



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2014

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 This negative publicity will scare potential tourists. Tourists do not want to visit destinations where they will feel unsafe. (2)
- 1.2
- This negative publicity will have a negative impact
 - On the tourism industry of Bangkok and as a result there will be a drastic decrease in tourist numbers.
 - Tourism related businesses might be forced to downscale.
 - The worst-case scenario being businesses that might have to close down.
 - Many people might lose their jobs.
-
- Standard of living of the unemployed will drop.
 - Infrastructure might degenerate.
 - Poverty and crime might increase.
 - Multiplier effect of tourism cannot take place.
 - Decrease of GDP in the area, which will negatively affect the economy of the state.
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- On the other hand with so much publicity, people all over the world will be aware of the situation in Bangkok.
 - Journalists might flock to the area to cover the event.
 - These tourists will need accommodation, food and transport and therefore money will be spent in the local community. (Any 10) [12]

QUESTION 2

- 2.1 an abundance of bird species Wetlands - RAMSAAR
The two following quotes:
'ecologically sensitive wetland areas that teem with many bird species'
'according to Birdlife International, supports over 189 bird species, of which 75 are water birds. The wetland regularly supports over 5 000 birds and occasionally it holds over 20 000, including more than 1 000 waders of at least 11 different species'. (3)
- 2.2 *the most photographed aspect of the manor is the bird-table next to the breakfast room. Cameras click furiously away and, knowing their guests will share these pictures with their friends, **have affixed a Wilderness Manor sign to the structure.** The only specials they offer are an off-season 'stay for four nights, pay for three' or 'stay for seven nights, pay for five'* Trip Advisor (2)
- 2.3 *'All our meats are free range and locally sourced and we grow all the vegetables organically right here on the farm'.* They support local businesses and provide jobs for locals. This will put the multiplier effect into action and the whole area will benefit economically and socially. (3)
- 2.4 Waiter/waitress, receptionist, front of house, maître d'hotel, barman, manager of the accommodation facility, chef, maintenance staff, cleaner (Any 3 that could be found at these establishments) (3)

2.5 Learner should choose 1 of the careers/job opportunities that they have mentioned in Question 2.3 and plan a logical career path which should include training, experience and promotion, e.g. start as a waiter → head waiter → manager of restaurant → buying shares in restaurant/B&B and mention training, experience and promotion in between. (6)

2.6 **Safety:**

Plan your route in advance with a good map or GPS so that you don't get lost.

Make sure that you have enough fuel so that you don't run out.

Stay aware of your surroundings, you are less likely to run into trouble.

Keep expensive belongings out of sight.

Keep away from quiet areas off the beaten track. (any two) (2)

Travel documents:

Make certified copies of all travel documents. Lock your travel documents away in a safe place. If stolen or lost it must be reported to the police immediately.

Health certificate. Bottled water – especially if on medication. (any two) (2)

Health:

The Western Cape is not a Malaria area neither is it a Bilharzia area.

Hepatitis A: A viral disease that is spread through contaminated food and water.

Hepatitis B: transmitted through sexual contact and infected blood.

Tourists should be aware of the risks of contracting TB or HIV and AIDS as these diseases are unfortunately becoming more common in South Africa.

Tourists should always wear sunblock especially if they come from areas where the sunshine is not as harsh. A factor 30 or 40 can prevent sunburn and in severe cases sunstroke. Bottled water – especially if on medication. (any three) (3)

2.7 **Code of conduct for tourist behaviour:**

Be polite towards the local community and treat them with respect.

Do not litter.

Leave only footprints and take only photographs.

Do not be loud and noisy around the areas where the birds are.

Follow the rules of the establishments at all times.

Marker uses his/her own discretion and award marks for sound advice. (5)

2.8 'Trip Advisor consistently rates Wilderness Manor as the top accommodation facility in the Southern Cape Town and the 12th best B&B in South Africa – as rated by the people who have stayed there.'

They're constantly fully booked and feel that excessive expansion will detract from the level of service they offer to visitors.

What makes Wilderness Manor one of the finest B&Bs I have ever stayed at is the couple's phenomenal attention to detail.

Offering a level of sophistication that exceeds even that which travellers to this part of the Southern Cape expect as the norm. Room preferences. Welcoming drinks.

(any three) (3)

- 2.9 **Product:**
Vensterklip (camping sites, cottages, 220-year old Scott House) Accommodation facilities. The 189 bird species of which 75 are water birds found here in the wetland areas. (2)
- Place/Planet:**
Vensterklip on the banks of Verlorenvlei at Elands Bay. Situated in the Western Cape in a bird-watching paradise. Accessibility. (2)
- Price/Profit:**
Self-catering accommodation option is available at **R350 per person per night**. The dinner (main course only), B&B rate is R450. (2)
- People:**
Eco-tourists, bird watchers, leisure tourists (any two) (2)
- Promotion:**
Cheaper price than most B&Bs. Self-catering accommodation option is available at R350 per person per night. B&B rate is R450. **Use the media as suggested in the quotation from *Birdlife International*** (2)
- [42]

QUESTION 3

- 3.1 For **England/Great Britain** (not the currency). It has the strongest currency against the Rand, therefore a tourist from SA will pay R18,20 for 1GBP. (2)
- 3.2 $30\,000 \times 2 = 60\,000$
60 000 divided by 9,8110
= AUD 6115,58 **OR** AUD 6115,59 (3)
- 3.3 $JPY1\,600\,000 \times 0,1067$
= ZAR 170 720 (3)
- 3.4 Before change:
USD 1 380 \times 10,9365
= R15 092,37
- After change:
USD 1 380 \times 9,8392
= R13 578,10
- The new exchange rate causes her to get less money back than what she would have gotten if the rate has stayed the same. (6)
- 3.5
- BSR stands for **Bank Selling Rate** and is used when people buy foreign currency from a bank or foreign exchange dealer.
 - BBR stands for **Bank Buying Rate** is when the tourist exchanges foreign currency for South African Rand. (4)

[18]

QUESTION 4

- 4.1 The Prime Meridian or Universal Time Co-ordinate or Greenwich Meridian. (1)
 - 4.2 The International Dateline. (1)
 - 4.3 Some countries are far from the equator and therefore get light much earlier than 6 a.m. Some of these countries have decided to use daylight saving. It is the time during which clocks are set one hour ahead of standard local time. It has been widely adopted during summer to provide extra daylight in the evenings. They implement it for economic reasons - to save electricity. In autumn the clocks are set back an hour again. Reduces crime. (5)
 - 4.4 Cape Town +2 Hong Kong +8

6 hours difference

He must phone him at 17h30 South African time in Cape Town.

17h30 + 6 hours
 = 23h30 on the same day, 26 June. (4)
 - 4.5 Thandi, who takes a flight from Australia as she travels across many time zones. (2)
- [13]**

QUESTION 5

- 5.1.1 Environmental conservation. Social justice. Economic efficiency. (3)
 - 5.1.2 **Environmentally responsible** means to look after the environment and to make sure that new tourism ventures and/or developments do not harm the environment in any way.
Socially responsible means not to harm relationships within the community or community structures when planning tourism activities.
Economically responsible refers to development in such a way that the whole community will benefit financially. (3)
 - 5.1.3 **Environmental conservation:** WWF (World Wildlife Fund) Protecting the Fauna and Flora and endangered species. Reduce – recycle – re-use. Solar panels. Rain water tanks. LED lights (or any other reasonable response) (any 2: 1 + 1 = 2)
Social justice: Involve the local community in planning and decision making. Entrepreneurship and job opportunities will decrease the unemployment rate. Standard of living of local community can improve. Less crime (or any other reasonable response) (any 2: 1 + 1 = 2)
Economic efficiency: Jobs are created. Multiplier effect can take place. Money can be spent in the local community to upgrade the local infrastructure. GDP increases (or any other reasonable response) (any 2: 1 + 1 = 2)
 More money could create social problems, e.g. alcoholism, drugs, prostitution, gambling, burglary.
 - 5.2 5.2.1 C
 5.2.2 E
 5.2.3 F
 5.2.4 A
 5.2.5 B (5)
- [17]**

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 (i) **The learner's own strengths and weaknesses: will vary from learner to learner.**
 (ii) **The strengths of his/her team members:** will vary from team to team.
 (iii) **The importance of team work:** e.g. Good communication, motivation, leadership, conflict resolution, different roles, working environment. Impact of working well together to achieve goals and outcomes. Satisfied customers, good word of mouth, profit.
 (iv) **The different expectations of your customers:** will vary from group to group as they all did different tasks.
 (v) **Strategies that their team implemented to achieve and maintain quality service:** e.g. different types of feedback – questionnaires, Facebook page, twitter, informal feedback, or any other reasonable answer.

Marker uses own discretion and awards marks for valid points.

Use marking rubric. (20)

- 6.3 Learner has to assess his/her contribution in an objective way. (5)
[28]

QUESTION 7

- 7.1 The main roles of SAT are to:
- develop and implement a world-class international tourist marketing strategy to increase international and domestic awareness of South Africa as a travel destination and to do it in such a way that the awareness will be converted into actual visits/advertising.
 - co-ordinate the marketing activities of role players in the industry – assisting all those who are involved in marketing South Africa as a destination to be aware of one another's marketing drives, programmes and support so that they can find ways to work together.
 - develop ways to maintain and improve the standards of facilities and services that tourists use– to ensure that the tourism businesses are able to deliver on the marketing promise/Research for statistics. (3 × 2)
- 7.2 The ITB Berlin and the World Travel Market in London. (2)
- 7.3 Tourism Indaba (Durban) and the Getaway Show (Cape Town and Gauteng) (2)
- 7.4 The annual *Tourism Indaba* is a SAT-owned **annual leisure trade exhibition**. It is a platform from which the world can experience the breadth of South African and Southern African tourism products. It is the one place and time in the year that the entire South African tourism industry is united in the pursuit of a common objective – to sell South Africa effectively in order to grow the industry and the economy. This platform is used to negotiate annual rates and sign worthwhile deals among local industry players and international trade buyers.
 Social media. Television programs. (any three)
 (3)

The Getaway Show is a consumer show. It focuses on domestic and regional travel and the main segments it targets are nature, outdoor and adventure travel. (3)

7.5 Learners' choice of attraction in their province. They have to say which province (Namibia) they are from and the name of the attraction. The following should be mentioned when discussing the success of the attraction – in paragraph format: Mark either Province **or** name of attraction correct.

(Mark either province or name of attraction correct.
Name province. Description

Format to indicate why the specific attraction is successful:

- Excellent marketing of attraction locally and/or internationally
- Sustainable and responsible management plans implemented by the organisation
- Efficient and ethical behaviour of staff and management
- Positive experience of visitors resulting in positive word of mouth
- Safety and security measures put in place by the management
- General appearance and upkeep of the facility
- Catering for visitors with special needs and/or disabilities
- Accessibility of the attraction (**any five of the above**) (5)

7.6.1 The example **MUST** be tourism related. (1)

7.6.2 Brief description of the above mentioned product. (2)

7.6.3 The SWOT analysis should be set out in a clear manner.

Marker to use own discretion and only give marks for valid points.

STRENGTHS (internal)	WEAKNESSES (internal)
OPPORTUNITIES (external)	THREATS (external)

(4 × 4)
[40]

QUESTION 8

THE FOLLOWING BULLETS SHOULD BE DISCUSSED IN DETAIL AND SHOULD BE SUPPORTED WITH RELEVANT EXAMPLES

- (i) Products and services – intangibility, inseparability, variability, perishability
- (ii) Excellent service delivery will result in:
 - Satisfied customers
 - Repeat business
 - Good word of mouth
 - New business
 - Expanding of the business

This will result in economic growth:

- More job opportunities
- Multiplier effect takes place as the money circulate in the local community
- GDP growth
- Infrastructure improvement
- Standard of living will improve
- Less crime/poverty
- More tourists mean more entrepreneurial opportunities = income generation

(iii) Community development:

- Meet the needs of the local community e.g. new clinics, schools, community centres
- Less poverty means less crime and domestic violence
- Builds pride in the community
- Local community can be educated and trained
- Improves standard of living
- Citizens become part of the decision-making process
- Facilitate feelings of interdependence

(iv) How services delivered in one sector will impact on services delivered in another sector:

- All the sectors involved in providing tourism related services – directly or indirectly – should strive for service excellence: e.g. if the butchery providing meat to the Hotel and B&B do not meet the standards or do not deliver on time, the Hotel and B&B cannot provide the service that they promised to deliver. This will result in unhappy customers, bad word of mouth, no repeat business, loss in income, which will result in the business not making a profit.
- The exact opposite is true when every service provider delivers the best possible service.

(v) The interrelationship of all the above:

- All the above-mentioned factors are interrelated e.g. when the local community is involved in the planning and decision-making and they are educated regarding conservation and the importance of tourism, they will be proud of the destination and will become a part of the solution against crime, poverty. Entrepreneurship will be encouraged and they can live a sustainable and responsible life.
- There can be no community development unless tourists spend money in the local community.
- There will be no tourists visiting the area if the attractions are not maintained, marketed and managed well.
- Repeat visits and new customers will result in GDP growth as the multiplier effect will kick in.

Recommendations:

- Better selection, training and supervision of employees.
- Incentives to motivate employees e.g. 'employee of the month', holiday or weekend trips for achievements.

Use the marking rubric to assess the essay.

[30]

Total: 200 marks