



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 2016

## TOURISM

### MARKING GUIDELINES

Time: 3 hours

200 marks

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**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.**

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**QUESTION 1**

- 1.1 1.1.1 **Logo** – visual representation of everything the company stands for, what they hope to achieve, the identity of the company, enhances potential customers and partners' crucial first impression of the business. A good logo can build loyalty between the business and customers, establish a brand identity, and provide the professional look of an established enterprise. (Any 2) (2)
- 1.1.2 **Website** – an easy-to-navigate website, with all links working; clean and free of clutter; easy to read and up to date, gives the impression of a company that takes pride in itself and pays attention to detail. In short, a professional company. (Any 2) (2)
- 1.1.3 **Environmental policies** – most customers want to support responsible businesses, knowing the company cares about the environment as much as they do. Policies must be transparent and on the website, use of environmentally friendly packaging and stationery should show the company's commitment to "going green". (Any 2) (2)
- 1.2 1.2.1 **Uniform** – must reflect nature of duties, tucked in and neat, name tags, no extra accessories, not offensive to other cultures. (Any 1) (1)
- 1.2.2 **Communication skills** – eye contact, no slang or expletives, speak clearly, good listener, smile, attentive body language, polite, ensure communication is 2-way. (Any 1) (1)
- 1.2.3 **Grooming** – hair neat and tied up, nails clean and short, jewellery appropriate and limited, shoes polished, clothes clean and ironed (Any 1) (1)
- 1.3 **Strategies to ensure staff deliver excellence service:** performance management, quality control checks, customer surveys, team and peer reviews, in-service training.  
Team building activities/training, employee positioning appropriate to the skills of the employee in order to improve productivity.
- (Any 4 with a description of how each improves service regarding staff. Marker uses discretion.) (4 × 2 = 8)
- [17]

**QUESTION 2**

2.1 A group of people working well together will get the job done in better time, the goals of the organisation will be achieved more efficiently and the needs and expectations of the customers will be met. This will give the business a more professional image and lead to positive word of mouth, repeat visitors, increases in numbers of visitors and more profit. This also leads to more bookings made, more contribution to GDP and many more economic benefits. (Any 5) (5)

2.2 **Forming:** new people come together, don't know one another, team members' roles and responsibilities aren't clear. This stage can last for some time, as people start to work together, and as they make an effort to get to know their new colleagues.

**Storming:** people start to push against the boundaries established in the forming stage. There may be conflict between team members' natural working styles. They may become frustrated, team members may challenge authority, or jockey for position as their roles are clarified. People may feel overwhelmed by their workload, may experience stress.

**Norming:** people start to resolve their differences, appreciate colleagues' strengths, and respect authority of the leader, and they are able to ask one another for help and provide constructive feedback. People develop a stronger commitment to the team goal, and you start to see good progress towards it.

**Performing:** hard work leads, without friction, to the achievement of the team's goal. The structures and processes that you have set up support this well. The leader can delegate much of the work.

**Adjourning:** the task has been successfully completed and teams may be disbanded through organisational restructuring.

**The learners don't necessarily have to mention the names of the stages or have them in this specific order; however, the description of the stages should closely resemble the description of the above in order for the learner to receive the full set of marks.**

(Any reasonable answer from the suggestions for the second mark) (5 × 2 = 10)

2.3 Description of the team goal, honest, sounding credible.

**Must be a task performed in the service tourism industry.** (2)

2.4 Description must be honest, of learner's own behaviour and team's behaviour  
Learner can't get full marks if description is too vague or if it's not tied to a specific situation. (6)

2.5 Evaluation could include aspects such as: team members unable to work together leads to goals not being reached, service delivery is poor, organisation gets a poor reputation, bad word of mouth leads to lower volume of customers, less profit is made. Positive aspects can include the goal being reached in shorter time, cohesiveness of group is ensured, trust is developed, strengths are emphasised and used to the benefit of the team and achieving the goal. (Any 5 reasonable responses) (5)

**[28]**

**QUESTION 3**

- 3.1 "All camps at Wolwedans are designed to have as **little impact on the environment** as possible", "Thus **many of them return** – and bring their friends along too!", "encourage the creation of economic opportunities and jobs to **build a better future for the local people.**" "This has resulted in **higher profits.**" (Any 2 = 2)
- 3.2 Excellent marketing, locally and internationally; efficient and ethical behaviour of staff and management; safety and crime prevention; general appearance and upkeep; considering the needs of disabled people; universal access.  
(Any 4, explained) (4 × 2 = 8)
- 3.3 Chef, waitress, game ranger, nature guide (any relevant example). (1)
- 3.4 The purpose and value of a Code of Conduct to employees and employers:
- 3.4.1 *Purpose:* spells out expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges. (2)
- 3.4.2 *Value:* creates a co-operative, collaborative atmosphere, promotes integrity in the workplace. (2)
- 3.5 3.5.1 Needs: safety, possible accessibility for disabilities, transport to and from venture (any valid need)
- Expectations: value for money, excellent service, honesty and integrity amongst staff (Any valid expectation) (2 × 2 = 4)
- 3.5.2 **Surveys** – detailed, personal touch;  
**Questionnaires** – customer can provide detailed suggestions;  
**Follow-up calls** – quick, less personal, more likely to be honest;  
**Feedback cards** – short, only take a few minutes of time;  
**SMS messaging** – impersonal and easy to respond to, also quick;  
**Web-based responses** – personal touch, customer sees the value of their contribution, feels they have made a difference, no cost involved, paperless;  
**Mystery customers** – anonymous client, staff don't know and won't pretend to be on best behaviour, an accurate idea of the type of service rendered is gained, honest and detailed;  
**Suggestion boxes** – anonymous, easily displayed. (Any 4 valid answers)  
**(Explanation can be repeated across methods)** (for method; for explanation) (8)
- 3.5.3 **Advantages:** you can make sure you are meeting the customers' needs and expectations; opportunity to fix any mistakes you have made; improve customer trust and loyalty; customers feel valued and that you actually do care about them and will be more likely to return; you can train staff in improving service if you know what to improve; identify gaps in your service delivery; gain a competitive advantage; reward staff for excellent work and create a happier workforce. Good ratings and comments by customers serves as a marketing tool, good word of mouth, saves on promotional costs. (Any 4 valid answers) (4)  
(Advantages can be repeated from 3.5.2)

- 3.6 Do a Market Potential Analysis: /SWOT analysis/Environmental scan (1)
- Who?
  - What?
  - Where?
  - When?
  - How?
  - How many?
  - How do they feel?
- Do a Market Segmentation: (1)
- types of tourist
  - lifestyle and interests
  - wealth
  - etc.
- Develop a Marketing Strategy, using the seven Ps of Tourism:
- Product
  - People
  - Packaging and programming
  - Place
  - Promotion
  - Partnership
  - Pricing
  - Physical evidence
  - Process (Any 7 of these = 7)
- 3.7 You must select the RED CHANNEL if:
- You possess goods that fall outside the duty-free allowance
  - You do have prohibited or restricted goods
  - You have goods for re-sale
  - You have gifts or gifts carried on behalf of others.
- These goods are subject to customs duty (Any 2 of the above) (2)
- [42]**

**QUESTION 4**

- 4.1 Namibia at +1 therefore 1 hour difference between SA and Namibia. DST applies, so Namibia is at +2, same as SA. No time difference in summer. 2 hour 20 min flight = 21h00 + 2 hr 20 min = 01h20 on 10 December.

**OR**

On the map, Namibia is +2, with +1 DST = +3. There is a 1 hour time difference, therefore 23h00 in SA will be 00h00 on the 10 December in Namibia. Add 2 hours 20 minutes flight duration, which means it will be 00h00 +2 h 20 min = 02h20 on 10 December (5)

- 4.2 He isn't experiencing jet lag as they did not cross more than 3 time zones. He may be experiencing jet fatigue as a result of duration of flight, which can cause nausea, dizziness and extreme exhaustion, swollen limbs. (Any valid point) (4)
- 4.3 4.3.1 Disorientation, tiredness and nausea, jet lag, dehydration, swollen legs, irritability Jet lag is not a symptom, it is a **condition causing the symptoms**. (2)
- 4.3.2 Rand is much weaker than the USD, therefore their buying power will be very poor, will not be able to get much value for their rand. (2)
- 4.3.3 New York is in the western hemisphere, at –5 standard time, Namibia and SA are at +2, a 7-hour time difference; they will travel back in time by 7 hours, possibly into the previous day depending on when they depart. (2)
- 4.3.4 NY is in the northern hemisphere, the date is in December (winter), therefore NY will not be using DST. (2)
- 4.4 NY is at –5, San Francisco is at –8: a 3-hour difference. 14h30 in San Francisco + 3 hours = 17h30 on the same day, 13 December. (4)
- 4.5 IDL is the **International Date Line** at 180 degrees longitude. When crossing it going east, the time changes to the previous day (traveller gains a day). **Both** affect traveller's plans as the time at the destination has to be considered for meetings, office hours, appointments made. **Greenwich Meridian** is at 0 degrees longitude; it is the line of longitude from which all other time is measured across the globe. Different destinations have different times, therefore equivalent time at the destination must be calculated before travelling to work out the local time at the destination when the traveller will arrive. (4)

**[25]**

**QUESTION 5**

Use rubric to mark this question.

Criteria	4	3	2	1	0	Possible score
<b>Description of three roles of SAT</b>		All THREE of the roles of the SAT are described.	Only TWO of the roles are included.	Only ONE of the roles is included.	NONE of three roles is mentioned.	<b>3</b>
<b>Comparison of tourism volumes 2014 to 2015, data interpretation and reasoning showing knowledge of current affairs in SA</b>	Candidate interprets data accurately, displays a mature understanding of impacts of current situations on travel trends. At least two insightful reasons given.	Data interpreted accurately AND a possible reason given for the discrepancy in data captured.	Data interpreted from the map, but little insight shown into the current situation in SA impacting on travel trends.	Data misinterpreted and/or comparison incorrect and/or incorrect reasoning.	No comparison and no reasons discussed.	<b>4</b>
<b>Use of statistics to validate the importance of marketing SA</b>	Candidate uses the statistics to validate his/her argument regarding marketing by linking marketing with various examples of specific positive outcomes.	Candidate understands the correlation between marketing and tourism volumes.	Candidate either discusses the importance of marketing or discusses the statistics, but fails to link the marketing aspect to the desired outcomes.	Candidate makes poor argument for marketing in relation to tourist volumes.	Not addressed at all.	<b>4</b>
<b>Two opportunities for marketing SA locally</b>  <b>Two opportunities for marketing SA internationally</b>			<ul style="list-style-type: none"> <li>Two opportunities for marketing SA locally AND</li> <li>two opportunities for marketing SA internationally.</li> </ul> <p style="text-align: center;"><b>2 + 2</b></p>	ONE example of each bullet is given OR only one bullet addressed. <p style="text-align: center;"><b>2</b></p>	No examples of marketing opportunities discussed. <p style="text-align: center;"><b>0</b></p>	<b>2 + 2 = 4</b>
<b>Explanation of the method of raising funds for tourism marketing and the provision of funds for international initiatives</b>		<ul style="list-style-type: none"> <li>Explanation of the method of raising funds for tourism marketing AND</li> <li>the provision of funds for international initiatives AND</li> <li>the use of the funds explained.</li> </ul>	ONE of the three bullets is missing.	TWO of the three bullets are missing.	Candidate has not addressed the three bullets.	<b>3</b>

Criteria	4	3	2	1	0	Possible score
<b>Explanation of foreign market share and prediction of the impact of marketing SA on SA's foreign market share (FMS)</b>		Candidate is able to define the term and predict with some insight, the impact of marketing on the FMS.	Candidate is able to define FMS and make a statement about the impact of marketing.	Candidate is able to define FMS OR make a statement about the impact of marketing, but not both.	Candidate has not addressed this at all.	3
<b>Correct choice of technique, accurate description of most appropriate type of marketing technique given A valid, logical reason given for the candidate's choice made</b>		Accurate description of most appropriate type of marketing technique given and a valid, logical reason given for the candidate's choice made.	Description of appropriate technique given OR incorrect choice made OR no valid reason given for choice made.	Only a technique for marketing mentioned. Reason may show a lack of understanding of the marketing techniques or reason is missing.	Candidate has not discussed this at all.	3
<b>Links showing interrelationships between the concepts; cause and effect</b>		All the possible links are indicated with a sense of their complexity.	Some meaningful links are made.	Links spread haphazardly like spaghetti over the page.	No links are made.	3
<b>Key</b>		Key in different colours indicates the different concepts.	Some minor problems in key.	Major problems in key.	No key.	3

[30]

**MARKER IS TO REFER TO THESE POSSIBLE ANSWERS WHEN USING THE RUBRIC ABOVE:**

• **Description of the roles of the SAT:**

- analysing and segmenting the market;
- raising funds for the marketing of SA and for campaigns through TOMSA levy;
- removing obstacles to tourism;
- maintaining high standards of tourism to ensure that SA is a global competitor in the market and service excellence is maintained (improving product platform).
- Promoting domestic tourism using the Domestic Tourism Growth Strategy.
- Co-ordinating the activities of all the role players in the industry

(Any 3)

• **Comparison of tourism volumes 2014–2015**

Volumes have dropped: any number of factors may have had an impact on the volumes including strict VISA legislation implementation, crime statistics, protest action by municipal workers, load-shedding, xenophobic attacks, student unrest, political instability in SA and the resulting drop in South Africa's credit rating, general economic slump, drought in the latter half of 2015 – any valid situation current in SA at the time.

- **Marketing is beneficial** and has positive outcomes for tourist volumes: increasing awareness of diversity in SA resulting in increased annual tourist volumes. The SAT conducts much research into tourist volumes by origin, length of stay, tourist spend, provinces visited and activities undertaken. Statistics are collected, classified, analysed and interpreted to provide a comprehensive bigger picture for SAT regarding to whom to direct their marketing, how to segment the market, where to invest the most money in marketing efforts in order to achieve the biggest return on investment.
- **2 opportunities to market SA locally:** the Getaway Show (Cape Town and Johannesburg), Tourism Indaba (Durban), (or just "Indaba") and Sho't Left campaign. (Any 2)
- **2 opportunities for marketing internationally:** ITB in Berlin and the WTM (World Travel Market) in London.
- **Explanation of the method of raising funds for marketing and the provision of funds:** TOMSA (Tourism Marketing South Africa) is a voluntary group of tourism businesses that collects a 1% levy on every confirmed booking. It is used to contribute to the promotion of SA by SAT as a preferred destination both locally and internationally.
- **Explanation of foreign market share:** this is the percentage of the inbound tourism market that a country controls (i.e. that is coming to SA) and includes both the number of tourists as well as the amount they spend.
- **Impact of marketing on SA's FMS:** if potential tourists have a clear and strong, positive image of SA as a tourist destination, there is a better chance of their choosing to visit SA, thereby increasing our FMS. Marketing creates a positive image of SA and increases awareness regarding what we have to offer foreign tourists.
- **Appropriate marketing techniques:** above-the-line methods are more appropriate. These methods are designed to reach a mass market, wider audience. Marketing SA nationally and internationally requires large-scale campaign efforts, mass media marketing techniques, the World Wide Web and social media, travel agencies with travel magazines. (Any valid examples accepted at the discretion of the marker.)

**QUESTION 6**

- 6.1 In Great Britain/England (**the question asks for the name of the country, not the currency**) because this is the most expensive currency on the table to buy. One pound costs R22,13. Buying power is the value of your currency, how much you are able to buy with it. (3)
- 6.2 Japan (country's name) because one yen costs only 13 cents of ZAR. (2)
- 6.3 One pula is the equivalent of ZAR1,376 778  $10\ 000\ \text{pula} \times 1,376\ 778 = \text{ZAR } 13\ 767,78$  (4)
- NB if the candidate writes only the correct answer, i.e. ZAR13 767,78 without showing calculations, he/she MUST STILL RECEIVE THE FULL 4 marks for this question. (Calculations are requested for method marking in case the final answer is incorrectly calculated, which means the candidate may still get 1 or 2 marks for showing correct calculation methods.)**
- 6.4 ZAR146 490,47 divided by 17,234 173 = euro 8 500 (4)
- 6.5 Political unrest, civil wars and terrorism, unstable political leadership, poor economic decisions made by leaders of a country, natural disasters, economic recession or depression, a large public debt in that country. (Any 3) (3)
- [16]**

**QUESTION 7**

- 7.1 Hosting a global event/a planned global event/hosting a sports event of international importance. (Or anything equivalent) (1)
- 7.2 Positive: "The games will contribute towards infrastructure development" "which will in turn contribute to the economic growth of the country": (3)
- 7.3 **Predict – both positive AND negative impacts must be mentioned:**  
**Positive:** increased incomes, increased foreign exchange, increased employment, multiplier effect, preservation of customs and crafts, provision of community facilities and public services, aiding of international, cultural understanding and tolerance, encouraging travel, mobility and social integration,  
**Negative:** decline of traditional employment opportunities, temporary nature of employment, increased living costs, leakages, increased taxes, conflict with the host community, crime, loss of cultural identity, social problems, such as begging and prostitution, traffic congestion, strain on availability of resources such as water or electricity. (Any 4 + 4 = 8)
- [12]**

**QUESTION 8**

Essay: Use rubric to mark this question.

Criteria	4	3	2	1	0	Possible score
<b>Organisation and Mechanics</b>		Information is very well organised with well-constructed paragraphs. Only minor grammatical, spelling and/or punctuation errors. Title is appropriate.	Organised with well-constructed paragraphs. A few grammatical, spelling and/or punctuation errors. Title is included.	Disorganised and many grammatical, spelling and/or punctuation errors OR title is missing.		<b>3</b>
<b>Correct explanation of the Triple Bottom Line</b>		Correct explanation of the Triple Bottom Line given.	Two of the pillars are correctly described or all three are described but a poor description is given.	Only one pillar explained or two explained but very poorly.	No description given.	<b>3</b>
<b>Analysis of the impact of the initiative on the triple bottom line (TBL)</b>	Sophisticated understanding of the impact on all three pillars of the TBL. Candidate has provided positive and negative impacts for all three pillars. <b>4 × 3</b>	Clear understanding of the impact on the TBL, positive and negative factors have been considered. <b>3 × 2</b>	Candidate has either omitted positive or omitted negative impacts, or one pillar of the TBL has not been addressed, OR addressed in poor detail. <b>2 × 2</b>	Candidate has either omitted positive or omitted negative impacts, and/or more than one of the pillars has not been addressed. <b>2</b>	No attempt to answer this. <b>0</b>	<b>4 × 3 = 12</b>
<b>Explanation of the CSI contribution Wolwedans has made to local business</b>	Candidate can identify four or more ways in which the Wolwedans has made valuable contributions to local business.	A minimum of three direct ways in which Wolwedans has made valuable contributions to local business.	Candidate can identify only one to two contributions.	Candidate has not understood the value of the contributions made by Wolwedans to local business or has misunderstood the question, but attempted to answer.	No attempt to address this.	<b>4</b>
<b>Evaluation of the possibility that Wolwedans could qualify for South African Fair Trade (FT) certification</b>	It is clear from candidate's evaluation that his/her knowledge of FT certification stems from being well read in the role of this organisation. <b>4 × 2</b>	Evaluation has a clear understanding of the role of the FT certification. <b>3 × 2</b>	Candidate fails to provide a meaningful evaluation but may still decide on certification status. <b>2</b>	Candidate has either omitted the evaluation OR the decision of certification status. <b>1</b>	No attempt to address this. <b>0</b>	<b>4 × 2 = 8</b>

**[30]**

**MARKER IS TO REFER TO THESE POSSIBLE ANSWERS WHEN USING THE RUBRIC ABOVE:**

**Correct explanation of the Triple Bottom Line:**

- **Economic:** the factors contributing to the economic development of a country, GDP, foreign exchange;
- **Social:** factors impacting on the local population of a country, social development, standard of living;
- **Environmental:** factors impacting on the environment, the fauna and flora, pollution, natural resources.

**Analysis of impact on the TBL: (both positive and negative impacts MUST be considered in order for the answer to constitute an analysis)**

- **Social: positive impacts,** social upliftment, creation of job opportunities, local procurement in the employment of local building companies in construction of the camps, focus on female employment, the local Laundry Project services the Wolwedans camps, (employment), gardening skills taught to the local community.
- **Social: possible negative impacts:** dilution of culture, overcrowding, misuse of resources such as water, cultural misunderstanding, traffic congestion, conflicts with the host community, crime, changes to family structure, social problems, such as begging and prostitution.
- **Environmental: positive impacts:** use of "green" building methods and sustainable technologies, waste water treated to use for agriculture and to sustain a village garden and orchid project, vegetables will be grown.
- **Environmental: possible negative impacts:** erosion of natural resources, pollution of air and water, litter, increase in noise levels, panoramic view damage, destruction of natural wildlife systems and breeding patterns.
- **Economic: positive:** tourist numbers increased resulting in higher profits, foreign exchange increase, linkages, multiplier effect occurs when money spent by tourists filters down into other industries and benefits the local community, increased job opportunities and contribution to the GDP.
- **Economic: possible negative impacts:** decline of traditional employment opportunities, seasonality of employment, increased living costs, possible leakages, increased taxes.

**Explanation of CSI contribution:**

*Wolwedans* encourages the creation of economic opportunities and jobs to build a better future for the local people. The *Wolwedans Foundation* promotes this goal by offering careers training at *The Namibian Institute of Culinary Education*. Profits from the Institute are used to provide bursaries for students who have graduated to help them open their own small businesses, *Desert Academy* teaches young Namibians all aspects of hospitality, including housekeeping, maintenance, guiding, kitchen and administration.

**Evaluation of possibility of Fair Trade certification:**

Student should show an understanding of what the FT certification means, i.e. a company that ensures that the local people whose land, natural resources, labour, knowledge and culture used for tourism activities, actually benefit from tourism.

Based on the article, the *Wolwedans* group of camps does qualify for FT certification because of the social upliftment initiatives mentioned earlier, also the focus on female employment.

**However**, the student may argue that there is no mention of fair working conditions or fair share of profits. Employment creation does not necessarily ensure fair treatment of the workers.

**Total: 200 marks**