



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2022

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 When crossing the IDL (flying east to west, we gain one calendar day), i.e. we go back in time. When crossing the IDL (flying from west to east, we lose a calendar day), i.e. we go forward in time.

1.1.2 The more time zones you cross the more chance of jet-lag effects on the body. Time needs to be adjusted to be the same as the destination's. It is therefore important for a tourist to determine the time of his/her arrival in the country. Additional responses:

- 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. They must know when a country has DST and whether they will be crossing the International Date Line as this can affect the dates and times of flight changes, catching trains, layovers, etc.

- Crossing more than three time zones may lead to jet lag, jet fatigue, disorientation, poor sleeping when arriving at destination, nausea and depression, swelling of legs, confusion. Travellers must allow themselves a day or two to recover.
- If travellers take medications at specific times (e.g. insulin for diabetes), these differences will affect their routines and mistakes can be life threatening.

1.2 1.2.1 They are very likely to suffer from jet lag as they will be crossing more than three zones. (*Accepted: crossing 'many' or 'multiple' timezones.*)

1.2.2 :

- Do not drink alcoholic beverages the day before, during the flight or the day after your flight.
- Do not drink caffeinated beverages before, during, or just after a flight.
- Drink plenty of water to offset the effects of the dry air in the plane.
- Do not eat too much on the plane.
- Exercise legs from time to time while seated for their flight.
- Get up and walk around every hour or two.
- Do not take sleeping pills.
- Do not nap for more than an hour at a time.
- Break up long-haul trips across many time zones, if feasible, with a stay in a city about halfway to the destination.
- Wear comfortable shoes.
- Make use of sleeping aids. (any 2 valid points)

1.2.3 Advantages:

- Some countries feel they can make better use of the extra daylight in the evenings for recreational/leisure time. Reduces stress.
- Some countries are of the opinion that fewer road accidents and injuries occur because of better visibility.
- The extra hour of daylight in the evening can give children more time for social activities.
- The extra hour of daylight in the evening may boost the tourism industry as it creates an opportunity to participate in outdoor activities: economic benefits.
- It can help to save energy and reduce artificial lighting during the evening hours.
- Reduction in crime.

Disadvantages:

- Confusion amongst tourists when travelling,
- Adjusting medical equipment or medication schedules may lead to confusion.
- Loss of one hour of sleep when we jump one hour ahead, may even increase car accidents if drivers are tired.
- Some people experience insomnia.
- Can lead to mental illnesses such as depression.
- More energy consumption (ironically,) as businesses are open for longer to take advantage of people going out, spending time with friends, socialising.

(Any 7 valid points, with pros AND cons considered)

1.3 1.3.1 10 h difference – 1 hour = 9 hours
19:00 + 9 hours = 04:00
3rd of April.

1.3.2 2 hours difference
09:00 + 2 hours = 11:00 in SA
11:00 + 14 hours flight time
= 01:00, 31st of January (or "the following day")

QUESTION 2

- 2.1
- Drop in tourism volumes, loss of income
 - Loss of foreign exchange, drop in GDP
 - Lack of income thus less funding for infrastructure maintenance and conservation of attractions.
 - During this time, day trips are more common amongst locals
 - Job losses in the industry. Tourists could look elsewhere for a holiday destination.
 - Airlines: suspend flights to that area/downsize/loss of small companies merge with larger ones
 - Tour operators will avoid bookings for that area
 - Cruise companies will cancel bookings to that area
 - Stock markets in affected countries fall sharply
 - Other destinations in the area will be affected
 - Recession: less disposable income = fewer tourists
 - Weak currency = more domestic rather than international tourism
 - Disease: money is invested in preventing the spread of disease. Tight budget = no development
 - Expensive vaccinations – add to travel cost, tourists might avoid travelling in that area (any 3 valid points)

2.2 Unforeseen circumstance.

2.3 Markers to use own discretion. Any relevant positive opportunity can be marked correct. Examples such as creation of virtual touring platforms, delivery services, design and manufacturing of PPE. (any 2 valid points)

2.4 2.4.1 Make sure valuables are locked away. Avoid carrying large amounts of cash, stay together in tour groups. Any other relevant answer. RELEVANCE is important.

(Health and safety can be interchangeable, therefore accepted in both 2.4.1 and 2.4.2, as long as there is no repetition).

2.4.2 Don't get out of your car or feed wild animals. Wear sunscreen, drink enough water in the warm weather, dress according to the heat, sleep under mosquito net and take malaria tablets. Any other correct answer.

2.4.3 They will need a valid passport and visa, valid six months after return. A health certificate is imperative.

Or: Limitations such as

200 cigarettes, 20 cigars, 50 ml perfume, 2 litres wine, no prohibited goods such as weapons or narcotics, no biological material/ specimens. (any 2)

Or:

Red channel, you have goods to declare. Green channel, nothing to declare.

QUESTION 3

- 3.1 SATOUR OR South African Tourism *OR SA Tourism* (only one mark for 'SAT')
- 3.2 To market SA as a destination of choice
To maintain and enhance the standard of facilities and services for tourists
Coordinating the marketing activities of role players in the industry
Remove barriers to tourism (any 3 of these answers)
- 3.3 Through TOMSA. SATOUR receives 1% of all confirmed bookings collected by TOMSA. Voluntary by establishment, car hire companies, etc. The funds are then used by TBCSA and SATOUR to market destinations.
- 3.4 2020 Domestic Tourism Campaign, Sho't Left, Domestic Tourism Awareness Campaign (any one).
- 3.5 3.5.1 International – ITB Berlin, WTM London, Rendez-Vous France.
3.5.2 Local – Getaway show or Tourism Indaba
- 3.6 Specific to the scenario at the resort. Don't litter, minimise noise pollution, don't feed wild animals, stick to designated routes, recycle, don't waste water switch off lights and air-conditioning when not in the room/lodge. Protect the fauna and flora, support local businesses, don't haggle with vendors as this disrespects the time they have invested in making souvenirs (any 5 valid points).
- 3.7 Environmental policies, preserve nature/conservation programmes, assist the anti-Rhino-poaching units, support local communities – local communities as joint shareholders (any 4 of these points).

QUESTION 4

- 4.1 $\$80\,000 \times 2 \text{ people} = \$160\,000$.
 $\$160\,000 \times 14,63 = \text{ZAR } 2\,340\,800,00 \text{ in total.}$
- 4.2 4.2.1 Bank Buying Rate is the rate at which the bank buys foreign currency from the tourist. (*Accepted: Bank Buying Rate*)
Bank Selling Rate is the rate at which the bank sells foreign currency to the tourist. (*Accepted: Bank Selling Rate*)
- 4.2.2 The bank will use the BBR (bank buying rate) *OR the actual BBR from the forex table; i.e. ZAR14,63*
- 4.3 $\text{R}35\,000 \div 15,28 = \$2290,58$
- 4.4 Interest rates: higher interest rates attract foreign capital and cause the exchange rate to rise
- Global events/situations such as the outbreak of the coronavirus and world-wide lock down.
 - Inflation: a country with a lower inflation rate shows a rising currency value, as its purchasing power increases relative to other currencies.

- Government debt: borrowing from other countries to make up for the lack. Nation with debt is less attractive for investors.
- Political and economic instability, unrest and strikes, political conflict, war.
- Investors' confidence: depending on strikes, investors might not want to invest in a country where there is unrest.
- Trade Balance: if a country is spending more on foreign trade than it is earning, it must borrow capital from foreign sources. This lowers the country's exchange rate
- Employment outlook of a country: an increase in unemployment indicates a slowdown in the economy.
- GDP – when the GDP rises, the value of the currency also rises, and vice versa (any 4 of these answers)

- 4.5 International travel to a country with a stronger exchange rate will mean that it is more expensive for you to travel to that country. Tourists may select other, cheaper options as a destination or stay for shorter periods of time, or visit friends and relatives, spend less.

Whereas international tourism will increase to a country with a weaker exchange rate. Tourists may stay for longer periods, spend more. That country may also experience more domestic tourism.

Also accepted: the fluctuations affect tourists' length of stay, buying power, how many activities they can participate in, the amount of local currency they receive after the exchange, if they will return to the country again in future. (4 of these points)

- 4.6 4.6.1 If the learner mentioned Paypal, Snapscan, E-wallets, etc, it will be marked right.

- 4.6.2 Disadvantages included in the responses below: (2 disadvantages marked correct)

- Electronic Fund Transfers (EFT)
need wifi connectivity, hacking/phishing is a risk
- Telegraphic Transfers (SWIFT)
high admin costs, accessibility is needed (wifi), payment takes up to 2 days to reflect,
- Bank Drafts
cannot be cancelled after delivery, subject to fraud
- Internet Payments
password threats and risk of privacy breaches, limits on amounts and time, risk of being hacked, additional cost and effort, loss of smart cards, identity theft
- Foreign Bank Notes (Cash)
can easily be stolen. Limited shopping opportunities, limited record keeping
- Credit Cards (Visa, MasterCard, American Express, Diners Club)
password threats and risk of privacy breaches, risk of being hacked, additional cost and effort, loss of smart cards, identity theft, high interest rates
- Preloaded foreign currency debit cards such as Cash Passport Card/Travel Wallet/Internal Travel Card
High admin fees, slow delivery time (card delivered by the bank), cash limits when passing through customs

QUESTION 5

- 5.1 Understand the business, and why it could fail, recognise weaknesses, Deter threats
Recognise and capitalise on opportunities and strengths, Develop, and set goals to achieve. (any 2 valid points)
- 5.2 A strength is an internal factor, a resource or having the capacity to help a business obtain its goals and an opportunity is an external factor, a situation that will potentially help the organisation/business obtain its goals.
- 5.3 Innovative product, franchise/growth potential very good. Wastepaper is plentiful, helping the environment – **i.e. it is a feasible idea**. The strengths and opportunities outweigh the weaknesses and threats. (Any 2 valid reasons given)
- 5.4 Product, – the name of the product (i.e. Joe's Paper Bricks), description of the product or service
Price, – cheap to produce, R3,00 per brick,
Place, – urban centre of Johannesburg accessible and close to paper materials
People – target market would be the tourism ventures in accommodation, food and beverage, wanting to build pop-up stalls or cubicles, staff are unemployed and unskilled workers in central Jhb,
Packaging, (candidates own creative idea)
Promotion, – franchise model can be marketed on social media, local whatsapp community groups, local newspapers, flyers, tourism publications such as "Go".
Process, the business is providing a new type of product, meeting a need, product must be of a consistent standard or quality. Candidate can also suggest delivery to potential client as part of the 'process'.
Partnership, – e.g. Eskom, any business parastatal providing essential services/supplies, advertising partnerships,
Presentation. – presented as a 'green technology', image, mission
Physical Evidence – this is the physical aspects of the business that help the customer to judge the quality of the company's product/service, such as comfortable and welcoming waiting area, colours and lighting used to create an ambiance or mood, improve the atmosphere, tangible items such as a proof of purchase, slips, brochures, cleanliness, staff image, branding. Students must describe the mix using full explanations, a quality response is required showing a sophisticated understanding of the plan. (3 points for each of the Ps)
- 5.5 5.5.1
- Payment/charging of Fair Prices for the product or service.
 - Sharing of profits.
 - Respect for human rights, culture, and environment.
 - No child, forced or otherwise exploited labour.
 - No discrimination in the workplace
 - such as gender equity, freedom of association, and any form of harassment.
 - Democracy & transparency within the organisation.
 - Safe working conditions & reasonable working hours.
 - Investment in community development projects.
 - Environmental sustainability practices.
 - HIV and AIDS awareness. Any 3.

- 5.5.2 Link any of the above mentioned to the business. *Suggestions should mention additional ideas for FTTSA compliance NOT already mentioned in the source, e.g. locals who are employed should be paid minimum wage, training and upskilling opportunities provided to local workers to improve future employment prospects, managerial positions.*
- 5.6 Create a vision and a common goal to work towards, it enhances a good work ethic amongst staff, helps to overcome ethical problems within the workplace, improves service delivery, sets the standard of the work force, creates trust from the customers' point of view. reduces confusion amongst staff regarding decision-making (any 4 points made)
- 5.7 This is technology used to mitigate or reverse the effects of human activity on the environment, to reduce the amount of waste and pollution.
- 5.8
- Competition – our technology is easy to copy. Companies with more money can be a threat to us. – response is to find sponsors, approach NPOs or NGOs for financial assistance, patent the idea and methods used.
 - Negative reaction from environmental groups who may accuse us of increasing air pollution. Response – be transparent about carbon calculations, show evidence of waste reduction, switch to renewable energy such as bio-diesel and solar power.
 - ESKOM – unreliable power supply may cause manufacturing to be interrupted, and we may not be able to meet demands on time. – response – switch to renewable energy such as bio-diesel and solar power. (any 2 thoughtful responses, one response to each threat)
 - COVID itself created an opportunity for innovation, for new ideas such as online purchasing, contactless delivery services, virtual tours.

QUESTION 6

- 6.1 A full description – student specific. Name, description
- 6.2 6.2.1 A short and catchy phrase or motto – student specific.
- 6.2.2 A short statement of why an organisation exists with its goals and an explanation of its products or services, purpose and intention.
- 6.2.3 An emblem or symbol is used to promote a business, it must be unique and memorable, the colours used attract the specific type of target market, it is invaluable in creating a recognisable brand image.
- 6.3 What differentiates this product or service from its competitors. Student specific.
- 6.4 Performance management, staff training, staff incentives, customer feedback methods, quality control checks, team-building exercises for staff motivation, meeting the customer's needs, good product, up-to-date website, competitive pricing. Team and peer reviews. (any 2 of the above strategies)
- 6.5 Clean, safe environment, easily accessible, effective Code of Conduct, ensure good word of mouth for repeat business, aim to exceed targets and have a positive impact on local community and environment.
- "Factors" from the SAG are also accepted here, such as
 - sustainable management plans, improving marketing reach for international as well as local targets, positive experience of visitors number of visitors exceeding the target of visitors; repeat visits; income generated exceeding target figures; sustainable and responsible management plans; efficiency and ethical behaviour of staff and management; considering the needs of people with disabilities; ... (any 3 points)
- 6.6 It leads to loyal customers, repeat business, Good Word of Mouth, sustainable turnover, better profit, sustainable business. (any 2 valid reasons justifying feedback)
- 6.7 6.7.1 Surveys, questionnaires, follow-up calls, feedback cards, web-based responses, mystery customers, Trip Advisor, booking sites, Hello Peter, Instagram, Twitter, reviews left by previous customers.
- 6.7.2 Response should contain points such as accessibility, convenience, anonymity. (2 valid advantages)

QUESTION 7 CONCEPT MAP

Markers must refer to the attached rubric as a guide in the mark allocation process.

Types of tourist: Leisure, adventure, eco-tourists, revenge tourists (post-covid)

Analyse the impact on the tourism industry:

Responses should contain some of these points:

Tourism volumes, both domestic and international, may increase.

May lead to a growth in demand for goods and services in the tourism industry, such as accommodation, transport and food and beverages.

This may lead to an increase in direct job opportunities in the industry,

But more often than not, lower-level positions such as maids, cooks, waiters, and bellhops are available to the local residents while upper-level and management positions are reserved for corporate immigrants (expats).

By showcasing distinct characteristics of their ways of life, history and culture, tourism can encourage the preservation of traditions which may be at risk of dying out. Local traditions and customs are kept alive because tourists enjoy traditional shows. Tourism may help to preserve these local cultures and communities, as they become a tourist attraction.

May lead to an injection of foreign investment in the host communities to spur development and further job creation, however;

Leakages: money goes out of the local economy to pay for imported items, expatriate salaries (i.e. foreign workers) or franchise fees.

And ...

In situations involving tourist-oriented corporations that return most of their profits to their own countries, the host communities are left to foot the bill for repairing the damages.

Contribution to Government Revenues through direct contributions (tax) and indirect contributions and GDP.

Analyse the impact of these attractions on the three pillars of sustainable tourism development (the TBL).

The introduction of new businesses can be economically successful (*positive point for 'economy'*) BUT environmentally destructive (*negative point for 'environment'*) additions to the tourism industry.

Tourism can bring about a real sense of pride and identity to communities.

Not only does heavy construction aid erosion (especially in tropical climates) but construction and development equal pollution.

Tourist-generated pollution comes from things such as rental car exhaust fumes and oil leaks, machinery used to build hotels, commercial airplanes, and airport construction.

To a greater extent, after the completion of construction, tourists as a group consume a tremendous number of natural resources and produce an equally tremendous amount of waste.

Over-consumption causes problems such as water shortages, frequent loss of electricity, and over-fishing of local waters.

The over-production of waste is an ever-present threat to tourist communities. This shows itself in the form of water and air pollution, litter, and the frequent overflow of sewage systems. As a result of these types of waste, many places experience loss of potable (usable, drinkable) water and loss of local animal populations.

The degradation of local infrastructure results from the heavy traffic of cars and tour buses. Development of land also causes land prices to rise so that local residents cannot afford to buy. Most tourists are oblivious to the extent of the impact they have on their host community.

Even a very conscientious traveller can bring infection and disease to a host destination.

Tourism provides financial support for the conservation of ecosystems and natural resource management, making the destination more authentic and desirable to visitors. It also adds more value to the local tourism business.

Things as simple and thoughtless as a tourist walking through a local market in little more than a bathing suit, not only offend, but contribute to the undermining of social standards. This type of tourist behaviour demonstrates a lack of respect for the local culture. As local residents witness this lack of respect, they also witness the fact that many of the tourists are enjoying luxuries (i.e. heated water for bathing) that are not available to them. The combination of these things can cause tension between the local residents and the tourist population.

Often there is an increase in crime, mostly in the way of petty theft and pick pocketing, but sometimes sexual assault.

The possible substitution of a 'monoculture' as Westernised goods, services, and ideas are imported into the host destination may occur.

Tourism can provide jobs and improve the wealth of an area. Many developing countries are keen to develop tourism in order to become richer and to improve the quality of life for their people.

Greater demand for local food and crafts, music and souvenirs lead to economic linkages.

Overcrowding and traffic jams.

Prices increase in local shops as tourists are often wealthier than the local population.

The money that tourism brings in can be used to improve the infrastructure of the area.

The tourism industry provides an important impetus to growth in other sectors such as agriculture, transportation, retailing and manufacturing and is therefore seen as a key ingredient of economic development (multiplier effect). The multiplier effect takes place when spending is circulated throughout an economy into other industries that rely on tourism, such as fuel industry, agricultural industry.

It is one of the major foreign exchange earners and main growth sector for many countries especially developing countries that are rich in natural and cultural resources.

Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport network, which can improve the quality of life for residents as well as facilitate tourism.

Tourism encourages small businesses and entrepreneurs to develop.

Construction jobs: the building of hotels and tourist infrastructure creates jobs that go to local people (although temporary)

Low-income customers: mass tourism tends to be aimed at low- and middle-income customers, who do not spend as much as wealthy tourists.

New leisure facilities are opened for tourists, but are often available for the local population to use, e.g. water park.

New skills: the arrival of tourists mean that local people must develop new skills, perhaps understanding and use of languages.

Loss of land: New developments need land; buying it from local farmers. Local food production decreases – unsustainable.

Imported foods: Tourists often will only eat imported food rather than local food, meaning that local farmers rarely benefit.

Damage to the natural environment, e.g. footpath erosion, litter, habitats destroyed to build hotels.

Determine the role of FTTSA, CSR/CSI and 'adaptive reuse' (also known as 'repurposing' or 'upcycling') in sustainable and responsible tourism development.

Each of these organisations/practices encourages community development, fair practice, a respect for the environment, less waste/reduction in waste, corporate and community buy-in, marketing and awareness of good governance (any 4 valid descriptions of the importance of these organisations/practices).

QUESTION 8 EXTENDED WRITING

Markers must refer to the attached rubric as a guide in the mark allocation process.

Provide a detailed description of the task and the goals of the team.

Description of the task of the IRT must be believable, and Role the students played in this task.

Provide a description of the role you played in the team

Description of candidate's role must be included, detailed and believable. **Strengths and weaknesses** are student specific. Must be clear on how these factors impacted on the performance of the team.

Critically evaluate any five aspects of the staff image that impacted the professional image of your team.

Detailed unpacking of the five aspects of staff image (*Uniforms/dress code; grooming; hygiene; interaction with customers; communication (both verbal and non-verbal)*) with specific reference to the team involved, examples given.

Provide an honest evaluation of your strengths and weaknesses and how your contribution affected the team's performance.

Candidate has provided an honest evaluation of strengths and weaknesses, own contribution affecting team's performance analysed. Both positive and negative aspects described.

Relate your group's behaviour in each of the five stages in the formation of a team. Explain how the behaviour affected the team's performance in achieving its goals.

Candidate names all five stages in team formation, shows an ability to objectively relate behaviour in each stage and an understanding of impact on team performance. Five stages of the formation of a team: Forming, Storming, Norming, Performing and Adjourning. The selection of three specific stages and full explanation must show understanding and how these stages were most productive in terms of accomplishing the task/goal.

Reflect on any recommendations that may improve the success of the team in future group tasks.

Three relevant and meaningful recommendations provided that relate to the behaviour of the team. Examples such as create clear goals at the outset, role differentiation to allow team members to get the job done faster and allow specialisation, manage conflict in a fair and equitable way (any valid responses relating to barriers to team performance. Some of these may include:

- Defeatists who feel that the problem is too big, and sometimes demoralise the group and sabotage the group process;
- Stars who have to be in the limelight all the time, even when not making a contribution;
- Storytellers who keep lapsing into asides and irrelevant conversations;
- Clowns who just want to get attention and laughs;
- Dominators who want to run things more than they want to solve the problem;
- Conflict;
- Poor communication;
- No clear direction or support;
- Duplication of efforts.

Total: 200 marks