NATIONAL SENIOR CERTIFICATE EXAMINATION
SUPPLEMENTARY EXAMINATION – MARCH 2019

# 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 **Code of conduct for employee behaviour:**
Theft or abuse of Madikwe property will not be tolerated.
Use of alcohol or any banned substance is not allowed.
Any form of sexual harassment.
Theft of guest's property.
Late arrival for duty.
Negligence in the performance of duty.
Dress code to be adhered to.
No visible tattoos.
Respect for customers and different cultures.
No disrespectful/abusive language usage.
Respect and maintain Madikwe's aims for sustainability.

1.2 Do not waste water.
Use local products.
Ensure the recycle programme is run efficiently.
Adhere to the designated roads.
Respect the animals in their natural habitat.
Ensure natural resources are not abused.
Educate the locals about sustainability.
Ongoing training and environmental awareness for the staff.
Make sure the animals are bred in a sustainable fashion.
Maintenance programs are effective – fencing, buildings and water supply, etc.
Be aware of poaching and have an effective anti-poaching team.

1.3 Good product knowledge.
Good general knowledge of the local area.
Adhere to dress code/appropriate dress.
Meet the customer's needs – go the extra mile.
Keep good personal hygiene.
Keep abreast of modern technology.
Take responsibility for areas under their charge.
Be punctual.
No swearing, theft, substance abuse.
Work towards a common goal.
Be effective team members and show respect for fellow staff and guests.

1.4 Electronic funds transfer
Internet payments
Credit cards (Visa, Master card, American express, Diners club)
Traveller's cheques
Cash

1.5 Internet (Social media, travel sites such as *Trip Advisor*)
Travel magazines – *Getaway* magazine
SA Tourism organises trade and marketing events such as the *Getaway Show* and *Africa's Travel Indaba.*

1.6 Surveys
Questionnaire
Follow up calls
Customer feedback cards
SMS message on cell phones
Web based response
Face to face
Suggestion boxes

1.7 Accessibility
Big Five, bird species, tree variety
Safari style spa
4- and 5-Star rated
Community development
Some accommodation is off the grid

1.8 Receptionist
Bookkeeper
Lodge manager
Chef
Maintenance manager
Guide
Ranger
Driver
Cleaner

1.9 Candidate should choose 1 of the career/job opportunities that they have chosen in Question 1.8 and plan a logical career path which should include training, experience and promotion. E.g. Cleaner – head of cleaning staff – management team – head of lodge – general manager of the reserve – profit share in the game reserve. Training, experience and promotional path must be mentioned.

1.10 1.10.1 "Staff members come from among the underprivileged local communities ..."

"The reserve supports the Henna Pre School, New Beginnings Day Care and the Huntington Home-based Care. They feed, educate and care for the children whose parents are away at work ..."

"… educate community women and elderly in crafts such as beadworks."

"*Mmasebudule Recycling* was started as a local initiative within *Madikwe Game Reserve* to recycle waste on the reserve."

"Some lodges within the reserve are off the grid, relying solely on natural resources and solar power."

1.10.2 Provides employment, uplifts the local community in terms of food, education, care of children and elderly.

1.11 Excellent marketing that attracts both international and domestic tourists.
Sustainable and responsible management.
Universal access.
Efficient and ethical behaviour of staff and management.
Positive experience of visitors – good word of mouth
Good maintenance programme for general up-keep.
Community involvement.
Safety and crime prevention.
Considering the needs of people with disabilities.

1.12 Sustainable management plans, 4- and 5-star rating, international as well as domestic visitors (good reputation and excellent marketing), Fair Trade certification, use of alternative energy sources.

1.13 Local gateways – OR Tambo and Sir Seretse Khama International Airports. Own Airstrip, easily accessible by road and air. Botswana border post.

## QUESTION 2

2.1 To ensure the viability of the business in terms of target market, product, place, price. Strengths, weaknesses, opportunities and threats.

2.2 The example must be tourism related.

2.3 A brief description of the above mentioned product.

2.4 Any Four P's of the marketing mix. (choose from product, place, people, price, physical evidence, promotion, process). Answer must have one description per heading.

2.5 This analysis must be set out in a clear manner with THREE examples provided for each heading. Marker to use own discretion and only award marks for valid points. **Opportunities** are positive and external factors such as economic upturn, devaluing of local currency leading to more exports and more tourism spend, availability of local labour force in the vicinity.
**Threats** are negative and external, such as competition, global recession, climate change, strengthening currency leading to foreign tourists having less buying power, global or unforeseen events.

2.6 Three valid points must be given and marker to use own discretion to award marks. Examples include staff training, observing trends in competition, incentives or bonuses, performance management, quality control checks, customer surveys, peer reviews.

2.7 Above the line marketing: mass media – TV, radio, internet.
Below the line marketing: individual based – flyers, pamphlets, stickers, brochures.

## QUESTION 3

3.1 Jet lag: As a result of a rapid long distance flight over more than 3 time zones. This results in changes that upset the "body clock". Tiredness, nausea, swelling of feet, disorientation.

Jet fatigue: As a result of having travelled on a long haul flight but not over multiple time zones. Tiredness, stiff body, swollen limbs.

3.2 Duty free – goods that are sold to travellers who will take them out the country and are exempt from being taxed.

3.3 Red Channel: At a customs area in an airport or port where travellers who have something to declare take this passage. Examples include prohibited goods such as firearms, excess of 1 litre of alcohol, endangered species of plants or animals, foreign currency in excess of $10 000, medicine, excessive amount of manufactured goods.

Green Channel: At a customs area in an airport or port where travellers who have nothing to declare take this passage. Opposite of the above. Goods brought in are not prohibited or are within the allowance in quantity or volume.

3.4 A valid passport.
A valid visa.
Valid health certificate – yellow fever, cholera.
Valid international driver's license if they intend to drive.

3.5 To ensure you know what time you are going to arrive at your destination.
For planning purposes – accommodation bookings, availability of essential services like car hire/taxi services.
Flight bookings coincide with connecting flights.
Health precautions to take to prevent or treat jet lag.

Marker to use own discretion provided answer is logical.

3.6 3.6.1 JHB +2
Hong Kong +8 difference of 6 hours
15:00 23 July + 6hrs = 21:00 23 July
Plus the 13 hour flight duration = 10:00 on 24 July.

3.6.2 Arrival in Hong Kong 10:00 24 July
Minus 6 hours difference
04:00am on 24 July

## QUESTION 4

4.1 Good dress code.
Respectful behaviour and cultural awareness.
Good product knowledge.
Good personal hygiene and grooming.
Well spoken.
Willing to go the extra mile.
Excellent communication skills.
Excellent customer service policies in place.

4.2 With good professional image, if customers' needs are met, this will result in good word of mouth and repeat customers, ensuring a stable sustainable income. This in turn creates job security and a happy working environment.

4.3 Conditions of employment.
Areas of responsibility, to whom you would report.
Rules for working hours.
Regulations for annual leave, sick leave, maternity leave.
Remuneration.
Contributions to benefit funds.
Monitoring and enforcement of the law and legal proceedings.
Regulations for working on public holidays, Sundays, night time and over time.
Termination of employment procedures.
Prohibitions (such as child labour).

4.4 It is important for both the employer and employee to have these guidelines to ensure a good working relationship. Both parties have in writing of what is expected from both parties. Leaves no area for misinterpretation. Helps for all to work towards a common goal and protects the worker from unfair or discriminatory labour practice.

## QUESTION 5

5.1 Any currency/money from a different country used in exchange for goods.

5.2 The amount of foreign currency/goods that you can buy with your rands (or the tourist's own currency) is called buying power.

5.3 Japan because you can get most currency (Yen) in exchange for your Rand. (A candidate who has written "Yen" will not be awarded the marks, the **country** must be mentioned.)

5.4 CNY 30 000 × 1,51 = ZAR 45 300,00

5.5 5.5.1 ZAR 75 000 ÷ 9,31 = AUD 8 056,00

5.5.2 The Bank Selling Rate is always higher as the bank or foreign exchange institution needs to add a small administration fee/handling fee onto the price in order to make a profit.

## QUESTION 6

6.1 The candidate has to identify the task and give a brief but comprehensive description of the Industry-Related Task that he/she participated in.

6.2 6.2.1 Description of the specific aims/goals of the task.

6.2.2 Sharing of responsibility gets the task done quicker with said goal in mind.
Each team member can focus on his or her strengths to be more effective in completing the task.
Creates a feeling of shared responsibility and purpose to achieve the goals.
Marker use own discretion and awards marks for any 3 valid points made.

6.3 Description of the candidate's own contribution in delivering the service. Any three valid points. Marker should use own discretion with regards to the authenticity of the candidate's description.

6.4 Description of the candidate's strengths and the team mates' strengths in helping achieve the team's goals. Any TWO strengths for both candidate **and** candidate's team mates.

## QUESTION 7

- **Definition of the tourism product as a service:**

  Tourism "product" is the facilities that a tourist uses to meet his needs, and "services" are needs that are met (when something is done for the tourist to benefit the tourist) in terms of what type of tourist he/she is. Excellent service is when the service provider goes above and beyond the expectations of the tourist, often doing more than is required.

- **The impact of excellent service on tourism:**
  Good service results in happy customers, good word of mouth return business – customer base grows, any valid positive impacts on tourism.

- **Impact of service excellence on the economy**:

  Workers and locals are able to make more money (forex), job satisfaction amongst staff, job creation and a drop in unemployment rate, locals have more available cash and can contribute to the local economy, paying of taxes by locals increases, increase in demand for goods and services, multiplier effect is created, end result a bigger contribution to the GDP.

- **Impact of excellent service on the local community:**

  Increase in tourism volumes leads to happy staff earning money and who are able to lead a better life, able to spend money within the community and in turn support the South African economy, help build better infrastructure like schools, clinics, hospitals better road works, beautification of local areas, increase in community pride, better standard of living for the locals, drop in poverty and poverty-related social issues such as drug abuse and teen pregnancies, and other valid answers.

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- **Suggestions for improvement:**

  Marker discretion to award marks for insight and valid explanations. Three good suggestions awarded 3 marks, pro rata marks awarded.

## QUESTION 8: Essay

- **Identification:**

  The candidate needs to identify the event as a natural disaster and mention additional disasters such as tornadoes, extreme drought, extreme weather conditions, tsunamis, tropical cyclones, flash floods, global warming and climate change. Candidate may also identify the event as an unforeseen event and mention additional examples such as disease pandemics (example Ebola, SARS flu virus, any such pandemics).

- **Economic impact tourism has on the Bali area:**

  Five million visitors a year, 60% of the Balinese economy based on Tourism. All sectors are affected by tourism – transport, accommodation, retail, attractions and recreation areas like the beaches and water sports. Job creation and financial investment is very dependent on tourism.

- **Impact on the triple bottom line:**

  Economic: less tourists or cancellation of trips, less income in the form of foreign exchange, insecurity with regards to jobs. Flights grounded means tourists are stranded, less money within the economy of the country. No money available for infrastructure maintenance, general decay. Loss of £500million, according to the source.

  Social: lowering of standard of living, increase in crime, poverty and no money for education and health care. Population explosion, social problems such as drug abuse or teen pregnancies may rise. Pollution may lead to health problems due to the ash and smoke in the air.

  Environmental: deterioration of the environment, more pressure on the use of natural resources. Water contaminated by volcanic ash, demand for food increases and more land is converted from natural forest to subsistence agriculture to meet this demand. Positive – volcanic ash is very fertile which may lead to improved agriculture in the long term.

- **Negative into a positive:**

  Candidates need to identify how the Balinese have taken advantage of this situation for those tourists stranded in terms of accommodation, transport, food and recreational activities they offer. Captive market through unfortunate circumstances. The candidate should show insight and provide some creative suggestions that cannot be obtained from the source.

**Total: 200 marks**

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