thousand-odd runners behind him past the race-course down to the Collegians Club grounds, on the banks of the Umsindusi River, and the finish. On the oval over 4000 excited spectators, awaiting the winner, straddled a fenced-off tunnel down which the runners would run to the tape. VIP's occupied a small grandstand at the finish. St. John's Ambulance first-aid tents led off the finishing straight; refreshment stalls surrounded the arena. It was a colourful scene and the day was warm and bright.

After 5hr 53 min 50 sec running, Derek Preiss burst across the line, emerging from the tunnel of spectators to rousing applause. His faint smile to his proud, attendant father and his nonchalantly raised hands, clasped in a sign of victory, made it all look so easy. He looked – and was – surprisingly fresh. 'I can't believe it. I just can't believe it,' he said. And his victory in the Golden Jubilee 50th Comrades Marathon

was unbelievably easy. Although nearly 5 minutes behind the 1972 record his time was 9 minutes better than his own 1974 winning time despite the little extra distance which had to be covered in the Scottsville area near the end.

So to Derek Preiss, modest and undemonstrative, went the honour of winning the 50th Comrades Marathon; he had successfully defended his winner's title; he had stamped his mark on the great race, joining the immortals who had in the past had successive wins – Newton, Ballington, Coleman (1937 and 1939), Hayward, Walsh, Mekler and Bagshaw. It was his fifth Comrades Marathon attempt.

Asked afterwards when he felt he was 'home and dry' he replied, 'When I crossed the line'. Commenting on his run, he added, 'I had no set plan other than to hold back earlier on to see what the other runners would do, how they intended to run their race, who would set the pace, who would blow up. In the Camperdown area I was worried about Levick's fast finish so I pushed ahead hard. Pollys I did not find too bad and, although this year I thought I would have to push myself hard to win, I ended up feeling fresher than in previous years. Running in a different make of shoe I had less pins-and-needles sensation in my feet. All in all it was an enjoyable run.' After 90 kilometres and nearly 6 hours on the road, Preiss sat down to lunch with the assembled past winners and other specially invited guests and ate a hearty lunch – a sure sign of his superb condition, most runners being far too tired to eat after so gruelling a race.

The Comrades Marathon Story

Morris Alexander

QUESTIONS

1. What event is being described? (1)
2. Who is Preiss? (1)
3. Why do you think that the three little boys kept pace beside him? (2)
4. Describe the mood of the spectators at this event. (3)
5. Discuss two problems of hosting this type of event. (4)
6. Provide two possible solutions to ease these problems. (4)
7. Describe the feeling of the athlete when he finished the race. (3)

8. Comment on the words by Preiss "I ended up feeling fresher than in previous years." (3)
9. Explain the following phrases used in the extract in their proper context:
- a) water-soaked
 - b) home and dry
 - c) stamped his mark (6)
10. What is a VIP? (1)
11. List the type of injuries / conditions that one could sustain in participating in this type of event. (2)
12. How would you encourage overseas / foreign athletes to participate in this event? (3)
13. What are your thoughts on foreign athletes participating? (3)

TOTAL : 36

TIME : 45 MINUTES

The scores that the learners received in this assessment can be rated on the grid below.

Rating Code	Rating	Marks %
7	Outstanding achievement	80 – 100
6	Meritorious achievement	70 – 79
5	Substantial achievement	60 – 69
4	Adequate achievement	50 – 59
3	Moderate achievement	40 – 49
2	Elementary achievement	30 – 39
1	Not achieved	1 - 29

TASK 3. CREATING A COLLAGE. (INDIVIDUAL TASK)

WORKSHEET 3

This type of assessment gives all learners in a class the opportunity to achieve good marks. For the ones that are not academically strong, the learners are credited on being creative in the practical tasks.

Using pictures from old magazines, brochures and newspapers create your own collage depicting all aspects of this road running race.

No labels are required.

Your collage will be assessed by the following rubric :

RUBRIC FOR A COLLAGE

	7 Outstanding 80% - 100%	5 - 6 Meritorious – substantial 60% - 79%	4 Adequate 50% - 59%	2 – 3 Moderate – elementary 30% - 49%	1 Not achieved 0% - 29%
Overall impression	Very good design	Pleasing, some design	Satisfactory	Untidy, weak	Messy Incomplete
Relevance to subject	Truly relevant, outstanding	Covers the subject well	Does address the subject	Not yet clear relevance	Vague. no real relevance
Imagination and originality	Highly original	Imaginative, carefully done	Care taken, some interest	Still too ordinary	Dull, boring
Attention to detail	Excellent detail	Good detail, pleasing	Some care evident	Still unacceptable	Slapdash, careless

TASK 4. CLASS DEBATE

WORKSHEET 4

Participating in debates is an excellent form of public speaking. Learners grow in confidence as they are given the opportunity of overcoming their shyness and fears firstly in the classroom and thereafter able to speak to larger audiences.

Topic : What are the advantages and disadvantages of the Comrades Marathon from an economic, environmental, social and physiological perspective.

Proposition Team – consisting of three speakers - will speak on the advantages.

Opposition Team – consisting of three speakers – will speak on the disadvantages.

1 learner will be nominated as chairperson (states the topic and introduces the speakers).

1 learner will be allocated the task of being a time keeper (maximum of 3 minutes per speaker).

Members of the class not involved in the oral presentation are to assist the teams by offering them valuable points that they could use for their argument.

Class breaks up into groups brainstorming ideas for the debate.

The educator can allocate two lessons for preparation, giving learners the opportunity of using resources available at the school.

THE DEBATE.

After both teams have stated their argument questions from the class members can be directed to the debaters.

Debaters then leave the class whilst the educator and learners decide which team be awarded the debate.

Rubric for assessing debate :

EVALUATION	PROPOSITION	OPPOSITION
Evidence of preparation (facts, figures, quotes)		
Speakers ability to hold the attention of the audience (voice, fluency)		
Teams ability to answer questions raised by class members		
Presented a more convincing argument.		

TOPIC : DEFINING COMRADES MARATHON STUDYING ROUTE MAP			DURATION / DATE			
ASSESSMENT STANDARDS			The learner is able to understand and explain the meanings of the words, able to trace the runners' route of the race identifying the physical features of the course.			
LEARNING OUTCOMES	10.1	10.2	10.3	✓	10.4	
CONTENT	TEACHER ACTIVITIES	LEARNER ACTIVITIES	RESOURCES / LTSM		ASSESSMENT STRATEGY	
In introducing the topic of the comrades marathon to the learners it is essential that they have some vocabulary of the terminology used to describe this Event.	DETERMINE PRE KNOWLEDGE ENQUIRE WHETHER LEARNERS HAVE HEARD OF SUCH AN EVENT AND WHAT IT IS ABOUT EXPLAIN THE TASK LEARNERS BREAK UP INTO GROUPS AND COMPLETE THE WORKSHEET. A ROUTE MAP IS ALSO DISTRIBUTED FOR PERUSAL ASSIST LEARNERS IN NEED INCLUSIVITY ALL LEARNERS WORK IN GROUPS INTEGRATION GEOGRAPHY MATHEMATICAL LITERACY	LEARNERS BREAK UP INTO GROUPS OF FOUR. APPOINT LEADER TO SUPERVISE TASK LEARNERS LOOK UP THE MEANINGS OF THE WORDS AND FORMULATE ONE CONCISE MEANING FOR EACH WORD. LEARNERS EXAMINE THE ROUTE MAP PROVIDED, NOTING THE DISTANCES BETWEEN EACH PLACE AS WELL AS THE PHYSICAL FEATURES	TEXTBOOK MAGAZINES CHALKBOARD OHP CHARTS WORKSHEETS ATLAS, ROUTE MAPS VIDEO GUEST SPEAKER OTHER BROCHURES FORM ASSIGNMENT CASE STUDY DEBATE DEMONSTRATION EXAMINATION INVESTIGATION PRACTICAL PRODUCT PROJECT ROLE PLAY SURVEY RESEARCH OTHER	✓	ASSESSMENT STRATEGY TYPE : FORMATIVE SUMMATIVE BASELINE DIAGNOSTIC METHOD TEACHER SELF PEER GROUP TOOLS ASSESS. GRID CHECK LIST MARKING MEMO MATRIX OBSERV. SHEET RUBRICS	✓
Expanded Opportunities, enrichment and special needs Encourage learners to study all types of maps eg. road, hiking, etc. Slower learners can learn from those who understand the task.		Reflection : Learners are afforded the opportunity of working as a team. Their individual strengths and weaknesses can be acknowledged.		✓	TIME PLANNED CLASS TIME ORGANISED ACT HOMEWORK	✓

TOPIC : ARTICLE "THE COMRADES MARATHON STORY"			DURATION / DATE					
ASSESSMENT STANDARDS			The learner is able to analyse and interpret questions on the source based assessment.					
LEARNING OUTCOMES	10.1		10.2		10.3	✓	10.4	
CONTENT	TEACHER ACTIVITIES		LEARNER ACTIVITIES		RESOURCES / LTSM		ASSESSMENT STRATEGY	
This is a source based assessment requiring learners to work individually.	DETERMINE PRE KNOWLEDGE LEARNERS WOULD HAVE HAD SOME KNOWLEDGE OF THE EVENT PRIOR TO WRITING THE TASK.		FORMAL TEST		TEXTBOOK MAGAZINES CHALKBOARD OHP CHARTS WORKSHEETS ATLAS, ROUTE MAPS VIDEO GUEST SPEAKER OTHER BROCHURES		TYPE : FORMATIVE SUMMATIVE BASELINE DIAGNOSTIC METHOD TEACHER SELF PEER GROUP TOOLS ASSESS. GRID CHECK LIST MARKING MEMO MATRIX OBSERV. SHEET RUBRICS	
	INCLUSIVITY				FORM ASSIGNMENT CASE STUDY DEBATE DEMONSTRATION EXAMINATION TEST INVESTIGATION		✓ ✓ ✓	
	ALL LEARNERS WRITE THE TEST.				PRACTICAL PRODUCT PROJECT ROLE PLAY SURVEY RESEARCH OTHER			
	INTEGRATION		Reflection :					
	LANGUAGE		Marks scored by learners will indicate their abilities.				TIME PLANNED CLASS TIME ORGANISED ACT HOMEWORK	
Expanded Opportunities, enrichment and special needs								
There are different levels of questions enabling the weak learners to score some marks and the more academic learners to excel.							✓	

TOPIC : "CREATING A COLLAGE"		DURATION / DATE			
ASSESSMENT STANDARDS		The learner is able to create their own collage using resources available to them.			
LEARNING OUTCOMES	10.1	10.2	10.3	✓	10.4
CONTENT	TEACHER ACTIVITIES	LEARNER ACTIVITIES	RESOURCES / LTSM		ASSESSMENT STRATEGY
	DETERMINE PRE	TO BE CREATIVE AND	TEXTBOOK		TYPE :
The purpose of this	KNOWLEDGE	USE RESOURCES	MAGAZINES	✓	FORMATIVE
activity is to	ENQUIRE WHETHER	AVAILABLE	CHALKBOARD		SUMMATIVE
demonstrate whether	LEARNERS KNOW		OHP		BASELINE
learners are able to	WHAT A COLLAGE IS		CHARTS		DIAGNOSTIC
create a collage.			WORKSHEETS		
	EXPLAIN THE TASK AS		ATLAS, ROUTE MAPS		METHOD
	TO WHAT LEARNERS WILL		VIDEO		TEACHER
	NEED EG. PICTURES,		GUEST SPEAKER		SELF
	SCISSORS, GLUE		OTHER		PEER
			BROCHURES	✓	GROUP
	INCLUSIVITY				
	ALL LEARNERS HAVE		FORM		TOOLS
	TO CREATE A		ASSIGNMENT		ASSESS. GRID
	COLLAGE		CASE STUDY		CHECK LIST
			DEBATE		MARKING MEMO
	INTEGRATION		DEMONSTRATION		MATRIX
	VISUAL ARTS		EXAMINATION		OBSERV. SHEET
	PHOTOGRAPHY		INVESTIGATION		RUBRICS
	Expanded Opportunities, enrichment and special needs	Reflection :	PRACTICAL	✓	
			PRODUCT		
Visit the art department to expose oneself to		This type of assessment	PROJECT		TIME PLANNED
different techniques one could use.		allows weaker learners	ROLE PLAY		CLASS TIME
		the opportunity to do well.	SURVEY		ORGANISED ACT
			RESEARCH		HOMEWORK
			OTHER		

TOPIC : DEBATE			DURATION / DATE					
ASSESSMENT STANDARDS			The learner is able to weigh the advantages and disadvantages of the Comrades Marathon from an economic, environmental, social and physiological perspective.					
LEARNING OUTCOMES	10.1		10.2		10.3	✓	10.4	
CONTENT	TEACHER ACTIVITIES		LEARNER ACTIVITIES		RESOURCES / LTSM		ASSESSMENT STRATEGY	
	DETERMINE PRE KNOWLEDGE		SELECT 3 MEMBERS PER TEAM TO PARTICIPATE IN THE DEBATE		TEXTBOOK MAGAZINES		TYPE : FORMATIVE	
	EDUCATOR ENQUIRES				CHALKBOARD		SUMMATIVE ✓	
	WHETHER THE LEARNERS KNOW WHAT THE COMRADES MARATHON IS.		PREPARE AN ARGUMENT IN AGREEMENT / DISAGREEMENT TO THE TOPIC		OHP CHARTS WORKSHEETS		BASELINE DIAGNOSTIC	
	EXPLAIN THE TASK				ATLAS, ROUTE MAPS		METHOD	
	A DEBATE REQUIRES TWO OPPOSING TEAMS ARGUING FOR OR AGAINST A PARTICULAR TOPIC / ISSUE.		UNDERTAKE RESEARCH		VIDEO GUEST SPEAKER		TEACHER ✓ SELF ✓	
			PRESENT THE DEBATE TO THE CLASS		OTHER BROCHURES		PEER GROUP	
					FORM		TOOLS	
	INCLUSIVITY				ASSIGNMENT		ASSESS. GRID	
	ALL LEARNERS ARE TO CONTRIBUTE				CASE STUDY		CHECK LIST	
	INTEGRATION				DEBATE		MARKING MEMO ✓	
	LANGUAGE, LIFE SCIENCE				DEMONSTRATION		MATRIX	
	BUSINESS STUDIES				EXAMINATION TEST		OBSERV. SHEET ✓	
					INVESTIGATION		RUBRICS ✓	
Expanded Opportunities, enrichment and special needs			Reflection :		PRACTICAL			
Learners are encouraged to research all aspects of the race.			A good opportunity for learners to		PRODUCT			
They could visit the Comrades Resource Centre in Pietermaritzburg.			develop skills in public speaking and oral presentations.		PROJECT		TIME PLANNED	
					ROLE PLAY		CLASS TIME ✓	
					SURVEY		ORGANISED ACT	
					RESEARCH		HOMEWORK ✓	
					OTHER			