



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2015

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 The Triple Bottom Line is Social, Economic, Environment.**or People, Planet, Profit** (3)
NB: learners must give the benefits to the triple bottom line, of tourism.
- 1.2 **Economic:** benefits include increased responsible tourist volumes, particularly responsible travellers, repeat visitation, increased foreign currency and contribution to GDP, job creation, foreign investment, competitive advantage for the organisation, reduced electricity and water bills, reduced sewerage and waste disposal costs, stimulate entrepreneurship and reduced unemployment, joint ventures, partnerships and other business linkages can be used to promote community-based tourism initiatives. (Any 3)
- Social:** employment increasing means standard of living increases, infrastructure development and maintenance, pride in the local community increases, empowerment of locals as role players in decision-making, skills development, capacity building, reduction in crime. Waste management and water treatment create a safer environment for staff and local communities, reducing illness and disease and enhancing quality of life. (Any 3)
- Environmental:** Greening of industries protects valuable resources as tourism resources, waste is reduced, less pollution and reduced carbon footprint, recycling can contribute to job creation and reduces pollution, environmental impact assessment can reduce the negative impact of building and construction, use of local materials reduces the need to transport materials and reduces pollution and impact on the environment. (Any 3) (3 × 3 = 9)
- 1.3 Recycling of waste materials, use of alternative sources of energy such as solar, wind, planning of building structures to minimise the need for artificial lighting, planting of indigenous flora and removal of alien vegetation, encouraging 'green seats' in travel packages, local procurement of goods, employing local people, skills development and training of staff, use of Fair Trade practices in staff payment, employment of disabled and previously disadvantaged individuals, encourage guests to buy locally made goods and assist with the marketing of such (Any 2) (2)

[14]

QUESTION 2

- 2.1 The learner has to give a brief, but comprehensive, description of the industry-related task that he/she participated in. (3)
- 2.2 Description of the specific aims/goals of the task (**any 3 valid points**). (3)
- 2.3 2.3.1 Description of the learner's role in the team. (2)
- 2.3.2 Description of the learner's own strengths and weaknesses: will vary from learner to learner, candid and honest. (**Any 2 valid points**. Marker should use own discretion with regards to the authenticity of the learners' description.) (2)
- 2.3.3 The benefits of teamwork include: the sharing of responsibilities gets the task done in less time; each team member can focus on his/her strengths to the benefit of the task, reduces conflict, builds a sense of camaraderie shared sense of purpose and success when aims are achieved
Marker uses own discretion and awards marks for valid points. (**Any 4 points**) (4)
- [14]**

QUESTION 3

- 3.1 **South African Tourism can also accept S A Tourism, but not SAT. (Learner must have FULL name correct – or 0 marks)** (1)
- 3.2 Functions of SAT are to:
- 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. (**Any 2 reasonable answers**) (2)
- 3.3 Tourism levy:
Collected: Tourism Marketing South Africa (TOMSA) is a voluntary group of tourism businesses that collect a 1% levy on every confirmed booking.
Applied: Used for contributing to the promotion of South Africa as the preferred tourist destination locally and internationally by South African Tourism. (2 + 2 = 4)
- 3.4 **International marketing:** The ITB Berlin and the World Travel Market in London. (**Any 1**) (1)
- 3.5 **Local marketing:** Tourism Indaba (Durban) and the Getaway Show (Cape Town and Gauteng) (**Any 1**) can accept Indaba and Sho't Left. (1)
- [9]**

QUESTION 4

NB this is about RESPONSIBILITY to local community and environment.

- 4.1 creating an artificial wetland, recycling of waste water, removal of alien vegetation, uplifting the lives of their 200 staff members, use Fair Trade practices, opening the Lillydale Environmental Education Centre to educate the locals in conservation methods, protection and promotion of the Shangaan culture, adult literacy classes, training in English and business orientation, subsidised bicycle programme for high school children, 'Reach and Teach' and 'Teach the Teachers' programmes to promote staff development. **(Any 4)** (4)

4.2 cannot be repetition of answers given in 4.1

- 4.2 Factors include: NB this is about BUSINESS success, an economic emphasis.
- 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 three of the above)** (3)

- 4.3 Negative impact include dilution of the local culture, uncontrolled development can destabilise whole communities, increased tension as a result of unequal benefits, crime, prostitution, begging, alcohol and drug abuse, overuse of resources, increased prices that make local events and attractions unattainable to the host communities, overcrowding, traffic congestion. Gambling, causing poverty in the local community, ie casinos. **(Any 3)** (3)

- 4.4 4.4.1 Name of the business (1)
- 4.4.2 **Marketing Mix:** Product description, Price scheduling, Promotional techniques, People, ie target market or employees of the business, Place, ie location and situation, accessibility (5 × 2 = 10)
- Note that any of the 10 aspects of the Marketing Mix are acceptable. The additional points are Partnerships, Packaging and Programming. Process [the way in which service is delivered, excellence] and Physical Evidence also accepted.

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QUESTION 5

- **Sectors and sub-sectors** include:
 - Travel Organising, eg Thompsons, Flight Centre or any valid example.
 - Transport, eg flight, any valid example. Budget, economy, any mention of economy transport, safari vehicles from the park, game drives.
 - He won't be hiring a vehicle, too old, not a lot of money available.
 - Hospitality – accommodation, eg lodges at the Kruger Park camps, camping, huts, tents, bungalows, cottages
 - Food and beverage, eg any restaurants, fast food establishments, vendors (bearing his budget in mind)
 - Attractions, eg the Kruger Park is the main attraction, wildlife. Game drives.
 - **Needs:** budget travel, bee sting allergy, as an 82-year-old, he is interested in leisurely travel, heart medication for a weak heart, wants to see wildlife and have opportunities to take photographs.
 - His **expectations** would be to get value for his money, opportunities for developing his interest in wildlife and photography, good service at reception, he expects the advertisements he has seen to be a true reflection of what he will be experiencing, reliability in the service sector, integrity/honesty, consistency, effective communication and respect for his culture, a translator, safety.
- (Any suitable inferences from the case study)**

- **Travel documents:** Mr Chen will need a VISA, his passport and his International Driver's license.
- **SA Customs regulations:**

Consumable goods in accompanied baggage:

- Cigarettes – up to 200 per person.
- Cigars – up to 20 per person.
- Cigarette or pipe tobacco – up to 250 g per person.
- Perfume – up to 50 ml per person; eau de toilette (scented liquid lighter than cologne) – up to 250 ml per person.
- Wine – up to 2 ℓ per person.
- Spirits and other alcoholic beverages – up to 1 ℓ in total per person

Prohibited goods: It is illegal to bring the following goods into South Africa:

- Narcotics: any narcotic or psychotropic substances, including drugs such as cannabis, heroin, cocaine, Mandrax or Ecstasy; or any paraphernalia relating to their use.
- Any fully automatic, military or unnumbered weapons, as well as explosives, fireworks or weapons of mass destruction.
- Any poison and other toxic substance.
- Cigarettes with a mass of more than 2 kg per 1 000.
- Any goods to which a trade description or trademark is applied in contravention of any law (for example, counterfeit goods).
- Unlawful reproductions of any works subject to copyright.
- Any prison- or penitentiary-made goods.

Mention of **goods to be declared** can also be made.

- **Health regulations and recommendations** – he comes from China, not a yellow fever region. hepatitis A and B, bilharzia. Mr Chen needs to make sure he doesn't swim in stagnant water, must bring his own EpiPen[®], heart medication, sunblock, mosquito repellent.as this is a malaria area
- **Safety recommendations** – while in the Kruger, he must follow the Park regulations at all times, not disembark from his vehicle. He must follow the Park's speed limit. He should not leave valuables unattended or on the front seat of his car, must keep copies of his travel documents in a safe place or on a USB, not keep large amounts of currency on his person.
- Methods of payment: any 2 methods **appropriate to Mr Chen** are acceptable; learners needs to make necessary links to the fact that Chen is a budget tourist in order to obtain the full marks for the links.
- **Safe and responsible 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.
- **Links and a key** – must be clear and colour-coordinated to clearly show links and relationships.

Mark according to Rubric **ADDENDUM C.**

[30]

QUESTION 6

- 6.1 20 000 HKD – If the ZAR rate is 1,9952, this means that for every one HKD, Mr Chen will get R1,9952. If Mr Chen has 20 000 HKD, multiply this by 1,9952 = R39 904,00. (any 3 examples) (3)
- 6.2 The Japanese yen because based on this exchange table, it is cheaper than the rand, therefore he would have received even more JPY than rands if he had travelled to Japan. The rate on the table is 0,1067 to the rand. (3)
- 6.3 6.3.1 BSR stands for **Bank Selling Rate**
BBR stands for **Bank Buying Rate** (2)
- 6.3.2 BSR is used when people buy foreign currency from a bank or foreign exchange dealer
BBR is used when the tourist exchanges foreign currency for South African rand. (2)
- 6.3.3 BSR is higher because the bank charges a fee for the administration of currency exchange. Can accept the answer that the bank wishes to make a greater profit on the BSR exchange. (2)
- 6.3.4 BBR will apply. (1)
- 6.3.5 670 ZAR. The BSR for HKD is 1,7952, which means he will get:
670 ZAR ÷ 1,7952
= 373,22 HKD (3)

- 6.3.6 At the time of arrival, he would have had: 670 ZAR /1,9952 = 335,81 HKD. He now returns with 373,22 HKD, which means he is better off now upon returning to Hong Kong. (3)
- 6.4 6.4.1 Hong Kong is at +8 and SA is at +2. The difference is **6 hours**. (1)
- 6.4.2 SA is at +2, NY is at -5. **7 hours** difference. No mark for 7 hour difference, only for date and time SA time is 10:30 on 21 February; minus 7 hours, it will be 03:30 on 21 February when he phones in NY. (2)
- 6.4.3 If the local time is 00:30 when he departs and 10:30 when he arrives, the duration of the flight is 10 hours. (3)
- 6.4.4 Jet lag, reason is that he has crossed many time zones, leading to disorientation. (3)
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QUESTION 7

- 7.1 Negative impact, poor reputation will result or negative word of mouth (any 2) (2)
- 7.2 Negative professional image, poor word of mouth, fewer tourists inclined to travel to SA, reduced tourism volumes lead to less revenue and GDP. **(any 3 valid points)** (3)
- 7.3 7.3.1 **Above the line: (Any 4 examples)** (4)
Media tools, eg space on TV, in newspapers, magazines, on posters, radio
Printed material, eg brochures, flyers, pamphlets, billboards
Electronic advertising, eg video walls, web-based advertising
- NB These must be applicable to Gautrain and match Gautrain customers**
- 7.3.2 **Below the line: (any 2)** (2)
 Exhibitions, shops, expos, sponsorships
- NB These must be applicable to Gautrain and match Gautrain customers**
- 7.4 Surveys, questionnaires, online feedback on the Gautrain website, suggestion box. **Any 2 valid examples applicable to Gautrain and match Gautrain customers.**
- For example, follow-up emails, follow-up phone calls cannot be used for Gautrain customers because no personal details are exchanged when buying train tickets.
- Each type of feedback mentioned will enable the management of Gautrain to be aware of problems quickly and to correct them; training of staff can improve service delivery; Gautrain can maintain a competitive advantage – training on improving communication techniques, providing important information or written notices of schedules and timetable changes, updating the website for accuracy in timetabling and scheduling.
(Any 2 relevant explanations.) (2 + 2 = 4)

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QUESTION 8 Any 9 points are acceptable, the student does not have to provide 3 for each category.

- 8.1 **Profitability of business:** customers will get a negative impression of the business if the business is seen as incompetent and untrustworthy, the customers will not return, the business will lose revenue and profits will decline, staff will not receive adequate remuneration, this will result in further poor performance, business will spiral downward into bankruptcy and may have to close. **(any 3)**

Economy: lack of customer revenue leads to less contribution to GDP, the economy will decline and unemployment may rise, standards of living drop as communities have less disposable income, high UE rate means heavier burden on the state and existing taxpayers, fewer people paying taxes leads to further economic decline, infrastructure starts deteriorating **(any 3 valid points)**

Community: unemployment rises, standards of living drop, crime may increase, less community pride, less domestic travel as locals are unable to participate in the industry due to less disposable income, infrastructure deterioration **(any 3 valid points)** (3 × 3 = 9)

- 8.2 8.2.1 Factors contributing to a professional image are name, logo, slogan, website, stationery, packaging, marketing. **(any 3 reasonable factors mentioned)** eg CSR, Fair Trade affiliation (3)
- 8.2.2 Of the 3 the learner has mentioned, he/she needs to recommend ways in which these factors can be maximised to create a professional image. (3 × 2 = 6)
- 8.3.1 Code of Conduct: purpose is to provide guidelines to staff members regarding behaviour, ethical issues, performance of duties, responsibilities, improve public image and relations, course of action i.t.o. disciplinary issues. **(Any 3 points)**. (3)
- 8.3.2 Value of a Code of Conduct is an improved professional image, creates co-operation and collaboration amongst workers, removes confusion with agreed upon policy decisions, encourages integrity, improved staff performance leads to objectives being met, improves communication in the workplace, explains the company's values and beliefs. **(Any 2)** (2)

[23]

QUESTION 9 **Essay**

UNFORSEEN Occurrence or Situation. Any suitable title.

Use the rubric **ADDENDUM D** to mark this essay, referring to the following points:

- **Impact on tourists** – inconvenienced tourists, not getting to attractions pre-booked on time, traffic congestion leads to reduced time to enjoy attractions, missing scheduled events, inability to go to restaurants affected by lack of power, limited options for places to go to, unable to use digital devices, communication breakdown if cell phones cannot be charged, higher prices to cover costs of loss or damage and other contingency mechanisms, noisy generators intruding on leisure time. Any valid points and examples from own experience provided.
- **Impact on destinations** – cost of replacing damaged goods due to power surges, cost of contingency mechanisms like generators, alternative sources of energy can be costly to implement initially. Possible drop in tourism volumes leads to less revenue.
- **Impact on tourism** – drop in tourism volumes as tourists don't want to be inconvenienced, SA's brand loses professional reputation, poor word of mouth from disgruntled tourists may lead to further drop in tourism volumes. Global tourism may benefit as tourists will choose similar destinations but in other countries. Other destinations will benefit financially from this situation, other travel trends and patterns may emerge leading to changes in travel packages and organisations.
- **Link to service delivery** – load-shedding can be seen as poor service delivery and has a knock-on effect on the ability of other organisations to provide their individual services. This situation may give SA a poor reputation and impact negatively on tourist volumes in the future as load-shedding may continue for some years to come.
- An organised event is an event that is hosted by a country and has been planned for, whereas load-shedding is **unforeseen**. Planned events increase tourism volume, create job opportunities, create an increase in GDP contribution, develop infrastructure, create wealth in the community, increase the amount of money exchanging hands in the community (linkages), increase the demand for goods and services which in turn creates employment opportunities again. Local businesses are supported and sustained, standards of living increase, locals have more disposable income and can in turn participate in the economy, contribute further to the GDP in a domestic capacity.

Load-shedding has the direct opposite effect, creates an opposite result to the Multiplier effect.

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Total: 200 marks