



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2021

TOURISM
MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

QUESTION 1

- 1.1 Official definition is 'an area in a district where six or more people have tested positive for the coronavirus infection, **probability of high degree of spread**', Candidate must show an understanding of the impact of a viral pandemic, can mention 'a geographic area where people live, e.g. a suburb or ward, with many reported cases' or 'an area where community transmission is occurring with no known source.'
- 1.2 Cultural tourist / township tourist / international tourist/domestic, historical, special interest
- 1.3 She has offered taxi services to and from the airport.
- 1.4 Online surveys, mail surveys, questionnaires, phone calls, focus groups, pop-up surveys on social media. Any 2 valid responses.
- 1.5 Outdoor, leisure (employees in local government), domestic, business, recreational, nature, adventure, eco-tourist. (any 3)
- 1.6 For the immediate local domestic market – below-the-line/written and visual, such as localised social media, pamphlets, flyers, promotional LED billboards in the area, local government publications, emails, sales promotions. Also: personal sales, sales promotions, shop discount, shows and expos, exhibitions. (any 2 valid examples)
OR
Aimed at business tourists from the broader S. African region – above-the-line, such as social media, television, radio, newspapers / print, cinema / theatres, Out-of-home media. (any 2 valid examples)
OR through-the-line, which is a combination of above and below, e.g. website.
- 1.7 Customer service, networking, communication, flexibility, language (bilingualism), perseverance, multitasking, commitment, teamwork, cultural awareness, empathy, problem-solving, time management, (any 3 valid soft skills mentioned). OR technical skills specific to tourism can also be accepted at the discretion of the marker, e.g. knowledge of geographical information systems and central reservation systems. Also accepted: First aid skills, knowledge of covid protocols which also improves the professional image of the business.
- 1.8 Multiplier effect, the drop in tourism volumes has a negative impact, less foreign exchange entering and circulating in the local economy, drop in demand for goods and services, can lead to oversupply and wastage of resources, less need for labour and therefore loss of jobs in direct employment and indirect employment, drop in purchase of goods in other economic sectors such as retail, agriculture, manufacturing, power supply, other unskilled labour, such as car guards and drivers, can lead to job losses or shorter hours and less pay, community's standard of living can drop. (valid responses accepted).
- 1.9 Travel companies that align themselves with new technology to keep their customer base.
- Ensuring that their customers have sufficient travel insurance to cover possible disasters in the future.

- Having on-going staff training and development. Having incentives for staff to improve their performance. Implementing customer feedback methods to find out what customers need and keeping up to date with emerging trends. Making use of alternative and sustainable sources of energy, reducing office usage by allowing employees to work from home and completely alter methods to a digital platform, thereby reducing production costs. Diversifying – provide alternative activities and creating packages to encourage tourists to remain motivated to travel and experience different activities, and still be able to afford them.
- Introducing innovation that requires less physical travel such as virtual tourism which allows tourists to still 'experience' these attractions in an interactive virtual setting. 3-D technology is a growing trend. Creating packages for shorter stays and promotions that target domestic tourism, which ensures continued tourist activity without the huge cost involved in longer vacations.
- Making use of adaptive reuse in tourism whereby new facilities/ establishments are created using old infrastructure. This reduces costs and creates a 'vintage' experience.
- Promoting 'voluntourism' which encourages tourists to 'give back' to communities or the environment, keeping their experiences simple and rustic and keeping costs low. Providing a digital platform for 'home exchange' programmes with a minimal fee attached that include day trips requiring tourists to book with the travel company.

- Technology

(any 3 valid and meaningful suggestions)

QUESTION 2

- 2.1 A paraplegic traveller will need wheelchair ramps, beach wheelchairs. A Jewish traveller will need kosher meals. A business tourist needs to have access to Wi-Fi/digital communication equipment/internet. A tourist without an international driver's licence needs access to public transport/shuttle service, different religions may have specific needs such as prayer rooms for Muslims. (any 2 appropriate responses)
- 2.2 Customers will inform the business of what their needs and expectations are, will fill the business in on where their service provision falls short, will provide valid and realistic suggestions regarding how the business can improve. It is important to use the data to create an action plan to correct the problems, improve the service/product and gain a competitive edge. Implementing a strategy to improve service helps you build loyalty for the brand, creates a more personal relationship with customers, makes the customer feel heard and valued. (any 3 meaningful responses).
- 2.3 2.3.1 The website is often the first point of contact a potential customer has with your business, and the first impression made is a lasting impression, the website also enables remote accessibility, it is a marketing tool, it is also a platform for obtaining feedback.
- 2.3.2 For this reason the website must be user-friendly, easy to navigate, with all links working; clean and free of clutter; easy to read and up to date. This gives the impression of a company that takes pride in itself and pays attention to detail – a professional company. Informative social

media or websites attract customers. The first few seconds will determine whether customers will use them or not. One reason, a quality answer for 2 marks.

2.4 2.4.1 Candidates may select any 4 of the following factors and make suggestions to improve them: name, logo, slogan, promotional techniques, product packaging, stationery, awards and recognition, customer service policies, environmental policies.

- 2.4.2
- Name: must reflect the nature of the business, must be original, unusual, catchy, short and memorable.
 - Slogan: must create an awareness of the ethos (mission statement) and aim of the business. Should be short, catchy and original.
 - Marketing material: should be appropriate to the target market, a variety of methods should be used to attract as large an audience as possible. Bright and informative, recognisable and associate with the product.
 - Packaging: attractive, user-friendly, durable, environmentally friendly, contain the contact details of the business, be recognisable and associated with the product.
 - Physical appearance: well maintained, clean, tidy, have attractive colour schemes and lighting suited to the mood and purpose of the business, keeping window displays neat and attractive, reflecting local holidays/ festivals in the décor and advertising.
 - Environmental policies: have visible and accessible policies against littering, policies in favour of and actively participating in recycling initiatives, sponsoring clean-ups of the areas, encouraging guests to adhere to tourist codes of responsible and sustainable behaviour, using Fair Trade products or becoming FT certified.
 - Company stationery: of a good quality, recognisable as being associated with the business, recyclable, attractive and useful, must contain the company contact details. (As for packaging, the same applies: attractive, user-friendly, durable, environmentally friendly, contain the contact details of the business, be recognisable and associated with the product.)
 - Customer service policies: a company should have an easily accessible communication platform that is friendly, prompt and courteous, professional in tone. Employees can be trained in these policies and monitored to ensure they comply with them.
 - Code of Conduct – public sees staff accountability, that staff are monitored and have to adhere to code.

2.5 2.5.1 Performance management, quality control checks, customer surveys, team and peer reviews, in-service training, Also accepted – teambuilding exercises promote better teamwork and team cohesion and improve service delivery; rewards/incentive bonuses motivate staff to work harder, a detailed code of conduct

- 2.5.2
- Performance management – guidance from senior staff members improves the performance of workers as they have more experience and can provide constructive criticism;

- Quality control checks random checks by senior staff make sure that the workers are accountable for their performance, and as they are not told when these checks happen, they are on their best behaviour and are aware that they are being monitored;
- Customer surveys – these provide valuable insight from the customers' viewpoint of what expectations and needs have not been or have been met, which management can use to improve service delivery;
- Team and peer reviews: peers and teammates have a vested interest in the success of the team, and would ideally provide honest, constructive suggestions to improve the overall performance of the team, as the results reflect on the entire team and not only on the individual being monitored; members learn from each other
- In-service training provides dynamic, up-to-date input from industry leaders who are monitoring changing trends and are able to provide valuable training to keep staff abreast of new demands, new technologies and new, acceptable norms that will keep the company relevant and give it a competitive edge, improve efficiency and productivity.

2.6 The service industry relies heavily on the ability of the members of the team to work together toward the common goal. If the members cannot work together effectively, the goal will not be achieved, the service will be delivered poorly, the business will gain a poor reputation, lose business, income, possibly have to close. This has to be remedied before it's too late.

When the performance of a team is evaluated, areas where improvement can occur, are identified. These gaps can be mended with various strategies to improve the team's performance.

The benefits of effective teamwork are many: the sharing of responsibilities gets the task done in less time; builds a sense of camaraderie, shared sense of purpose and success when aims are achieved.

A group needs to have the same goal or mission in mind, so that all are trying their best to reach that one goal in order to function as a unit and make fewer mistakes, leading to the delivery of a service to be prompt, consistent, provide value for money, give the impression of a professional team. Customers' needs and expectations will be met, they will have a pleasant experience and return and spread positive w.o.m. (any 4 good points illustrating the importance of a good team to the success of a business)

2.7 Each team member has a specific skill set based on his/her strengths and weaknesses. If each member channels his/her strengths, (specialises in an area), and focuses on a task that employs his/her specialised skill, there will be no role confusion, no repetition of tasks by two different members, each member can utilise his/her strengths to the benefit of the team, achieving a common goal, which reduces conflict, improves service delivery and makes the team appear efficient and professional.
(any 3 valid points)

2.8 Any behaviour that causes conflict that cannot be resolved, such as interrupting whilst others are contributing, trying to control the team, not participating, not attending team sessions, changing the focus of the team, joking about the input of others, disagreements and opposing ideas of others

for personal reasons, racial or religious differences causing conflict, role overload. (any 2 valid answers)

- 2.9 The ability to communicate/listen well, patience, perseverance, empathy, problem-solving, mindfulness (awareness) ('leadership skills' is not accepted as not all members of a team need leadership skills). (any 2 valid points)

- 2.10 **Specific to the scenario at the resort:** Code of Conduct informs the behaviour of the staff, provides guidelines on how to interact with customers as the employee must agree to sign the code to improve service delivery the business will have recourse to discipline staff members who transgress the Code of Conduct, and to implement disciplinary procedures. It helps keep the staff 'in line', provides a standard they are expected to live up to. Specific examples:

* Communication from staff needs to be timeous, and staff who don't comply, can be disciplined.

* The employee who spoke in a rude manner to the elderly lady will need to be trained or disciplined.

* The elderly lady should have been charged the fee advertised as the business is liable for false advertising and the staff member responsible for this needs to be trained and/or reprimanded.

Also accepted: Helps staff make ethical decisions as all have the same goals and directives, creates a co-operative, collaborative atmosphere, promotes integrity in the workplace. also creates trust from the point of view of customers who see the business as closely monitoring their staff.
(any 3)

- 2.11 **INSERT B**, 'Written complaint'.

Draw up a **SWOT** analysis for the resort mentioned in the complaint.

NB strengths and weaknesses must be internal factors, opportunities and threats must be external

Any combination of strengths, weaknesses, opportunities and threats is accepted; the candidate does not have to have 3 points per category.

<p>Strengths</p> <p>Unique product offering: nightly Bingo competitions, the special saunas for arthritis, the Virtual Reality bungy jumping activities for the elderly and the singles night for over-70s.</p> <p>Competitive edge – catering to people in elderly age bracket, few people do these days.</p> <p>The specially trained staff in the wellness centre. A bit of manual labour and a small cost for building materials will improve accessibility for disabled visitors.</p>	<p>Weaknesses</p> <p>Poor customer service performance – looks unprofessional – no communication from the offices, no response to complaint</p> <p>Shoddy service – may lead to a poor reputation</p> <p>Lack of access for disabled visitors – no wheelchair ramps, no parking bays for the disabled.</p> <p>Website is so outdated that December specials are still on offer and no mention was made of the expiry date of this special. (poor professional image)</p> <p>Lack of communication or response to customer complaints, business does not seem to have a customer service policy.</p> <p>The insensitive, negative response from your receptionist – lack of staff who care.</p>
<p>Opportunities</p> <p>High unemployment rate in the local community can be an opportunity to employ low-skilled or unskilled labour.</p> <p>Weak ZAR may encourage foreigners to visit, as they have more buying power.</p>	<p>Threats</p> <p>High costs, no special pricing structure for different segments of tourism industry.</p> <p>Potential competition from similar resorts with better service.</p> <p>Global pandemic can lead to loss of tourism, even shutting down business.</p>

(12)
[47]

QUESTION 3

- 3.1 3.1.1 The rand is strong when its value is higher than the currency that it is compared to, strong buying power, and the rand is weak when it is worth less, poor buying power (value is less than) the currency it is compared to. **(Candidate's response must illustrate an understanding that the value isn't judged on its own, it is always either strong or weak when compared to another currency).**
- 3.1.2 If the rand is strong – Less foreign tourists, less forex, tourists have less money to spend, shorter length of stay, SA is seen as an expensive option, may choose closer/alternative, cheaper destinations. (any 2)
Weak ZAR – more foreigners, can buy more ZAR for their currency, stronger buying power, extended length of stay, engage in more activities, SA seen as a cheap and value-for-money destination.
- 3.2 3.2.1 Bank selling rate.
- 3.2.2 Bank Selling Rate (BSR) is used when people buy foreign currency from a bank or foreign exchange dealer; the bank is selling foreign currency to the tourist. Bank Buying Rate (BBR) is used when the tourist exchanges foreign currency for SA rand; the bank is buying foreign currency from the tourist.
- 3.3 Electronic Fund Transfers (EFT)
Its advantages are:
- It is safe and secure.
 - It is efficient and fast.
 - It is less expensive than paper cheque payments and collections.
 - Money can be transferred throughout the world.
- Telegraphic Transfers (SWIFT)
- If you are stuck overseas without cash, someone at home can send you money electronically within a day.
 - You do not need Internet banking as the banks send the information directly to each other.
- Bank Drafts
- It is one of the safest ways to send money overseas.
- Internet Payments
- They can save time.
 - No need to stand in long queues to pay a bill.
 - People can log into their accounts at any time to get an up-to-date statement of their transactions.
 - Low transaction costs/fees.
- Foreign Bank Notes (Cash)
- It's useful to have cash on hand for immediate expenses.

Credit Cards (Visa, MasterCard, American Express, Diners Club)

- Cards can be used to buy expensive items. The debt can be paid off over time.
- They avoid having to carry large amounts of cash.
- Most businesses accept credit cards as a form of payment.

Traveller's Cheques

- They are refunded if lost or stolen.
- They are available in all major currencies and can be exchanged at most hotels, restaurants and shops around the world.
- They are useful as currency if a tourist is unable to find a functioning ATM.

Preloaded foreign currency debit cards such as Cash Passport Card/Travel Wallet/Internal Travel Card.

- There is no chance of running into debt.
- The money loaded onto the card is safe.
- Activation of the card is protected by a PIN.

(2 methods of payment mentioned and one advantage of each method mentioned.)

3.4 3.4.1 The fluctuation in the value of the ZAR vs the USD over the period 1975 to 2015. The increase in the price of the USD from the end of apartheid, and the year-on-year percentage change in ZAR/USD exchange rate.

3.4.2 2015

3.4.3 (a) 1975 or 1980

- (b) The graph shows that one dollar was equivalent to approximately ZAR1. Americans would have had weak buying power in SA/ it would have been an expensive trip.

3.4.4 (a) The value of the ZAR steadily decreases/depreciates, the cost of buying a dollar increases from just under ZAR4 to over ZAR15 in 2015 AND the second trend is the continually fluctuating percentage change in the exchange rate.

- (b) Possible causes: new governing party leads to drop in investor confidence; corruption, mismanagement by ruling party; undemocratic legislation; unstable leadership, global recession, 9/11 terrorism attacks, neighbouring countries and their policies (such as land reform in Zimbabwe), Eskom power crisis, SA's current account deficit, 2008 economic crash, the Zuma administration. (any 3 answers illustrating the candidate's understanding of the impact of global situations on currency value).

3.4.5 It is approximately the same.

3.4.6 Global events such as hosted events or disasters, unforeseen circumstances; inflation rate, how much debt the country has, a weak or strong economy, political stability/instability, terms of trade, current account deficit. (any 2)

- 3.4.7 • mPos – mobile point-of-sale (mPOS) systems that enable their staff to move throughout the store and accept payment from customers wherever they are;
- Digital payments – using bar-coded scanning technology,
 - Tap-and-go instant transfers,
 - Mobile payment apps (eWallets) such as PayPal, Apple Pay, Venmo, and Zell, WePay, Swift, Garmen Pay
 - Cryptocurrency (any 2)
- 3.4.8 Tourism (inbound international) is a huge earner of foreign exchange. This income contributes to the gross domestic product of the host country. An increase in tourism volumes leads to a positive impact on the GDP /economic development of that country. (2 of these points provided, or a similar quality response from the candidate).
- 3.5 3.5.1 $£80\,000 \times 21,059278 = \text{ZAR}1\,684\,742,24$
- 3.5.2 $\text{ZAR}35\,000$ divided by $19,682815 = \text{£}1\,778,200933 *$
Rounded off to $\text{£}1\,778,20$ (*The question doesn't specify that the candidate must round off to 2 digits; therefore the full answer with decimals will be marked correct).
- 3.5.3 This is no longer true as it seems that Botswana's currency is worth more than the ZAR; It costs ZAR1,385724 to buy BWP1 (Botswanan pula).

QUESTION 4

- 4.1 4.1.1 Time zones are any of the 24 imaginary longitudinal divisions/meridians of the earth's surface in which a standard time is kept, each zone is 15° of longitude in width, with local variations, and represents one hour.
- 4.1.2 Time zone differences must be taken into account during long flights eastward or westward because an hour is lost for each time zone that is crossed when flying eastwards. Travellers must be familiar with the time changes, especially when flying east or west across time zones, especially when having to catch connecting flights, meet people at specific local times, engage in meetings or activities that are time sensitive, crossing more than three time zones will cause jet lag.
Impact on the region: Pros 1. Daylight saving time decreases residential electricity usage 2. DST decreases the number of traffic accidents 3. DST reduces crime 4. DST increases recreational time 5. DST increases economic activity 6. Daylight saving time brings a smile to everybody's faces by providing more light and sunshine (health benefits of more exposure to sunlight, vitamin D). Negative impacts include struggling to adapt to new sleep cycle, tiredness, car accidents because residents are lacking in sleep, more energy usage as entertainment/service industry is operating for longer hours, more income from leisure activities, confusion at the start of implementation, irregular medical routines (taking medicine at the incorrect time, confusion)

- 4.2 They must know when a country has DST as the time will then be 1 hour ahead or behind at the destination, and whether they will be crossing the International Date Line as this can affect the date, times of flight changes, catching trains, medical routines such as taking medications, DST may create confusion (any 4).

- 4.3 Before the flight:
Don't eat a heavy meal before the flight.

During the flight:

Taking sleep aids such as Melatonin, sleeping tablets or sleep-inducing antihistamines, which MAY assist with adapting to the time difference at the destination, as the tourist sleeps during the flight. There are conflicting studies around the use of sleep aids. Each situation is specific to the individual.

Reference:

<https://www.sleepfoundation.org/travel-and-sleep/jet-lag#:~:text=Anticipate%20the%20time%20change%20for%20trips%20by%20getting,at%20least%20three%20to%20four%20hours%20before%20bedtime.>

- **Change your clock time:** Once you have taken off, adjust the time on your watch, phone, tablet and laptop to the time of your destination.
- **Drink water:** Stay hydrated while flying.
- **Avoid drinking alcohol and beverages high in caffeine** like coffee, energy drinks and soda. Dehydration will exaggerate the effects of jet lag and fatigue at your destination.
- **Lower your body temperature:** Turn the air conditioning on to lower your body temperature. A lower body temperature tells your brain it is time to go to sleep.
- **Sleep:** Sleep according to the time of your destination.
- **Eliminate noise and light:** Eliminate all sleep distractions, turn off your screen, your overhead light, close your shade, wear an eye mask and wear ear-plugs. This will help you to get better sleep.
- **Keep active:** When you aren't sleeping, stretch your legs and walk around the cabin to keep your blood flowing and to improve circulation.

After the flight:

- **Increase your body temperature:** Elevating your body temperature can help to adjust to the new time zone sooner. Having a warm bath or doing exercise will help to increase your body temperature.
- **Expose yourself to sunlight:** Upon arrival expose yourself to sunlight. This will help your body to reset its internal clock and help you adapt to the new time zone much quicker.
- **Stay awake:** Resist the temptation to sleep, this will make jet lag worse and make it last longer. Upon arrival stay awake for as long as you can and sleep according to local times.
- **Eat protein:** Foods rich in protein contain neurochemicals that help to increase alertness.

- 4.4 Sydney is at +10 (+1 for DST)
SA is at +2
9 hours difference
09:00 + 9 hours difference = 18:00

- 4.5 4.5.1 Jhb = +2 and Tokyo is +9 = 7 hours difference
Jhb departing at 15:00 + 7 hours = 22:00 in Tokyo.
Add 7 hours flight duration, 22:00 + 7 hrs = 05:00 on 24 January in Tokyo.

- 4.5.2 If the Jhb airport personnel send her laptop immediately, then departure will be at 05:00 on 24 January (in Tokyo or 22:00 in JHB). Add the flight duration, which is the same as 4.5.1 (7 hours), $05:00 + 7 \text{ hrs} = 12:00$ (midday on 24 January). If her seminar was at 10:00 on 24 January, she will not receive it on time – it will be 2 hours too late.

QUESTION 5 CONCEPT MAP

In the second part of your PAT this year, you were required to identify a possible venture that would add value as a tourist attraction or service.

Construct a concept map in which you **evaluate** the impact of this business opportunity on the tourism industry and the **triple bottom line**.

Be sure to include the following points in your concept map:

- A title that explains your unique opportunity/venture.
- Any five of the nine Ps of the marketing mix to describe the unique venture.
- The unique selling point.
Product, People, Packaging and programming, Place, Promotion, Partnership, Pricing, Process and Physical evidence. Any 5 can be selected to describe the venture, with a description of each. Unique selling point (USP) must be identified and must be UNIQUE.
- **Identify** characteristics of a successful venture:
 - the characteristics of a successful tourist attraction you would like to see in your venture,
 - **number of visitors exceeding the target of visitors;**
 - **repeat visits;**
 - **income generated exceeding target figures;**
 - **positive impact on local community and environment.**
 - the strategies/factors your business plan will focus on to achieve these characteristics.
 - **excellent marketing of tourism products locally and/or internationally;**
 - **sustainable and responsible management plans;**
 - **positive experience of visitors;**
 - **safety and crime prevention;**
 - **general appearance and upkeep of the attraction;**
 - **considering the needs of people with disabilities;**
 - **universal access.**
- Recommendations on how the venture could ensure repeat business and maintain your customer base.
Repeat business and happy customers are a direct result of excellent service. Candidate's response should include suggestions for improving service delivery, and may include:
 - Customer feedback to stay aware of changing trends in the market,
 - Using feedback to implement a recovery plan or improve a service and meet the needs and expectations of the customer,
 - Having a Unique Selling Point to give you a competitive edge,
 - Deal with complaints immediately and compensate the customer,
 - Recognise and reward staff and customers,
 - Keep communication channels with customers open,
 - Ensure product/service is evolving, improving, adapting to global trends,
 - Consistency, honesty, ethical business practice.

(points made must show candidate's awareness of keeping customers happy, meeting needs and expectations).

- The three factors that impact on sustainable and responsible tourism.
 - **Environmental, social/community, economic factors**
- How your unique venture could impact on the triple bottom line, with examples.

Environmental factors – good environmental practices, such as resource management (energy and water, waste management (reduce, re-use, recycle), litter control, pollution control, environmentally friendly building, promotion of indigenous flora and control of invasive alien plants on grounds and in gardens.

Social factors – considering the positive and negative effects of tourism on local communities, culture and heritage. Involving the locals in decisions that affect them, Corporate Social Investment (CSI) in tourism, such as financial or non-financial support given by tourism companies to health/sport/education/youth projects.

Economic factors – the role of business. The responsible attitude of a tourism business towards the people and environment it affects. Ways to practise it: ownership, employment, procurement of local goods and services, etc.

Evaluation is specific to individual candidate's venture idea.

- The interrelationships between these concepts including their causes and effects.
- A key using various colours to differentiate between the concepts.

QUESTION 6 EXTENDED WRITING

Scenario: You are a tour operator and have planned a two-week tour for a group of Chinese tourists visiting a country within the SADC region.

Compile a report for the group that includes the following:

- The mandatory documentation needed when visiting the SADC region, from an international country.
Health certificate, [Covid test with negative result no older than 72 hours, yellow fever certificate], passport, visa.
- Recommendations regarding health AND safety precautions to be taken before and while visiting the SADC region.

Health precautions: Compulsory vaccinations such as hep A and B, yellow fever, cholera; recommended precautions for rabies, suggested precautions: taking anti-malarial prophylactics for malaria areas, avoid swimming or wading in dams and rivers know to have the bilharzia parasite, drink only boiled or filtered water to avoid cholera in unsanitary areas, prevent HIV by having protection, carry a traveller's first aid kit, apply sunblock in hot areas, use preventative medicine and have medical insurance.

Safety precautions: Never leave luggage unattended, store valuables in the hotel's safety deposit box or safe, check who is at the door before opening.

In public areas: Avoid displaying expensive jewellery, cameras and valuables, do not carry large sums of money, keep away from dark, isolated areas at night or stay in a group, call a taxi from the hotel.

In your car: Plan your route in advance, lock the doors and close the windows, lock valuables in the boot.

At the airport: Make use of the airport's luggage wrapping service.

After dark: Avoid walking alone; try walking in a group, stay as close to lights or well-lit areas as possible, walk with purpose and get to your destination as soon as possible.

- An advisory regarding:
 - What they can expect when passing through customs,
 - What is meant by 'duty-free,'
 - An explanation of the different channels they can pass through.

Customs – tourists must adhere to the limitations imposed on carrying prohibited, restricted, or duty-free goods across borders, may have to pay duties (import taxes) on certain gifts, expensive items brought back into own country; duty-free goods are goods that travellers are allowed to bring into South Africa without paying customs duty or value-added tax (VAT).

Prohibited goods refer to goods that travellers are not allowed, by law, to bring into South Africa such as illegal drugs, weapons, live plant or animal materials, a limited amount of money.

Green and red channel – green channel if you have nothing to declare, red channel if you have weapons or gifts or large amounts of cash to declare.

- An analysis of the impact of the *Covid 19* pandemic on the tourism industry.
Content specific – candidate analyse the impact on the volumes of tourists, as well as on the host country. Response may include economic, social, environmental impacts.
- FIVE or more meaningful tips regarding responsible and sustainable tourist behaviour

Suggestions to tourists for adhering to a code of responsible tourist conduct: (example sourced from <https://www.everysteph.com/rules-responsible-tourist/>)

- Learn some basic words of the local language, (*hello, please, thanks ...*)
- Support local tour-operators organising excursions and daytrips, and go for one operating in a responsible way.
- When possible, take a train or a bus rather than the plane.
- Avoid taxis and cars as much as possible, use public transport: local buses, bikes and simply walking are eco-sustainable transportation solutions, inexpensive and often more fulfilling.
- Respect the environment and do not pick up 'souvenirs' from national parks, game reserves or archaeological sites.
- Don't litter. Recycle when possible.
- Don't waste water, always close the taps.
- Switch off all of the lights and the air-conditioning when not in the room.
- Protect the fauna: don't buy items or accessories manufactured with leathers, furs and animals' parts. Don't eat meat of endangered animals, even if it's considered a local delicacy.

- Respect the customs and local traditions: for example, in a conservative country dress adequately and if necessary, cover your head.
 - In the poorest countries, avoid showing off your wealth (avoid wearing watches, jewellery and designer bags), don't haggle with local vendors.
 - Don't give money to beggars – it encourages the practice.
 - Contribute to the country's economy by buying some locally made gifts.
 - Locals aren't animals in a zoo: before snapping a photo, ask for permission. (any valid and meaningful responses).
- Response provides a clear motivation, reveals a detailed understanding of the importance of the role of the FTTSA, valid examples of benefits.
 - The importance of supporting tourism businesses that display the FTTSA label.

Fair Trade in Tourism South Africa (FTTSA) – non-profit marketing organisation, grants a 'Fair Trade in Tourism' trademark label to tourism establishments that operate fairly and responsibly. This label is a valuable marketing tool as it paints the business in a responsible, ethical light. It attracts responsible travellers who want to 'give back' to the local community. This is a growing trend amongst tourists.

Benefits – tourists supporting the FTTSA label are assured that they are contributing and helping to support people involved in tourism, that they are treated fairly, that they receive fair wages, that there is a fair system of employment and that local resources are used to benefit communities and the local economy. FTTSA is committed to gender equality and diversity through its core values: fair share, democracy, respect, reliability, transparency and sustainability.

Total: 200 marks