



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 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 Hospitality; accommodation sector. (Any 1 point)
- 1.2 Affordability; home environment; come and go as you please, unique concept, original idea, accessibility to local knowledge and culture, authenticity of the experience (not contrived). (Any 2)
- 1.3 People who want to experience first-hand the local way of living/culture, budget travellers.
- 1.4 Any of the FOUR Ps of the marketing mix can be used, with valid points to describe each heading. Choose from: product; price; place; people; promotion; process; physical evidence.

Product: Airbnb – an online marketplace that gives people the opportunity to let rooms, or their entire house to travellers.

Price: budget/middle class, lower income; varies according to location.

Place: worldwide

People: budget travellers, travellers who like to engage on a more personal level with locals, off the beaten track. Also accept staff and owners of these homes who host the tourists.

Promotion: online platforms such as social media, pop-ups.

Process: how is the service delivered: hands-on and personal interaction?

Facilities in the homes/rooms are usually made available to tourists; service depends on particular owner.

Physical evidence: the homes/flats/rooms rented by the travellers.

(Packaging/programming and partnership are optional)

(One for the name, one for the description)

- 1.5 All four SWOT headings need to be addressed (strengths; weaknesses; opportunities and threats) A mark awarded for maximum two correct points per heading.

**Strengths:**

- Affordability – rates much lower than hotels and established accommodation facilities.
  - Accessibility
  - Worldwide: wide choice of accommodation.
  - Existing infrastructure means no minimal construction costs.
  - User-friendly website helps tourists find their ideal place.
  - Tourists can experience local culture and cuisine at grass-roots level.
- (Any 2 valid points )

**Weaknesses:**

- Privacy issues may occur when staying in owners' homes.
  - Hosts not trained in hospitality.
  - Lack of facilities, parking and payment methods.
  - Brand image can be damaged by behaviour of individual hosts.
  - Brand expansion may violate tourism laws in some countries.
  - Property development may violate residential building laws and the privacy of neighbours in the area.
- (Any 2 valid points)

**Opportunities**

- Airbnb can offer new services, opportunities for expansion and diversification.
  - Limitless opportunities for Airbnbs to open in rural areas, increasing the availability of accommodation in areas not previously explored.
  - Opportunities for contribution to social causes, corporate social investment (CSI).
  - Job creation, linkages created.
  - Partnering with tourism companies can offer more complete packages and enable businesses to expand.
  - Host country's economy benefits from foreign exchange.
- (Any 2 valid points)

**Threats:**

- Pricing structures are not regulated, and some hosts may exploit the system by overcharging for services.
- The market can quickly become saturated as opportunists jump at the opportunity to make extra money.
- Increasing costs of service industries may decrease the profitability of Airbnb.
- Competitors who offer a similar type of service may enter the industry and pose a threat to the business of Airbnb.

(Any 2 valid points)

[<<https://www.freeswotanalysis.com/online-marketplace/774-swot-analysis-of-airbnb.html>>]

**QUESTION 2**

2.1 Excellent online marketing; positive experience of visitors; affordability; located worldwide; universal accessibility; customer feedback is available online; tourists can utilise facilities for free; various rental options (can rent an entire house or just a room); competitive player in the global market; evidence of a growing market/demand. (Any 4)

2.2 **Negatives:**

Increased crime and drug use in local community; pollution; overuse of resources such as water and electricity; temporary and poorly paid employment; increase in demand for goods and services that might be a problem if these cannot be met; cultural dilution and misunderstandings may occur; infrastructure damage; increased carbon footprint; increased prices affect locals, overcrowding, traffic congestion, inflated property prices (or rates and taxes) may lead to locals not being able to afford to live in the area. (Any 3)

**Positives:**

Employment opportunities; entrepreneurial opportunities; investment opportunities; exposure to future travel opportunities/marketing opportunities; increase in demand for goods and services, multiplier effect, contribution to GDP, increased foreign income can be spent on infrastructure development and conservation efforts; pride in the community increases; improved standards of living for locals. (Any 3)

2.3 People/social: considering the positive and negative effects of tourism on local communities, culture and heritage. Corporate social investment (CSI) in tourism, such as financial or non-financial support given by tourism companies to health/sport/education/youth projects.

Environment/planet: good environmental practices, such as resource management (energy and water), waste management (reduce, re-use, recycle), litter control, pollution control, environmentally friendly building, promotion of indigenous flora and control of alien invasive plants in grounds and gardens.

Economy/profit: the role of business. The responsible attitude of a tourism business towards the people and environment it affects. Ways to practise it: ownership, employment, procurement of local goods and services, etc.

- 2.4 Community/people/social; buying locally produced foods and artefacts; respecting local traditions and beliefs; learning a few greetings in the local language; asking permission before taking photos; not giving in to beggars as this promotes begging, supporting local guides as this creates jobs.

Environment/planet: recycling of plastic/bottles; supporting sustainable and responsible tourism organisations; volunteering; using local transport or walking; not buying endangered animal or plant products, thereby reducing the demand for them; not damaging local attractions by breaking pieces off or littering; minimising waste by not using plastic bags or carrying your own reusable water bottles; flying economy class makes more efficient use of the space inside an airplane; buying offsets; (e.g. a Green Seat) as that money can go a long way to funding projects around the world that aim to reduce environmental impact; declining daily laundry services to reduce water use; showering once a day instead of bathing; using reef-safe sunscreen.

Economic/profit: Supporting local businesses creates linkages and a multiplier effect, not haggling with locals for reduced prices, respecting local traditions. Using less water and electricity also has economic benefits. (One mark each for 6 correct points)

- 2.5 Fair share of the profit generated, fair working conditions, democracy (the right and opportunity to participate in decision making), respect (for human rights, culture and environment), reliability of service delivered (excellent quality and safety guaranteed), transparency (accountability to ownership and access to info), sustainability (use of resources), not using child labour. (One mark each for any 3 correct points)
- 2.6 Sporting events/national conferences/hosted events.
- 2.7 Airbnbs provide extra accommodation close to big events and makes it possible for more people to attend these events. This brings vast amounts of money into the country where a big event is hosted and this filters through to local communities. Airbnb encourages cultural exchange and understanding between different cultures. The sharing of homes results in the more efficient use of resources and because of the proximity to the venues, travel distances are reduced and this benefits the environment. (Any 3 correct points)

**QUESTION 3**

- 3.1
- electronic fund transfers (EFT) – online, quick, no cash is needed, can keep track of payments, safe
  - telegraphic transfers (SWIFT) – personal
  - bank drafts – safe
  - internet payments – online, quick, no cash needed, can keep track of payments, safe
  - foreign bank notes (cash) – neither electricity nor internet needed, developing countries' preferred method of payment – locals prefer cash.
  - credit cards (Visa, MasterCard, American Express, Diners Club) – online, quick and no cash needed, can keep track of payments, safe
  - traveller's cheques – can be claimed from insurance if stolen
  - preloaded foreign currency debit cards such as *Cash Passport Card/Travel Wallet/Internal Travel Card* – online, quick and no cash needed, can keep track of payments, safe

3.2 Gross domestic product – measure of a country's total economic activity. (Represents the monetary value of all goods and services produced by a country over a specific time/financial year).

3.3 If the rand is weak compared to another country's currency, it is cheaper for people from that country to travel to SA and they are more likely to stay here for longer and to spend more money while in the country.

If the rand is strong compared to another country's currency, it is more expensive for people from that country to travel to SA and they are less likely to travel to SA. If they do travel to SA, they are likely to stay for a shorter period of time and spend less money while they are here.

3.4 More international tourists bring money into the country that wasn't here before and this benefits our economy. With local tourists, the same amount of money circulates in our economy; there is no nett inflow of money into our country.

3.5 International tourists bring money into the country that wasn't here before and this benefits our economy. With local tourists, the same amount of money circulates in our economy; there is no nett inflow of money into our country. (Any 2 good points)

- 3.6 3.6.1 England's. Every pound sterling will cost you ZAR17,751. This makes it very expensive for SA citizens to travel to England.
- 3.6.2 Japan's. Every yen will cost you ZAR0,121. South Africans will get many more yen for their rands.
- 3.6.3 ZAR = 10 000  
AUD = 9,727  
 $R10\ 000 \div 9,727 = AUD\ 1\ 028,07$
- 3.6.4 GBP = 2 500  
ZAR = 17,751  
 $ZAR2\ 500 \times 17,751 = ZAR\ 44\ 377,50$
- 3.6.5 ZAR 4 700  
GBP = 17,00  
 $ZAR4\ 700 \div 17,00 = GBP\ 276,47$

At the old exchange rate (17,751) Mrs Webb would have received:

$$ZAR4\ 700 \div 17,751 = GBP264,77$$

During her stay in South Africa, the rand (ZAR) strengthened against the British pound (GBP). Therefore, she received more British pounds (GBP) at the new exchange rate than she would have received at the older rate.

**QUESTION 4**

- 4.1 Forming, storming, norming, performing, adjourning.
- 4.2 The company name, logo and slogan, company stationary; physical appearance of the business; marketing material and the product; customer service policies; environmental policies. (Any 3 correct points)
- 4.3
- It sets standards for the employees to ensure a professional working environment.
  - It spells out a common goal.
  - It may improve productivity and worker performance.
  - It improves communication and makes for an understanding of and respect for difference and one another.
  - It promotes integrity in the workplace.
  - It ensures all staff members are aware of what is required of them in the workplace.
  - It improves the reputation of the business; engenders trust from customers.
  - It can improve the client base and therefore profitability.
  - It clarifies duties and responsibilities amongst staff.
  - It reduces confusion. (Any 5 correct points)
- 4.4 Having good product knowledge, ensuring the customers' needs are met, going the extra mile, dress appropriately/dress code/hygiene/uniform/grooming, punctuality, respecting cultural differences, adhering to their company code of conduct, improving communication skills. (Any 4 valid points)

**QUESTION 5**

5.1 Health: drink bottled water, apply sunblock and wear a hat when outdoors, practise safe sex, buy food from reputable vendors, take malaria prophylactics if visiting a malaria area, get cholera vaccinations, Hepatitis A and B vaccinations, tetanus vaccinations, diphtheria vaccination. (Any 2)

Safety: Don't walk around alone at night, lock up valuables, don't wear flashy/expensive jewellery, and ensure you know where you are going, don't accept lifts from strangers, always carry identification, use reputable transport/travel companies. (Any 2)

5.2 No visa required, valid passport, health certificate with cholera vaccinations.

5.3 Above-the-line marketing, e.g. social networking, international publications such as travel magazines, travel blogs. (for a good example) Spread on a large scale and has a wide audience therefore would reach more prospective travellers.

5.4 World Travel Market Africa, Africa's Travel Indaba, Getaway Show. (Any 2)

5.5 The learner must choose a career and list definite steps indicating progression from qualification required to the final career title (1 mark for the title of the career), training, shadowing and have a valid result. (6 good points showing progression from entry-level job to highest-level position in that career path).

Example: The hospitality sector – executive chef (specific career inside that sector).

- secondary education: after grade 9 or 12, candidates leave school
- tertiary education: university degree, diplomas, certificates  
be specific about where the person would have to study, e.g. – Chef – Prue Leith Chefs' Academy
- in-service training: in-house training/student teachers
- start as a junior chef
- move up the ranks and become a senior in your field of expertise (e.g. specialised chef, pastry chef)
- management position is the highest level you can obtain.

**QUESTION 6**

6.1 Daylight savings time is the practice of advancing clocks by 1 hour in summer and then setting them back by 1 hour in the subsequent winter to make more productive use of sunlight hours.

6.2 DST makes more productive use of the sunlight hours, it saves on energy/no need to use lights, health reasons as families are able to spend more time outside after working hours, fewer accidents on the roads, less crime as people return home before dark, tourism and leisure businesses are able to operate longer hours therefore more income/profit, job creation as people are able to work shifts, lower carbon footprint.

(Any 4 good points)

6.3 Jet lag: when travellers suffer disorientation, nausea, tiredness, swollen feet as a result of crossing over many time zones (3 and more) when flying to their destinations.

Jet fatigue: when travellers suffer tiredness and swelling of feet on long-haul flights (many hours of flying), and only crossed 1–3 time zones.

6.4 This is an imaginary line that runs vertically around the globe also called The International Date Line. This line marks the start of a new day (when crossing from west to east the tourist gains a day, date changes back to previous day).

6.5 6.5.1 Los Angeles is at –8, SA at +2, 10 hours difference 21:00 – 10 hrs = 11:00 day 28 July

6.5.2 No, it is daytime in LA.

6.6 London is at 0 +1 (DST applies) SA is at +2, 1 hour difference. Departure is at 17:30 local time, = 18:30 in SA, + 9 hour flight = 18:30 + 9 = 03:30 am on 21 June the next day.

## **QUESTION 7**

Refer to the Rubric.

### **Different needs of customers**

Cultural and religious difference, age difference, physical disabilities and accessibility, understand the target market, different types, wheelchair friendly, translator for different languages, internet and Wi-Fi connection for business people, different food types for religious and cultural or dietary reasons. Expectations – value for money, excellent service, courteous and well-mannered staff, consideration and consistency.

### **Importance of customer feedback and methods to measure customer satisfaction**

Advance warning of problem areas so that these can be rectified; retain customers to ensure repeat business and good word of mouth; external performance feedback where performance can be improved generally helps to create a better business and to be sustainable; competitive edge or a unique selling point.

Surveys, questionnaires, feedback cards, follow-up calls, SMS messages, web-based responses, visitors' books, suggestion boxes, mystery customers, focus groups.

### **Strategies to achieve and maintain quality service**

Ongoing staff training, offer staff incentives to maintain top performance, effective code of conduct, identify problem areas and put plan of action into place to improve, turn negative feedback into positive feedback, analyse customer feedback, quality control checks, peer evaluations, performance evaluation and management.

### **Recommendations to improve service delivery with reference to factors that contribute to the success of an attraction**

Ensure good environmental practices, responsibility to the local communities, support local products and services, maintain good marketing techniques, have a TBL approach to the business, ensuring efficient and ethical behaviour of staff, maintenance and upkeep of the facility to improve physical appearance, considering the needs of people with disabilities and improving universal access.

### **How service in one sector impacts on service in other sectors**

Poor service has a knock-on effect/negative multiplier effect, e.g. if a business is not doing well it could eventually close down, resulting in the supply chain to this business also losing revenue and so the effect moves on throughout the tourism industry. A bad experience in one sector will lead to the entire chain receiving a poor reputation, loss of business and possible closure. Negative word-of-mouth will impact economy negatively.

### **How tourism impacts on economic growth of the country**

Good word of mouth ensures increased sales and repeat business, customer loyalty, enhanced public image equals an established name, strive for well-trained and motivated/effective staff, quality service can also reduce the need for continuous expensive marketing cost.

**QUESTION 8**

**Refer to the Rubric.**

**Clearly state and explain the nature of the IRT.**

A clear and concise description and explanation is required. The business must be a legitimate business or mimic the tourism industry.

**Discuss your role/contribution in the team.**

Student specific – the candidate must clearly state the actual role he/she played in the team by describing the duties performed.

**Evaluate your own strengths and weaknesses and how this effected the overall performance of the team.**

Own strengths and weaknesses need to be discussed but student must analyse how these affected the overall performance of the team in delivering effective service. The analysis must be reflective of an actual scenario, honest and critical.

**Explain the importance of teamwork in providing a quality service.**

Good word of mouth, repeat business, repeat customers, increased profits, long-term sustainability for the business/service/venture.

**Analyse the sustainability and responsibility of this venture.**

Positive points: mention sustainable practices and responsibility towards local community, student specific. Candidate must refer to actual aspects of the business that are responsible practices, such as whether the business engages in CSI or CRS, outreach activities, participating in social/community development. Candidate should also refer to green practices the business has adopted, such as recycling, re-use, composting, solar energy, supporting local suppliers.

Negative points: identifying any gaps in the sustainable/responsible management plans.

**Illustrate how the multiplier effect impacts the local community.**

Refer to both long-term and short-term benefits for local community. An increase in the demand for goods/services supplied by this venture would lead to a necessity to meet these demands. This would lead to job creation, an increased turnover, job security, **entrepreneurial** opportunities, contribution of the venture to GDP, infrastructure development. Other economic sectors that would benefit may be retail (e.g. Pick n Pay), manufacturing, (e.g. furniture), textile industries (e.g. linen, clothing), transport (e.g. shuttles, taxis, car rentals), tertiary sectors such as banking, medical support, educational institutions, security organisations, agricultural industries (farming), telecommunications and technology; municipal services (such as sewerage and garbage removal). The informal economic sectors may also benefit, such as crafts and souvenirs made by local unemployed people, car washers and car guards, local tour guides. All these economic sectors create linkages, generate income, pay tax and therefore benefit the local economy and community.

**Total: 200 marks**