



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2011

TOURISM

MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines were used as the basis for the official IEB marking session. They were prepared for use by examiners and sub-examiners, all of whom were required to attend a rigorous standardisation meeting to ensure that the guidelines were consistently and fairly interpreted and applied in the marking of candidates' scripts.

At standardisation meetings, decisions are taken regarding the allocation of marks in the interests of fairness to all candidates in the context of an entirely summative assessment.

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, and different interpretations of the application thereof. Hence, the specific mark allocations have been omitted.

QUESTION 1**LO 1: AS 2**

- 1.1 The writer is referring to the Apartheid Laws by which SA were governed prior to 1994. HDIs could not participate in the tourism industry either in managerial or ownership positions. Due to the discriminating laws of the country they were also excluded from visiting the different attractions and activities available. Many potential tourists chose other destinations, as they did not feel safe to visit SA due to the country being under a 'a state of emergency' with the uprisings and protests. Many other countries boycotted SA and sanctions were put in place against SA in order to put an end to the discriminating laws of the country. Tourism has also been inadequately resourced and funded. Tourism education, training and awareness was inadequate. There was no/very little international investment in the country. People were not that aware of the protection and conservation of the environment.
(Any 8 substantial facts) (8)
- 1.2 Nelson Mandela's release and our first democratic election. (2)
- 1.3
- Poverty Relief Programme
 - Domestic Tourism Growth Strategy (DTGS)
 - BEE (Black Economic Empowerment) Charter/BBBEE (Broad Based Black Economic Empowerment) **[either one, not both]**
 - The Tourism Community Roadshow
 - The BEE Tourism Scorecard (5)

LO 3: AS 4

- 1.4
- Increase in tourist volume
 - Increase in tourist spending
 - Increase length of stay
 - Improve geographic spread
 - Improve seasonality patterns
 - Promote transformation (6)
- 1.5 1.5.1 SATourism cannot focus their marketing strategies on new markets only and neglect the existing markets or vice versa. A balance should be maintained at all times to ensure that they achieve the desired outcomes. (2)
- 1.5.2 **Existing markets:** Europe/USA **New markets:** China/South America
Candidates may come up with other examples. Please consider it carefully and mark accordingly. They may mention specific countries in Europe or South America. (2)
- [25]**

QUESTION 2**LO 2: AS 1****2.1 Environmental factors:** (1)

- Preserving and protecting the biodiversity of the Park.
 - Restoration project for the mountain – planting of trees.
 - Everything was destroyed after the civil war. No animals were left. The Park is being restored and the animals are returning, e.g. impala and predators.
- (Any 1) (1)

Economic factors: (1)

- Local people getting jobs. Multiplier effect can take place.
 - Hotels and lodges will provide jobs for locals, as tourists need the accommodation.
 - Investment. Multimillion Dollar commitment from Carr.
- (Any 1) (1)

Social factors: (1)

- Carr's respect for the local people and making them a part of the project.
 - Instilling pride in their country and national park.
 - Employment will result in raising of the standard of living.
- (Any 1) (1)

LO 3: AS 3**2.2 Health:**

- **NB. No yellow fever vaccination certificate will be needed, as the person comes directly from England.**
- **Mozambique is a malaria area** from November – May/June. The tourist will have to take the necessary precautions.
- **Cholera may be contracted** when drinking water or eating contaminated food. Make enquiries about possible cholera outbreaks.
- Tourists must be aware of **the possibility of contracting bilharzia**, which may be present in some rivers, standing water in lakes, dams and rivers. (3)

Travel entry documents:

- **A valid passport**
- The tourist is from England and will also need **a visa** (2)

Responsible behaviour:

- Treat members of the host community with respect.
- Support the local businesses.
- Take care of the environment by minimising pollution – noise, waste disposal.
- Support Fair Trade products. It promotes sustainability and guards against exploitation of the local manufacturers.

Marker uses own discretion. Any valid examples under safety and responsible behaviour may be accepted. (4)

LO 3: AS 1

2.3 2.3.1 Mozambique Perth
+2 +8 + 1 hour DST = +9

= 7 hours difference

18:00 – 7 hours = 11:00 the same day (12 January) (5)

2.3.2 Certain countries adjust their standard time for part of the year mainly for **economic reasons**. It is done to **take advantage of available natural light**. It is done during **spring and summer** when the **clocks are set one hour forward from official standard time** and **set back in autumn and winter**. **Australia makes use of DST** during spring and summer. (5)

LO 1: AS 3

2.4 2.4.1 Sectors:

- Attraction sector
- Accommodation sector
- Transport sector
- Travel organisers sector
- Industrial and commercial sector
- Destination organisation sector

(1 mark for each sector)

Careers/job opportunities: the learner has to identify and name TWO different careers/jobs from the two different sectors, which they have mentioned.

(1 mark for each different and applicable career/job per sector) (4)

2.4.2 A career path is a **logical progression from one position to the next**. A new position is reached through **experience, correct training, upgrading of qualifications** (full/part time courses through universities/ colleges) and **promotions**. (Any 4) (4)

LO 2: AS 2

2.5 2.5.1 Its aim is **to focus the world's attention on and direct action toward meeting difficult challenges, including the following:**

- Improving people's lives
- Conserving our natural resources in a world that is growing in population
- The ever increasing demands for food, water, shelter, sanitation, energy, health services and economic security
- To meet the needs of the present generation without compromising the needs of future generations
- Sustainable and responsible utilisation of resources, e.g. recycling, waste disposal, etc.

(Any 4) (4)

2.5.2 The Gorongosa National Park has begun a **restoration project for the mountain** and is teaching the locals about **sustainable farming** and looking after the environment as they are **replanting trees** on the slopes of the mountains.

On the wildlife front, they are **reintroducing hundreds of Cape buffalo** along with **elephants, hippos and wildebeest**. With **increased security against poachers**, animals like **impala are coming back and breeding contentedly**, which in turn tempts **predators to return**.

(Any 3)

(3)

LO 4: AS 5

2.6 2.6.1 A CRS is a comprehensive **information and booking system** used by **travel agents and tour operators around the world**.

(2)

2.6.2 A GDS is a **worldwide network that provides CRSs** in different countries to sell **airline tickets and related products such as accommodation and car hire**. Examples are: Amadeus/Sabre/ Worldspan/Galileo

(3)

LO 1: AS 1

2.7 **Excellent customer delivery:**

- High standards of customer service can **benefit the customers, staff and Park**.
- It benefits the **economy of the destination area as the multiplier effect** kicks in.
- **Increases the GDP** of Mozambique.
- **Development of infrastructure**.
- **Positive word of mouth (WOM)**.
- **Job creation** due to **repeat business and new customers**.
- **Poverty alleviation around the Park**.

(Any 5 valid points)

(5)

Poor customer delivery:

- **Customers are unhappy, staff members are demotivated** and the **Park's image is tarnished**.
- **Local economy around the Park suffers**.
- Mozambique **loses valuable foreign exchange** and **GDP decreases**.
- **Negative word of mouth**.
- **No repeat or new business**.
- **Park infrastructure cannot be maintained or developed**.
- Locals may **lose their jobs**.
- **No new job opportunities**.
- **Businesses may have to close down**.

(Any 5 valid points)

(5)

Learners have to address **both** excellent and poor service delivery.

[55]

LO 2: AS 3**QUESTION 3**

3.1

- **Product:** the nature of the product/business/venture
- **Place:** where the business will be located
- **Price:** the price one would charge for the service offered
- **Promotion:** how one would market the product
- **People:** who will be buying from you (5 × 2 = 10)

3.2 Learners have to:

- Give the **name of the product** (1)
- Describe the product: **appearance** (1)
- Describe the **location** (1)
- Mention the **target market** (1)
- State what the **unique selling point** is (1)

3.3 Learners have to list the **Strengths, Weaknesses, Opportunities and Threats** of this venture/product. (4)

They should list 4 under each heading. If however they have, for example, 3 weaknesses and 5 strengths it is acceptable. Marker uses own discretion. (16)

LO 2 AS 4

- 3.4.1 C (e)
 - 3.4.2 D (b)
 - 3.4.3 B (d)
 - 3.4.4 A (c)
 - 3.4.5 F (a) (10)
- [45]**

LO 4: AS 1,2

QUESTION 4

Rubric for marking the concept map:

Criteria	4	3	2	1	0	Possible score
Different expectations and needs of customers	5 – 7 different expectations and needs mentioned.	3 – 4 different expectations and needs mentioned.	Only 2 mentioned.	Only 1 mentioned.	None mentioned.	4
Methods to measure customer feedback	5 – 7 formal and informal methods mentioned.	3 – 4 formal and informal methods mentioned.	Only 2 mentioned or only formal or only informal methods mentioned.	Only 1 method (formal or informal) mentioned.	None mentioned.	4
Examples of where and when methods are used	5 – 7 formal and informal examples mentioned.	3 – 4 formal and informal examples mentioned.	Only 2 examples mentioned or only formal or only informal examples mentioned.	Only 1 example (formal or informal) mentioned.	None mentioned.	4
Benefits of customer feedback	5 or more benefits mentioned.	3 – 4 benefits mentioned.	Only 2 mentioned.	Only 1 mentioned.	No benefits mentioned.	4
Links indicating interrelationship		All the possible links are indicated with a sense of their complexity.	Most links are indicated.	Only some links are indicated.	No links made.	3
Layout of concept map, key and different colours used		Layout presented in a sophisticated and exceptionally logical manner with key and different colours used. × 2	Layout presented in a logical manner with key and different colours used. × 2	Layout presented in a clear manner, but either no key or no colours used. × 1	Layout makes no sense. No key and no colours used. × 0	6

[25]

Different expectations and needs:

Any suitable example

- Halaal food for Muslim people
- Kosher food for Jewish people
- Vegetarian food for people who do not eat meat
- Wheelchair facilities for people with disabilities
- Customers with language barriers – cannot speak English and might need a translator
- Business tourists might need the Internet to continue their business
- World travellers might have very high expectations of service quality and luxury as they are used to the best

Methods to measure feedback:

Formal feedback:

- Customer surveys
- Customer (complaints) records
- Suggestion boxes
- Focus groups
- Mystery customers
- Observation
- Follow-up phone calls

Informal feedback:

- Spontaneous comments as a vital source of information
- Feedback can come through customers, staff, management and non-users of organisation
- Staff meetings
- Staff may hear customers talking or may receive suggestions directly from them
- Managers observing service delivery and/or visiting other branches or similar organisations to observe
- Interview people on street or shopping centre and ask them why they use or do not use organisation

Examples of where and when certain methods are used:

- Manager moves amongst tables in a restaurant and asks customers if they are happy with the service while they are busy with their meals
- Suggestion box in reception areas. Customers can make suggestions or complain about service delivery

Marker uses own discretion, as there are many different options. Reward any valid, practical example.

Benefits of customer feedback:

- Helping tourism organisations to evaluate and monitor their standard of customer service delivery.
- Identify areas and opportunities to improve on customer service.
- It can be very motivating to staff when they know that the customers think they are doing a good job.
- Customers appreciate the fact that their input is valuable and this will result in good WOM, which will attract new customers and ensure repeat business.
- Keeping records of customer complaints is important so that managers can assess the situation to see if corrective action is necessary in particular areas.
- Anonymous feedback is often very helpful as customers are brutally honest and problem areas/staff can be sorted out.
- The reputation of tourism organisations will be affected positively if they have a complaints-handling system in place.
- It keeps the staff on their toes so that they will deliver the best service possible.

LO 3: AS 6

QUESTION 5

- 5.1 Egypt. (1)
 One of the ancient wonders of the world, the pyramids and sphinx at Giza; the Valley of the Kings; cruising on the Nile, deep sea diving in the Red Sea, etc. (1)
 Marker uses own discretion. (1)
- 5.2 Tourists do not want to visit destinations where they **will feel unsafe**. This could result in **tourist cancellations** worth millions/billions. This would result in the country **losing foreign currency**, which is vital to keep the tourism industry going. Accommodation facilities, airlines, attractions and all other suppliers could **lose business**. Many local people might **lose their jobs and income**. This might result in **extreme poverty and a dropping in the standard of living** of the local people. The worst case scenario is the tourism industry in this country could **collapse**. (any 7) [9]

LO 3: AS 5

QUESTION 6

- 6.1 Pakistan. The Pakistan Rupee has the lowest value to the South African Rand. (2)
- 6.2 The United Kingdom/England. The British Pound has the highest value to the Rand. (2)
- 6.3 $2\,485 \times 9,85997$ (old exchange rate) **versus** $2\,485 \times 9,64523$ (new exchange rate)
 = R 24 502.03 = R 23 968.40
- His financial state was influenced **negatively** as he got less money when he exchanged the €2 485 for ZAR. **The value of the Euro decreased.** (4)
- 6.4 $8\,000 \times 2 = R16\,000$ $8\,000$ divided by $0,19899$
 $16\,000$ divided by $0,19899$ **or** $= 40\,203.025 \times 2$
 = MZM 80 406.05 = MZM 80 406.05 (3)
 [11]

LO 4: AS 3, 4

QUESTION 7

Marking rubric for essay:

Criteria	4	3	2	1	0	Possible score
Organisation of information	Very well organised with well-linked and well-constructed paragraphs.	Organised, with well-constructed paragraphs.	Organised, but paragraphs are not well constructed.		Disorganised.	4
Quality of information	Clearly relates to topic; includes several supporting details and/or examples. × 3	Clearly relates to essay topic and includes 1 – 2 supporting details and/or examples. × 3	Relates to essay topic, but no detail and/or examples given. × 3	Has little to do with essay topic. × 1	Information not worth noting. × 0	4 × 3 = 12
Amount of information	All of the bullets in marking guidelines are addressed. × 2	5 – 6 of the bullets are addressed. × 2	3 – 4 of the bullets are addressed. × 2	1 – 2 of the bullets are addressed. × 1	None of the bullets is addressed. × 0	4 × 2 = 8
Mechanics	No grammatical, spelling and/or punctuation errors.	One or two grammatical, spelling and/or punctuation errors.	Only a few grammatical, spelling and/or punctuation errors.		Many grammatical, spelling and/or punctuation errors.	4
Suitable title for essay			Suitable and relevant title.	Title not suitable.	No title.	2

[30]

Total: 200 marks