



Tourism

××× **TOURIST SECTORS**
×× **SELF STUDY GUIDE**
× **BOOKLET 1**



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INTRODUCTION

The declaration of COVID-19 as a global pandemic by the World Health Organisation in 2020, led to the disruption of effective teaching and learning in all schools across South Africa.

Many learners, across all grades, spent less time in class due to the phased-in reopening of schools, as well as rotational attendance and alternative timetables that were implemented across provinces, to comply with social distancing rules. This led to severe teaching and learning time losses. Consequently, the majority of schools were not able to complete all the relevant content prescribed in Grade 10-12 in accordance with the Curriculum and Assessment Policy Statement.

In order to mitigate and intervene against the negative impact of COVID-19, as part of the Recovery Learning Plan for Grades 10-12, the Department of Basic Education (DBE) worked in collaboration with Subject Specialists from various Provincial Education Departments (PEDs) to develop this Self-Study Guide for learners in Grade 12.

The content in this study guide is critical towards laying a strong foundation to improve your performance in this subject.

The main aims of this study guide is to:

- *Assist learners to improve their performance, by revising and consolidating their understanding of the topic;*
- *Close existing content gaps in this topic; and*
- *Improve and strengthen understanding of the content prescribed for this topic.*

This study-guide is meant as a self-study guide for learners and therefore should be used as a revision resource to consolidate learning at the end of a particular topic taught in class.

Learners are encouraged to complete the exercises and activities to test their understanding and to expose themselves to high quality assessment.

This study guide can also be used by study groups and peer learning groups, to prepare for the final NSC examination in this subject.

2. How to use this Self Study Guide?

- Explain use of this book
- How to use the icons in this Study Guide

	Key concepts This icon will draw your attention to the key concepts we are using in this study guide.
	Notes/ Summaries This icon will draw your attention to the notes & summaries which you need to study.
	Activities This icon refers to the activities that you must complete to test your understanding of the content you studied.
	Tips This icon refers to tips we are sharing with you to better understand the content or activities.
	Marking Guidelines This icon refers to the section with possible answers for the activities and how best to have answered the activities.
	Exam practise questions This icon refers to questions from past examination papers you can additionally use to prepare for the topic.

3. TOPIC: TOURISM SECTORS

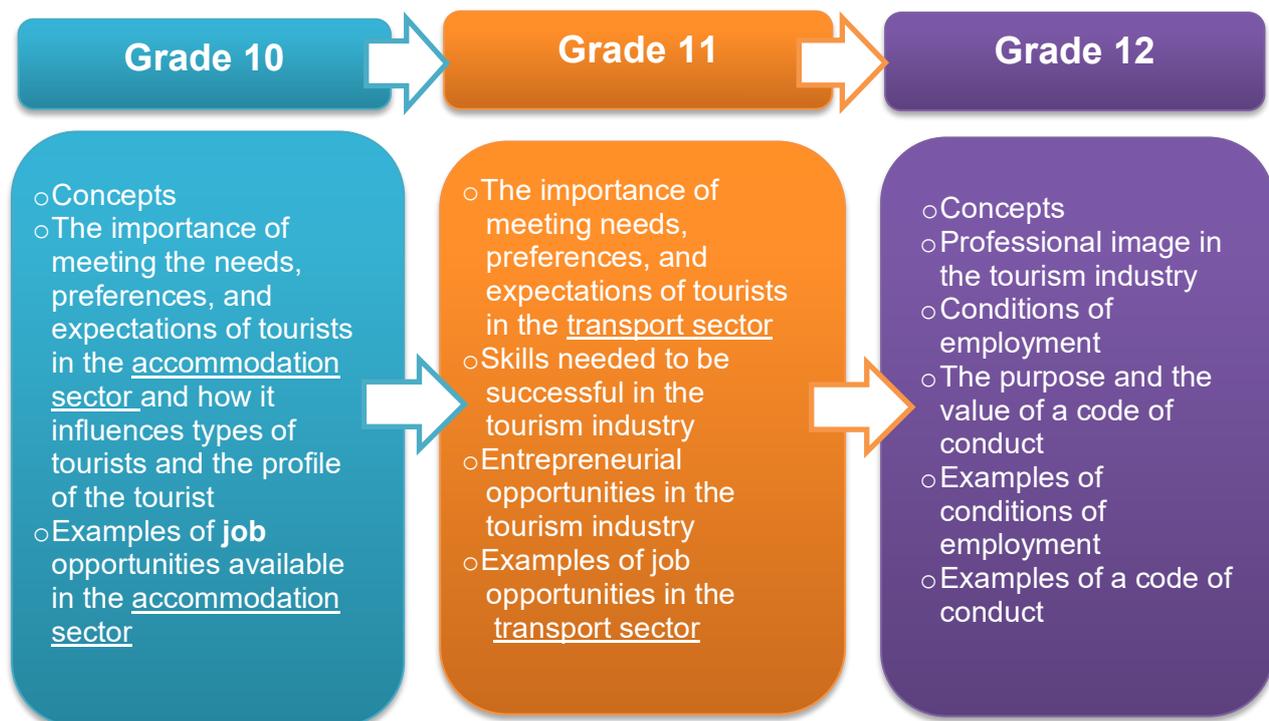


3.1 Notes/Summaries/Key Concepts

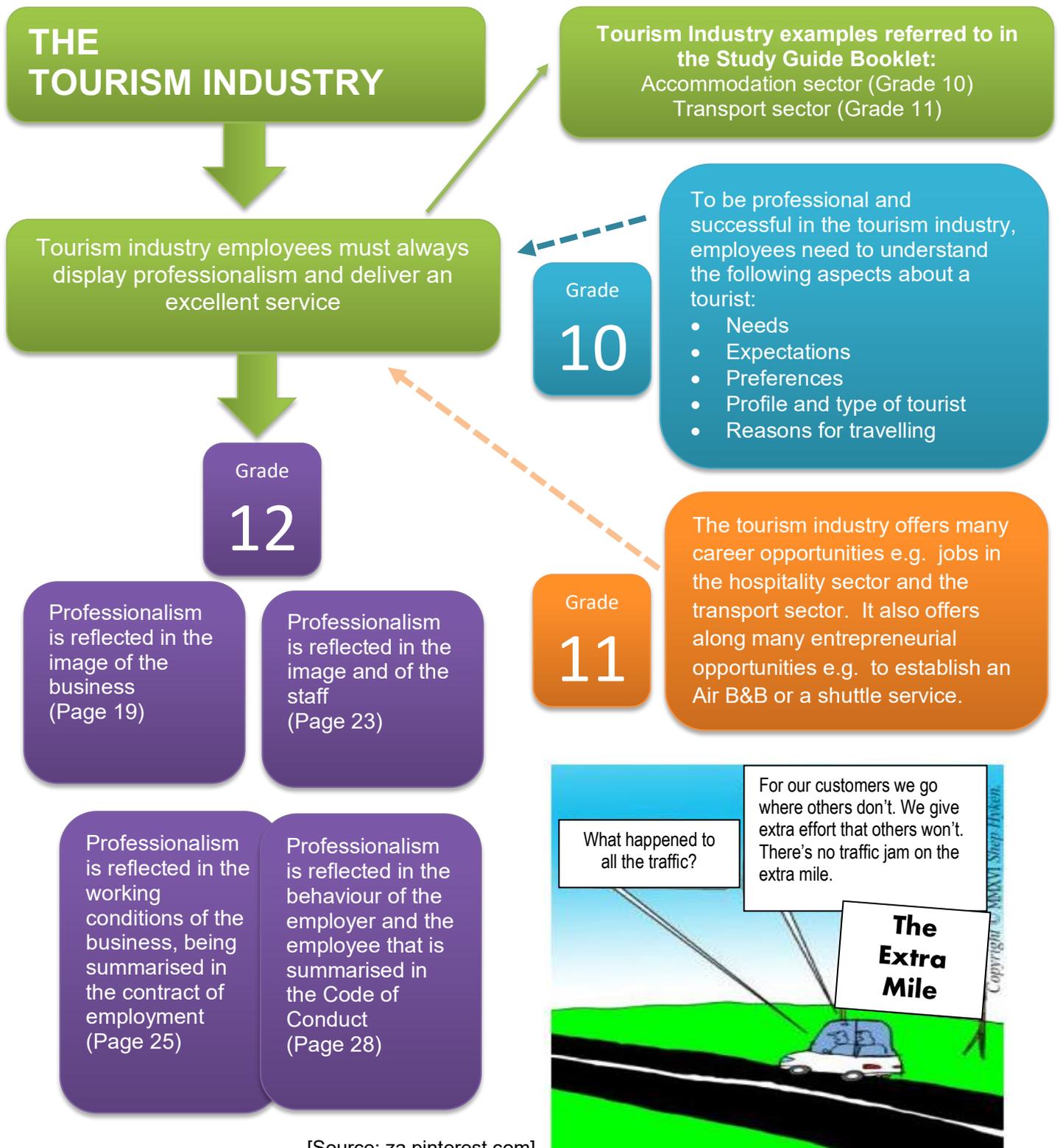


[Source: www.holycrosshigh.co.za/]

The flow diagram below shows the progress from grade 10 to 12. Although this is a grade 12 study guide, you need to be familiar with the foundational concepts from grade 10 and 11 before you attempt the grade 12 content.



Set time aside to study the mind map below that explains the link of the foundational concepts in Grade 10 and Grade 11 to the Grade 12 content.



IMPORTANT INFORMATION:

The 'tourism product' is a combination of **tangible** and **intangible** elements such as natural, cultural, and man-made resources, attractions, **facilities**, activities, and services that are delivered by people working in the tourism industry. It needs to satisfy the common and specific needs of the tourists. Delivery of the product (by the service provider) and consumption of the product (by the customer) takes place at the very same time. There are no opportunities for second chances. The first time that the product is delivered means that it is also the final product. It is important for service providers to strive to offer **excellent service** first-hand to the customer. Therefore, professional image and the behaviour of the employees are crucial for the success of a tourism business. Customers will return for **repeat visits** and spread positive **word of mouth**. Professionalism is the backbone of any tourism business.

01 The hotel provides the service (**accommodation**).

02 The tourist receives the the service.

03 The tourism services (accommodation) is available to the tourist to enjoy.



This service must be professional and friendly the first time.

[Source: www.wdrfree.com/stock-vector]

Foundational concepts from Grade 10



Key concepts

TOURIST NEEDS TOURIST PREFERENCES TOURIST EXPECTATIONS

KEY CONCEPTS	DESCRIPTION
Tourist needs	Things that are essential when travelling. These are the main elements of an itinerary.
Tourist preferences	Refer to what tourists like and what they would prefer to do over other things.
Tourist expectations	The experience that tourists believe they will have while they are on holiday. Tourists' experiences are based on prior information they get about their destination from different sources e.g. word of mouth.

Examples of needs, preferences and expectations relating to accommodation:

- 1. Needs:** An elderly couple would need comfortable accommodation, like a 4-star hotel, for their stay. They will not use a **backpacker** accommodation because it will not be comfortable for the elderly couple.
- 2. Preferences:** A young tourist would prefer to stay in at **backpacker hostel** rather than in a 4-star hotel because they have a limited budget to spend on accommodation. They would prefer to spend money on activities.
- 3. Expectations:** An elderly couple would expect comfort at their 4-star accommodation e.g. a **porter** to carry their luggage.

The importance of meeting the needs, preferences, and expectations of tourists in the accommodation sector.

- An **accommodation establishment** that meets the needs, preferences and expectations of tourists is offering excellent customer service to its guests. In the tourism and hospitality industry, the success or failure of tourism is dependent on quality service delivery.
- A business must ensure that it delivers on the **marketing promises** made to its guests. Excellent customer service is an experience of feeling valued and heard.
- Sometimes it's an intangible component of why a guest may prefer one tourism business or hospitality provider over another.

A family checks in at a hotel. The front desk staff provides excellent customer service by being friendly and helpful.



[Adapted from: www.opentextbc.ca]

Maslow's Hierarchy of needs and travel motivation influences tourists' holiday decisions. The tourism industry must ensure that these needs of the tourists are met.



[Source: www.slideplayer.com/slide/10032996]

[Source: www.hoteltechreport.com]

Different expectations, needs and preferences of tourists

There are various reasons why people travel. Their reasons for travelling are **influenced** by their needs, preferences, and expectations of different people. Tourists' *needs* are the same because they all need accommodation, transport, and food.

Practical example:

	Cultural tourist	Adventure tourist
Needs	Accommodation, transport, and food.	Accommodation, transport, and food.
Preferences	Accommodation in towns but close to cultural attractions .	Accommodation in the natural surroundings, near to the activities.
Expectations	They will taste local cuisine and experience local traditions.	Take part in activities e.g. bungee jumping, abseiling, and hiking .

TOURIST PROFILE

Profiling of tourists means the gathering of information about the tourist. For example, information related to his **nationality, occupation**, language, food, and preferences. This helps to understand the tourist to make their stay more comfortable. It is particularly essential for foreign tourists. The **sustained growth** of the tourism industry involves product development according to the target market.

[Adapted from www.owlgen.in]

A basic **tourist profile** contains the following information:

- Name
- Nationality
- Age
- Contact details e.g. address and telephone number
- Budget
- Occupation
- Need and preferences, for example, adventure, sport, education, cultural
- Specific requirements such as accommodation, transport, or food
- The length of the trip, arrival, and departure date.

Travel agents draw up tourist profiles of their clients and uses this information when planning trips for them. This will ensure that the specific needs of the tourist are met.

[Source: www./i2.wp.com/image]

An example of a tourist profile for a *cultural tourist*:

Photo	
Name	Thabiso Mlangeni
Age	39
Gender	Male
Residential address	180 Bomba Street, Bakenpark, Bethlehem, 9700
Contact numbers	081 348 9557/011 329 4558
Nationality	South African
Occupation	Educator
Departure date	10 December 2022
Desired destination	Seychelles
Duration of stay	20 days
Reason for visit	To visit cultural attractions in Limpopo
Budget	R 15 000,00
Special interest/hobbies	Traditional dances, art and food, museums, hiking, leisure, shopping
Needs and preferences	
Accommodation	3-star hotel, Air B&B
Travel	Public transport
Food	Diabetic
Allergies	Nuts
Next of kin	Mother: Josephine Mlangeni: 083 320 5649

[Source: www.za.pinterest.com]

Job opportunities and careers in the accommodation sector:

Examples of job **opportunities** and **career** paths in the accommodation sector.



[Source: www.study.com/academy]

Did you know?

The number of available hotel rooms in 2020 in South Africa was 69 600.

Did you know?

The cheapest type of accommodation in South Africa is a backpacker hostel at about R120.00 per person per night

Foundational concepts from Grade 11



Key concepts

SKILLS
ENTREPRENEURIAL OPPORTUNITIES
JOB AND CAREER OPPORTUNITIES

KEY CONCEPTS	DESCRIPTION
Skills needed in the transport sector	The ability to make a good impression with customers. They must be courteous to customers, handle their queries and issues in an easy-going manner and demonstrate a keen knowledge of the company's products and services.
Entrepreneurial opportunities	A person who sees an opportunity of opening a new business. He invests money in the business and knows that it is a financial risk.
Job and career opportunities	Job vacancy/opening at a business.

Tourist expectations from the transport sector

- Safety: The ability to eliminate physical risk
- Comfort
- Professionalism
- Affordability
- Good service
- Courtesy
- Reliability



[Source: www.wdrfree.com]

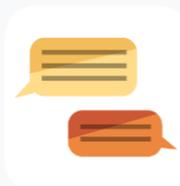
Soft skills needed to be successful in the tourism sector:



Soft skills are personal qualities that a person must have to be successful in a job.

[Source: www.jsqinc.com]

The Top 10 Soft Skills



Communication



Self-motivation



Leadership



Responsibility



Teamwork



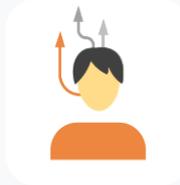
Problem solving



Decisiveness



Ability to Work Under Pressure and Time Management



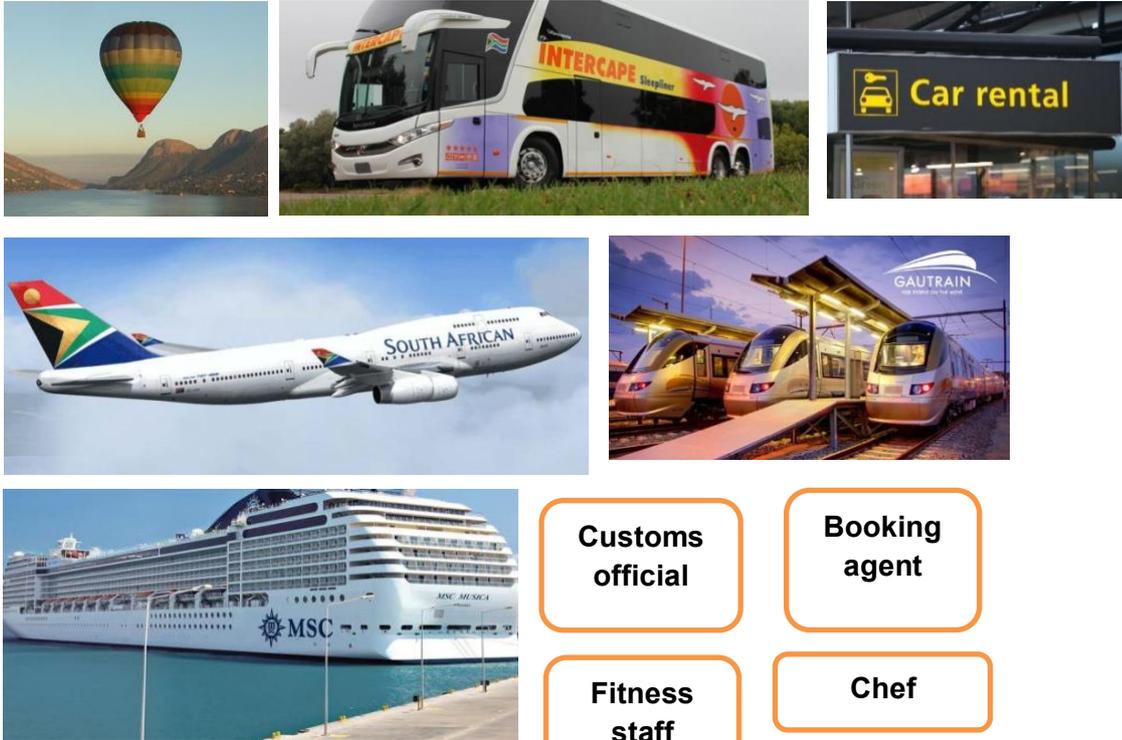
Flexibility



Negotiation and Conflict Resolution

[Source: www.wikijob.co.uk]

Examples of job opportunities in the transport sector.



The collage includes the following images:

- A hot air balloon floating over a landscape.
- An Intercaple bus with 'INTERCAPE Sleepliner' branding.
- A sign for 'Car rental' with a car icon.
- A South African Airways aircraft in flight.
- A Gautrain train at a station.
- An MSC cruise ship docked at a pier.

Below the images are 18 job roles listed in orange-bordered boxes:

- Train operator
- Cabin crew
- Company manager
- Air traffic controller
- Mechanics
- Cabin Attendants
- Rental agent
- Tour guide
- Entertainers
- Customs official
- Fitness staff
- Child minders
- Cruise ship steward
- Security official
- Booking agent
- Chef
- Ship's purser
- Medical personnel
- Logistic manager
- Bus driver

[Source: www.gilbertpardla.wordpress.com]

Entrepreneurship characteristics needed in the tourism industry



[Source: www.indeed.com/career-advice]

The **initial step** to become an **entrepreneur** is to see an opportunity and be able to take a risk. The **prospective** entrepreneur should have the following **characteristics**:

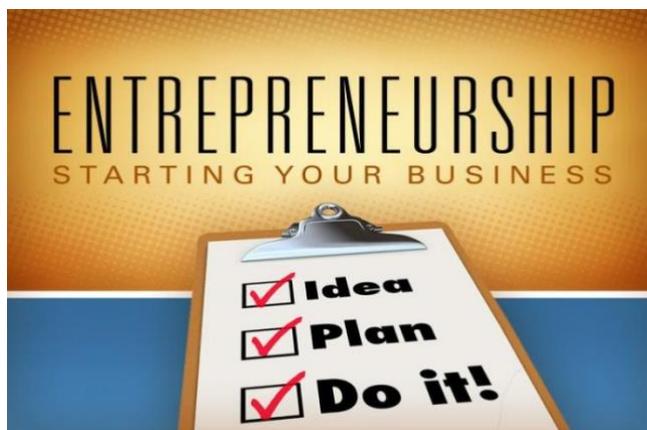
- Determined, believe in what you are doing and have the right attitude
- Decision maker - make thoughtful decisions
- Spontaneous and flexible
- Able to respond to problems and new ideas in a creative way
- Responsible – willing and able to make hard decisions, take responsibility for wrong decisions
- Independent – able to work alone
- Perseverance. Keep going even if there are challenges
- Self-starter. Can start on his own without assistance



[Source: www.indeed.com/career-advice]

Specific skills needed to be a successful entrepreneur

- Sales and marketing skills – Identify and reach the **target market**.
- Self-motivating skills - Set clear **goals** and come up with new ideas and implement it.
- Time management skills - Manage your time well.
- Administration skills and management skills – The ability to **multitask** and **delegate** responsibilities to employees.
- Teamwork and leadership skills - Be a supervisor and a team member.
- **Communication** and listening skills - **Attentive** listening and active participation during meetings.
- Customer service skills – The skills required to provide a good service to your customers.
- Financial skills – Managing your financial aspects of your organization.
- Analytical and problem-solving skills - Finding solutions to challenges. Applying creative thinking to develop strategies to achieve your business goals.
- Critical thinking skills – Evaluation and implementation of changes to improve the business strategies.
- Planning skills – Effective planning to enhance successful business operations.



[Source: www.myventurepad.com]

Grade 12



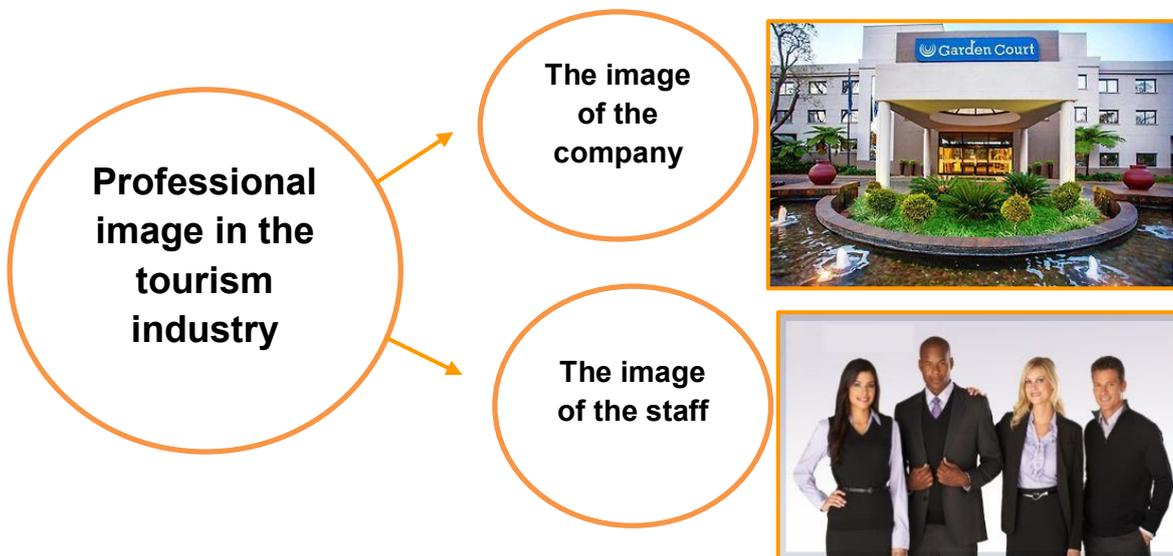
Key concepts

PROFESSIONAL IMAGE	LOGO	SLOGAN
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KEY CONCEPTS	DESCRIPTION
Professional image	The image of the tourism business and the employees based on appearance, actions reputation.
Logo	The logo is the symbol that the tourism business is identified with. It is usually a design or picture.
Slogan	The slogan is a catchy phrase used by the tourism business to market the business.

Factors that are essential to present a positive professional image:

- Good service
- Quality products
- Value for Money
- Professionalism and expertise
- Efficiency



[Source: www.garden-court-hatfield-hotel-pretoria.booked.net/]

[Source: www.gemeic.top/products.aspx?]

A. The image of the company:

Tourism businesses need to present a certain image about themselves. This image needs to create positive thoughts with the customers. This is known as **branding**.

The name of the business:

Potential customers need to recognise the name of the business.

- Customers associate the name with a product e.g., FlySafair refers to a budget airline
- The name can be interesting, catchy, and easy to remember e.g., National Park explains what is offered.



[Source: www.daddysdeals.co.za]

[Source: www.satsa.com/sanparks]

Logo of the business:

The logo is used on the company website, letterheads, invoices and any marketing or promotional material.

Slogan of the business:

The slogan fits in with the line of business and is easy to understand.



← Logo

← Slogan

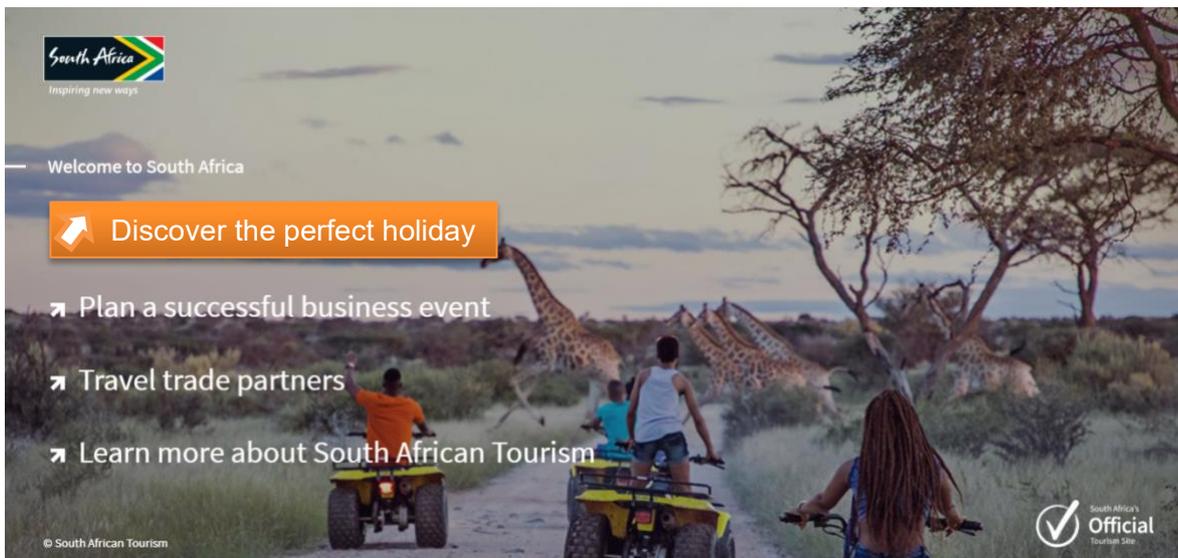
[Source: www.za.pinterest.com]

Website of the business:

- A **website** is a place on the Internet where a person can find information on a specific business.
- The website gives information about the location of the business, business hours, products, and services on offer.
- Websites are international, that means that marketing of the business is global.
- Websites must be updated on a regular basis to reflect new information or changes about the business.
- Websites should be attractive and easy to use.
- The **home page** summarises the business and what it does.
- Other links may include: “About us”; “Contact us”; “Environmental practices”

See below the website home page of SA Tourism:

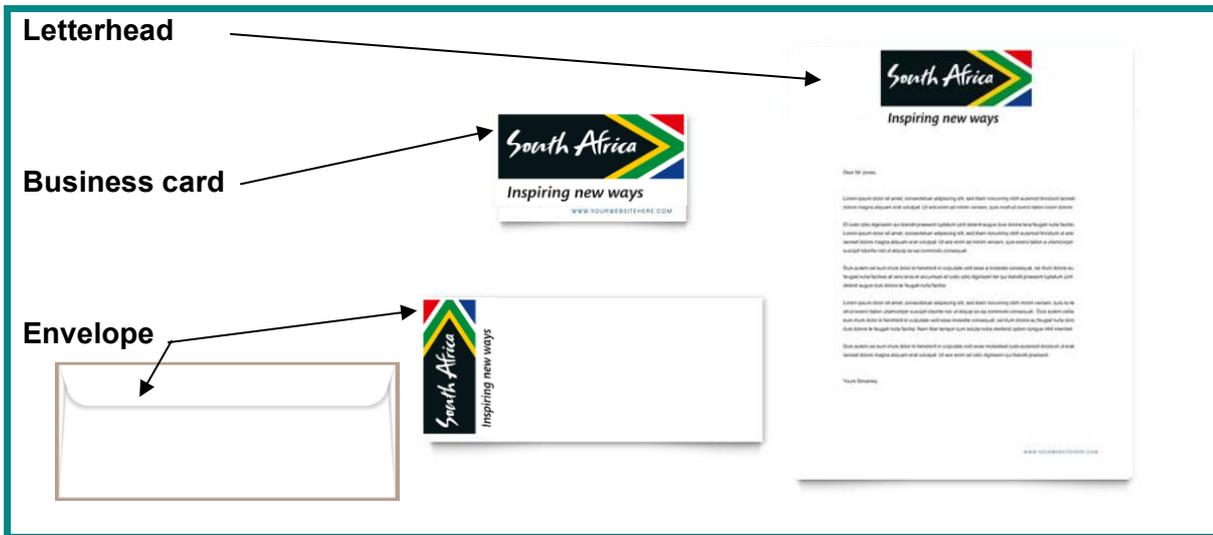
Website address: www.southafrica.net



[Source: www.southafrica.net/za/en]

Stationery:

- Stationery is used for formal communication and promotion of the tourism business.
- The name of the business and contact details should be included in the details reflected on the stationery.
- Stationery includes letterheads, business cards, envelopes, pens, etc.
- Letterheads should reflect the name of the business, logo, slogan, address, contact details, VAT number and the names of the directors.



[Adapted from: www.stocklayouts.com]

Marketing material and product packaging

- Advertisements, information **pamphlets** and posters form part of marketing material
- Bags, boxes and wrapping material form part of product packaging.

All the mentioned components should reflect the brand image of the business.



Brochures

Posters



Magazines



Product packaging

Physical appearance of the business:

The premises should reflect that the business is efficient and functions well. It should be clean, well maintained, tidy and well lit. Customers must feel welcome at the business. The name of the business and the logo should be clearly displayed.



[Source: www.booking.com/hotel]

[Source: www.za.pinterest.com]

Customer service policies:

Customer service should always include integrity, **etiquette**, and professionalism. The customer service policy will outline what the customers can expect from the staff, how the staff should deal with customers and how to deal with complaints effectively.

Environmental policies:

The environmental policy outlines how the business manages its activities to reduce the impact on the natural environment. It outlines energy-efficiency, managing water resources, reduction in pollution and disposal of waste in an environmentally friendly way.

B. The image of the staff:

- The image of the staff refers to the professional appearance as well as the **conduct** (behaviour) of the staff. Employees of a tourism business have contact and communication with the customers. It is the responsibility of the employees to convey a professional image.
- A customer's first impression is usually based on the interaction with **front line staff**. A customer will not buy and support a business if their first impression and experiences are negative.
- A professional appearance is enhanced (improved) by being well-groomed. Other habits that should be avoided at the place of employment include the chewing of gum and using **offensive** language.

Did you know?
Hotel employees that are wearing uniforms, are more efficient in doing their jobs.

Uniforms and dress code:

- A uniform contributes to the professional image and branding of the business.
- Uniforms should always be clean, neat, well-fitting, and well-ironed.
- A dress code is used when the business does not have a uniform for the staff.

Kruger National Park game rangers:

Hat that forms part of the uniform

Epaulettes with the logo of the Kruger National Park

Suitable clothes for work conditions



[Source: www.sanparks.org]



Suggested uniform for the frontline staff at a hotel

Take note of the difference between the uniform of the park rangers against the **front desk** employees. The respective working conditions will determine the suitability of the uniform.

[Source: www.tophatimagewear.com]

Personal hygiene and grooming:

The key to personal **hygiene** and **grooming** is to be clean and neat, regardless of the context or the dress code of the workplace.

Characteristics include:

- Hair that is washed and neatly combed
- Fresh breath
- No body odour
- Well-polished shoes
- Pockets that are not bulging
- Limited and appropriate jewellery

Did you know? Male grooming is the fastest growing segment in the personal care market

GROOMING

Looking presentable requires a bit more than putting on a new suit.

FACIAL HAIR
You should be clean shaven before your interview. If you wear facial hair, ensure it is well-groomed.

MAKEUP
Makeup should be minimal and natural. Neutral shades and a single coat of mascara is appropriate.

NAIL CARE
Clean nails are required. Women should choose a natural shade of nail polish.

[Adapted from www.dressing-for-success.blogspot.com]

[Source: www.dreamstime.com]

[Adapted from www.appadvice.com/app/nail-art-salon]

Interaction with customers:

- Speak well of the business and behave in such a way that the image of the business creates an impression of success, respect, and **capability**.
- Avoid smoking in front of customers.

Communication skills:

- Be audible and keep your tone warm and friendly.
- Do not speak too fast when communicating with foreigners.
- Do not use slang or bad language.
- Communication should always be professional, confident, and honest.
- Telephone etiquette and **netiquette** (the correct or acceptable way of using the internet) should be followed.
- Body language must be approachable and professional.
- Keep eye contact and maintain an appropriate social distance when interacting with customers.



[Source: www.polineassociates.com]

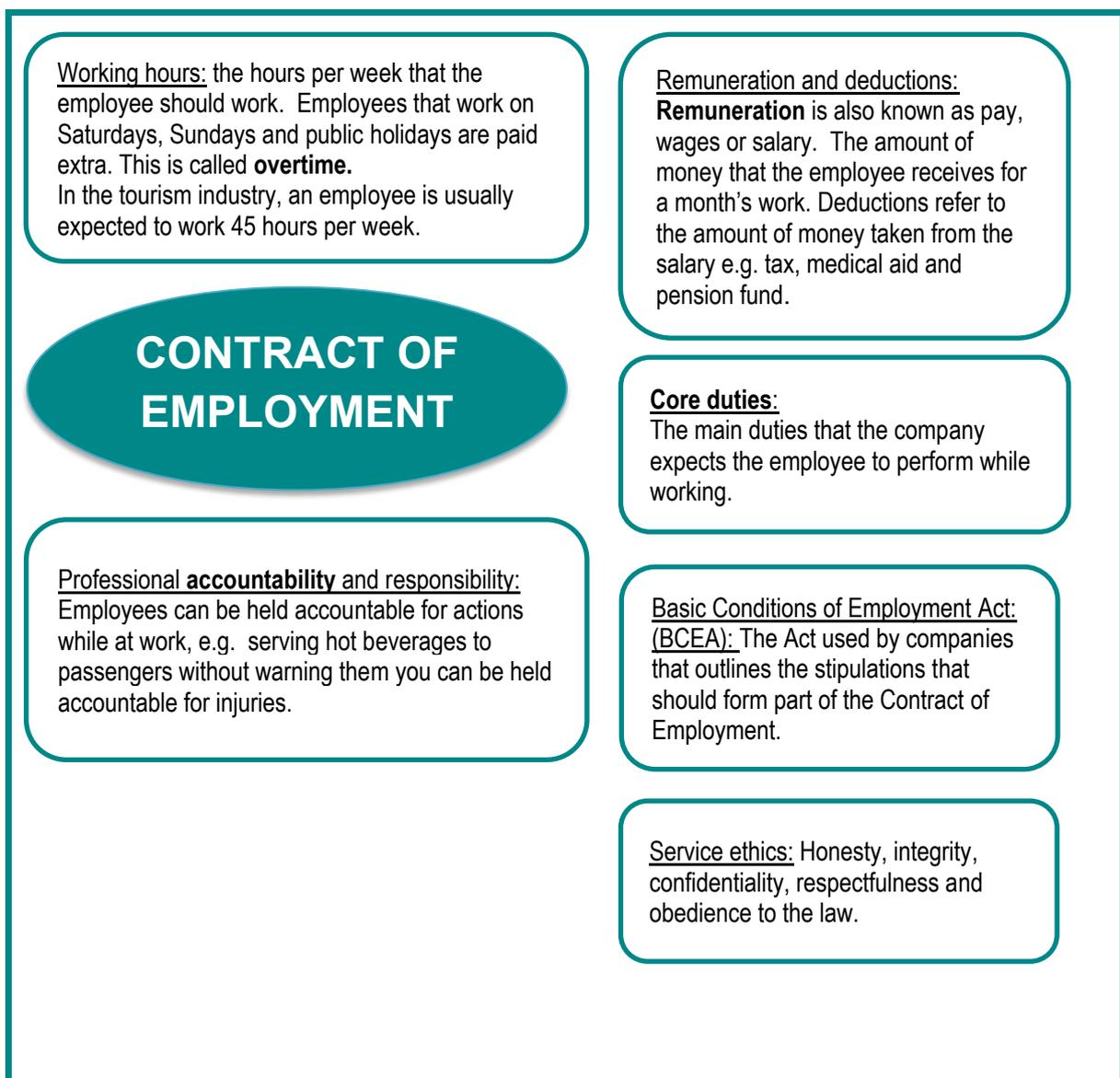
Conditions of employment:

Conditions of employment refers to:

- ★ Where you work
- ★ What you do
- ★ Your working hours

A contract of employment is the agreement between the employer and the employee for a specific job.

Below are the aspects of a contract of employment.



Termination of service: The action of bringing the contract to an end. It can be from the employee's side (resignation) or from the employer's side. The employee should give one month's notice.

Uniform allowances: When the business requires the employees to wear a uniform. The employer will provide it for free or give a uniform allowance.

Fringe benefits: Other benefits that an employee can expect while employed, e.g. discounted travel, petrol allowances, cell phone costs.

Travel benefits: this is a common use in the travel industry. The employees can either get discounted rates, time off to travel or even a free trip.

CONTRACT OF EMPLOYMENT

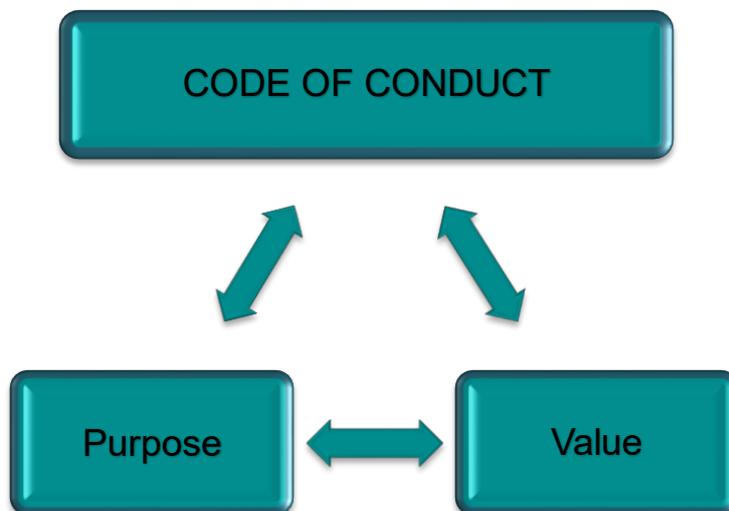
Leave: The period when employees are allowed to be away from their workplace for different reasons.

- **Annual leave:** The number of days per year that employees are paid for, without working.
- **Sick leave:** Can be taken when illness is the cause of an employee not being at work. A medical certificate should be produced after 2 days of absence.
- **Maternity leave:** An employee may be at home for a specific time – before and after a baby was born.
- **Family-responsibility leave:** Applicable with the death of a family member or illness of a child or an immediate family member.

Code of conduct:

What is a *Code of Conduct*?

- It is a set of principles or rules (protocol) that is considered binding to the employee.
- It outlines the expected behaviour of an employee.
- It relates to the purpose of the company. It takes the aims and the objectives of the business into consideration.



The purpose of the Code of Conduct:

- Outlines the behaviour of the staff while performing their duties.
- Gives guidance to staff members when faced with **ethical challenges**.
- Helps employees to act responsibly.
- Helps to solve problems at the workplace.
- Protects the business from lawsuits and ensure good workplace and public relations.
- Acts as the face of the business that the public sees.
- It is used as a reference for a business' proposed course of action – when the action is questioned.

The value of the Code of Conduct:

- It creates a **collaborative** and **cooperative** atmosphere.
- Assists in the promotion of integrity in the business.
- Outlines the agreed-upon behaviours and methods of operation.
- Leads to better performance when in line with the aims and objectives of the business.
- Helps to create a good company culture because the employees know what is expected from them.
- Establishes good communication between the employer and the employee.
- States the values and beliefs of the business.
- Implementation of code of conduct contributes to positive **publicity** and attracts more customers.

Common features of a code of conduct: (principles)

- Employees are expected to be honest.
- Services and products offered by the business should be safe.
- Health and safety laws are always followed.
- Advertisements are truthful.
- No harm is caused to the environment by the business.
- No **discrimination** in the workplace – gender, culture, race, or physical ability.



[Source: www.phoenixcq.com]

Study the two examples of a code of conduct.

1. Hospitality sector – restaurant staff
2. Transport sector – cruise liner crew

EXAMPLE 1: CODE OF CONDUCT

Hospitality school - Restaurant staff

All service staffs are to be performed according to the policies of Code of Conduct which are as follows:

- Report to your duty at least 15 minutes prior to the starting of your work to ensure that you are on time for duty.
 - Always attend the briefing conducted by the Manager prior to beginning of your shift.
 - Always maintain proper dress code including wearing name tag authorized by the hotel. If you lost your name tag ask the HR department for issuing a new one.
 - You are not allowed to wear Hotel uniforms outside the Hotel premise at any time. Wear a uniform outside the hotel premises if it is a part of your job or if you are performing in a function as part of your job.
- 
- Do not eat any food or drink beverage while on duty or in front of the guest. Take your meal only at the scheduled time.
 - Do not wear any Jewelry (broaches, bracelets, visible necklaces or rings) while on duty. You are only permitted to wear wedding rings and watch. But if the ring creates problem during serving the guest then you have to remove it immediately.
 - You are not allowed to chew gum while on duty since it is considered as bad manners.
 - Remember you are strictly prohibited to smoke at your workplace, use only the smoking zone.
 - Do not attend or make any personal telephone calls from any Outlet or section without prior permission.

[Adapted from: www.hospitality-school.com/]

EXAMPLE 2: CODE OF CONDUCT

Transport sector: Cruise liners

Personal Conduct of Cruise Ship Crew

- Drunkenness is not **tolerated** on cruise liners practice blood alcohol content testing.
- Do not chew gum in passenger areas.
- Do not use offensive language.
- **Vandalism** is not tolerated.
- Theft of ship's property or a guest's property is not tolerated.
- Fighting is not tolerated.
- Drugs and weapons are forbidden.
- Sexual harassment is not tolerated.
- Smoking is not allowed in unauthorised areas.
- Guests are not allowed in crew areas.
- Unauthorised persons are not allowed to board the ship.
- Absenteeism from **safety drills** is not tolerated.



Did you know?

The MSC Orchestra has a capacity for 2550 passengers and 1054 crew members

Cruise Ship Crew Dress Code

- Wear the appropriate uniform with regards to time of day, ship's itinerary, function or location.
- Name tag must be worn on the side of the uniform determined by the cruise line.
- Shoes and socks must be conservative, and some cruise lines require women to wear pantyhose. Shoes should be polished and in good shape.
- Only the top button of a shirt may be open as to not show cleavage or hairy chests.
- Safety clothing and equipment must be worn as required.
- All clothing worn as part of your uniform must be clean, pressed, and free of stains or damage.

Cruise Ship Crew Grooming Rules

- Crew members must be clean and odour free, this includes hair, hands, nails, mouth, body and clothing.
- Avoid use of strong perfumes and colognes.
- Visible tattoos are not permitted.
- Visible body piercings are not permitted (except one earring in each ear for women).

[Adapted from: www.cruiseshipjobs.com]

[Source: www.msccruises.com]

3.2 Activities



Study and work through the questions that follow. It will assist to determine how well you have understood and mastered the content.

First attempt the questions on your own before studying the answers that are available at the end of this section.

Grade 12

Activity 1

Four possible options are given for each question. Choose the correct answer and write the question number (1.1 to 1.5) and the letter e.g., 1.6 D

1.1 A tourist profile for a ... tourist will most likely include Kosher food as a dietary requirement.

- | | | | |
|---|----------|---|--------|
| A | Buddhist | B | Jewish |
| C | Islamic | D | Hindu |

1.2 The type of tourist that will be more time-sensitive and less budget sensitive when choosing an itinerary.

- | | | | |
|---|--------------------------------|---|------------------|
| A | Leisure tourist | B | Health tourist |
| C | Visiting friends and relatives | D | Business tourist |

1.3 The document that helps to create a cooperative and a collaborative atmosphere in the workplace, is the ...

- A code of conduct.
- B contract of employment.
- C code of global ethics.
- D fair trade policy.

1.4 The AVIS car rental company's staff look professional in their uniforms. They contribute to the company's ...

- A Garden maintenance
- B Corporate image
- C Triple bottom line
- D Pricing structure

1.5 Uniforms in the workplace contribute to ...

- A increased individuality in the business.
- B a decreased sustainability of the business.
- C a better professional image of the staff.
- D less teamwork among the staff.

(5)

Activity 2:

Choose a description from Column B that matches the term in Column A. Write only the letter (A to F) next to the question number (2.1 to 2.5) in the answer book, e.g., 2.6 G

COLUMN A		COLUMN B	
2.1	Ethical challenges	A	Gathering complete information about the tourist
2.2	Fringe benefits	B	A particular group of people at which a product is aimed
2.3	Professional image	C	A person that arranges transportation, accommodation, tours, and trips for people at a specific cost
2.4	Target market	D	An extra benefit added to the wage or salary of an employee
2.5	Tourist profile	E	Legally dangerous issues that create conflict within the moral principles of society, e.g., bribery, kickbacks
		F	It refers to the image that one projects about themselves, and the business based upon appearance and reputation.

(5)

Activity 3:

Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question numbers (3.1 to 3.5) in the ANSWER BOOK, e.g., 3.6 Uniforms

- 3.1 The logo forms part of the image of the (staff / company).
- 3.2 The few words linked to the company's goal, is known as the (slogan / logo).
- 3.3 The contract of employment is based on the (Labour Act / Basic Condition of Employment Act).
- 3.4 Family responsibility leave can be applied for when (there is death in the family / a mom gave birth to a baby).
- 3.5 Normal working hours in the tourism industry is (38 / 45) hours per week. **(5)**

Activity 4

- 4.1 Refer to the picture below on aspects of the Basic Conditions of Employment Act (BCEA) and answer the questions that follow.



- 4.1.1 State FOUR aspects that should be included in the contract of employment. **(4)**
- 4.1.2 Explain how the following aspects of the Basic Conditions of Employment Act, shown in the picture above, will be applicable to a travel agent working full time at a travel agency:
- a) Working hours **(1x2) (2)**
 - b) Sick leave **(1x2) (2)**
 - c) Annual leave **(1x2) (2)**

4.2

Study the cartoon below and answer the question that follows.



The cartoon shows poor customer service.

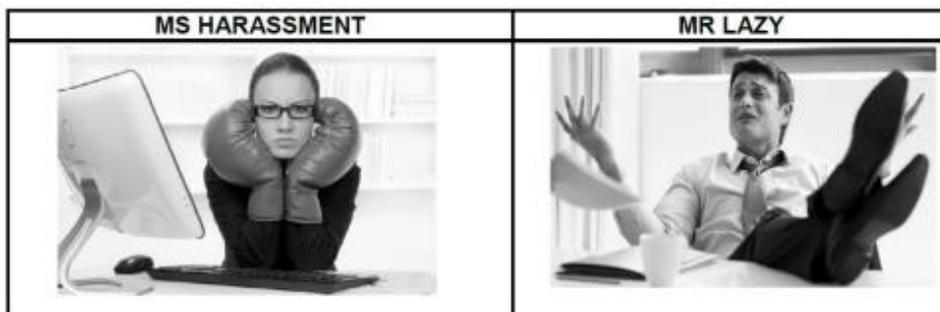
Discuss TWO ways in which customer service policies may contribute to the professional image of this tourism business.

(2x2) (4)

[14]

Activity 5

Study the pictures of employees at a travel agency below and answer the questions that follow.



- 5.1 Explain the importance of a code of conduct at a travel agency. (1x2) (2)
- 5.2 Discuss TWO ways, in a PARAGRAPH, in which the unprofessional behavior of the staff members in the pictures above can impact negatively on the work ethics of the other staff members at the travel agency regarding:
- 5.2.1 Harassment (2x2) (4)
- 5.2.2 Laziness (2x2) (4)
- 5.3 Explain TWO ways in which the employer can deal effectively with the above cases of unprofessional behavior to ensure productivity at the travel agency. (2x2) (4)

[14]

Activity 6:

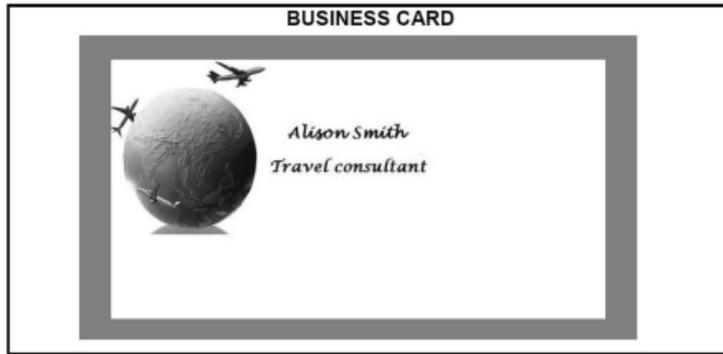
- 6.1 Read the information below and answer the questions that follow.

Zach, a qualified tour operator, wants to open his own tour operating company. He is aware that the professional image of his company is important for the success of his business.

- 6.1.1 Explain how the following can contribute to the professional image of Zach's business:
- (a) Branded stationery (1x2) (2)
- (b) An appropriate name for the business (1x2) (2)
- 6.1.2 Discuss TWO reasons why most tourism businesses prefer their staff to wear uniforms. (2x2) (4)

- 6.2 Study the information below and answer the questions that follow

A business card is an important communication and networking tool used indirectly for marketing, but which is often not used effectively by companies.



- 6.2.1 Identify TWO items that appear on the above business card. (2x1) (2)
- 6.2.2 Explain TWO reasons why the above business card cannot be regarded as an effective communication and networking tool to promote a business. (2x2) (4)

[14]

Activity 7

Read the scenario below and answer the questions.



Nomvuyo has recently been employed as a receptionist at a private game reserve in the Eastern Cape. She works long hours and it is expected of her to work on weekends and public holidays.

Nomvuyo has been given accommodation at the lodge and is allowed to go home on the weekends that she is off. Her working hours are 07:00 to 19:00.

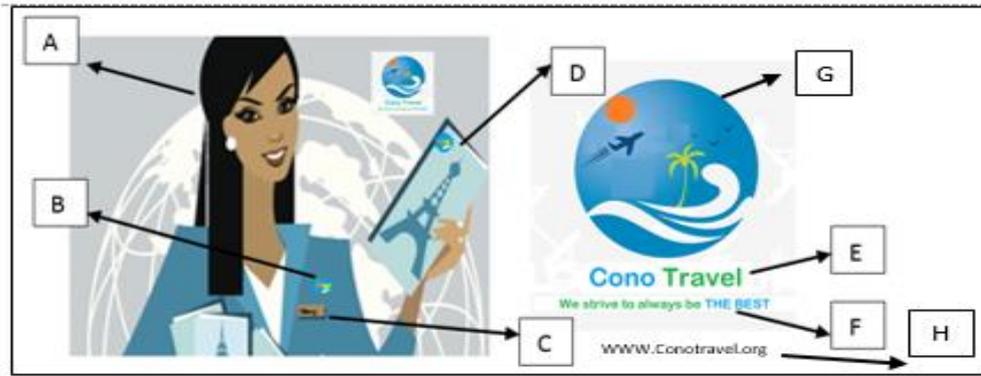
She often does not get a lunch break as she has to deal with tourists at peak times. She is provided with a uniform and it is expected of her to be neat and presentable at all times. The lodge prides itself on giving excellent customer service.

- 7.1 Name the document that stipulates the laws under which Nomvuyo is employed. (1)
- 7.2 It is essential that Nomvuyo signs an employment contract before starting her new job at the lodge.
Suggest ONE reason to support this statement. (1)
- 7.3 Nomvuyo should also be given the code of conduct of the lodge before starting her new job.
- 7.3.1 Explain the value of a code of conduct. (1x2) (2)
- 7.3.2 Name ONE item that can be included in a code of conduct. (1)

[5]

Activity 8: PROFESSIONAL IMAGE

8.1 Study the picture of Cono Travel below and answer the questions that follow.



8.1.1 Match the factors that influence the professional image of Cono Travel with the examples shown in the picture. Complete the following table by writing the letter (A-H) next to the factor.

Factor	Answer	Factor	Answer
Slogan		Name of the company	
Neat appearance and hairstyle		Brochure with the logo	
Wearing a name tag		Wearing a uniform with a logo	
Logo of the company		Updated website	

(8)

8.1.2 Divide the factors mentioned in 8.1.1 according to the table below.

(8)

Company image	Staff image	Marketing material
---------------	-------------	--------------------

8.2 A travel agent greets the customers without looking at them while eating his hamburger.

Indicate if the employee in the scenario above represents a professional image. (Yes/No) Give TWO reasons for your answer. (2)

8.3 You work at a travel agent. One of your colleagues arrives at work poorly groomed.

8.3.1 Explain the concept *groomed*. (1x2) (2)

8.3.2 Discuss why grooming is important to the travel agency and the customers. (2x2) (4)

[24]

Activity 9: CODE OF CONDUCT

9.1 Provide a suitable term for each of the following statements. Write the term in the table provided below (one letter per block)

- 9.1.1 The type of leave granted to an employee who is in bed due to flu.
- 9.1.2 Additional benefits received over and above your salary or wages.
- 9.1.3 A legal agreement between two or more parties
- 9.1.4 The E in the acronym BCEA stands for ...
- 9.1.5 Working hours per day if a worker works five days or less in a week, is ... hours

9.1.1												
9.1.2												
9.1.3												
9.1.4												
9.1.5												(5)

9.2 9.2.1 Briefly explain the purpose of a code of conduct for a tourism business. (4x1) (4)

9.2.2 Briefly explain the value of a code of conduct for a tourism business. (4x1) (4)

9.3 Give suggestions for SEVEN aspects to be included in a code of conduct that is appropriate for the staff at a theme park in South Africa such as Gold Reef City. (7x1) (7)

[20]

3.3 Marking Guideline for Activities

Grade 12

Activity 1

1.1	B ✓	1.4	B ✓	
1.2	D ✓	1.5	C ✓	
1.3	A ✓			(5)

Activity 2

2.1	E ✓	2.4	B ✓	
2.2	D ✓	2.5	A ✓	
2.3	F ✓			(5)

Activity 3

3.1	Company ✓			
3.2	Slogan ✓			
3.3	Basic Conditions of Employment Act ✓			
3.4	There is death in the family ✓			
3.5	45 ✓			(5)

Activity 4

4.1	4.1.1	Employer and employee details / full names and addresses ✓ Working hours / rate of overtime ✓ Uniform allowances ✓ Travel benefits ✓ <ul style="list-style-type: none">• Leave• Core duties / brief description of the work• Date of employment• Fringe benefits• Remuneration / agreed salary or wages• Termination of service• Professional accountability• Service ethics		(4)
-----	-------	--	--	-----

Note: a learner cannot write many types of leave, leave can only get 1 mark

- 4.1.2 a) Working hours: Travel agents will have a fixed working schedule ✓✓ (2)
- They mostly work a 40-45 hours per week
 - They work 9 hours a day
 - If they need to work shifts, they must not exceed working hours.
- b) Sick leave: A medical certificate to be provided if absent more than 2 days ✓✓ (2)
- Leave is calculated over a 36-month cycle
 - 30 days sick leave in a three-year period
- c) Annual leave: Normally 21 days allowed to be taken and applied for. ✓✓ (2)

- 4.2 If the business has customer service policies in place it shows they value the needs and input of the customer ✓✓ (4)
- The customer will feel that he is recognized / noticed as a valuable, paying stakeholder ✓✓
- If the policies are in place the two employees won't ignore the customer because they will know the consequences.
 - If the policies are in place the business is respected by its clients and it will portray a professional image.
 - If the policies are in place and used, then good service will lead to loyal customers.
 - Customer service policies will indicate training of staff which lead to better customer service and loyal customers

[14]

Activity 5

- 5.1 It guides employees on acceptable behaviour at the workplace to maintain order ✓✓ (2)
- To ensure that the company's operations run smoothly and the company remains profitable.
 - It is used by the travel agency to defend themselves in cases of legal action by employees.

- 5.2 5.2.1 Increase in resignations resulting in additional recruiting, hiring and training costs for the company. ✓✓ (4)
 Increased absenteeism resulting in decreased production. ✓✓
 • Reduced productivity from employees, as a loss of motivation will lead to no extra effort or extended working hours
 • Poor service delivery to clients, owing to disruptions, when dealing with staff complaints
 • Poor employee relationships
- 5.2.2 Low productivity levels amongst staff members. ✓✓ (4)
 They easily influence co-workers to adopt their same poor work ethics. ✓✓
 • Other employees will have to carry the extra workload.
 • These employees will not be able to function effectively within a team
 • Creates feelings of animosity (bitterness) amongst employees.
- 5.3 Refer the employees to the code of conduct. ✓✓ (4)
 Should the behavior not improve, gather evidence on the unprofessional behavior, in order to take it to the next level of intervention ✓✓
 • Set up a meeting with the offenders to discuss and resolve their unprofessional behavior.
 • Termination of services in severe cases.
NOTE: Accept examples of different types of interventions.

[14]

Activity 6:

- 6.1 6.1.1 (a) Stationery which includes its slogan and logo creates brand awareness/loyalty and recognition. ✓✓ (2)
 • It provides relevant, specific, and valid information of the business e.g., contact details.
 • The branded stationery must be original and the information must be clear.
 • Facilitates communication and presents a sense of identity and pride to the different businesses.

(b) A memorable name is associated with trust which is earned over a period of time. ✓✓ (2)

- The name can create a powerful image which can increase the number of customers supporting the product or service.
- It can become a household name through association.

6.1.2 Employees who wear uniforms can portray a professional image for the business. ✓✓ (4)

Uniforms create brand awareness ✓✓

- It dictates quality and uniform standardization.
- Uniforms can save costs for both the employer and employee.

6.2 6.2.1 Logo ✓ (2)

Name of the business card holder ✓

- Job description

6.2.2 The location of the agency cannot be determined as there is no address provided. ✓✓ (4)

Customers who are keen to communicate and network with the travel consultant will not be able to contact her as no contact details are found. ✓✓

- There is no slogan (motto) that projects the ethos (value system) of the business.
- Cannot be used as an effective referral tool as it lacks vital information.
- No website/social media contact details
- No email address

[14]

Activity 7

- 7.1 Basic Conditions of Employment Act (No. 75 of 1997) ✓ (1)
- 7.2 A contract protects the employer and the employee. ✓ (1)
- A contract defines the conditions under which the employee is employed.
 - A contract explains the core duties of the employee together with the working hours, uniform allowances, benefits, remuneration, leave benefits, etc.
 - A contract ensures that there is no misunderstanding between the employee and employer regarding employment issues.
- 7.3 7.3.1 A code of conduct guides the conduct of staff in a business. ✓✓ (2)
- It guides staff on ethical matters in the workplace.
 - It assists in creating a co-operative atmosphere in the workplace.
 - It promotes integrity in the workplace.
 - It protects businesses from lawsuits.
 - It acknowledges different cultural practices.
 - Prescribes how staff should behave while at work.
 - Encourages employees to act responsibly.
- 7.3.2 The behavior of employees when at work ✓ (1)
- Confidentiality
 - Use of company assets
 - Obeying of laws and regulations
 - Honesty
 - Substance abuse
 - Appropriate dress
 - Integrity of staff

PROFESSIONAL IMAGE

Activity 8:

8 8.1.1

Factor	Answer	Factor	Answer
Slogan	F✓	Name of the company	E✓
Neat appearance and hairstyle	A✓	Brochure with the logo	D✓
Wearing a name tag	C✓	Wearing a uniform with a logo	B✓
Logo of the company	G✓	Updated website	H✓

(8)

8.1.2	Company image	Staff image	Marketing material
	E ✓ G ✓ H ✓ F ✓	A ✓ C ✓ B ✓	D ✓

(8)

8.2 Unprofessional (NO) (2)

It seems rude not to look at people when you speak to them, they may think you are not telling the truth ✓

It is very unprofessional to eat in front of customers, it shows you don't want to give them your full attention ✓

8.3 8.3.1 When you look neat, tidy and presentable ✓✓ (2)

When the employee took care of their personal appearance

8.3.2 The clients can feel uncomfortable when dealing with a poorly groomed employee ✓✓ (4)

Clients can get the impression that this is allowed and that all the employees are like that. ✓✓

[24]

CODE OF CONDUCT

Activity 9

9.1	1.1	S	I	C	K						✓	(5)
	1.2	F	R	I	N	G	E				✓	
	1.3	C	O	N	T	R	A	C	T		✓	
	1.4	E	M	P	L	O	Y	M	E	N	T	✓
	1.5	N	I	N	E						✓	

9.2 9.2.1 The code of conduct helps businesses to solve problems between employee and the employer in the workplace ✓ (4)
 Improve aspects of the workplace ✓
 An employee knows what is expected of them and to be responsible, behaving appropriately at all times ✓
 Ensures a positive work ethic, and practice of good public relations ✓

9.2.2 Value: A code of conduct ensures that employees behave accordingly ✓ (4)
 It creates a co-operative, collaborative atmosphere ✓
 Promotes integrity in the workplace ✓
 Maintains open communication at all times ✓

9.3 Respect for people ✓ (7)
 Dress appropriately ✓
 Be Friendly ✓
 Obey the laws ✓
 Display integrity ✓
 Give reliable Information ✓
 Respect managers and colleagues ✓
 • Respect and protect the environment

[20]

3.4 Examination guidance to master this topic

How to prepare/study for the examination on this topic: This topic will be assessed in Question 7 of the NSC final paper.

Use the resources given in the question papers – most of the answers will be in the source document, article, or case studies.

Read the questions well and circle the keywords for example:

Briefly **explain** the **purpose** of a **code of conduct** for a tourism business.

Understand the importance of excellent service delivery in the tourism industry and how **service excellence** contributes to the success of the industry.

Remember that this topic is firstly about how the customer sees the business and the staff and secondly about the working relationship between the employer and the employee.

The image of the tourism company consists of the image of the business and the image of the staff. Know which factors influence each aspect of the company image.

Understand the difference between conditions of employment, contract of employment and the code of conduct.

Ensure that you know the different stipulations contained in a contract of employment.

Remember that the code of conduct has a purpose and a value.

Pay attention to the action verb in each question. The action verb tells you how to interpret and analyse the question correctly. Study the examples below.

How to use the action verbs:

Example 1



Question: Define: *Grooming* as part of personal appearance (2)

STEP 1 Find the **action verb:**

Define: *Grooming* as part of personal appearance

The action verb is 'define' Define means that a clear explanation should be given

STEP 2 Identify the **content**

Define: *Grooming* as part of personal appearance. (2)

The content is about what the meaning of grooming is.

STEP 3 Which aspect of the content (grooming) should be addressed? (2)

Define: *Grooming* as part of personal appearance

The third step tells you which aspect of the content to answer: part of

personal appearance

elaboration

STEP 4 Refer to the mark allocation for the action verb 'Define'. TWO marks are allocated to the answer.

Example 2:

Question: Propose TWO possible solutions to handle a situation involving unacceptable behaviour at the workplace. (2x2) (4)

STEP 1 Find the **action verb**

The action verb is **Propose**

Propose TWO possible solutions to handle a situation involving unacceptable behaviour at the workplace. (2x2) (4)

Propose refers to 'to give a plan or suggestion for consideration by others.'

STEP 2 Identify the **content**

Propose TWO possible solutions to handle a situation involving unacceptable behaviour at the workplace. (2x2) (4)

The role and content of a code of conduct in such a situation should be discussed

STEP 3 Which aspect of the content (unacceptable behaviour) needs to be solved?

Propose TWO possible solutions to handle a situation involving unacceptable behaviour at the workplace. (2x2) (4)

The solution is for the situation at the workplace.

STEP 4 The mark allocation for the question is **4 marks. (2 x 2)** indicates that TWO solutions must be stated, and it will earn 4 marks. Write the answer in full sentences to secure 2 marks per fact.



Preparation for the Examination in this topic

Question 1

Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question number (1.1 – 1.8) for example

1.9 D

1.1 An employee has the right to receive this document upon his/her termination of employment:

- A Tax refund slip
- B Certificate of service
- C List of fringe benefits
- D Receipt for legal fees (1)

Answer: B ✓

1.2 Regulations relating to the use of strong perfumes at work:

- A Personal hygiene
- B Personal aura
- C Emotional integrity
- D Emotional stamina (1)

Answer: A ✓

1.3 When an employee in the tourism industry works on a public holiday, the employee is entitled to ...

- A Five days additional leave.
- B Time off equivalent to two months.
- C Payment at double the normal rate.
- D Reduced annual bonuses. (1)

Answer: C ✓

1.4 One of the rules in the code of conduct that crew members on a cruise ship must follow:

- A May be absent from safety drills.
- B Guests are allowed in crew areas.
- C May refuse blood alcohol content testing.
- D Crew members must be punctual at all times.

(1)

Answer: D ✓

1.5 To ensure the item in the picture below adds to the identity of an upmarket guesthouse, the ...



- A word 'Soap' must be removed.
- B packaging must be uniquely branded.
- C contents must be re-used by other guests.
- D tourists must bring their own soap.

(1)

Answer: B ✓

1.6 As part of the code of conduct, the Hilton Hotel group does NOT allow its employees to accept gifts from guests or suppliers. This practice ensures that employees maintain ...

- A good communication skills.
- B professional appearance.
- C leadership qualities.
- D professional accountability.

(1)

Answer: D ✓

1.7 An example of ethical staff behaviour:

- A Inform the supervisor when you will be absent from work
- B Granting unlimited discounts to family and friends
- C Not paying an employee for all the extra hours worked
- D Taking credit for work that is not considered your own (1)

Answer: A✓

1.8 An example of a fringe benefit for cabin crew at an airline:

- A Monthly salary
- B Severance package
- C Uniform allowance
- D Reduced tax (1)

Answer: C✓

[8]

Question 2:

Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (2.1 – 2.6) for example 2.7 Conditions

- 2.1 An employee who has not fulfilled his conditions of service can face (termination of service/remuneration for service) by an employer. (1)
- 2.2 (Punctuality/Remuneration) is an example of professional accountability in the tourism industry. (1)
- 2.3 The (code of conduct/contract of employment) contains information on the conditions of employment (1)
- 2.4 (Remuneration/Reimbursement) refers to an employee's salary and perks given by the employer for work done. (1)
- 2.5 Cabin crew members can obtain information on the airline's uniform in the (code of conduct/contract of employment) (1)
- 2.6 Payment for overtime work may be regarded as (a fringe benefit/ annual leave). (1)

[6]

Answers:

- 2.1 Termination of service ✓
- 2.2 Punctuality ✓
- 2.3 Contract of employment ✓
- 2.4 Remuneration ✓
- 2.5 Contract of employment ✓
- 2.6 A fringe benefit ✓

[6]

Question 3:

Read the scenario and complete the following paragraph by choosing a word/term from the list below. Write only the word/term next to the question number (3.1 – 3.5).

Joseph Ndlovu completed a three-year Diploma in Tourism Management. He responds to an advertisement in the newspaper for a managerial position at the Gauteng Tourism Information Centre.

working hours	contract of employment	Curriculum Vitae
code of conduct	service ethics	remuneration
	labour laws	

He sends his **(3.1)** with his application form. Joseph's application was successful, and he was appointed in the post. On his appointment his employer gave him **(3.2)** which contained his **(3.3)** and **(3.4)**. Joseph also signed the **(3.5)** which gives direction regarding his work ethics.

[5]

Answers:

- 3.1 Curriculum Vitae ✓ (1)
- 3.2 contract of employment ✓ (1)
- 3.3 working hours ✓ (1)
- 3.4 remuneration ✓ (1)
- 3.5 code of conduct ✓ (1)

[5]

Question 4:

Choose the description from Column B that matches the term in Column A. Write only the letter (A – K) next to the question number (4.1 – 4.10) in the ANSWER BOOK, for example 4.11 L

Column A		Column B	
4.1	Branding	A	Money is paid for work done or services delivered by an employee
4.2	Logo	B	A short, striking phrase that organisations use in marketing
4.3	Remuneration	C	The way that a name, term, design or symbol identifies a specific product
4.4	Discrimination	D	A small design or a picture that an organisation chooses to identify their products and services
4.5	Soft skills	E	What tourists believe they will experience while they are on holiday
4.6	Website	F	Personal characteristics to interact very well with other people
4.7	Expectations	G	Treating people differently on the grounds of race, sex, age, disability
4.8	Slogan	H	Things that are essential when travelling
4.9	Needs	I	Refers to what tourists like and what they would rather have/do over other things
4.10	Preferences	J	Allow something to continue without interference – something that you dislike
		K	The set of information pages on the Internet that was designed for an organisation

[10]**Answers:**

4.1 C ✓

4.6 K ✓

4.2 D ✓

4.7 E ✓

4.3 A ✓

4.8 B ✓

4.4 G ✓

4.9 H ✓

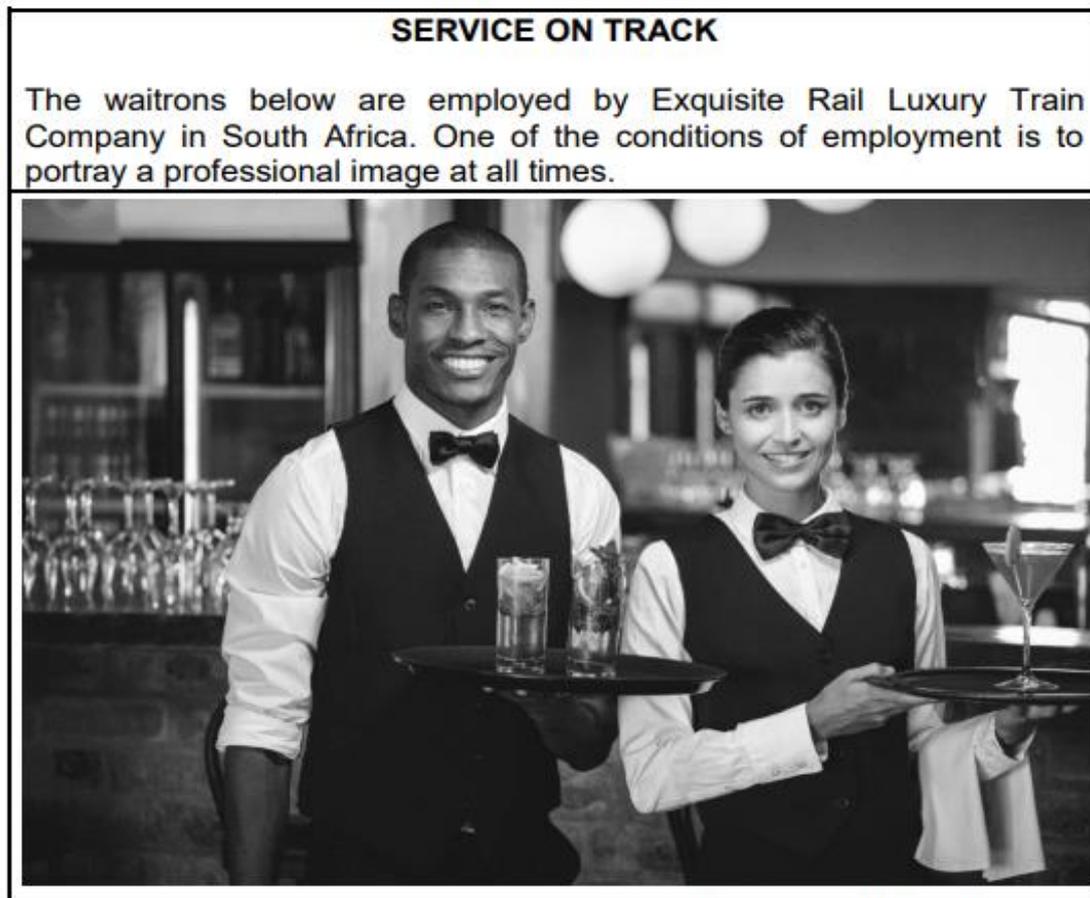
4.5 F ✓

4.10 I ✓

[10]

Question 5

5.1 Study the information below and answer the questions that follow



[Source: www.istockphoto.com]

5.1.1 In the picture, identify TWO ways in which the waitrons display professionalism in the workplace. (4)

5.1.2 The contract of employment specifies the dress code for the waitrons but does not include compensation (money) for uniforms. The waitrons in the above picture feel the only way they can adhere to the dress code is if they receive a uniform allowance.

Explain ONE reason why the two employees feel entitled to a uniform allowance. (2)

5.2

Study the information below and answer the questions that follow.

DOING RIGHT BY OUR VALUED PASSENGERS

Passengers on Exquisite Rail deserve excellent standards. This includes the conduct of crew members employed by the company.

The conversation below is about the do's and don'ts for crew members working on a luxury train.

Trainee: How should crew members conduct themselves with the guests when working on a luxury train?

Trainer:

1. A crew member should never argue with a guest. Instead, any complaints lodged by a guest need to be reported to the supervisor immediately.
2. Never invite a guest into the crew quarters and never accept invitations to socialise with guests.
3. Be aware that parents with young children may misinterpret crew interaction with their children.
4. A crew member must be careful not to give too much attention to one particular guest when it comes to service delivery, as this can be misinterpreted.

- 5.2.1 Choose the correct option within brackets. The training above forms part of the company's (code of conduct/ annual service bonus). (2)
- 5.2.2 Explain ONE reason why Exquisite Rail conducts this type of training session regularly. (2)
- 5.2.3 Identify TWO examples of crew behavior in the dialogue that could be considered a violation of the code of conduct. (4)

[14]

Answers

- 5.1.1 Well groomed – cleanly shaven, hair tied back. ✓✓ (4)
A neat and tidy dress code as prescribed by their employer. ✓✓
- Formal dress code with a bow tie.
 - They are smiling indicating friendliness with good eye contact.
 - Both use a tray to serve drinks on.
 - A dish cloth hangs loosely over the arm, meeting the specifications of the job.
 - Their appropriate physical appearance.
- Note: Accept examples of professional image.*
- 5.1.2 The dress code is part of their contractual agreement and there should be (2)
some form of compensation to continually maintain the professional look. ✓✓
- It should not be expected of employees to purchase their own uniform for work as they have to comply to the uniform dress code.
 - They might feel if the restaurant wants to uphold its good image, they must ensure the waitrons are appropriately dressed by giving them a subsidized amount for clothing.
 - They are on duty many consecutive nights and need more sets of uniforms.
 - Washing and cleaning the uniform so often can be very costly.
 - Wear and tear of the uniforms must be considered.
- 5.2 5.2.1 Code of Conduct ✓✓ (2)
- 5.2.2 The service industry requires constant up-skilling and training. ✓✓ (2)
- The training is personalised addressing individual skills needs.
 - There is a constant reminder of the do's and the don'ts.
 - Maintains the professional image of Exquisite Rail.
 - To minimise legal issues.
- 5.2.3 Arguing with a guest. ✓✓ (4)
Inviting a guest into a crew area. ✓✓
- Accepting invitations to socialize with a guest.
 - Inappropriate interaction with children.
 - Being overly attentive (giving too much attention) to one particular guest.

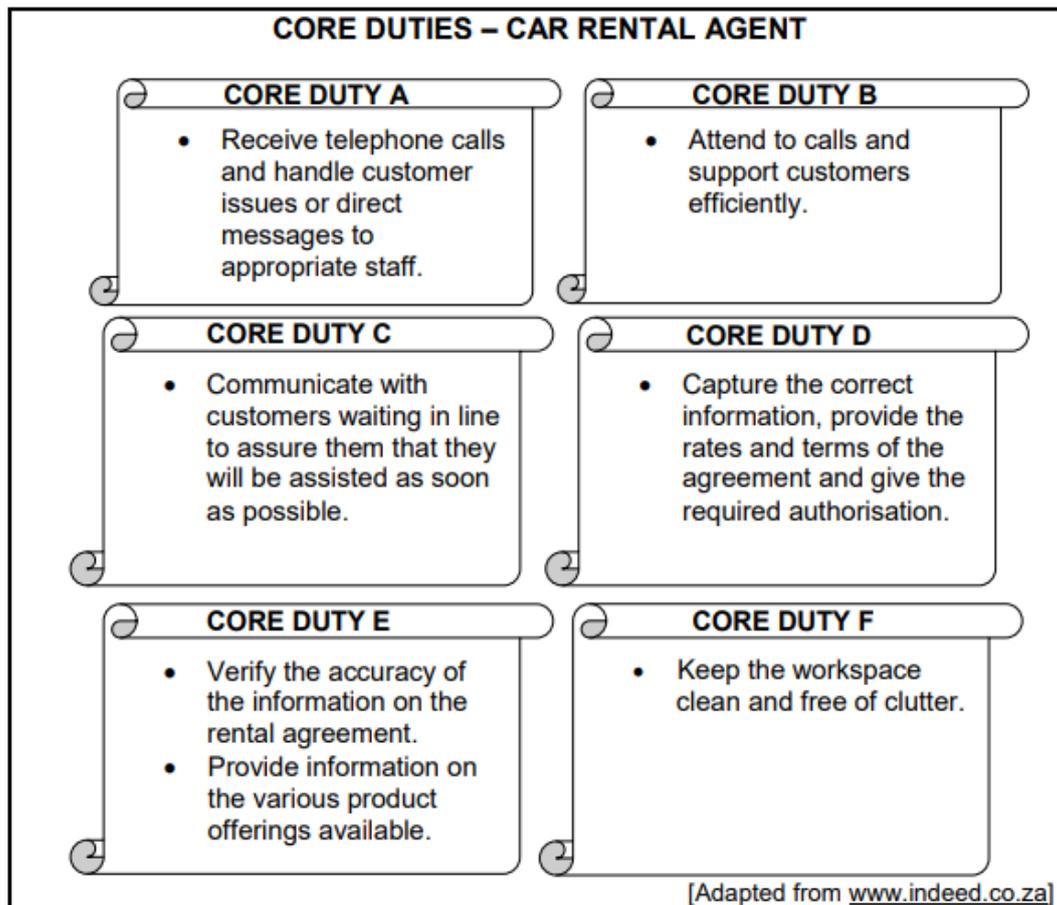
Question 6:

6.1 Study the information below and answer the questions that follow.

ARE WE HOT OR NOT?	
<p>The physical appearance of a business contributes to a professional image.</p> <p>The pictures below show the room keys issued by each hotel to their guests upon check-in.</p>	
<p>HOTEL A: SUNSET HOTEL</p> 	<p>HOTEL B: DAWN HOTEL</p> 

- 6.1.1 a) In the pictures above, identify the hotel that values its professional image. (2)
- b) Give ONE reason for your answer to QUESTION 6.1.1 (a). (2)
- 6.1.2 Apart from room keys, recommend ONE way in which the professional image of hotel rooms can be improved. (2)

6.2 Study the extract of the core duties of a car rental agent below and answer the questions that follow.



- 6.2.1 a) Name the document which indicates the core duties of a person working at a car rental agency. (2)
- b) Explain ONE reason why the employee has to perform the core duties specified in the document in QUESTION 6.2.1(a). (2)

6.2.2

A client has instituted (started) legal proceedings against a car rental agent because the agent did not explain the terms and conditions of the rental agreement. A disciplinary hearing within the company is to be conducted to determine whether the rental agent is guilty or not.

- a) Apart from the document named in QUESTION 7.2.1(a), suggest ONE other document that will be referred to during the disciplinary hearing. (2)
- b) Refer to the core duties of a car rental agent and identify TWO sets of core duties in the extract that will be referred to during the internal disciplinary hearing. Write down only the letter (A–F) next to the question number, e.g. G. (4)

[16]

Answers

- 6.1 6.1.1 a) Hotel A ✓✓ (2)
- Sunset Hotel
- b) The rooms have modern (electronic key card activated locks) and do not unlock / lock with traditional keys. ✓✓ (2)
- The electronic key cards can be inserted for electricity access.
 - (environmental responsibility)
The electronic key card is branded with the hotel name and slogan.
 - The hotel wishes their guests a warm stay on the electronic key card.
- 6.1.2 Redecoration / refurbishment / modernization of the room. ✓✓ (2)
- Spotless housekeeping.
 - Extras for the guest e.g., a welcome letter, flowers, fruit, chocolates etc
 - Responsible and sustainable tourism practices.
 - Personalized guest relations.
- NOTE: Accept examples that link to the ways specified*
- 6.2 6.2.1 a) Contract of employment. ✓✓ (2)
- b) It is an agreement between the employer and the employee. ✓✓ (2)
- Parties are compelled to abide by the regulations and conditions in this legal document.
 - It was signed by the employee as a contract.
 - It is part of his job description.
- 6.2.2 (a) Code of conduct. ✓✓ (2)

b) Core duty D ✓✓

(4)

Core duty E ✓✓

- Capture the correct information, provide the rates and terms of the agreement, and get the required authorization.
- Verify the accuracy of the information on the rental agreement.
- Provide information on the various product offerings available.

[16]

Question 7

Read the extract below and answer the questions that follow

DISILLUSIONED!!!*

Megan has been employed at a restaurant as a waitron for the past six months. A contract of employment was signed after she accepted the position at the restaurant.

Although there are vacancies available at the restaurant, her employer refuses to hire new staff. As a result, she has to work double shifts and her responsibilities have increased. She has been working double shifts almost every day with no overtime pay. She is not allowed to sit during shifts. Her employer is often rude to her and other co-workers. There is no staff transport available when they finish working late at night.

In fear of losing her job she continues working without complaining.

*Disillusioned: A feeling of disappointment

7.1 Explain the term contract of employment.

(2)

7.2 Identify ONE way in which Megan is being exploited at her place of employment in the extract above.

(2)

7.3 Advise Megan and give TWO ways how her grievances in the workplace can be addressed.

(4)

7.4 Discuss TWO ways in which the current working conditions can impact on Megan's work ethic.

(4)

[12]

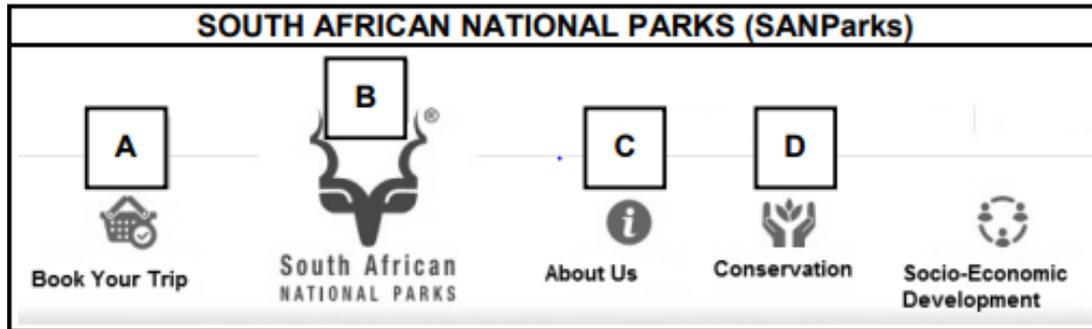
Answers

7. 7.1 A verbal or written agreement outlining the terms and conditions of employment. ✓✓ (2)
Note: Accept examples linked to the Contract of Employment.
- 7.2 Working double shifts with no overtime pay. ✓✓ (2)
- Not allowed to sit during shifts.
 - Increased responsibilities without extra remuneration.
 - Verbally abused by her employer.
 - No staff transport available at the end of their late-night shifts.
 - No opportunities available to channel grievances.
- 7.3 Raise her grievance to her employer stating the current unacceptable working conditions and suggest ways to improve upon it. ✓✓ (4)
Seek legal advice from a labor law expert / CCMA. ✓✓
- Discuss the matter with the union she is affiliated (associated) to.
 - Work towards resolving the grievance amicably (politely) between the employer with emphasis to compliance in terms of the employment contract.
 - Commence with the restaurant's internal grievance procedures if one is in place.
- 7.4 Lack of concentration/focus on the tasks on hand when at work. ✓✓ (4)
Not keen in displaying her best efforts when performing her duties at work. ✓✓
- Frustration spilling over onto customers that she is attending to.
 - Demotivation can lead to tasks left incomplete or not attempted altogether.
 - Absenteeism / lack of punctuality will increase.
 - Loyalty to the company can be compromised.

[12]

Question 8

- 8.1 Refer to the extract from the website of South African National Parks below and answer the questions that follow.

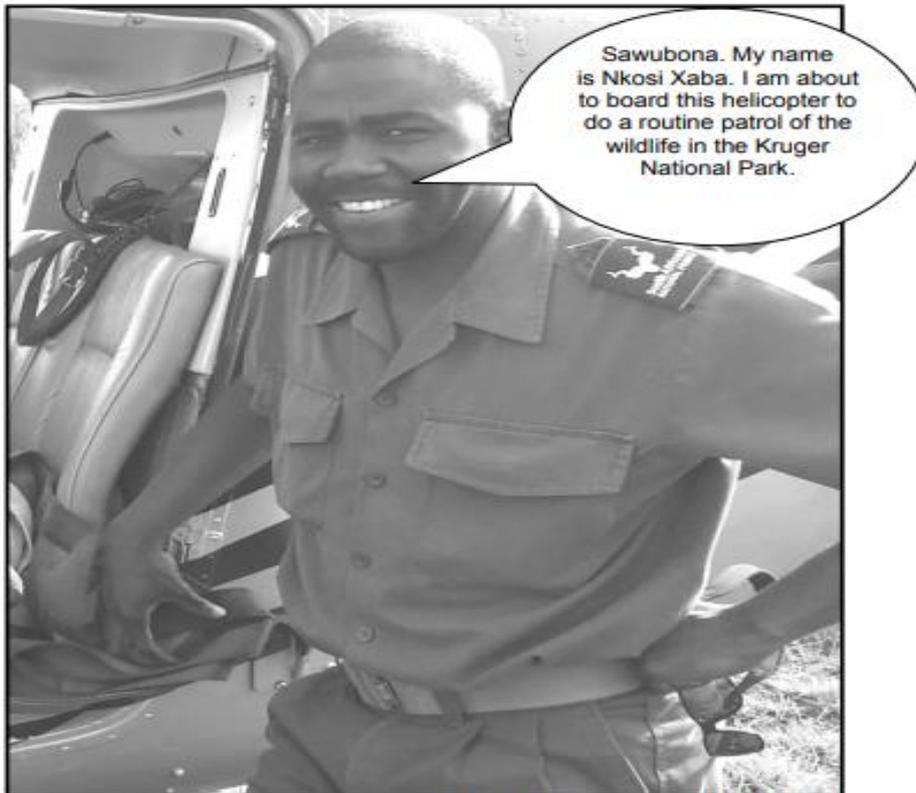


[Adapted from www.sanparks.org]

Choose an item from the extract that matches a description below. Write only the question number (8.1.1–8.1.4) and the letter (A–D) in the ANSWER BOOK, for example 8.1.5 E.

- | | | |
|-------|---|-----|
| 8.1.1 | The logo of South African National Parks | (1) |
| 8.1.2 | ONE aim of South African National Parks | (1) |
| 8.1.3 | Information on South African National Parks | (1) |
| 8.1.4 | Availability of accommodation at South African National Parks | (1) |

8.2 Study the photograph below and answer the questions that follow.



[Adapted from www.sanparks.org]

8.2.1 State TWO aspects of Nkosi Xaba's dress code that show the professional image of South African National Parks (SANParks). (2)

8.2.2 Refer to Nkosi's words in the speech bubble. Discuss ONE way in which routine patrols show that SANParks has an environmental policy in place. (2)

(8)

Answers:

8.1 8.1.1 B✓ / South African National Parks (1)

8.1.2 D✓ / Conservation (1)

8.1.3 C✓ / About us (1)

8.1.4 A✓ / Book your trip (1)

8.2 8.2.1 Wearing the uniform✓ of South African National Parks. (2)

Badges (epaulettes) ✓ of the SA National Parks.

- Identify the organisation and display professionalism of the organization.
- He is neatly dressed.

8.2.2 The routine patrol shows the monitoring of wildlife within the park indicating it is part of the environmental policy. ✓✓ (2)

- The routine patrol which monitors poachers and criminal behaviour is also part of the environmental policy.

[8]

Question 9

Read the extract below and answer the questions.

APPEARANCE IN THE WORKPLACE	
<p>Bob went through the process of interviewing potential employees who would work directly with customers for his hotel. He interviewed Jane, a young female applicant who was well qualified for the job. Because she had a revealing tattoo on her arm and several facial piercings, Bob was hesitant to hire her. He wanted to hire a person who would project a professional work image and ensure customer confidence.</p> <p>After many interviews, he eventually decided to hire Jane on the condition that she removed her facial jewellery and covered the tattoo on her arm while at work. Jane worked at the front desk of the hotel, which required her to consistently interact with clients. After the three-month probation (trial) period, it was determined that Jane had not met the conditions of her agreement despite verbal and written warnings. She got more tattoos and piercings that covered her face and other visible parts of her body.</p> <p>Bob was forced to terminate (end) Jane's employment because she failed to comply with the agreement to remove facial jewellery and cover visible tattoos while at work. Jane responded by filing an employment discrimination grievance against her employer for violating her freedom of expression.</p>	

[www.themakeupgallery.org.uk]

[Adapted from www.natlawreview.com]

- 9.1 Give the term used to describe employees in a business who work directly with customers. (1)
- 9.2 Name the document that governs dress code, physical appearance and grooming in a hotel. (1)
- 9.3 Quote from the text to prove that the hotel in the extract has a policy on the physical appearance of employees. (2)
- 9.4 Explain why a company has to have the policy, referred to in QUESTION 9.3, in place. (2)
- 9.5 Give ONE reason why some tourists could be offended by Jane's appearance. (2)

9.6 Jane's case is going to court. You are the attorney (lawyer) representing the employer (hotel).
Justify FIVE points that you will use to argue in favor of dismissing (firing) the employee. (10)

[18]

Answers:

9.1 Frontline / frontline staff ✓ (1)

- Face to face

Note: Do not accept examples of frontline staff

9.2 Code of Conduct ✓ (1)

9.3 '...because she failed to comply with the agreement to remove facial jewellery and cover visible tattoos while at work.' ✓✓ (2)

- '...Jane had not met the conditions of her agreement despite verbal and written warnings.'

Note: No marks are awarded unless the answer is a quotation from the extract

9.4 The policy guides employers and employees on what the company considers acceptable regarding appearance. ✓✓ (2)

- The policy can be used to regulate employee behavior.
- The policy can be used to support allegations against employees.
- The policy will assist employees in understanding the professional image that the company would like to maintain.
- The company can protect itself against any legal action taken by the employee on the issue.
- To ensure customer confidence.
- To set basic standards for staff appearance.
- To maintain their professional image.

9.5 A customer may take offence because the employee is not conducting herself in a professional manner. ✓✓ (2)

- Tourists can be repulsed (put off) by her appearance.
- It may contradict some tourists' values, principles and cultural beliefs.
- Some tourists would not want to expose their children to a bad example.
- Some tourists' perceptions or stereotyping of piercings and tattoos is negative, and the character of the employee and the business itself becomes questionable.
- It is in direct contrast with the professional image of the business.

9.6 As a manager of the hotel, Bob has the responsibility of ensuring adherence to company policy. ✓✓ (10)

Jane was hired based on her qualifications on the condition she covers her tattoos and removes facial piercings, to which she agreed. ✓✓

The company had a policy in place that regulated its dress code. ✓✓

The correct disciplinary procedures were followed – verbal and written warnings were given. ✓✓

All procedures complied to labour laws. ✓✓

- She was given a probation period of 3 months to adhere to the company policy.
- She was dismissed as a last resort to solve the problem.
- She breached her contract of employment - she disobeyed policy and got more tattoos.
- She filed an employment discrimination grievance despite being the one that did not comply to her agreement.
- She can influence other employees negatively to rebel against company policy

[18]



4. Study and Examination tips (Subject Specific)

How to prepare/study for the Tourism examination.

In preparing for your final examination work through as many past examination papers as you can. Remember, your success in the final exam will depend on how much additional time you put into preparing.

1. Have all your stationery ready before you begin studying – pencils, pens, highlighters, paper, etc.
2. Be positive. Study time must become a habit - keep reminding yourself why you are studying.
3. Self-discipline is key. Be strict with yourself.
4. Draw up a study timetable. Include adequate sleep and break times. During break times take a walk outside.
5. Divide your learning sections into manageable parts. Trying to learn too much at one time will only result in a tired, unfocused, and anxious brain.
6. Keep your study sessions short but effective and reward yourself with short, constructive breaks.
7. Teach your concepts to anyone who is willing to listen. It might feel strange at first, but it is worth reading your revision notes out aloud.
8. When you make notes remember your brain learns well with colours when you underline, highlight, circle key words.
9. You can also use Mnemonics – words, or short sentences to help you remember the content.
10. Be confident with the learning areas you know well and allocate more time to focus your brain energy on the sections that you find more difficult to take in.
11. Repetition is the key to retaining information you must learn. Keep going – don't give up!
12. Sleeping at least 8 hours every night, eating balanced meals and drinking plenty of water are all important things you need to do for your brain. Studying for exams is a strenuous exercise, so you must be physically prepared.

13. Use the correct terminology and subject language as you are preparing, in that way you are familiar to them by the time you sit down for the exam (e.g. correct names for icons)
14. Compile a glossary in your notebook for all the sections of the work to be studied.
15. Practise writing paragraph type questions using complete sentences when working through past examination papers.
16. Engage with resources like the ones used in the examination papers while you are studying. For example: study the picture and ask yourself questions like: what is the topic of the picture? (look at the heading). What is the resource telling me? Does it show a positive or negative impact?
17. It is important that you practise how to present your answers in a logical way that show clear reasoning. That is when you write down how your thoughts led you to an answer.
18. How to study definitions: Break the word/s up into understandable parts e.g. inter (between) national (nations/ countries) thus international means between different countries.

The Grade 12 Tourism question paper

Format of the written theory exam paper

- The Tourism examination paper consists of a 3-hour paper of 200 marks.
- There are five sections, and all the questions are COMPULSORY.
- The format of the exam is shown on the table below. Use the table as a guide to allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	MINUTES
A	1	Short Questions (covering all topics)	40	20
B	2	Map Work and Tour Planning	50	50
	3	Foreign Exchange		
C	4	Tourism Attractions	50	50
	5	Cultural and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30	30
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30	30
	10	Communication and Customer Care		
			200	180

What to expect in the Tourism examination

Read this section in conjunction with the Examination Guidelines for Tourism.

Section A

Section A must not be mistaken as the 'easy' part of the question paper. All topics and sub-topics in Grade 12 CAPS may be assessed in this section.

Type of questions you can expect in this section:

Type of Question	Tips how to answer this question
Multiple choice questions	<ul style="list-style-type: none">• Read through all the distractors• Cancel out the ones that are totally wrong• Read the other distractors again• Decide which one is correct, don't guess
Matching items	<ul style="list-style-type: none">• Read all choices before selecting an answer• Try to predict the correct answer before you look at the choices offered• Match the easy ones first using the process of elimination• Look for clues to help match the columns
Choose the correct word from the options given in brackets or from the list	<ul style="list-style-type: none">• Know the tourism terminology / abbreviations and acronyms well• Read the entire question then answer it in your mind first• Eliminate the wrong answers• Read the question again using your selected answer• Answer the questions you know first

Section B

Type of questions you can expect:

- Each question will cover a new topic.
- It can include short answers or long answers and include paragraph-type questions.
- Source-based questions like tables, pictures, maps, flow diagrams, case studies, infographic, and cartoons.
- It will vary between remembering, understanding and problem-solving questions.

How to answer these questions:

1. Read through the paper carefully during the allocated 10 minutes reading time. You are not allowed to use a pen/pencil/highlighter during this time.
2. Read the questions at least twice and underline the important words in the questions. This helps you to focus on what is really required and to better understand the question. Break up the questions.
3. Read carefully, then re-read the question again, to check if you understand. Learners lose marks because they misread exam questions.

4. Engage with the resources in the paper, ask questions like- What is it about (look at the heading), what is it telling me? To which topic does it relate?
5. Questions requiring short answers:
 - Give one word only if you are asked to do so.
 - Do not write full sentences unless you are asked to do so.
6. Questions requiring longer answers:
 - Look at the mark allocation as your guide.
 - Understand the instructions, for example, do you have to explain or compare.
 - Highlight/ underline the most important word as your guide.
 - Plan your answer.
 - Make a few notes to format your response.
 - Usually, your answer should be in full sentences.
7. Use the time at the end of the paper to reflect on your answers



Action verbs to help you answer questions

It is important to look for the action verbs (the words that tell you what to do) to correctly understand what the examiner is asking. Use the action verbs in the following table as a guide when attempting questions.

ACTION VERB	WHAT IS REQUIRED OF YOU
Analyse	Divide into parts or elements and explain the relationship
Arrange/Order	Order concepts, statements or descriptions according to a particular criterion
Calculate	Apply mathematical calculations to reach an answer
Classify	Divide into groups or types so that things that are similar, are in the same group
Comment	Write generally about an issue under discussion
Compare	Highlight similarities and differences The learner should not discuss or describe one matter first and then go to the next
Define	Give a clear meaning

Describe	Write down the characteristics of something in a logical and well-structured way
Discuss	Investigate and state critically the aspects of the matter or statement
Evaluate	Assess the basis of a particular point of departure or criterion. Highlight the strengths and weaknesses after the facts and/or points of view have been considered
Explain	Make an idea clear, state simply so that the reader can understand Mere stating of fact is not sufficient
Give	Give the basic facts without discussion
Identify	Select the essential characteristics of the matter
Interpret	Give the intended meaning of
Label	Label for a sketch or a diagram
List	Write a list of items
Mention	Refer to relevant points
Name	State something – give, identify or mention
Plan	Plan a method e.g. an experiment
Predict	Anticipate what would happen
State	Write down information without discussion
Suggest	Offer an explanation or solution
Summarise	Briefly highlight the main aspects of the whole issue/content, but retain the essence – give an overview

5. Glossary

KEY CONCEPTS	DEFINITIONS
Abseiling	Sliding down a rock or vertical surface by using a rope tied round the body
Accommodation	A room, group of rooms, or building in which someone lives or stays
Accommodation establishment	A place that provides overnight lodging to travellers by having rooms or other units available
Accountability	Taking responsibility for something
Affordability	Ability to pay for the expenses
Allowance	The amount of something that is permitted for a specific reason e.g. baggage allowance when using an aeroplane
Annual	Every year
Attentive	Paying close attention
Attractions	A place of interest that tourists visit, typically for its natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement
Backpacker	A person that travels with all their belongings for the trip in a rucksack (backpack)
Backpacker hostel	Accommodation available at a very low price. It usually expects guests to share the kitchen and bathroom (dormitory style)
Branding	Branding is the way that a name, term, design, or symbol identifies a specific product
Budget	The estimation of income and expenditure
Bungee jumping	Jumping from a high place (like a bridge) while secured with a long rubber band around the ankles
Cabin crew	People that are working with the passengers on a train, cruise liner or aeroplane
Capability	The ability to do something
Career	An occupation undertaken for a significant period of a person's life and with opportunities for progress

Characteristics	A feature or quality belonging typically to a person, place or thing and serving to identify them
Collaborative	When two or more parties are working together
Communication	The exchange of information by speaking, writing, or using some other medium
Concierge	A hotel employee whose job is to assist guests by booking tours, making theatre and restaurant reservations etc.
Conduct	Behaviour
Cooperative	Involves mutual assistance from parties to reach a common goal
Core duties	Main duties
Courtesy	The attitude and behaviour that show politeness
Delegate	Giving a responsibility to a less senior person
Destination	A place that people would like to visit – the end of the journey.
Discrimination	Treating people differently on the grounds of race, sex, age, and/or disability
Efficiency	The ability to work in such a way that no time, resources, materials, money, or efforts are wasted in getting to a required result or goal
Entrepreneur	A person who sets up a business or businesses, taking on financial risks in the hope of a profit
Epaulettes	It is worn on the shoulders to show rank or belonging to a particular organisation
Essential	Extremely important
Ethical challenges	Legally dangerous issues that create conflict within the moral principles of society, e.g. bribery, kickbacks
Etiquette	Polite behaviour when in society / amongst other people
Excellent service	Able to exceed the expectations of a customer
Executive chef	The person that manages the daily operations of restaurant and hotel kitchens
Expectations	What tourists believe they will experience while they are on holiday
Expertise	The expert knowledge or a skill in a particular field
Facilities	Buildings or equipment that tourists can use in an establishment

Fringe benefits	An extra benefit that contributes to the wage or salary of an employee
Front desk	The registration and reception desk at a hotel
Front desk staff	The staff that works at the reception area (of a hotel)
Front line staff	The staff that deals directly with the customers
Goals	The aims, desired results
Grooming	Taking care of your appearance by keeping clean and tidy
Hiking	Taking long walks, usually in nature
Home page	The first page that is displayed of a website address
Housekeeping	The employees at a hotel that is responsible for cleaning, maintenance, upkeep of the rooms etc.
Hygiene	Cleanliness to maintain health and to prevent diseases
Image	The general impression of a person or business
Influence	To affect developments, the effect of someone's character on others
Initial step	To take the first step
Intangible	Cannot be touched
Job	Paid position of employment
Leave	Go away from (work) or a period of absence from work
Logo	A small design or a picture that an organisation chooses to identify their products and services
Marketing promises	Promises that were made during / with the marketing process
Multitask	Doing more than one task at the same time
Nationality	The status of belonging to a particular nation (Example: South African)
Needs	Things that are essential when travelling
Netiquette	The correct way of using the Internet
Next of kin	A person's closest family or relative
Occupation	A profession or a job
Offensive	To upset or annoy people
Opportunity	Set of circumstances that makes it possible to do something
Overtime	
Pamphlets	A small booklet that contains information about a specific subject or place
Porter	The person at a hotel or airport that carries the luggage

Preferences	Refers to what tourists like and what they would rather have/do over other things
Professional image	It refers to the image that one projects about themselves, and the business based upon appearance and reputation
Prospective	Something that is about to happen, would like to start something
Publicity	Attracting the attention of the media
Remuneration	Money is paid for a work done or services delivered by an employee
Repeat visits	Tourists that come back to visit the same destination /attraction again or multiple times
Safety drills	A practice run that is done to prepare people for an emergency
Service excellence	The ability of service providers to consistently meet and exceed the expectations of the customers
Services	Actions or duties offered by an establishment to meet tourists' needs, such as room service
Slogan	A short, striking phrase that organisations use in marketing
Ship's purser	The person responsible for managing money on board as well as guest services
Shuttle	Transport that travels at intervals between two places e.g. between the airport and a hotel
Soft skills	Personal characteristics to interact well with other people
Sustained growth	The way that growth happens that carries on over a long span of time
Tangible	Can be touched
Target market	A particular group of people at which a product is aimed
Termination	Ending of something, usually a contract or agreement
Tolerated	Allow something to continue without interference – something that you dislike
Tourist profile	Gathering detailed information about the tourist The information helps to understand the person and make his/her stay comfortable by meeting all needs, preferences and expectations Information includes his/her country of residence, culture, language, food, habits, preferences

Travel agents	A person that arranges transportation, accommodation, tours, and trips for people at a specific cost
Vandalism	Deliberate destruction or damage to public/private property
Website	The set of pages on the Internet that was designed to give information about an organisation
Word of Mouth	The marketing that takes place when customers spread good/bad information about a tourism product

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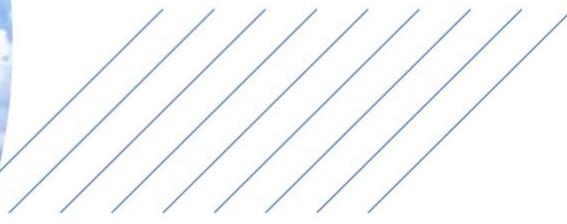
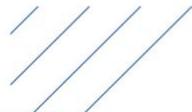
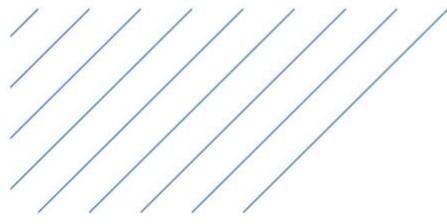
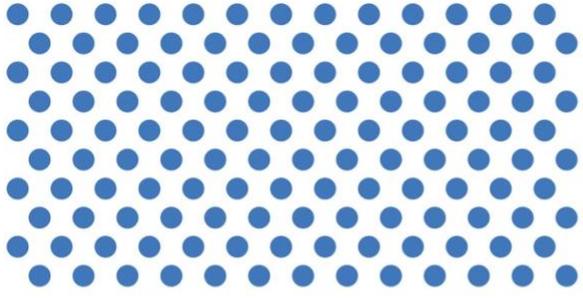
Ms Z Schulze (SES: Gauteng Province)

Ms A Thiebaut (SES: Gauteng Province)

Mr K Kabini (SES: Mpumalanga)

Mr T Mohlakoana (SES: Free State)

Teacher reviewers



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