



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2017

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 **Physical appearance** – bright colours, unsettling atmosphere, inappropriate décor.
Service – there wasn't any.
Staff communication skills – chef was unable to communicate with the customers.
Grooming – the chef's hair was dirty, his nails were long.
- 1.2 **Physical appearance** – of the business, décor, lighting, colours needed to be more welcoming, less gaudy.
Service – there wasn't any. No communication to the effect that customers needed to serve themselves was in evidence. There should have been signs posted to that effect.
Staff communication skills – chef needed to be able to communicate with the customers to reduce the possibility of misunderstandings.
Grooming – hair neat and tied up, nails clean and short.
- 1.3 Benefits of customer complaints: customer complaint can become very profitable when you can resolve their problem; a customer complaint highlights problems with employees or internal processes and you can fix them before further problems arise and cause a bad customer experience; You can use positive feedback to provide social proofing and attract new customers; You can use negative feedback to fix any internal processes and make your customers happy; complaints make you aware of what the customers want and aren't getting; can give you a competitive advantage. Business becomes sustainable, customer feels validated and that his/her opinion is valued.
- 1.4 **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.
Face-to-face questioning by owner or floor manager – this is a personal touch and issues can be dealt with immediately, customer feels valued and his/her opinion matters.
Visitors' book/comment book – easily displayed, future customer can read comments, can be filled in upon departure.

- 1.5 Excellent marketing, locally and internationally (learner can mention the P's of marketing, but this only counts for one point); efficient and ethical behaviour of staff and management; safety and crime prevention; general appearance and upkeep; considering the needs of disabled people; universal access, positive experience of visitors.

Additional points that are acceptable:

- Adaptability in a changing market
- Employee attitude and buy-in
- Technology utilisation
- Global footprint, i.e. connectivity, communication, networking
- Teamwork
- Location
- An excellent business plan
- Capital for start-up

QUESTION 2

- 2.1 This means giving back to the local community and the natural environment (fauna and flora) instead of exploiting them for the purposes of making a profit.
- 2.2 This is tourism which:
- minimises negative social, economic and environmental impacts and maximizing positive impacts
 - generates greater economic benefits for local people and enhances the well-being of host communities
 - improves working conditions and access to the industry
 - involves local people in decisions that affect their lives and life chances
 - makes positive contributions to the conservation of natural and cultural heritage, embracing diversity
 - provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
 - provides access for physically challenged people
 - is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence
- 2.3 The final statement claims that tourism is becoming sustainable and responsible. The examples below support this statement as businesses in the industry are aiming to:
- Know if their contribution in tourism benefits the local communities as well as the flora and fauna (community and environment)
 - Tourism businesses are sourcing as many of their products locally as possible (community and economic – reducing costs)
 - Hiring local workers. (community)
 - Many hotels are offering the option to buy a tree that is planted at the destination to offset their travel carbon footprint. (environment)
 - This year we see many solar powered camps in the market. (economic, saving money and environmental)
 - Their sewage purity system reduces contamination. (environmental)
 - The use of social media and online booking systems. (environmental and economic, saving money)
 - Meeting locals, experiencing food and cultures
 - Allowing animals to roam freely and come to them, instead of disturbing the animals

- 2.4
- strain on already scarce resources such as water, energy, food and natural habitat areas
 - may lead to soil erosion, increased pollution and waste, discharges into the sea and waterways
 - increased pressure on endangered species of animals and plants
 - heightened vulnerability to deforestation, as well as loss of biodiversity
 - mass tourism may also erode traditional values by introducing foreign elements which are in conflict with the cultural, historical, and religious heritage of the community (cultural dilution)
 - cultural misunderstandings
 - overcrowding
 - increased prices cause locals to be under financial strain
 - tourism is seasonal; the benefits are seasonal, jobs are seasonal and low paid
 - damage to infrastructure, e.g. roads
- 2.5 Learner generates own answers, it must be evident that he/she has researched this career path.
- 2.6 2.6.1 Code of Conduct
- 2.6.2 Public has more faith in a business that imposes rules on its staff to ensure ethical behaviour. The business is seen as caring about its image and thus its customers. More faith in a business that encourages collaboration, co-operation and has integrity.
- 2.7 Helps them make ethical decisions when faced with a dilemma; all employees are working toward the same goals; have a clear idea of what is acceptable and not acceptable; support the mission and aims of the organisation; employees have a clear understanding of what duties are and what behaviour is expected of them; eliminates misunderstandings and confusion.

QUESTION 3

- 3.1 The benefits of teamwork to the team itself include: the sharing of responsibilities which 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. A group needs to have the same goal or mission in mind, so that all are trying their best to reach that one goal. Good teamwork leads to efficient service, good communication, a positive reputation and increase visitor volumes, increased profits. 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.
- 3.2 Performing stage: "With group norms and roles established, group members focus on achieving common goals, often reaching an unexpectedly high level of success" Solving problems, co-operation, individual tasks are accomplished, conflicts are handled constructively
- 3.3 Adjourning (or mourning) (also known as 'Breaking up' and 'Reintegration', according to different teamwork models in the industry.)
- 3.4 Storming
- 3.5 3.5.1 Description of each member's tasks, what they were required to do, name of the type of business (e.g. restaurant, conservation organisation, spa)
- 3.5.2 Description of the team goal, honest, sounding credible. Must be a task performed in the service tourism industry.
- 3.6 Evaluation must be honest, strengths AND weaknesses must be mentioned.

QUESTION 4

- 4.1 4.1.1 Miami is at –5
08:00 – 4 hours = arrival at 04:00 a.m. 16 May.
04:00 a.m. – 12 hours flight = 16:00 p.m. 15 May (SA time)
SA is at +2, Miami is at –5, 7 hours difference. (If the candidate knows that Miami practises DST, he/she must be awarded a mark for saying that Miami is at –4 and the answer would be an hour difference)
16:00 – 7 hrs = 09:00 a.m. on 15 May 2017
- 4.1.2 Arrival at 04:00 a.m. 16 May 2017
SA is at +2, Moscow is at +3 = 1 hour difference. 04:00 a.m. in SA will be 05:00 a.m. in Moscow. If candidates said that Moscow is at +4, this can be accepted as the map had no points to indicate position of cities. Therefore the answer can be 6 a.m. in Moscow.
- 4.1.3 No, It is winter in the southern hemisphere and DST will not be used.
OR South Africa does not implement DST.
- 4.1.4 Make more productive use of daylight hours, save electricity, less pollution, fewer road accidents, fewer pedestrian accidents, more leisure time spent with family in daylight hours, drop in crime rates, people stay out for longer, spend more money, which leads to an economic boost.
- 4.2 Yes they have flown over more than 3 time zones.
- 4.3 4.3.1 Hep A and B vaccinations, bring own water or buy bottled water. (NOT Yellow Fever.) Practice safe sex to prevent HIV, also malaria and cholera.
- 4.3.2 Keep valuables out of sight, keep away from known high crime areas, always travel in groups, keep copies of travel documents on record.
- 4.3.3 Any 2 of the following can be mentioned: Respect the local people, ask permission to take photos; try to buy local products that support local businesses and sample the local cuisine; do not buy artefacts made from endangered plant or animal material; use local public transport or hire a bicycle or walk; do not waste valuable natural resources such as water and electricity; support businesses that make use of eco products such as solar power or Fair Trade products; try to learn a few words in local language; don't request room and towels to be cleaned every day, shower instead of bath.

- 4.4 DST is implemented in countries that don't get a lot of daylight hours in summer. SA experiences many hours of sunlight – enough that we don't have to move the clock forward as the sun rises very early and sets late. NB the candidate must indicate that there are more hours of sunlight, **NOT** more hours in the day or a longer day.
An acceptable response may be marked correct with the discretion of the marker. There are many answers candidates may come up with.
- 4.5
- When people travel they will have to wake up and go to sleep at different times which can mess your body clock up
 - Jet lag: your body clock is not synchronised and therefore causes you to become fatigued and this may last for several days.
 - If a traveller crosses the IDL they will be gaining a day (going back to the previous day).
 - A tourist has to factor in the time zone of the destination when making plans or arrangements. The local time at destination may be different from the time zone at place of departure. The duration of the flight will then be added to the local time at destination.

QUESTION 5 CONCEPT MAP

- 5.1 Cyclones are natural disasters, or unforeseen events.
- Impact of this event is **negative**:
 - Impacts include storms and floods, high winds causing damage, storm surge on the coastline will mean that coastal resorts are in danger of flooding and water damage
 - The threat of danger may lead to tourists cancelling trips or cutting trips short
 - This may lead to loss of income and foreign exchange from tourism
 - Businesses may lose revenue; prolonged losses can lead to job losses as the demand for goods and services drops
 - Some smaller businesses may even have to close down
 - Damage to resorts, roads and other infrastructure may lead to huge costs incurred for repairs
 - Some tourism resorts may have to close for renovations to ensure safety of tourists, leading to severe loss of revenue
 - Possible loss of life leads to tourists staying away in future rainy seasons
 - The Kruger Park experiencing flooding may lead to death of animals, a natural attraction. **(any valid negative points)**.
 - **Positive**: much needed rainfall to a drought stricken area will lead to growth and development in future
 - Lack of tourism may give the area an opportunity to recover from damage
 - Less tourism means fewer resources are used
 - Lower prices may mean locals can afford to travel to the area, less overcrowding, less pollution, less dilution of culture
- (any valid positive points)**

5.2 Impact on social:

- **Negative points:**

- Roofs blown off houses and businesses
- Overhead electricity and telephone cables damaged and trees uprooted
- Damage to infrastructure incurs costs to repair
- Loss of life causes loss of possible breadwinners for families who may need welfare and assistance
- Medical emergencies are also costly
- Flooding may lead to cholera outbreaks as sewerage systems fail
- Evacuation of people leads to possibility of homelessness

(any valid negative points)

- **Positive:**

- As for impact on tourism (any valid positive points – but no repetition)

- **Impact on environment:**

- **Negative:**

- Overflowing rivers causes erosion
- Washing away of topsoil and agricultural losses
- Kruger Park flooding: loss of natural habitat
- Death of animals
- Damage to coastlines, destruction of beaches

(any valid negative points)

- **Positive:**

- Less pollution and drain on resources

(any valid positive points)

- **Impact on economy:**

- Loss of earning potential if people are injured or killed
- Drop in tourism causes drop in contribution to GDP
- Unemployment levels rising leads to poverty and homelessness
- Drain on economic resources if reparations are very costly
- Cost of maintenance of damaged infrastructure
- Threat of having to import food staples if food sources are destroyed (agriculture)
- Health risks increase drain on public health and welfare services
- No positive economic impacts are foreseen

(any valid positive points)

5.3 Links must show relationships between concepts.

5.4 Key and colours used.

Refer to the Marking Rubric in the Insert marked *Addendum D* to assess this answer.

List the possible responses for the Concept Map and Essay.

QUESTION 6

- 6.1 Europe – although the Rand is weaker than both currencies, the Rand will be worth slightly more in Europe, whereas the rand is much weaker to the Pound. This means that SA tourists will have slightly more buying power in Europe than in England.
- 6.2 **Mauritius** as one Rupee will only cost 37 cents, cheaper than Seychelles, Botswana or Namibia.
- 6.3 R50 000 divided by 12,96 = USD 3858,02
- 6.4 ZAR 2 400 divided by USD 200 = 12. The rate of exchange for USD is now ZAR12, which means that the Rand has strengthened to the USD.

QUESTION 7:

- 7.1 7.1.1 Above the line Below the line

7.1.2 *Above the line* advantages: can reach a large target market, improves brand recognition, customers can think about their options, not have to make decision immediately, available 24/7. Disadvantages – very costly, impersonal.

Below the line advantages – more personal, select target market, can direct marketing at a specific target group, cheaper form of marketing. Disadvantages – reaches fewer people, usually people driven so need staff to be available, not available all the time, relies on direct contact so opportunities may be lost if no contact between seller and customer is made. (If candidate has provided one advantage and one disadvantage of each type, he/she will get 4 full marks. If candidate gave 2 advantages and 2 disadvantages of either *below the line* **OR** 2 advantages and 2 disadvantages of *above the line*, they will be given 4 full marks. As long as they have shown their understanding of the positive and negative aspects of each type.)

- 7.1.3 Above: Television, Radio, Newspapers/print, Cinema/Theatres (product placements), out of home media. (any 1)

Below: pamphlets, brochures, door to door sales, sales promotions, sponsorships, expos, exhibitions (any 1)

- 7.2 Travellers can 'see' the product and availability before arriving at the destination, can make more informed choices, can be more selective and gather far more information about the product and destination before arriving, preparation is minimised as it occurs online.

- 7.3 7.3.1 South African Tourism. ('TOMSA' can be accepted as the question asks for the name of the 'organisation' that collects this levy and many teachers teach that TOMSA collects the levy and SAT makes use of the funds).
- 7.3.2 Increase tourism marketing for SA both domestically and internationally, increase product platform, remove obstacles to tourism, maintain standards in tourism in SA comparable to international standards, co-ordinate all the role players in tourism.
- 7.3.3 The money collected is used to fund marketing activities for SA internationally, improve Brand SA.
- 7.4 7.4.1 Marketing research, travel costs, communication costs, personnel costs. Advertising, printing costs, web design
- 7.4.2 Planning is very important as you need to research whether there is a need or demand for the product, you need to establish what people will pay for the product, who your target market will be, what it will cost to produce. Without researching the mix, you may lose a lot of money, produce a product that is not wanted, be in the wrong area, charge too much for it or too little, not make a profit.
- 7.4.3 Learner's own choice of 2 of the 7/8 P's of marketing with a valid reason for the choice. Product, price, promotion, people, (this factor can also include the staffing for the venture, as per Business Studies) place, packaging/physical evidence, process; partnering.

QUESTION 8 ESSAY

- 8.2 The **definition of the multiplier effect** is when money spent by tourists filters down through different sectors and sub-sectors and industries in the economy and benefits different organisations and the local community.
- 8.3 **Excellent service** is when actions performed for the benefit of customers exceeds their expectations, not merely meeting their needs but even going to the point of anticipating needs and going that extra mile to make customers happy.
- Poor service occurs when customers do not receive value for money, needs are not met and customers are disgruntled and angry.
- 8.4 **Improving the quality of services** and the level of customer satisfaction will create loyal visitors.
- Loyal visitors will return to the destination and recommend it to others, whereas service failure can have devastating effects on an organisation because customers frequently switch to a different provider when they experience a service failure.
 - Customers whose problems are resolved are more likely to remain loyal to the service provider. (any valid points made)

8.5 In tourism, visitors from foreign countries (and domestic tourists) spend their money on transport, accommodation, visiting attractions and engaging in activities.

- If the service they receive at these various places is good, or excellent, then their travel experience is a positive one and these tourists will, more than likely, return at a later date (repeat visitation)
- and will probably also tell many others (positive word of mouth) about their fantastic holiday.
- This may result in increased tourist volume to these attractions. Tourist spend in the Transport, Hospitality and Attractions sectors will then also increase.
- Contribution to the **country's GDP** will increase and the country's economy will benefit. (economic growth)
- Tourism ventures (hotels, restaurants, resorts, transport) will receive more income from this increased tourism volume and spending.
- The demand for goods and services goes up, therefore the ventures need to procure (buy) more goods and employ more staff.
- If the ventures **employ local people and buy locally produced goods**, then the money circulates **within the local community** and benefits the local community.
- This is called a **linkage**.
- The staff employed in this venture, are paid with money from the income from tourists.
- The staff's standard of living improves because they have employment, they are able to buy more food, other goods and services.
- Once again, the demand goes up and the local businesses must supply this demand.
- In this way, more employment is created, more money is circulated in all businesses in the community and, ideally, everyone benefits. (community development)

8.6 Strategies to achieve and maintain excellent service:

- quality control checks,
- performance management,
- customer surveys,
- team and peer reviews,
- in-service training,
- staff bonuses and incentives.

Use the rubric marked Addendum E to mark this question.

NB if candidate has included sub-headings in the essay in addition to the numbering, this will be acceptable but the format **must** reflect an essay. If there is no essay and only paragraphs against numbers, the candidate has not followed instructions for answering an essay and should receive a 0 (zero) mark for 'Organisation and mechanics'.

Total: 200 marks