



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2013

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 The first democratic elections in South Africa took place. (1)

1.2 Former Presidents Nelson Mandela or F.W. de Klerk (1)

1.3 Pre 1994 tourism was exclusively a white man's domain. Tourism businesses were mainly owned and managed by whites. The Apartheid laws in our country made it very difficult if not impossible for HDIs to participate in the industry, HDIs were not allowed to visit the attractions and they did not have the money to travel for holiday purposes because of the oppressing laws. Political unrest was prevalent in our country and people were either too scared to come to South Africa or participated in boycotts against South Africa. because of the Apartheid laws. The Tourism authorities also focused on South Africa primarily as a wildlife destination. (Any 8)

1.4

BEE Charter/BBBEE: BEE is a process that contributes to the economic transformation of South Africa and brings about significant increases in the number of historically-disadvantaged people who participate in the country's economy. Developing black-owned businesses within the tourism industry is an initiative that will generate more growth in the industry. BBBEE is the up-to-date and more politically acceptable term for BEE.

BEE Charter and scorecard: It was established to set targets for transformation within the tourism industry. Targets were set for BEE ownership of 30% by 2014, management and control, employment equity, skills development, affirmative procurement, enterprise development and social development.

Poverty Relief Programme of DEAT: Started in 2000 with a budget of R70 million. This programme encourages the use of labour-based methods to achieve the desired outcomes. The use of labour-intensive methods in poverty alleviation projects is a growing phenomenon. Triangle of independent goals: growing tourism market share and investment, protecting and conserving South Africa's environment and building the nation.

Domestic Tourism Growth Strategy of DEAT: Their aim was to encourage domestic tourism in South Africa They would like to get more South Africans to travel, to take holidays and to discover some of the many amazing places there are to see in South Africa. Three categories-established, untapped and emerging tourists.

DEAT's Tourism Community Road Show: These road shows are held as part of the celebrations marking Heritage Month in South Africa. This event show-cases the entire country as a unique and attractive tourism destination.

(Any 4 strategies and a short explanation for each one. = 8)

TEP Tourism Enterprise Partnership
Umsombovu Youth Fund

[18]

QUESTION 2**LO 1: AS 1**

2.1 The learner has to address:

- (a) the importance of good service delivery, which will result in the following:
- Good word of mouth
 - New tourists/customers
 - Customers will keep coming back – return business
 - More tourists
 - Entrepreneurial opportunities
 - More foreign exchange
 - Income generation
 - GDP of the country increases
 - Employment creation
 - Alleviation of poverty
 - Less crime
 - Improvements to infrastructure
 - Multiplier effect
 - Standards of living raised
 - Education and training of local community
 - Providing better community facilities and services

OR

- (b) The opposite is true for bad service delivery

Recommendations to improve service delivery can include the following:

- Better training of staff
- Thorough selection of staff
- Incentives for employees
- Efficient supervision
- Skilled/qualified managers

(1 mark per reasonable fact = 10)

LO 2: AS 2

2.2.1 The World Summit on Sustainable Development

OR The Millennium Development Goal No 7

(1)

2.2.2 **Johannesburg Summit 2002** – the World Summit on Sustainable Development – brought together tens of thousands of participants, including heads of State and Government, national delegates and leaders from non-governmental organisations (NGOs), businesses and other major groups to focus the world's attention and direct action toward meeting difficult challenges, including improving people's lives and conserving our natural resources in a world that is growing in population, with ever-increasing demands for food, water, shelter, sanitation, energy, health services and economic security. In other words, to improve the lives of people living in poverty and to reverse the continuing degradation of the global environment.

(Any 2)

OR

Millenium Development Goal 7: Ensure Environmental Sustainability

- Target 7A: Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources
- Target 7B: Reduce biodiversity loss, achieving, by 2010, a significant reduction in the rate of loss
- Target 7C: Halve, by 2015, the proportion of the population without sustainable access to safe drinking water and basic sanitation
- Target 7D: By 2020, to have achieved a significant improvement in the lives of at least 100 million slum dwellers **(Any 2)**

LO 3: AS 4

- 2.3.1 **SATourism** is South Africa's national tourism organisation. (1)
- 2.3.2
- Improve geographical spread – get tourists to travel to all 9 provinces in South Africa
 - Improve seasonality patterns – to increase the numbers of tourists travelling during winter months and 'low seasons'
 - Increase tourists' length of stay – encourage tourists to stay longer
 - Increase the volume of tourists – get more domestic and international tourists
 - Increase tourist spending – get tourists to spend more money at their destinations
 - More, shorter breaks – encourage tourists to go on holiday more often (6)
- 2.3.3 A small but specific, profitable and well defined segment of the population. Niches do not 'exist' but are 'created' by identifying needs, wants, and requirements that are being addressed poorly or not at all. (2)
- 2.3.4
- Birdwatching
 - Adventure tourism
 - Volunteer tourism
 - Agritourism
 - Culture tourism
 - Disaster tourism (visiting disaster sites)
 - MICE (meetings, incentives, conferencing and exhibitions tourism)
 - Any other recognisable, reasonable response (Any 2)

LO 2: AS 4

- 2.3.5 Any relevant examples from TWO different cultures (4)
- [28]**

QUESTION 3

LO 2: AS 1

Rubric for marking the concept map

Criteria	4	3	2	1	0	Possible score
Environmental, economic and social factors are all mentioned		All THREE factors are mentioned	TWO factors are mentioned	Only ONE factor is mentioned	None is mentioned	3
Examples of each factor from the article	FOUR or more examples are mentioned for each factor	THREE examples are mentioned for each factor	TWO examples are mentioned for each factor	Only ONE example is mentioned for each factor	None is mentioned	4
Examples from learner's personal experience	FOUR or more examples are mentioned from learner's own experience	THREE examples are mentioned from learner's own experience	TWO examples are mentioned from learner's own experience	Only ONE example is mentioned from learner's own experience	None is mentioned	4
Links indicating interrelationship with an explanation thereof		All the possible links are indicated with an explanation	Most links are indicated with an explanation	Only some links are indicated or no explanation for links	No links made	3
Layout of concept map		Layout presented in a sophisticated and exceptionally logical manner ×2	Layout presented in a clear, logical manner All the colours in the map are represented with an explanation for each colour ×2	Layout presented with some lapses ×1	Layout makes no sense ×0	3 × 2 = 6
Key and different colours used		A key in different colours indicates the different concepts	Some colours missing Some explanations missing	Either a key or different colours are used	Neither a key nor different colours used	3

[23]

The learner should mention the three factors of sustainable and responsible development:

1. Economic factors (economic growth)
2. Social factors (social justice)
3. Environmental factors (environmental conservation)

Examples from article:

- Further growth in Tourism will have a big impact across Africa (economic/social/environmental)
- Underpinned by a sustainable resource base (economic/social/environmental)
- The eight World Heritage sites (economic/social/environmental)
- Potential to create hundreds of thousands of jobs/capacity to generate employment (economic/social)
- Boosts national income and development (economic/social)
- Government's job creation programme (economic/social)
- Labour intensive activities (economic/social)
- Relatively low barriers of entry for entrepreneurs (economic/social)
- Battle against crime (economic/social)
- Growth in domestic tourism (economic)
- Foreign exchange earnings (economic)
- Domestic consumer spending (economic)
- Increase global competitiveness (economic)
- Development of niche markets (economic)
- Cruise tourism as niche market (economic)
- Scenic beauty (environmental conservation)
- Beaches (environmental conservation)
- Wildlife (environmental conservation)
- Cape Town, Robben Island, Garden route, KZN beaches, Kruger National Park (environmental conservation)

Learners should also provide a range of their own examples not mentioned above, e.g. any of the arts festivals: Grahamstown Arts Festival, Aardklop, Cape Town Jazz festival. Attractions only in South Africa: Gold Reef City, Sun City, Blyde River Canyon, Lesedi Cultural Village, etc.

QUESTION 4**LO 3: AS 1**

- 4.1.1 Johannesburg + 2 Paris + 1
One hour difference
20:00 on the same day, 15 January (2)
- 4.1.2 Cape Town + 2 Adelaide + 9.5
Seven and a half hours difference
19:10 + 1 hour DST = 20:10 on the same day, 1 February (2)
- 4.1.3 Rio de Janeiro – 3 Johannesburg + 2
09:00 + 14 hours flying time = 23:00
Five hours difference
23h00 + 5 = 04h00 21 March (3)

LO 3: AS 3

- 4.2.1
- Health professionals
 - Travel agents
 - Tour operators
 - Gazetteers or trade manuals
 - Internet
 - World Health Organisations (WHO) publications
 - Tourism related organisations
 - Any other reasonable response at discretion of the marker (Any 3)
- 4.2.2
- Cholera – caused by a bacterium and infection occurs through contaminated food and water.
 - Malaria – A life-threatening disease common in many tropical and subtropical areas. Transmitted by the bite of mosquitoes.
 - Hepatitis C – Acute, often fatal, may lead to chronic liver disease and/or cancer. Transmitted through the exchange of contaminated blood.
 - Hepatitis B
 - Bilharzia – Parasites in stagnant water. A chronic condition in which adult worms live for many years on the veins of the bladder or bowel of the host where they produce the eggs.
 - HIV/Aids – Results in progressive damage to the body's immune system. Main risks of infection are through sexual contact, intravenous drug use (shared needles), or through contaminated blood transfusions.
 - Swine flu
- (Any 3 × 2 = 6)
- 4.2.3 To make certified copies of all entry documents and to keep it in a safe place.
Or any other reasonable answer (at discretion of marker) (2)

[18]

QUESTION 5**LO 1: AS 3****5.1 Image A**

- Job title: Game ranger
- Brief description of job title: **Conservation management** of a specific area and usually does not deal with the general public in an educational role, although s/he could contribute towards a general public awareness of conservation. The **well-being and safety of the protected area under his/her management**, including the wildlife and local community involvement. (Any 2)
- Professional qualifications needed: Practical knowledge of and love for nature. Ability to use a firearm.
- Opportunities for further development: With experience the game ranger can be promoted to head game ranger, can do extra courses and buy shares in the business, become the owner of his/her own game farm.
- Personal qualities required: Communicate well with other people, ability to adjust to working in the quiet life of being in the veld all day, exceptional dedication. (Any 2)

Image B

- Job title: Head chef in a restaurant or Restaurant owner
- Brief description of job title: runs the kitchen, manages menus, stock, kitchen staff.
- Professional qualifications needed – matric, diploma to be a qualified chef.
- Opportunities for further development – can do a course in management and buy shares in the restaurant, buy his/her own restaurant. (Any2)
- Personal qualities required – problem solver, good time management, diligence, endurance. (Any 2)

- 5.2
- Always behave in an appropriate and professional manner
 - Always be punctual for shifts
 - Always abide to the kitchen/veld rules and regulations (safety and hygiene)
 - Always wear chef's/game ranger's uniform when working in the kitchen/veld
 - Promote and be involved in recycling of kitchen waste/any waste
 - No smoking is allowed in the kitchen/veld

(Any 5 supporting the career chosen = 5)
[13]

QUESTION 6**LO 4: AS 4****LO 4: AS 5**

- 6.1 Nature of Industry Related Task is clearly stated (3)
- 6.2 Learner has to clearly describe his/her role. (3)
- 6.3 The learner has to determine his/her own strengths and weaknesses in the team situation. Explains how his/her own contribution impacted the team, business and profitability. (6)

- 6.4 The importance of teamwork: if the individual fails to perform it will be to the detriment of the whole team as it will affect his/her colleagues, the customers and ultimately the profitability of the business. Roles of different team members. Team leader – accountable to good teamwork will result in happy employees that will lead to happy customers and a positive work environment good word of mouth (10)

[22]

QUESTION 7**LO 2: AS 3**

- 7.1 Learner has to describe their product using the 5 P's
 Price description
 Product description
 Place description
 Promotion description
 People description (5 × 2 = 10)

- 7.2 Any substantial supportive facts. (2)

- 7.3 Yes/No Any substantial supportive motivation. (2)

[14]

QUESTION 8**LO 4: AS 2****8.1 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 through customers, staff, management and non-users
- Staff meetings
- Managers observing service delivery and/or visiting other branches or similar organisations to observe
- Interviews to determine why people do/do not use the organisation (Any 8)

LO 4: AS 5

- 8.2 Technology can streamline the feedback process in the following ways:
- Computers and the Internet can be used to send and receive emails to and from clients
 - Telephones and cellular phones can be used to make and receive calls from clients or potential clients

- Fax machines can be used to send and receive faxes from clients
- Touch screens can be installed to evaluate customer service
- Answering machines can be used to leave messages about service delivery
- Computer to store information about customer complaints and/or suggestions and/or appraisals
- Twitter and Facebook may be utilised to obtain feedback

All of the above methods are relatively quick and will therefore streamline the process. (Any 5)
[13]

QUESTION 9

LO 2: AS 4

LO 4: AS 1

- 9.1 B i
9.2 D v
9.3 E iv
9.4 A iii
9.5 F ii [10]

QUESTION 10

LO 3: AS 5

- 10.1 The currency used by another country. (1)
- 10.2 England. The exchange rate from Rand to Pound is the highest. (2)
- 10.3 $85\,000 \times 1,1456$
 $= 97\,376$ ZAR (3)
- 10.4 $45\,000 \times 3 = 135\,000$ divided by 8,8811
 $= 15200.82$ US\$ (5)
[11]

QUESTION 11

LO 3: AS 6

The following bullets should be addressed:

- A natural disaster is an unexpected event that can have an impact on traveller confidence to a destination.
- A natural disaster can cause loss of life or property damage, and typically leaves some economic damage in its wake, the severity of which depends on the affected population's resilience, or ability to recover.
- In this case it can be any of the following; **hurricanes, tsunamis, floods, severe weather conditions, volcanic eruptions, cyclones, typhoons, earthquakes** which can cause damage to property and result in a large number of injuries and/deaths.
- Possible loss of infrastructure – roads, hotels, hospitals, etc.
- Will cost billions to rebuild the country's infrastructure.

- Uncertainty about their safety, tourists may prefer to go somewhere else.
- Other countries will now benefit economically.
- A lot of media coverage.
- Goes from possibly having a large number of tourists to a small/almost no visitors.
- Unhealthy for the economy that depends on tourism as an income generator.
- A disaster like this does not only have an impact on the country, but will have an effect on the whole region.
- Negative effect on trade and investment.
- The impact of reduced tourism on a country's economy can lead to a range of socio-economic problems.
- Increased unemployment.
- Homelessness.
- Poverty and crime.
- As tourism is an interrelated system all the sectors and role players will be negatively affected.
- Due to the media coverage, people from all over the world knows about the disaster and help can be extended to the area much faster.
- These volunteer tourists will bring money into the country and the country might benefit from it economically.

Rubric for marking the essay

Criteria	4	3	2	1	0	Possible score
Organisation of information	Very well organised with well-linked paragraphs, introduction and conclusion. Learner may have used sub-headings	Organised with well-constructed paragraphs, introduction and conclusion	Organised but paragraphs are not well constructed and/or no introduction and conclusion		Disorganised	4
Quality of information: Reflecting on natural disasters, examples and their impact on tourism trends	Clearly addresses natural disasters and includes specific examples (5 or more) as well as several supporting details (5 or more) of their impact on tourism trends × 3	Clearly addresses natural disasters and includes specific examples (3 – 4) of disasters as well as (3-4) supporting details of their impact on tourism trends × 3	Relates to essay topic, but either no supporting details or no specific examples of natural disasters and their impact on tourism trends × 3	Has little to do with natural disasters and their impact on tourism trends × 2	Information does not relate to natural disasters and their impact on tourism trends × 0	4 × 3 = 12
Quality of information: Reflecting on the economy	Clearly addresses the impact of natural disasters on the economy and includes several (5 – 7) supporting details and/or examples × 3	Clearly addresses the impact of natural disasters on the economy and includes some supporting details (3 – 4) and/or examples × 3	Addresses the impact of natural disasters on the economy but no supporting details and/or examples × 3	Has little to do with natural disasters and their impact on the economy × 2	Information does not relate to the impact of natural disasters on the economy × 0	4 × 3 = 12
Mechanics			No/almost no grammatical, spelling and/or punctuation errors		Many grammatical, spelling and/or punctuation errors	2

[30]

Total: 200 marks