



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2012

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

LO 1 AS 2

1.1 Pre 1994:

- Political history of the country – Apartheid laws
- Due to Apartheid HDIs were excluded from participating either as tourists or as managers/owners of tourism related businesses
- South Africa was mainly known as a Wildlife destination
- Many sanctions against SA because of the discriminatory laws, banning of political parties and imprisonment of Nelson Mandela
- People did not want to visit SA because of the sanctions as well as the political instability/unrest e.g. SOWETO uprising.
- SA could not compare with other countries in the world as the service delivery was not up to standard
- The previous government did not put effort into marketing/promoting SA as a tourist destination.
- International investors were not interested in investing in the country because of the Apartheid laws

Post 1994:

- Nelson Mandela was released from prison and the first democratic election took place in 1994.
- Previously disadvantaged individuals were now allowed to take part as tourists as well as managers and owners of tourism related businesses.
- South Africa became known as a destination with a variety of diverse attractions and cultures.
- Many tourists from other countries came to visit SA as the Apartheid laws were abolished.
- Tourism related businesses increased and with this a greater awareness of excellent service delivery.
- SA became a well-known destination because of its history and the icon, Nelson Mandela. SA is now promoted as a world class destination.

(Any 6 from first group, and 6 from second group = 12)

LO 1 AS 2

1.2 The former DEAT's goal was to ensure that all citizens in SA have equal access to tourism services both as consumers and providers. Therefore they put a number of strategies in place to rectify past imbalances:

- TEP
- The Tourism BEE Charter and scorecard
- Poverty Relief Programme
- With SATourism DTGS: (Domestic Tourism Growth Strategy)
- Tourism Community Road show
- BBBEE Broad Based Black Economic Empowerment

If the learner gives the correct description of a particular strategy, but not the name of the strategy, the mark can be awarded

(ANY 5)

LO 3 AS 4

- 1.3 SATourism is the country's national tourism organisation (NTO). Its role is to market the country to tourism mediators such as tour operators and travel agents and individual tourists. Aim at international and domestic tourists. Work closely with NTO's from all the other SADC countries to promote Southern Africa as a destination. Do research on new and existing markets. Promote sustainable and responsible Tourism practices. (4)

LO 3 AS 4

- 1.4 **Africa/Kenya/Nigeria** showing a strong growth in arrivals to SA, but has mostly been a purpose-based travel market up to now. SATourism has a strategy in place to market SA as a truly holistic destination, which will include leisure-driven marketing.
USA For US travellers the most powerful experiences are to discover something new, whether it is the landscape, a culture, an adventure, etc. On <southafrica.net> they promote all the irresistible experiences one can think of in our country, e.g. cage diving, canopy tours.
Or any other reasonable answer for other countries targeted by SATourism. Learners may include any new versus existing markets and the need to market each one differently. Use own discretion. (2 × 2)

[25]

QUESTION 2

LO 2 AS 4

- 2.1 The USP (Unique Selling Point/Proposition) of Dinokeng lies in the diversity of its attractions. In the Dinokeng area there are more than 275 tourist attractions one can visit. Craft shops, galleries and art studios are common and would appeal to cultural and leisure tourists. Dinokeng is also home to theatres, a winery and an open-air museum. The diamond outlets and town of Cullinan are rich in the history of the area. Township tours and shebeen (tavern) routes in neighbouring communities involve the tourist in the activities of the local communities, which are rich and authentic experiences. For eco tourists the variety in fauna (big 5 and other animal species) and flora is a big plus. There are various options available for tourists who want to stay for longer than a day. The fact that Dinokeng is so close to Johannesburg and Pretoria makes it easy for tourists who come for business or other purposes to pay a visit. It is also very accessible for domestic tourists who want to experience many different things in one visit. The fact that there is such a variety of activities and things to see means that Dinokeng is able to appeal to more than one segment of the global as well as the domestic markets. (10)

The marker needs to use his/her own discretion when marking as no two answers will be exactly the same. Remember that it is the HOW that needs to be addressed.

LO 2 AS 4

- 2.2
- The accessibility of the destination. So close to Johannesburg and Pretoria
 - The Big 5 Game Reserve – not common in Gauteng
 - The many (275 different) attractions in close proximity of one other
 - Botswana, Bapedi cultures
 - Cullinan where the world’s biggest diamond was found
 - Olifants and Limpopo rivers
- Or any other reasonable ideas from the text** (3)

LO 3 AS 3

- 2.3 2.3.1 When interacting with the local community:
- Be courteous and respectful at all times
 - Do research about the cultures and respect their beliefs and traditions
 - Ask permission if you want to take photographs of them/with them
 - Support the local businesses (Any 3 valid points)
- When in high risk areas:
- Do not walk alone at night or in remote areas
 - Do not carry valuables with you
 - Do not carry a lot of cash with you
 - Do not look too obviously like a tourist; you might be an easy target (Any 3 valid points)
- 2.3.2 Malaria – **no** It is not a malaria area.
 Bilharzias – can be a possibility If the tourist swims or wades in still water (dams) or slow-moving rivers that contain contaminated water. (2 × 2)

LO 3 AS 1

- 2.4 2.4.1 Vancouver South Africa
-8 + 1hour DST **+2**
9 hours difference
 20:30 + 9
 = **5:30 on 17 June** = 05:30 on 17 June (5)
- 2.4.2 **Yes**, Mr. Smith probably will suffer from jet lag. He has to fly across many time zones. or **No**, Mr Smith could have taken something to prevent/avoid jet lag and not all people suffer from jet lag. (2)
- 2.4.3 Time zones are **artificial divisions** of the world's surface into **24 hour time bands**. The **sun rises first** in the eastern countries and then in the western countries. The **time difference** between one time zone and the next is exactly 1 hour to **standardise** the way in which each country's local time is expressed. International dateline and / Greenwich Meridian and explanation thereof. Arrival and departure time. Business hours. (Any 5)

LO 2 AS 2

- 2.5 2.5.1 WSSD (World Summit on Sustainable Development 2002)
 WWF (World Wildlife Fund)
 Agenda 21 (Any 2)

2.5.2 Johannesburg Summit 2002: The **World Summit on Sustainable Development** brought together tens of thousands of participants to focus the world's attention and direct action toward meeting difficult challenges, including improving people's lives and conserving our natural resources for future generations in a world that is growing in population, with ever-increasing demands for food, water, shelter, sanitation, energy, health services and economic security. (2)

- The World Wildlife Fund aims to **conserve** the biodiversity; endangered wildlife (rhino), species, habitats and ecosystems of South Africa.
- The WSSD ensures natural ecosystems and their services are appropriately valued and integrated into **sustainable development**. (2)

LO 1 AS 3

2.6 2.6.1 The young person has to have some **training** before s/he could become a game ranger. S/he can do more **training** and with **experience** after a while be **promoted** to the **manager of the game rangers**. S/he can with experience become **the manager** of the Game Reserve. S/he can **buy shares** in the Game Reserve. (Any logical pathway 5)

2.6.2 S/he should:

- Love nature and working outdoors
- Enjoy interacting with people
- Not be scared of wild animals/handling and using a rifle
- Be passionate about conservation
- Good communication skills and language ability. (Any 3 valid points)

2.6.3

- The game rangers and tour guides should always wear the correct uniform.
- They should answer tourists' questions about the fauna, flora and history of the area as they have been trained to do.
- They should always remember that the tourists' safety and wellbeing is their top priority.
- They must always treat every tourist with the utmost respect.
- They must be punctual for shifts.
- The game rangers and tour guides are not allowed to smoke in public areas.
- Drinking during work hours will lead to a disciplinary hearing. (Any 6 valid points)

LO 3 AS 5

2.7 2.7.1 The Egyptian Pound One Egyptian pound costs only 79c (2)

2.7.2 The British Pound One British Pound costs R11, 97 (2)

2.7.3 $ZAR\ 23\ 000 \div 7,6129$
= Canadian \$ 3 021,19 (3)

2.7.4 $Pula\ 12\ 500 \times 0,9507$
= ZAR 11 883,75 (3)

2.8 ZAR 3895 ÷ 7,6129 vs. ZAR 3895 ÷ 7,4389
 = Canadian \$ 511,63 = Canadian \$ 523,60
 He will benefit from the new exchange rate, as the Canadian \$ decreased against
 the Rand.

(3)
 [68]

QUESTION 3

LO 4 AS 5

3.1 D 3.2 E 3.3 B 3.4 A 3.5 F

[5]

QUESTION 4

LO 3 AS 6

4.1 With 205 nations taking part in the Olympics, thousands of tourists will visit England and more specifically London. The economy will be boosted tremendously as foreign currency is injected into the country/city. The multiplier effect will take place as money spent in the area will create jobs, which in turn creates demand for other products and services in the local economy. The media will cover the Games extensively thus creating an even bigger awareness of London as a tourist destination. The many attractions in London and England as well as the rich history of the country might be a strong motivation for some tourists to attend the Olympics. On the other hand so many tourists may exceed the carrying capacity of some of the infrastructure in London, which may cause problems. Human trafficking may occur prior to the Games in order to provide the sexual needs of a percentage of tourists. Crime may occur as criminals are aware of the increase in tourists to the area, e.g. drug trafficking, robberies and other illegal trade. **If the learner only mentioned positive impacts and no negative impacts the marker should not award more than 8 marks as it is an evaluation question.**

(Any 10 valid points)

- 4.2 • The floods in Australia (2011)
 • The earthquakes in New Zealand (2011)
 • The political unrest in Egypt (2011)
 • **Cyclone Funso**
 • **The Global Recession**
 • **The violent strikes in South Africa**
 • **Hurricane Sandy**

(There are many more. Any 3)

4.3 LO 3 AS 1

Many countries in the world apply DST for **economic reasons**. They **adjust their standard time** for part of the year, usually **in spring when they put their clocks one hour forward** and **back again in autumn**. **Extra daylight time is added** at the end of the working day.

Any 4 valid points

(4)

4.4 Yes.

(1)

- 4.5 The tourists will have to make sure that they adjust their clocks and make sure that they have the correct arrival and departure times. (2)

LO 4 AS 1

- 4.6 4.6.1 Cultural needs, e.g. Muslim tourists eat Halaal food and need prayer facilities.
Some tourists may not be able to speak English and would need translators.
Jewish tourists eat kosher food.

Disabled people will need special facilities, e.g. ramps, lifts, special toilet facilities.

Any 4 reasonable expectations/needs

- 4.6.2 Service providers should employ people who can be used as translators.
They should see to it that they have facilities for disabled people.
Train their employees to respect people from other cultures and not to generalise and stereotype.

(Marker uses own discretion. Any 3 valid points)

[27]

QUESTION 5

LO 2 AS 1

SUSTAINABLE AND RESPONSIBLE DEVELOPMENT

ECONOMIC FACTORS

- Gauteng Government implemented a **strategic economic investment initiative** to boost tourism in the region
- **More than 275 tourist attractions** where tourists will spend money
- Not exclusively a tourism destination, but rather a social and **economic** core that will benefit the region
- A **Blue IQ initiative** established by the provincial government
- **Close to urban Gauteng** – Johannesburg is **the economic hub of SA**
- Project aims to **promote economic growth and job creation**
- The entire reserve is made up of **individually owned land**

ENVIRONMENTAL FACTORS

- 280 000 ha area **rich in fauna and flora** of Africa
- The catchment area of the **Olifants and Limpopo rivers**
- Historically used for farming, but now **converted into an eco-tourism destination**
- Developed into a **functioning Big 5 Game Reserve**
- **Variety of animals** as well as **numerous bird species**
- Historic town of Cullinan (**diamond outlets**)
- An adventure camp for schools that provides **environmental education**
- **Conserving and developing the historical and natural heritage** of the area
- A sedate getaway where one can enjoy the **peace and quiet of nature**

SOCIAL FACTORS

- The 275+ tourist attractions **created jobs/entrepreneurial opportunities** for the local community
- **Authentic experiences of local culture/s** through the township and shebeen tours
- The **landowners, local communities and government work together** therefore the locals are part of the development process
- The DGR is not exclusively a tourism destination, but rather a **social** and economic core that will benefit the region
- The project will have **huge benefits to the local communities** and will contribute to the **overall improvement of the quality of life** of disadvantaged rural communities
- Aims to **promote job creation and social upliftment** through conserving and developing the **historical and cultural heritage** of the area
- Hospitality of the land is matched by the warmth of its people
- The residents are passionate about Dinokeng's many treasures

Links should indicate and explain the interrelationships among the three factors, e.g. job creation will benefit the area not only economically, but also socially, as the standard of living of the local community will be raised. Because of the job creation and training of the employees they will be proud of their destination and will therefore take better care of their environment and heritage.

The marker needs to use his/her own discretion when marking as no two learners will explain the links in exactly the same manner.

Rubric for marking the concept map

Criteria	4	3	2	1	0	Possible score
All THREE factors of responsible and sustainable development are mentioned		All THREE factors are mentioned.	Only TWO factors are mentioned.	Only ONE factor is mentioned.	None is mentioned.	3
Examples of each factor	A range of examples (FIVE to SEVEN) is mentioned for each factor. ×2	THREE to FOUR examples are mentioned for each factor. ×2	Only TWO examples are mentioned for each factor. ×2	Only ONE example is mentioned for each factor. ×1	None is mentioned.	4 × 2
Links indicating interrelationships with explanation		All the possible links are indicated with an explanation. ×2	Most links are indicated with an explanation. ×2	Only some links are indicated or no explanation for link(s). ×1	No links made.	3 × 2
Layout of concept map, key and different colours used		Layout presented in a sophisticated and exceptionally logical manner with key and different colours used.	Layout presented in a logical manner with key and different colours used.	Layout presented in a clear manner, but either no key or no colours used.	Layout makes no sense. No key and no colours used.	3

[20]

QUESTION 6

LO 2 AS 3

- 6.1 The San people produce authentic products which truly represent their culture (San designs) and they use traditional materials. It needed to be market-tested. **Any valid explanation (3)**

6.2 **Strengths: (are internal)**

- Awe-inspiring craft skills and creativity
- They use traditional materials, techniques and tools (which are often handmade)
- Up-market range, assisted by a goldsmith and jeweller
- Because of the excellent craftsmanship and good quality of materials (first market-tested) the products are good value for money
- The selling of these products finances community development initiatives identified and prioritised by the San communities themselves
- There is a variety of products available: jewellery, bags, belts, throws and cushions
- It is the ideal gift/souvenir for overseas tourists as it ranges from very small to medium sized products, which can easily be transported. **(Any 5)**

Opportunities: (are external)

- The products are of such outstanding quality that they can be showcased and sold at top tourist venues, e.g. Cape Town's Waterfront and OR Tambo Airport
- The marketing of these products will create an awareness of the importance and significance of the San culture
- It will create an opportunity for the remaining ±100 000 scattered Bushmen to become a part of the first-market economy
- This project promises a better life for southern Africa's embattled Bushmen
- The San people are a part of the development of this project, therefore they are empowered to dream bigger and do better
- As the demand for these products grows, more and more people can be employed and become self-sufficient
- Their products can be showcased at other top tourist venues, e.g. Sandton City, Sun City and even overseas **(Any 5)**

LO 2 AS 4

- 6.3
- Internet: Create a web page with all the relevant information on and detail about the /A!kunta project
 - Fax machine: To send letters and important documents to the different role players
 - Computer emails: to send documents, pictures to the dealers and other role players
 - Photocopy machines: to make copies of important documents, contracts, etc.
 - Cellphones: to communicate with the different role players and consumers
 - Computer: to design brochures, magazine ads, etc. **(5 × 2)**
- 6.4 Inbound tourists, outbound tourists and domestic tourists, interested in arts and crafts /who want to buy a gift/ souvenir that is truly South African **(Any 2)**
[25]

QUESTION 7

LO 1 AS 1; LO 4 AS 2; LO 4 AS 3; LO 4 AS 4

- **Impact of service delivery on the profitability of a tourism business:**
Excellent service delivery will result in **good word of mouth**, which will result in **more tourists/customers**. More customers equal **more income** and the **business will make a profit**.

- **Strategies to achieve and maintain quality service in a tourism business:**
Employers need to ensure that they appoint **the right person for the job**, i.e. **the selection process** is very important, e.g. one cannot appoint someone to be a receptionist if the person does not like working with people or does not have good administration skills.
Employers need to ensure that the employees get the **necessary training** and training on an ongoing basis will ensure that the employees stay on top of it.
Supervision is important to make sure that the employees are doing what is expected of them e.g. if the manager of a business is never around it will create an atmosphere of anything goes.
The management/owner can give **incentives** to the employees in order to motivate them always to give of their best, e.g. choose an employee of the month and put his/her photo up on the wall.
Many tourism businesses have **specific criteria that help them assess the quality of service** they provide. **Benchmarking** can be used to assess the quality of service as well as a set of quality criteria, e.g. reliability, value for money, provision for individual needs, etc.

- **Teamwork in a tourism business:**
Customer service is very much a team effort and it is vital that **all team members recognise the importance of their contribution** to deliver service that will exceed the customer's expectations, e.g. tourists staying in a beautiful guest house might go away not feeling satisfied if their rooms were not cleaned properly or if the food was not up to standard.
There are a few **factors which will have an effect on team performance**, e.g. **communication**. Every team member should have good listening and speaking skills. **Group motivation** is also essential, e.g. if the team is successful the group will be motivated to do even better. The team leader should always give credit and praise for jobs well done. **Leadership** is important, e.g. the best possible person should be appointed as team leader. This person should accept the challenge and responsibility of leading the team and should attempt not to dominate the team.
Working together in the same workspace will inevitably result in disagreements at some or other point. It is therefore vital that **conflict resolution** should take place in the appropriate manner. Conflict in teams can result in poor levels of customer service, high staff turnover, reduced staff morale and commitment and reduced profits.
Team performance should be **evaluated** regularly, e.g. during a meeting each team member can complete an evaluation checklist. Team debriefing sessions as well as self-appraisal and peer assessments can be used to evaluate team performance.

- **Customer feedback for business success in tourism:**
Measuring customer service is a fundamental part of any tourism business. The common objectives of customer service will always be to satisfy customer's needs and wants, to increase repeat business, to gain competitive advantage and to draw new customers. If there is no feedback on customer service delivery a business can easily fail to attain the above mentioned objectives, which can result in the business closing down.

- **Methods to measure customer satisfaction in a tourism business:**
There are **different feedback methods** which can be used by tourism businesses, e.g. **formal feedback and informal feedback**. Examples of formal feedback might include the following: **customer surveys, suggestion boxes, mystery customers, follow-up phone calls or visits**, etc. Informal feedback is spontaneous and usually comes in the form of complaints and praise and can come from a number of sources, e.g. **from customers, from staff members, from management and from non-users**.
- **Impact of improved tourism business success on economic growth:**
A successful tourism business **will result in repeat and new customers** as good word of mouth spreads. This will result in **more income, which will result in the multiplier effect**. The multiplier effect refers to money spent in a particular area that **creates jobs, which in turn creates demands for other products and services in the local economy**, e.g. the local people can now afford to send their children to good schools, to attend extra classes or to participate in extracurricular cultural or sports activities.
- **Impact of improved tourism business success on community development:**
As a result of the multiplier effect in a certain area the **standard of living of the local community will rise**. It **builds pride** within the community and they buy into the different tourism ventures, are **more aware of conservation of their natural and other resources**. Educational programmes and training will make them **knowledgeable about the history and heritage of the area**, which can then be conveyed to the tourists/customers. As more money enters the area, infrastructure can be maintained and developed, e.g. developing of new sports grounds and community centres. Roads and other public services can be kept in good order.
- **My personal involvement in the tourism industry:**
The learners have to refer to their **personal experience** in the tourism industry and link this with the above:
 - How **they** contributed towards achieving service excellence by giving actual examples
 - The effectiveness of **their own** participation in the workplace team by giving actual examples
 - Recommendations for improvement in **their own performance** in the tourism industry
- The learners have to give their essay **a suitable title that will summarise the topic. Markers should use their own discretion when marking the essay as no two learners will approach this question in the same manner. It is however important that they do not merely address the different bullets by stating the obvious, but that they support their explanations with suitable examples.**

Marking rubric for essay:

Criteria	4	3	2	1	0	Possible score
Organisation of information	Very well organised with well-linked paragraphs. Learner may have used subheadings to organise essay.	Organised, with well-constructed paragraphs.	Organised, but paragraphs are not well constructed.		Disorganised.	4
Quality of information	Clearly relates to essay topic and includes several supporting details and/or examples. ×2	Clearly relates to essay topic and includes 3 – 4 supporting details and/or examples. ×2	Relates to essay topic, but no detail and/or examples given. ×2	Has little to do with essay topic. ×1	Not worth noting. ×0	4 × 2
Amount of information	All of the bullets are discussed in detail. ×3	5 – 6 of the bullets are discussed. ×3	3 – 4 of the bullets are discussed. ×2	1 – 2 of the bullets are discussed or bullets are merely addressed with no depth. ×1	None of the bullets is addressed. ×0	4 × 3
Mechanics	No grammatical, spelling and/or punctuation errors.	One or two grammatical, spelling and/or punctuation errors.	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]