



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2018

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 1.1.1 Code of conduct: employees may not do the following:
- be noisy or behave disruptively in the work place
 - fail to clock in or out
 - arrive late for duty
 - leave work without authorisation
 - not wear proper uniform
 - work under the influence of alcohol or an illegal substance
 - do activities that are not work related while on duty
 - use cellphone excessively during working hours
 - smoke in non-designated areas
 - fail to respect fellow employees or guests
- (Any 5)
- 1.1.2 Prevent needless wastage of water.
Recycle waste.
Use solar-power geysers.
Avoid unnecessary use of air-conditioning and lighting.
Use local products.
Avoid excessive noise pollution.
- (Any 5)
- 1.1.3
- Meeting and exceeding customers' needs. Ensuring good word of mouth.
 - Making sure all staff have not only good product knowledge but also good knowledge of the surrounding areas.
 - Ongoing training to keep abreast of change in the market.
 - Communication amongst the staff to be kept at the highest level.
 - Take an interest in the guests and their expectations and needs.
 - Uniform – must reflect nature of duties, be tucked in and neat, name tags, no extra accessories, not offensive to other cultures.
 - Communication skills – eye contact, no slang or expletives, speak clearly, good listener, smile, attentive body language, polite, ensure two-way communication.
 - Grooming: hair neat and tied up, nails clean, short, jewellery appropriate and limited, shoes polished, clothes clean and ironed.
- (Any 5)
- 1.2 Internet payments, credit cards, debit cards, EFT, cash, travelers cheques, telegraphic transfers.
- (Any 2)
- 1.3 Local radio, local newspapers, flyers, pamphlets, bill boards, Travel Indaba, Social Media, Sho't Left campaign, sponsorships, Via Msansi campaign.
- (Any 2)

1.4 ITB in Berlin or WTM in London. ✓

Alternatives:

- IBTM World
- Brand South Africa attended the World Economic Forum in Davos, Switzerland in January 2018.
- Previous campaigns such as: *SA Story*; *Fly the flag football toolkit*; *Stakeholder Summit 2011*; *Draw our flag*.
- SAT offices have opened in Lagos (Nigeria) and Luanda (Angola). The main African markets are Nigeria, Kenya, Tanzania, Ghana, DRC and Angola, although it is the goal of SAT to attract more sub-Saharan Africans **through the use of multi-national media, such as DStv**.
- Partnerships are being set up with SAA and other African airlines to assist in the building of the SA brand in other markets.
- SAT, in partnership with SA National Convention Bureau (SANCB), has focused on trade shows that can help to develop the South African economy.
- The Madiba's Journey app to be launched and used to encourage people to visit important locations in Madiba's life. The app will work with many streams of social media to give people more history about Madiba as they visit locations that were of significance in his life. This will encourage people to share their experiences on social media, and the word-of-mouth effect can bring people from South Africa and from around the world to these sites. This app is also used to collate information about the different Madiba-inspired locations, which SAT uses to improve the tourist's experience.
- The Ghandi app will be used in a similar way, with history about significant locations in his life made available on the app.

(1)

1.5 1.5.1 No ✓ – a drop in total number of day trips and night trips, ✓ decrease in day trips by 5 million, ✓ decrease in overnight trips by 3 million. ✓

(4)

1.5.2 Negative impact, ✓ according to the source, 1 in 22 people employed are employed in tourism industry, ✓ representing 4,5% of the total workforce. This means that 711 746 jobs are dependent on tourism. If volumes drop, jobs will be lost C and standards of living will drop, ✓ leading to an increase in crime levels, loss of community pride.

(4)

[28]

QUESTION 2

This question examines the IRPT, not the PAT.

- 2.1 All four SWOT headings need to be addressed (strengths, weaknesses, opportunities, threats) ✓✓✓✓ with TWO valid points per heading. *Marker to use own discretion.* (4 × 3 = 12)
- 2.2 Any of the FIVE Ps of the marketing mix can be used ✓✓✓✓✓ with valid points to describe each heading. Choose from: product, price, people, place, promotion, process, physical evidence. (5 × 2 = 10)
- 2.3 Student must clearly understand the terminology in context of their product/venture. The unique selling point (competitive advantage) must be identified and explained. ✓✓ (2)
- 2.4 Any THREE valid points. Learner must show insight and understanding of the product/service and the needs and expectations of the target market to be awarded full points. Examples such as training of staff, managing customer feedback, watching trends in the industry, studying the competition, helping customers with their travel documents, assisting with bookings for outings/events/activities/transport, interpreters for international guests or any valid points at marker's discretion. (3 × 2 = 6)
- [30]**

QUESTION 3

- 3.1 The company name, logo and slogan.
Company stationary.
Physical appearance of the business.
Marketing material and the product.
Customer service policies.
Environmental policies. (Any 2)
- 3.2 3.2.1 • It sets standards for the employees to ensure a professional working environment.
• It spells out a common goal.
• It may improve productivity and worker performance.
• It improves communication and makes way for an understanding of and respect for difference and one another. (Any 3)
- 3.2.2 • It promotes integrity in the work place.
• It encourages co-operation between workers.
• It encourages working toward a common goal.
• It sets standards to ensure a good working environment
• It encourages productivity.
• It ensures that all staff are aware of what is required of them in the workplace. (Any 2)

- 3.3
- Ongoing training and good product knowledge.
 - Profit share and incentives for the staff.
 - Implementation of customer feedback methods.
 - Make sure the triple bottom line is considered when planning.
 - Going the extra mile to ensure customer satisfaction.
 - Ensure you offer what you advertise in your marketing plans.
 - Sustainable and responsible management plans.
 - Efficient and ethical behaviour from staff.
 - Positive experience for the customer to ensure repeat business.
 - Must be in a safe area and crime free.
 - Appearance and accessibility must be good.
 - Positive impact on the local community.
 - Positive or minimal impact on the local environment
 - Increase or improvement in marketing methods.
- (Any 4)
- 3.4 Any 2 of the following: questionnaires, surveys, suggestion boxes, follow-up calls, follow-up emails, web-based responses, mystery customers, visitors/guest book. ✓✓ **Explained** ✓✓ (2 × 2 = 4)
- 3.5 3.5.1 Marketing research,
Communication costs (printing, telecommunications, fax, internet)
Travel costs (local, overseas, vehicle and flights)
Personnel costs
1% TOMSA levy (Any 2)
- 3.5.2 Candidate must explain 2 of the following benefits:
Increase in awareness of the product/venture, leading to;
increase in visitor volumes, which will lead to;
increase in profit margins; (Any 2 explained 2 × 2 = 4)
- 3.5.3 The learner must choose a career and have definite steps indicating progression from qualification required to the final career title (1 mark for the title of the career is awarded) training, shadowing and have a valid end result. (7)
- [28]**

QUESTION 4

- 4.1
- Need to know the arrival time at destination.
 - Realise the effects of jet lag and how to recover.
 - Needs to know whether there will be businesses operating on arrival time.
 - Sometimes a whole day is lost when travelling and this might affect appointments especially if the traveler is a business tourist.
 - Electronic devices need to be adjusted to the new times. Laptop, watch, etc.
 - If tourist is on medication this may affect the pattern of taking medication.
 - One needs to know whether the country is practising DST.
- (Any 3)

- 4.2
- Extra daylight hours for leisure activities.
 - Tourism businesses will benefit by having extra hours to operate and increased profits.
 - Increase in domestic tourism as people will have more time to travel around.
 - Job creation because of extended business hours – shiftwork.
 - Fewer accidents on the roads as people will be travelling in daylight.
 - Less crime as people return home before dark.
 - Health benefits as people have more time after work to participate in outdoor activities.
 - Reduction in energy (electricity) use leading to a smaller carbon footprint, smaller impact on climate change. (Any 4)
- 4.3 Cape Town + 2
Mauritius + 4 = 2 hour difference ✓
23:00 + 2 = 01:00 ✓ 19 July ✓
01:00 + 6 hours = 07:00 ✓ 19 July ✓ (5)
- 4.4 25 July 15:55 minus 2 hours ✓
= 25 July ✓ 13:55 ✓ when he phones. (3)
- 4.5 Green channel ✓ (1)
- 4.6 No, ✓ as he would not have crossed more than 3 time zones. Not a long-haul flight. ✓ (2)
- 4.7 Malaria tablets or preventative measures, bilharzia – don't swim in stagnant water, Cholera – drink bottled water, yellow fever vaccination if coming **from** a yellow fever region, Hep A and B vaccinations, Listeriosis – make sure meat products are cooked correctly or bought from a hygienic environment, avoid street vendors in regions where the disease is known to be prevalent, don't have unprotected sex with locals as HIV is prevalent, sun exposure, drink bottled water, and carry prescriptions for chronic medication, correct/sufficient health insurance for medical emergencies. (Any 2)
- 4.8 Do not display valuables, do not carry large sums of cash, always be aware of your surroundings, lock your car door before driving, do not accept lifts from strangers, do not leave luggage unattended. *Marker's discretion. Any two valid points.* (Any 2)
- 4.9 Valid passport, ✓✓ ~~Health certificate~~ (SA is not a yellow fever region) ✓
(NOT a visa or an ID). Therefore 2 marks awarded for "passport". (2)
- 4.10 Length of stay, ✓ exchange rate ✓ current events impacting on strength of currency, traveller's choice of accommodation, travel methods and meals. (Any 2)

QUESTION 5

- 5.1 Foreign money that is used in exchange for goods or another country's money. ✓ (1)
- 5.2 Great Britain/England, ✓ because you get less for your South African rand. 16,40 ZAR for 1 GBP. ✓ (2)
- 5.3 Japan, ✓ as you get most YEN in exchange for South African rands. ✓ (2)
- 5.4 5.4.1 25 000 euro × ✓ 14.61 ✓ = R365 250.00 ✓ (3)
- 5.4.2 Bank buying rate is used when a bank buys foreign currency from a tourist, (*tourist exchanges foreign currency for ZAR – quoted from the SAG*), ✓ Bank selling rate is used when banks sell foreign currency to a tourist, (*tourists buy foreign currency from a bank, or forex dealer – quoted from the SAG*). ✓
This rate is valid for only a day as rates fluctuate constantly and are not the same the following day. ✓ (3)

[11]

QUESTION 6

- 6.1 The learner has to give a brief but comprehensive description of the industry-related task that he/she participated in. (3)
- 6.2 6.2.1 The learner must explain his/her role in the team and explain what they did. Mention of specific team role may be made according to models published, e.g. plant, co-ordinator, researcher/investigator, networker, shaper, monitor, evaluator, teamworker, implementer, completer/finisher, specialist. (According to the Belbin Model) (2)
- 6.2.2 Description of the learner's own role/contribution. This can be a positive or a negative contribution, and may not be a repeat of 6.2.1. Marker should use own discretion with regard to the authenticity of the learner's description and link the effort to customer service excellence. (4)
- 6.3 Sharing of responsibility gets the task done quicker with said goal in mind. If just one member of the team has a different agenda, the group cannot function as a unit and mistakes will be made, or someone will forget to do something. This will lead to the delivery of a service being interrupted. The customers expect prompt service, consistency, value for money and professional conduct on the part of the staff. Any person working outside the goal of the team will prevent the customers' needs and expectations being met. They will see this as promises not being honoured, as not getting value for money, they will not trust the service provider and will become angry. Each team member can focus on his or her strengths to be more effective in completing the task. Creates a feeling of shared responsibility and purpose to achieve the goals. Marker uses own discretion and awards marks for any valid points made. (Any 4 good points)

- 6.4 Forming, storming, norming, performing, adjourning. ✓ (Any 1 mentioned and linked to personal experience). *Learner must identify a stage and link their personal experience to this stage by explaining what happened. Identify stage, link the experience correctly and explain.* (1 + 3 = 4)
[17]

QUESTION 7

- **Definition of the term sustainable tourism.**
Explain how the product has become sustainable in terms of going from strength to strength over the years; from supporting only a few staff to the current numbers, the product/attraction is preserved and maintained so that it can last for use in the future, for the next generations to enjoy.
- **Three factors that impact on sustainable and responsible development.**
Economic: Job creation for an impoverished society, upliftment of local community. Multiplier effect – keeps money in the local community.
Environmental: Sourcing products locally, recycling plastic, and creating environmental awareness through practical efforts.
Social: Job creation, extra money to be able to live a more comfortable life, replace mud huts with more substantial dwellings, in turn help the Gr. 10s learn the local language – Zulu. Installing pride in the local community.
In addition, the candidate's own background knowledge must be included for each pillar to illustrate a broader understanding of the impacts of sustainability and responsibility.
Negative impacts may include: increase in pollution, overuse of resources, dilution of local culture, increased income and standard of living may lead to westernization of culture and dilution of local culture, products made may not be bio-degradable and lead to excessive waste, increase in production may lead to increase in carbon footprint with more modern production techniques used, possibility of corruption in the FTTSA management may lead to locals not receiving the fair share of profits, market may become saturated and demands for the product may drop, global recession may lead to drop in demand for export, currency fluctuation may also lead to drop in profit margins, electricity supply may become irregular with load shedding and load sharing, which may lead to interrupted production, cost of marketing may be too high to sustain.
- **The multiplier effect** occurs when money spent in the tourism sector filters down through the economy and community to be spent in and benefiting other sectors. Sourcing local products and labour, recycling products, keeping finance in the local area, opportunity to grow the businesses, employing more people, diversifying into other opportunities. All this creates a multiplier effect as the increase in demand for goods and services leads to further knock-on effects of increased employment opportunities in other economic sectors such as furniture shops, retail stores, educational institutions, transport providers, service providers.

QUESTION 8

- **Identification:** The student needs to identify the event as a natural disaster or unforeseen circumstance, and mention additional disasters such as tornadoes, extreme drought, extreme weather conditions, tsunamis, diseases, pandemics.
- **Economic impact tourism has on the greater Knysna area:**
 - Tourists in Knysna usually spend more than R2 billion per year.
 - The Oyster Festival usually attracts over 7 000 visitors and generates more than R100 million for the local economy.
 - Most importantly, it has created 2000 jobs for the Knysna locals.
 - Knysna Celtic Festival, Knysna Arts Festival, South African Canoe-Polo Champs and the popular Sedgefield Market attract tourists (and generate income).
 - Knysna is situated on the Garden Route (N2) and these highlights attract domestic tourists and international tourists. (Foreign exchange contribution).
 - The Knysna Waterfront offers world-class accommodation and places to eat.
 - There are also unique shopping experiences. (Foreign investment, injection of cash from domestic as well as international markets).
 - All other sectors are affected by tourism – transport, accommodation, retail, attractions.
- **Impact on tourism:**

Drop in volume of tourists as they fear that the attraction has been irreversibly damaged or destroyed, fear that they will not get value for money.
- **Impact on the triple bottom line:**

Economic: fewer tourists – less income, insecurity with regard to jobs. Less money within the economy of the country. No money for infrastructure leading to general decay. Taxes for locals may rise to cover the cost of reparations.
Positive: prices may drop to encourage increase in domestic tourism.

Social: lowering of standard of living, increase in crime, poverty and no money for education and health care. Population explosion. Job losses may lead to a decrease in community pride; poverty-related social problems, such as drug abuse, teenage pregnancies arise.
Positive: less overcrowding, less cultural misunderstandings, less congestion on the roads in peak times.

Environmental: deterioration of the environment, more pressure on the use of natural resources. Demand for food increases and more land is converted from natural forest to subsistence agriculture to meet this demand.
Positive: drop in tourist volume may lead to less pollution, reduction in carbon footprint, less damage to local beaches and attractions by tourists.
- **Strategies put into place to meet tourists' needs:**

The Minister has allocated R100 000 to sponsor and promote the *Knysna Oyster Festival* and Knysna as an ideal place to visit in winter. He will also sponsor 10 other events in this region that play a huge part in creating employment opportunities.

[30]

Total: 200 marks