NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2021

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.

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QUESTION 1

1.1 Businesses must cater for their customers' specific needs (different customers have different needs). Creating a positive experience and having good word-of-mouth will lead to repeat business. Knowing your target market could save on marketing costs.

1.2 It creates jobs and provides funding for better/improved infrastructure. Good word-of-mouth encourages repeat visits, creates an awareness for future investors, brings in foreign currency, leads to the multiplier effect within the community and improves our GDP. (Any 3)

1.3 International inbound tourists/millennials. (Either answer is correct)

1.4 Above-the-line marketing. Spread on a large scale, it can reach millions of customers as it has a wide audience.

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

1.6 Negative word-of-mouth will result in less tourist visitation, less income, job losses in the industry and eventual closure of the businesses, less money in the economy and negative effect on the GDP. (Any 3)

1.7 Sustainable accommodation is low-impact accommodation establishments in tourism with an eye on protecting the environment and culture of an area. From recycling and grey water systems to tents on tree house-like platforms with a rain forest canopy, use of alternative energy sources such as solar, buying local products, employing local people. (Any 3)

1.8 Employing local people, buying locally produced products, attracting visitors into the local area where the visitors buy local products from entrepreneurs, uplifting of local communities through training and investment. (Any 2)

1.9 Empowerment and employment uplift the locals' standard of living, decrease in crime, increase in local people's pride, providing opportunity for locals to create their own businesses/entrepreneurism leading to the multiplier effect, decrease in social problems such as drug/alcohol abuse. (Any 3 good answers)

1.10 Wellness travel refers to tourists that travel for medical or health reasons, medical procedures, diets, drug rehabilitation.

1.11 Accessible, affordable, living with the locals, experiencing local cuisine and culture.

1.12 Good word-of-mouth, repeat business, easily accessible. Candidates may also refer to the following characteristics from the SAG document: number of visitors exceeding the target of visitors; repeat visits; income generated exceeding target figures; positive effect on local community and environment; know their customers and cater for their needs; get positive reviews on blogs, Instagram, Facebook, etc.; use the latest technology for their marketing, e.g. virtual reality; specialise in a niche market such as ecotourism or wellness tourism. (Any 3)

1.13 Interviews, customer surveys, suggestion boxes, electronic responses, follow-up emails, visitors' books, questionnaires. (Any 2)

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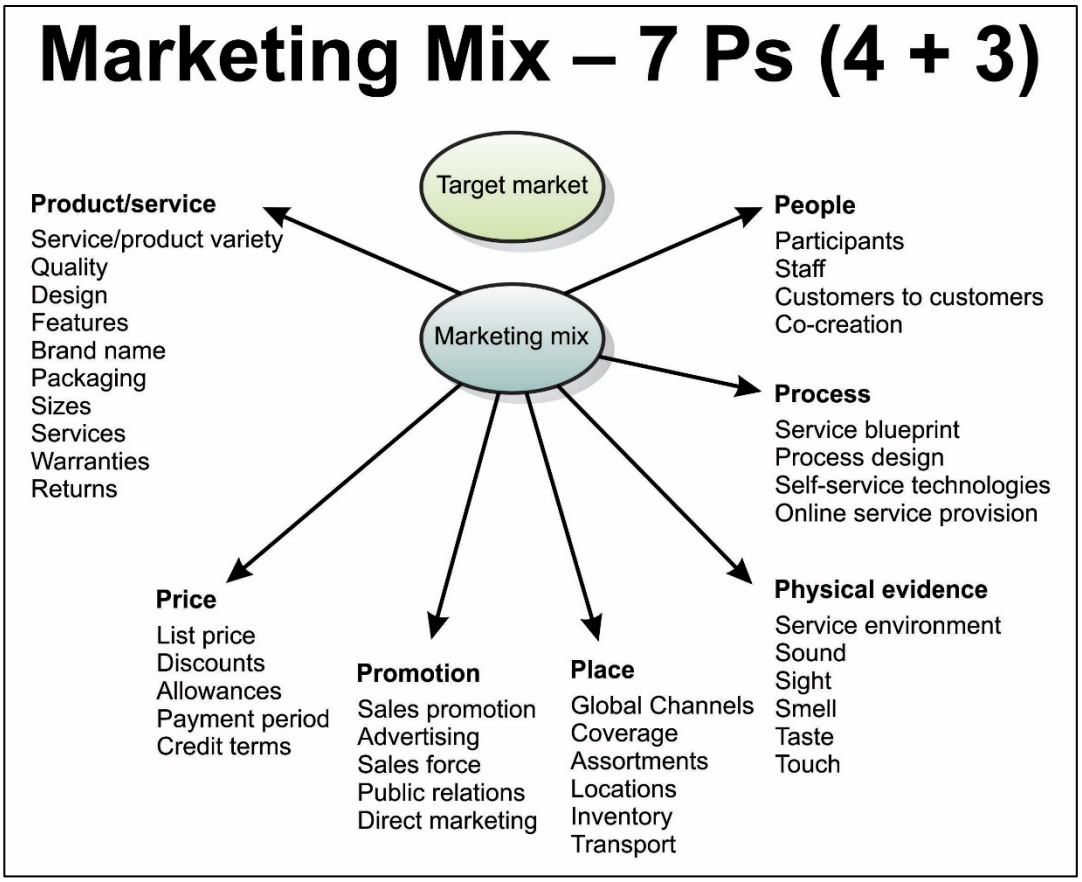
QUESTION 2

2.1 Any of the FIVE 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.

Specific to each candidate's response.

Example: model answer



2.2 All four SWOT headings need to be addressed (strengths; weaknesses; opportunities and threats.) Specific to each candidate's response. Marks will not be allocated for the headings, only for the content under each heading.

Example: Model answer:

SWOT Analysis

	Positive aspects	***Negative aspects***
	STRENGTHS	**WEAKNESSES**
Internal factors	• Enthusiastic and confident teams • High quality training systems • Good relationships with local authorities, residents and youth community at the visited destinations	• Poor reputation • Finance problems
	OPPORTUNITIES	**THREATS**
External factors	• Members of WTO, ASEAN • High population volume and growth rate • Unstable politics and neighbouring nations • Having a great deal of beautiful and unexploited sightseeing • Possible to open branches • Possible to develop an international brand name	• Growing competition from local companies and international companies • Same services will be implemented by competitors • Language barriers

[<http://temaxyzojywesatib.ultimedescente.com/travel-agency-business-plan-swot-26502650.html>]

2.3 Specific to each candidate's response. Examples are chef – food and beverage; hotel manager – accommodation; tour guide – attractions.

2.4 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.

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QUESTION 3

3.1 3.1.1 BSR: Bank selling rate: rate at which the bank sells foreign currency to the tourist.

3.1.2 BBR: Bank buying rate: rate at which the bank buys foreign currency from the tourist.

3.2 If the rand strengthens against another country's currency, it will be more expensive for people from that country to travel to SA and fewer people from that country may travel to SA. If they do travel to SA, they may stay for a shorter period of time and spend less money while they are here. If the rand weakens against another country's currency, the opposite will apply.

3.3 Candidate can select an occurrence/event/situation from hosted events, terrorism, political situation, unforeseen events. Candidate must provide THREE consequences this event/situation would have had on the tourism volumes in that country. (Either positive or negative)

3.4 3.4.1 The British tourist has strong buying power in SA as their currency is worth much more than the ZAR.

3.4.2 ZAR = 10 000
EUR = 17,329
ZAR 10 000 ÷ 17 329 = EUR 557,067 rounded off to EUR557,07

3.4.3 AUD = 2 500
ZAR = 11.082
AUD 2 500 × 11.082 = ZAR 27705,00

3.4.4 ZAR 2 700 left over.
New exchange rate: AUD 1 = ZAR 10,70
ZAR 2 700 ÷ 10,70 = AUD 252,34
At the old exchange rate:
ZAR 2 700 ÷ 11,082 = AUD 243,64
Mr. Smith will get AUD 8,70 more due to the change in exchange rate – he has benefited from the (the strengthening of the ZAR to the AUD).

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QUESTION 4

4.1 4.1.1 Unclear or unproductive communication
Lack of buy-in (motivation) by one or more team member
The team can't reach consensus on decisions when required
Role division is problematic as skills are not being utilised effectively
Poor organisation, conflict
(Any 2 appropriate answers)

4.1.2 (a) The event: Unsuccessful (people may not arrive, food will be incorrectly cooked, no speech is made)

(b) The class members: conflict and lack of cohesion create unpleasant working environment, may try to sabotage each other, lack of trust, goals not agreed on so will not be achieved.

(c) Guests: will have an unpleasant evening, feel that time has been wasted, will look on the school poorly, provide negative comments about unsatisfactory event management.

4.2 Teamwork leads to the goal reached more effectively and efficiently, this in turn leads to service being rendered more quickly, fewer mistakes made, less conflict means happier staff and customers, good word-of-mouth and repeat customers.

4.3 Students must identify ONE of the five stages in the formation of a team and justify why they think it is the most critical stage. Justification must be a quality response, and explain the critical process occurring in that stage that will prevent the formation of the team if it does not occur.

4.4 Quality control checks, performance management, customer surveys, peer reviews, in-service training, incentive bonuses. (Any 3)

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QUESTION 5

5.1 Valid passport, visa, health certificate/negative covid test result no older than 72 hours. (Any 2)

5.2 Exchange rate, type of tour, i.e. transport, accommodation and unseen/ sundry expenses, the income of the tourists. (Any 2)

5.3 Before travelling, consult with travel advisories and take note of crime hot spots and surroundings, have important phone numbers at hand, avoid giving/taking strangers lifts, lock valuables away, don't wear flashy jewellery, exchange currency at a reputable place and not on the street, best to explore in groups, do not carry large sums of cash, use personal protective equipment in all public places, sanitise frequently, keep a social distance. (Any 3)

5.4 5.4.1 Code of conduct: is a set of rules/principles guiding the behaviour of any employee who is a member of a particular group or work environment. Applicable to all employees. A contract of employment is an agreement between an employer and an individual employee. Answers may vary slightly from candidate to candidate. Markers' discretion required.

5.4.2
- Conduct of staff
- Ethical behaviour
- Responsible behaviour
- Spells out course of action if employee should transgress.

Markers' discretion. Any FOUR valid points linked to the above-mentioned issues.

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QUESTION 6

6.1 Daylight saving time is a forward adjustment of clocks by ONE hour in summer and turned back in winter. This is to take advantage of longer evening sunlight hours in summer. Reasons: fewer road accidents, less crime generally occurs during daylight hours, allows families to have more leisure time together, increases outdoor activities for tourists – boosts numbers and turnover, job creation. Reduces energy and artificial lighting usage. (Any 2)

6.2 Green channel: a traveller has no prohibited or restricted goods to declare. Also that they are not in possession of goods imported for trade purposes. Red channel: a traveller indicates that they have goods to declare.

6.3 Stephen, going from Cape Town to Sydney, as he will be crossing numerous time zones, resulting in him experiencing jet lag. Caleb may suffer from jet fatigue (long-haul flight), as he will not be crossing more than 3 time zones.

6.4 Dallas is at –6, SA at +2 ➞ 8 hours difference 21:00 – 8 hrs = 13:00 same day (28 July)

6.5 London is at 0 +1 (DST applies) SA is at +2 ➞ 1 hour difference. Departure is at 14:30 local time ➞ 15:30 in SA, + 9 hour flight = 15:30 + 9 = 00:30 on the 21st of June (the following day).

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QUESTION 7

Refer to the rubric to mark this question.

- **Over-tourism**: Over-tourism occurs when there are too many visitors to a particular destination that cannot support or accommodate these high volumes of visitors. This has many negative effects on the destination.
- **Three factors** affecting sustainable tourism: environment/planet, social/people and economy/profit.
- **Analysis of the influence of tourism on the triple bottom line.**

Economy/profit: Positive: creation of jobs and income for local population, generating revenue for local businesses through the sale of tourism-related and other services to visitors and tax revenue, business networking, the country's economy benefits from foreign exchange. The multiplier effect – keeps money in the local community, creates linkages, the increased market visibility and improved image of the destination can lead to greater tourist arrivals and economic growth.

Negative: although the employment opportunities increase prior to and during the peak tourism seasons, they then decrease sharply afterwards. Tourism might cause local prices to soar to match the increased demand for goods and services by visitors, even land and property values and levies may soar and leave locals unable to afford to own property in their own country.

People/social: Positive: job creation, upliftment of local community, multiplier effect – keeps money in the local community, entrepreneurial opportunities open up for unemployed people, the infrastructure constructed to host tourists and encourage repeat visitation, such as roads, communication networks, better health and safety facilities, etc. remain and can be used by the local population. Beautifying the area for tourists also benefits the locals.

Negative: increase in crime; unaffordable rentals of accommodation; congestion of roads and venues; unaffordable pricing of food and essentials; litter and degradation of the infrastructure can have negative consequences for the community who then have to carry the expense (through municipal taxes paid) of renovation and maintenance; strain on resources such as water and electricity; sewerage and waste production by tourists may overload the local waste disposal systems, causing unhealthy or dangerous conditions left behind; tourists cannot get to see landmarks because of crowds, the tourism experience becomes contrived and inauthentic.

Environment/planet: Positive: income from foreigners may be used to improve local facilities; conservation efforts receive an injection of finance to maintain and improve attractions; sourcing products locally benefits local producers and reduces carbon footprint; recycling of plastics/bottles, glass, grey water, paper etc. creates environmental awareness through practical efforts and education.

Negative: traffic pollution increases; noise pollution increases; damage to local natural attractions by irresponsible tourists; natural habitats may be destroyed to accommodate the growing influx of tourists for hotels, restaurants, and shopping complexes; fragile environments become degraded or depleted.

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Examples from the passage:

"Stream of travellers turning their beloved homes into glorified theme parks", "congesting the beautiful canals and drowning out the locals", "rowdy guests", "in peak season wreak havoc on the tiny island's resources", "not enough accommodation/establishments to go around".

Action taken to curb over-tourism

Amsterdam locals have voiced their unhappiness.

The Santorini officials have limited the number of cruise ship passengers to 8 000 per day reduced from 12 000.

Isle of Skye locals tell potential visitors that if they have not made previous bookings for accommodation then they are not welcome or have to risk sleeping in their cars.

Suggestions to tourists:

Support tourism organisers who practise sustainable and ethical business management, buy a "green seat" to help offset your travel carbon footprint. Look for businesses who practise "Fair Trade", who are owned by locals, who have CSR (corporate social responsibility) policies in place, who use alternative sources of energy such as solar, ask whether the establishment has its own rooftop garden where they grow produce used in the restaurant, whether it has a rainwater catchment system so they are not using public water, or a grey water recycling system to irrigate, efficient lighting. Does it make the lowest impact it can make? At your destination, choose not to have laundry done daily, switch off all lights and chargers when not in use, switch off air conditioners, use coral-friendly sunscreen, don't support ventures that harm or abuse the animals to make them submissive to tourists, one of the quickest ways to figure if interacting with captive animal is acceptable, is whether the animal is being bred. Rather support organisations that rescue orphans and reintroduce them into the wild, try to engage with local community, food, culture, history, art, dance, everything that makes unique – don't just be an observer but a participant – learn the language, learn to cook a dish, sing a song.

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QUESTION 8

Refer to the marking rubric when marking this question.

Importance of professional image in service delivery:

First impressions last – all the factors that contribute to a professional image should be focused on and maintained to make the best impression on your guests. These factors are: company image, accessibility and safety, logo, product packaging, appearance of buildings, return policies, operating times, marketing strategies and materials, company environmental policies. Staff dress codes, grooming, personal hygiene, staff communication skills and product knowledge. All these factors contribute to a professional image and lead to a positive brand image and good word-of-mouth. A professional image leads to an appearance of credibility and success, and subconsciously makes customers trust in the capability of the business.

Good word-of-mouth ensures increased sales, repeat business and 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.

Community involvement/development:

Employing locals, sharing profits, keeping the money local, creating jobs and reducing poverty. Creating entrepreneurial opportunities linked to local businesses, purchasing goods and services from local suppliers, providing funding to improve community health, provision for drinking water and education of locals.

Fair trade certification:

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; sustainable: use of resources; not using child labour.

FFTSA also promotes awareness of sustainable tourism practice, ensures training and development of the local communities. A company possessing this certification is seen to be ethical and responsible, not exploiting workers.

The value: tourists who want to travel responsibly will look for businesses that are fair trade certified. The growing trend among tourists is eco-travel, which will benefit the business as well as the local population.

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The effect of service delivery on the multiplier effect, economic growth and community development:

Poor service has a knock-on effect/ negative multiplier effect. 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 due to poor service in one sector will lead to the entire chain receiving a poor reputation, loss of business and possible closure. Negative WOM will affect the economy negatively. The reverse is equally true for a positive experience/good service.

Strategies and recommendations for improvement:

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, ensure efficient and ethical behaviour of staff, maintain the facility to improve physical appearance, considering the needs of people with disabilities and improve universal access. Train staff continually, offer staff incentives to maintain top performance, have an effective code of conduct, analyse customer feedback, identify problem areas and put a plan of action into place to improve, employ strategies to improve staff performance that may include quality control checks, peer evaluations, performance evaluation and management appraisals.

Total: 200 marks

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