



NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2023

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 Greenwashing is the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound. Greenwashing is considered an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly.
- 1.2 Learner specific. (Unethical)
- 1.3 Learner specific. (Misleading, deceptive, motivation is purely profit, no real environmental benefits exist)
- 1.4 The way we consider our consumption habits is changing entirely due to the world facing an undoubtable climate crisis. The products we purchase and the services we rely on have almost all had their effect on the environment. The food industry has also been a pretty large culprit when it comes to greenwashing.

Other industries that have been guilty of greenwashing include the automotive industry, hospitality industry with hotels eagerly advertising sustainability awards despite the award being for a single slight improvement in operations.

- Marketing tool used to drive profit, rather than to take environmental responsibility.
 - Consumers, especially Gen Z consumers, are more cautious about buying into products or services that do not keep environmental interests in mind.
 - They're also more likely to spend the extra amount of money it takes to make sure that they acquire ecofriendly goods, meaning that if a company increases the price of a product and labels it as sustainable.
 - This way of doing business may not decrease the pollution and environmental degradation that an industry has on the planet.
- 1.5 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'. The customer is more likely to trust and support a company professing to be ecofriendly as it looks more professional.
- 1.6 When you are 'environmentally conscious', it means that you are a person/business who thinks about protecting the environment. Environmentally conscious people support recycling, limit carbon dioxide emissions, protect endangered animals, and so on.
- 1.7 Strategies to ensure staff deliver excellent 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.

- 1.8 1.8.1 Localised social media, pamphlets, flyers, promotional LED billboards, local government publications, emails, sales promotions, personal sales, shop discounts, shows and expos.
- 1.8.2 Social media, television, radio, newspaper, cinemas, out of home media.

QUESTION 2

- 2.1 'Biodegradable' refers to the ability of things to get disintegrated (decomposed) by the action of micro-organisms such as bacteria or fungi biologically while returning back into the natural environment.
- 2.2 Ecotourist, outdoor enthusiasts.
- 2.3 Marketing material and product packaging – Marketing material – remain sensitive to cultural differences in potential customers. E.g. showing a Muslim man drinking beer at a restaurant will be offensive. Advertise in appropriate media forms. Must be current, attractive and easily understood. Must be able to recognise and associate the business by the advertising / packaging.
- 2.4 Strategies to ensure staff deliver excellent service: performance management, incentives/performance bonuses, 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.
- 2.5 Feedback ensures that customers' needs and expectations are met, ensures loyal customers, creates good word of mouth, repeat business and then more turnover and profit, correct or rectify any shortcomings within the business. Without the abovementioned the business will lose customers resulting in less profit and bad word of mouth.
- 2.6 Emails, suggestion boards, face-to-face interview, suggestion boxes, follow-up telephone calls, website feedback, and satisfaction score surveys.

QUESTION 3

- 3.1 Learner specific: Product, People, Place, Promotion, Pricing, Process and Physical evidence. Any 7p's however bullet needs to be specific in description to be awarded the allocated mark.
- 3.2 To have a common goal, supports the mission and aims of the business ensures ethical behaviour, clear idea of what is expected and that which is unacceptable, also spells out consequences for staff who don't conform to the expected standards. Customers will have more faith in the business and become loyal and ensures repeat business and sustainable development.
- 3.3 To determine the viability of the venture/business/service. Helps entrepreneurs focus on the specific steps necessary for them to make business ideas succeed. Also helps them to achieve short-term and long-term objectives.
- 3.4 Goals, operations, industry standing, target market, marketing objectives, and financial projections.
- 3.5 Strengths, weaknesses, opportunities, and threats. Must identify correct headings and have valid points for each, totalling 12 points.
- 3.6 Fair share, gender equality, democracy, respect, transparency, fair wages, benefit local community, fair pricing.
- 3.7 Good marketing tool as it creates a positive, ethical and responsible image for the company. It attracts responsible travellers and customers, encouraging good word-of-mouth – long-term sustainability.

QUESTION 4

4.1 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, and 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.

4.2 SAT – South African Tourism

Marketing South Africa internationally as a tourism destination of choice. This is to increase the awareness of South Africa as a popular destination in order for people to visit South Africa therefore increasing visits.

Maintaining and enhancing the standards of facilities and services in the industry.

Ensure tourism businesses are able to provide high levels of customer service and provide authentic South African experiences. Coordinating the marketing activities of role players in the industry.

Assisting those who are involved in marketing South Africa, ensuring the message is clear and in line with the strategy and positioning of South Africa.

4.3 TOMSA (Tourism marketing levy) The money collected is used to fund marketing activities for SA internationally, improve Brand SA. The tourism levy, also known as the TOMSA levy, is the 1% levy charged to the consumer for the use of specific tourism services in South Africa. The money collected is primarily used by South African Tourism to promote South Africa as a preferred travel and tourism destination.

4.4 4.4.1 Learner must identify a career

Must indicate the steps to the end result with a valid progression to the end point.

Realistic time slots mentioned between each progressive step.
It must be evident that the learner has researched and/or is knowledgeable for this chosen career path.

4.4.2 Answer specific to the chosen career. Examples would include:

People's person, leadership qualities, computer literacy, language proficiency.

4.4.3 Code of Conduct

- 4.4.4 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, cooperation and has integrity.

QUESTION 5

- 5.1 Yes.
- 5.2 He has crossed more than 3 time zones; his body clock will be lagging behind and he will need to reorient himself to the new time.
- 5.3 7 hours difference,
16:00 – 7 hours = 09:00 12 July + 26-hour flight = 11:00 13 July.
- 5.4 Daylight Savings Time, the clock is moved forward one hour in spring and summer months to make more productive use of daylight hours. The clock is turned back one hour to the original time in winter.
- 5.5 More leisure hours in the evening with the family when it is still light enough to be outside; fewer accidents on the road; less use of artificial lighting and saving of electricity; less pollution/lower carbon footprint less crime, longer working hours for some businesses.
- 5.6 The different time zones may cause jet lag, takes time to recover; schedules and time tabling must be adjusted to account for the time difference; connecting flights may be missed if the times are incorrectly adjusted.
- 5.7 International Date Line (for full name. if IDL, 0 if name is incorrect in any way)
- 5.8 5.8.1 Don't go out alone at night, don't visibly display expensive jewellery or valuables, do not leave valuables in the car, use well-known taxi companies for transport, and don't pick up hitchhikers. (Any 3 valid points)
- 5.8.2 Red Channel: At a customs area in an airport or port where travellers who have something to declare take this passage.

Green Channel: At a customs area in an airport or port where travellers who have nothing to declare take this passage.
- 5.8.3 Illegal drugs, weapons, live plant or animal materials, limited amount of money.
- 5.8.4 A valid passport, visa and (health certification – Covid test result also accepted).

QUESTION 6

6.1 USD 1065,00 × ZAR 15.79 = ZAR 16816,35

6.2 BBR – bank buying rate (Rate at which the bank buys foreign currency)

BSR – bank selling rate. (Rate at which the bank sells foreign currency)

The bank selling rate is higher because the bank needs to generate a profit.
(Handling/admin fee)

6.3 If the Rand is strong – less foreign tourists, tourists have less money to spend and they are also likely to shorten their visit or choose another destination.

If the Rand is weak – more foreign visitation, have more money to spend because they can buy more ZAR for their currency and they will stay longer. SA will be viewed as a cheap destination.

6.4 Electronic Funds Transfer: safe and secure, efficient and fast, less expensive than paper cheque, easily transferred throughout the world. (Any 1 advantage)

Telegraphic transfers: if you are stuck overseas without money somebody back home can send you money electronically within a day, don't need internet banking as the banks send directly to each other. (Any 1 disadvantage)

Bank drafts: safest way to send money overseas, fast.

Internet payments: quick and saves time, no need to stand in long queues, log into your account at any time, convenient, low transaction fees.

Foreign bank notes: useful to have cash on hand when purchasing supplies from street vendors without card machines, useful for the locals to accept cash.

Credit cards: The debt can be paid off over an extended period, no need to carry large sums of cash on your person, most businesses accept credit cards.

Traveller's cheques: refundable if lost, available in all major currencies, can be exchanged at most hotels and shops around the world.

Preloaded foreign currency debit cards: no chance of running into debt, the money loaded onto the card is safe. Protected by a PIN.

TWO methods of payment mentioned and one advantage and one disadvantage of each. (Marks not awarded for the type of payment method alone)

QUESTION 7 CONCEPT MAP

Title: The percentage of tourist travel trends and needs for 18 000 tourists surveyed during 2019.

The emerging pattern: Tourist are willing to pay more to support conservation; believe global warming is becoming critical; prefer sustainable travel and want to experience different cultures.

Global situation – climate change and global warming.

Impact on tourism – changing seasons, shifting times for travel, longer hot seasons, more dry seasons, avoid destinations suffering from the adverse impacts of climate change or change the timing of travel to avoid unfavourable climate conditions. Tourists from temperate countries, that currently dominate international travel are expected to adapt their travel plans to take advantage of new climatic conditions closer to home. The shift in travel patterns will have huge implications, including more spending in resident and neighbouring nations and less spending in warmer countries currently frequented by tourists from temperate regions.

Coastal and island destinations are vulnerable to the indirect and direct impacts of climate change such as coastal erosion, coastal boundary change, storms, and extreme climatic events, the rise of sea levels, and physical damage to infrastructure. Damage may deter tourists, who may look for alternative destinations. Extreme weather may chase tourists to less extreme destinations to avoid devastating storms, flooding, droughts. (Any acceptable answers)

The impact of tourism on the triple bottom line:

Environmental factors – good environmental practices which would include resource management such as energy, water and waste management (reduce, reuse, recycle), litter control, environmentally friendly building, promotion of indigenous flora and control of invasive alien plants and protection of waterways.

Social factors – considering the positive and negative effects of tourism on local communities, culture and heritage. Involving the locals in decisions that affect them, CSI in tourism, such as financial or non-financial support given by tourism companies to health/sport/education and youth projects. Job creation for locals thereby improving their standard of living. The preservation of culture and heritage is also taken into account.

Economic factors – the role of business. The responsible attitude of a tourism business towards the people and the environment it affects. Tourism businesses are the heart of generating an income and bringing in foreign money and investment. The businesses also spend money on products and services. Job creation which helps the multiplier effect within the tourism industry.

Characteristics of successful tourist destinations:

- Continue to attract tourists, have a competitive edge: they must be unique in physical characteristics, i.e. wildlife, community attraction and built attractions. They must be distinct in image and different in comparison with other destinations.
- Diversity of attractions – must provide diverse natural attractions as well as artificial attractions, e.g. landscapes, wildlife, flora and fauna, museums, villa parks, amusement centres, entertainment centres, cultural and ethnic attractions and built environment. Provide for the needs of tourists.
- Meet the interests of the tourists: Presence of product development strategies for consumption – it must have developed product to be consumed by tourists and must satisfy their needs.
- Accessible – it has to provide various means and modes of transport and transport infrastructure in order to link tourists to destinations/attractions.
- Are well maintained.
- Provide a safe experience for tourists.
- Fully booked – Are often difficult to get into because of popularity.
- Actual number of visitors exceeds the target number of visitors.
- Repeat visits – people keep coming back.
- Income generated (profits) exceeds target figures.
- Positive impact on local community and environment: The presence of conservation efforts for future sustainability – must have authority to plan and conserve natural resources and create protected areas like national parks and reserves in order to facilitate their present and future use and benefiting community.
- Proximity to other nearby destinations – must be interlinked by being close to other destinations to complement the whole tourism experience. This facilitates communications, joint marketing, easy planning, and enhancement of tourists' satisfaction and development of tourism circuit.

The results of the survey may see businesses prioritising sustainability and a greater focus on going green, eco, online, adapting to climate changes. (Any prediction to this effect).

Colour-coded key and links: different colours used to indicate the different bullets and links must have a valid explanation.

QUESTION 8 ESSAY

The definition of the multiplier effect: is when money spent by tourists filters down through different sectors and subsectors and industries in the economy and benefits different organisations and the local community.

Excellent service – leads to return visitors, good reviews and an increase in demand for goods and services as the volumes of tourists increase. This creates more need for labour and the goods and services directly involved in the tourism industry, and later the more indirect industries, services that are not directly in the tourism industry, but are successful because the tourism industry exists (such as agriculture, logistics, construction). Thus, more demand, more supply, more job creation, more flow of money in the economy, more multiplier effect.

ME impact on economic growth and community development – 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, 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.

Good teamwork leads to good service because – the sharing of responsibilities 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 and service is prompt, efficient, consistent, customers' needs are met.

Benefits of good teamwork to the staff, the business and to customers: good teamwork will result in excellent service. This 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. Improving the quality of services and good teamwork will increase the level of customer satisfaction. Loyal visitors will return to the destination and recommend it to others. Good word of mouth will also encourage other customers to become customers. This will increase turnover for the business and help the business to become more sustainable. A sustainable business can then in turn pay their staff a fair wage and also offer incentives, which improves their standard of living. A happy working environment encourages loyal and happy staff.

The staff employed in the industry 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)

Strategies to achieve and maintain excellent service: Quality control checks, performance management, customer surveys, team and peer reviews, in-service training, bonuses and incentives for staff.

Use the rubric marked Addendum C to mark this question.

Total: 200 marks