



TOURISM

GRADE 12

REVISION QUESTION ANSWERS

TERM 2

TOPIC: TOURISM SECTORS

All the answers in this document were sourced from previous DBE NSC and ECDoE provincial marking guidelines.

This document consists of 17 pages.

TOPIC: TOURISM SECTORS**NOV 2014 NSC
QUESTION 7**

- 7.1 7.1.1 Logo: The business was founded in 1977 and has retained its logo, which makes them recognisable. ✓✓ (2)
- 7.1.2 Name: Steak Beef Ranch shows that the restaurant specialises in Beef products. ✓✓
- The name has not changed in the last 30 years and therefore it has become more recognisable and trustworthy.
 - Franchise has grown - over 200 restaurants (2)
- 7.1.3 Physical appearance: The restaurants will be similar in their appearance. This gives customers a sense of confidence in the quality of the food and the service in a familiar environment. ✓✓
- Creates a professional image (2)
- 7.1.4 Special draw card:
Family restaurant; children friendly ✓✓
- Tasty, nutritious food
 - Special menus for children (accept examples)
 - Opportunities to celebrate special occasions: singing, balloons, sparkles, special occasion menus, etc.
 - Professional and friendly staff
 - Value for money (2)
- 7.2 Customers associate the brand image with positive eating experience/trust. ✓✓
It will ensure repeat visits. ✓✓
- It distinguishes the business from other competitors/competitive edge.
 - It creates confidence and trust among customers who know they can rely on a standard menu and service. (2 x 2) (4)
- 7.3 Waitrons employed by Steak Beef Ranch must be dressed in official Steak Beef Ranch uniforms when on duty. ✓✓
Waitrons should be neatly groomed. ✓✓ (accept examples)
- Wearing of name badges (2 x 2) (4)

**NOV 2015 NSC
QUESTION 7**

- 7.1 Frontline / frontline staff✓
• Face to face (1)
Note: Do not accept examples of front-line staff.
- 7.2 Code of Conduct✓ (1)
- 7.3 '...because she failed to comply with the agreement to remove facial jewellery and cover visible tattoos while at work.' ✓✓
• '...Jane had not met the conditions of her agreement despite verbal and written warnings.' (2)
Note: No marks are awarded unless the answer is a quotation from the extract.
- 7.4 The policy guides employers and employees on what the company considers acceptable regarding appearance.✓✓
• The policy can be used to regulate employee behaviour.
• The policy can be used to support allegations against employees.
• The policy will assist employees in understanding the professional image that the company wants 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. (2)
- 7.5 A customer may take offence because the employee is not conducting herself in a professional manner.✓✓
• 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' perception 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 (2)

- 7.6 As a manager of the hotel, Bob has the responsibility of ensuring adherence to company policy.✓✓
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.

(10)

**NOV 2016 NSC
QUESTION 7**

- 7.1 A✓ Key car rental
F✓ Sunset Air (2)
- 7.2 Most customers / service providers book car hire and flights either through the internet, via telephone or email or on the respective websites.✓✓
• Capture information accurately (2)
- 7.3 The company's ...
name✓
logo ✓/ pictures / photos
slogan✓
physical address✓
• contact details / email address / telephone and fax numbers / social media contacts
• ownership / management structure
• VAT number / company registration number / certification
• Website address (4)
- 7.4 Improve the email skills of the staff through in-service training. ✓✓
Avoid slang words, abbreviations and symbols such as smiley faces.
• Do not write emails when upset – use the “sleep on it” rule before responding.
• Prompt responses to incoming email messages.
• Apply formal business communication style.
• The tone must be diplomatic and professional. (2)

**NOV 2017 NSC
QUESTION 7**

- 7.1 7.1.1 B✓/ South African National Parks (1)
 7.1.2 D✓/ Conservation (1)
 7.1.3 C✓/ About us (1)
 7.1.4 A✓/ Book your trip (1)
- 7.2 7.2.1 Wearing the uniform✓ of South African National Parks.
 Badges (epaulettes)✓ of the SA National Parks identify the
 organisation and display professionalism of the organisation.
 • He is neatly dressed (2)
- 7.2.2 The routine patrol shows the monitoring of wildlife within the park
 indicating it is part of the environmental policy. ✓✓
 • The routine patrol which monitors poachers and criminal
 behaviour is also part of the environmental policy. (2)

**NOV 2018 NSC
QUESTION 7**

- 7.1 7.1.1 A verbal or written agreement outlining the terms and conditions of
 employment. ✓✓
Note: Accept examples linked to the Contract of Employment. (2)
- 7.1.2 Working double shifts with no overtime pay. ✓✓
 • 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. (2)
- 7.1.3 Raise her grievance to her employer stating the current
 unacceptable working conditions and suggest ways to improve
 upon it. ✓✓
 Seek legal advice from a labour 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. (4)
- 7.1.4 Lack of concentration/focus on the tasks on hand when at work. ✓✓
 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. (4)

**FEB-MARCH 2015 NSC
QUESTION 7**

- 7.1 7.1.1 Adventure tourism ✓✓
 • Bungee jumping (2)
- 7.1.2 Dangerous heights ✓✓
 • Unpleasant climatic conditions
 • Irresponsible tourist behaviour (2)
- 7.1.3 The employer must ...
 supply the correct safety equipment. ✓✓
 ensure that the infrastructure is maintained. ✓✓
 • enforce strict rules with regards to safety.
 • have insurance to cover employees against work-related accidents.
 • ensure that the employee is physically fit.
 • ensure that the employee received proper training. (4)
- 7.1.4 The company can have a set of environmental protection rules to govern tourist behaviour while on their premises. ✓✓
 The company can do an environmental impact assessment before expanding the business, e.g. erecting more structures ✓✓
 • Build structures that will complement and blend in with the natural environment (4)


**FEB-MARCH 2016 NSC
QUESTION 7**

- 7.1 Car rental company A – Simply the Cheapest Car Rental ✓✓ (2)
- 7.2 Car rental company A does not project a professional image because...
 the person in the advertisement is not professionally dressed in a uniform normally associated with car rental companies. ✓✓
 an older model car with damages and is possibly not road worthy, leaving the customer stranded. ✓✓
 the company is misleading the consumer with false promises of value for money. ✓✓
 • The company's advertisement does not contain any contact details. (6)
- 7.3 7.3.1 Customers will support the opposition. ✓✓
 Negative word of mouth may result in fewer customers. ✓✓
 • Decreasing profit margins
 • Loss of employees
 • Possible closure of the business (4)
- 7.3.2 By dressing appropriately for work. ✓✓
 Delivering excellent customer service. ✓✓
 • By grooming themselves appropriately.
 • Acquiring excellent communication skills.
 • Being knowledgeable.
 • Participating in corporate social responsibility programmes of the company. (4)

**FEB-MARCH 2017 NSC
QUESTION 7**

- 7.1 Accommodation sector ✓✓ (2)
- 7.2 It is important that the appearance of all employees working in the accommodation sector is professional as it is a reflection on the environment in which they work. ✓✓
- First impressions count. An impression of the business is formed within the first 60 seconds and the appearance of employees can create a sense of trust in the business (or vice versa). (2)
- 7.3 Body language: the way he sits at the desk/feet on the desk. ✓✓
Telephone manners: chewing bubble-gum and drinking while speaking on the phone. ✓✓
Appearance: the way he wears his uniform/tie is worn loosely around his neck. ✓✓
- No name badge/identification is worn (6)
- 7.4 The employee can work under supervision until his conduct is acceptable. ✓✓
The employee can undergo additional training sessions to improve his conduct. ✓✓
The employee can be subjected to performance evaluation before undergoing re-training. ✓✓
- The employee can get a written warning.
 - Disciplinary procedures can be started. (6)

**FEB-MARCH 2018 NSC
QUESTION 7**

- 7.1 7.1.1 Contract of employment✓✓ (2)
- 7.1.2 The owner has every right to take disciplinary action against the manager as he is not fulfilling his core duty as a manager to deal with customer complaints.✓✓
- He brings the image of the business into disrepute.
 - He should address the issues raised by the customer and not make excuses.
 - He speaks ill of the business.
 - He is not adhering to the customer service policy as depicted in the slogan, “We put you first.” (2)
- 7.1.3 To establish whether the hotel’s delivery of service puts the customer first as promised in the slogan. ✓✓ (2)
- 7.1.4 (a) Hi✓
WHAT DO YOU EXPECT!!! –✓
- 
- Use of emoticons
 - i am sorry
 - Poor punctuation and informal written communication
 - No subject for the e-mail
 - 'i' in small letters
 - Cheers (2)
- (b) Good day✓
We try to meet the requirements of a three-star hotel.✓
- Do not use emoticons
 - I apologise
 - I regret
 - Correct the e-mail with formal punctuation and by using formal business language
 - Subject should always contain the title of the message
 - Yours truly/sincerely
 - Kind regards (2)
- 7.2 7.2.1 Hard working✓
Results oriented✓
- Ambitious (2)
- 7.2.2 e-communication✓
interpersonal communication✓
- verbal communication
 - computer skills
 - written skills
 - presentation skills (2)

**MAY-JUNE 2018 NSC
QUESTION 7**

- 7.1 It guides employees on acceptable behaviour at the workplace to maintain order. ✓✓
- 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. (2)
- 7.2 7.2.1 Increase in resignations resulting in additional recruiting, hiring and training costs for the company. ✓✓
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. (4)
- 7.2.2 Low productivity levels amongst staff members. ✓✓
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. (4)
- 7.3 Refer the employees to the code of conduct. ✓✓
Should the behaviour not improve, gather evidence on the unprofessional behaviour, in order to take it to the next level of intervention. ✓✓
- Set up a meeting with the offenders to discuss and resolve their unprofessional behaviour.
 - Termination of services in severe cases.
- NOTE:** Accept examples of different types of interventions. (4)

**MAY-JUNE 2019 NSC
QUESTION 7**

- 7.1 7.1.1 (a) Stationery which includes its slogan and logo creates brand awareness/loyalty and recognition. ✓✓
- 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. (2)
- (b) A memorable name is associated with trust which is earned over a period of time. ✓✓
- 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. (2)
- 7.1.2 Employees who wear uniforms can project a professional image for the business. ✓✓
Uniforms create brand awareness ✓✓
- It dictates quality and uniform standardisation.
 - Uniforms can save costs for both the employer and employee. (4)
- 7.2 7.2.1 Logo ✓
Name of the business card holder ✓
- Job description (2)
- 7.2.2 Locality of the agency cannot be determined as there is no address provided. ✓✓
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 (4)

**SEPT 2014 EC
QUESTION 7**

- 7.1 *Basic Conditions of Employment Act (No. 75 of 1997)* ✓ (1)
- 7.2 A contract protects the employer and the employee. ✓
- 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. (1)
- 7.3 7.3.1 A code of conduct guides the conduct of staff in a business. ✓✓
- 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. (2)
- 7.3.2 The behaviour of employees when at work ✓
- Confidentiality
 - Use of company assets
 - Obeying of laws and regulations
 - Honesty
 - Substance abuse
 - Appropriate dress
 - Integrity of staff (1)

**SEPT 2015 EC
QUESTION 7**

- 7.1 “To this end we source the best people, and then reward and retain them, and remove any stumbling blocks which may stop them from reaching their full potential” – Marcel von Aulock, CEO Tsogo Sun. ✓✓ (2)
- 7.2 Employees have to work long hours. ✓
Employees have to do shift work. ✓
- Employees have to spend long hours on their feet.
 - Employees have to handle complaints from dissatisfied customers and remain friendly. (Any 2 x 1) (2)
- 7.3 A code of conduct will guide the relationships and attitudes that an employee should have in the workplace. ✓✓
It acknowledges different cultural practices and guides the staff in ethical matters. ✓✓
- Prescribes how staff should behave while at work.
 - Creates a co-operative atmosphere in the workplace.
 - Protects businesses from lawsuits.
 - Encourages employees to act responsibly. (Any 2 x 2) (4)
- 7.4 Clients will perceive that they will receive service excellence. ✓
If the business premises looks neat and professional this will encourage potential clients to visit the establishment. ✓
- Potential clients will be encouraged to visit Tsogo Sun businesses if they see that the staff is dressed professionally. (Any 2 x 1) (2)

**SEPT 2016 EC
QUESTION 7**

- 7.1 Receptionist A does not portray a professional image. She looks cross and is shouting. ✓✓
Receptionist B portrays a professional image. She is well presented and is friendly. ✓✓
- A positive image ensures that the guests have a positive perception of businesses in the hospitality industry. (Any 2 x 2) (4)
- 7.2 7.2.1 Working hours ✓
Uniform allowance ✓
- Leave benefits
 - Core duties
 - Fringe benefits
 - Deductions
 - Professional accountability and responsibility
 - Names of employer and employee
 - Employee's job title and the date of commencement of duty (Any 2 x 1) (2)
- 7.2.2 A contract of employment protects the employee in the workplace. ✓✓
- An employment contract outlines all the main terms and conditions of employment.
 - It stipulates exactly what is expected of the employee in the workplace.
 - 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. (Any 1 x 2) (2)
- 7.2.3 A code of conduct spells out expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges in the workplace. ✓✓
- A code of conduct guides the conduct of staff in a business.
 - 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. (Any 1 x 2) (2)

**SEPT 2017 EC
QUESTION 7**

- 7.1 Professional appearance and uniforms all contribute to a professional image of a tourism business as they project the company's image. ✓✓
- These can help make a good first impression and make it easy to identify staff.
 - Professional image can instil confidence in the company.
 - Personal hygiene and grooming are just as important as dress/uniform and reflect the image of the company. (2)
- 7.2 Slogan of the company ✓
Website ✓
- Company stationery
 - Marketing material
 - Physical appearance of the offices / airplanes
 - Environmental policies
 - Customer service policies (2 x 1) (2)
- 7.3 7.3.1 A contract of employment protects the employee in the workplace ✓✓
- An employment contract outlines all the main terms and conditions of employment
 - It stipulates exactly what is expected of the employee in the workplace
 - 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. (2)
- 7.3.2 A contract of employment describes basic conditions of employment, such as:
working hours ✓
uniform allowances ✓
- travel benefits
 - leave
 - core duties
 - fringe benefits
 - remuneration and deductions
 - termination of service
 - professional accountability and responsibility
 - service ethics (2 x 1) (2)
- 7.4 A code of conduct sets out what is important to a business (its ethics and principles) and prescribes how staff should behave while at work. ✓✓ It helps to identify and state clearly which behaviour is welcome and which is not.
- It provides the staff with guidelines regarding creation of a co-operative, collaborative atmosphere and promotion of integrity in the workplace. (2)

**SEPT 2018 EC
QUESTION 7**

- 7.1 Accommodation✓✓
Hospitality (2)
- 7.2 The staff has to deal with the challenges of guests with many differing needs and expectations.✓✓
- Providing quality accommodation while fulfilling the needs of guests can be challenging.
 - The service industry can be challenging for service providers.
 - Staff have to work long hours and over weekends (2)
- 7.3 Employment contracts contain details regarding a position and should at least include the following:
The names of the employer and the employee✓✓
- Job title
 - Date of commencement of duty
 - Core duties
 - Working hours
 - Uniform allowances
 - Travel benefits
 - Leave and holiday entitlement
 - Fringe benefits
 - Details of pension schemes or provident fund
 - Remuneration (salary or wage) and deductions
 - Notice period required from the employee as well as the employer, should either wish to terminate the contract
 - Professional accountability and responsibility
 - Service ethics
 - Signatures of the employer and the employee. (2)
- 7.4 A backpackers' lodge is an informal type of establishment that does not require employees to wear a uniform.✓✓
- The informal clothing is part of the corporate identity of the Backpackers Lodge. (2)

**SEPT 2019 EC
QUESTION 7**

- 7.1 A contract of employment is an agreement between an employer and an employee outlining the conditions of the person's employment. ✓✓ (2)
- 7.2 The names of the employer and the employee ✓
Job title ✓
Date of commencement of duty ✓
- Core duties
 - Working hours
 - Uniform allowances
 - Travel benefits
 - Leave and holiday entitlement
 - Fringe benefits
 - Details of pension schemes or provident fund
 - Remuneration (salary or wage) and deductions
 - Notice period required from the employee as well as the employer, should either wish to terminate the contract
 - Professional accountability and responsibility
 - Service ethics
 - Signatures of the employer and the employee (3 x 1) (3)
- 7.3 A code of conduct is a document that is unique to each workplace providing guidance to staff about acceptable behaviour. ✓✓
It gives guidance to staff about ethical matters. ✓✓
- It guides the relationship staff should have with their colleagues and clients.
 - It creates a co-operative atmosphere.
 - It promotes integrity in the workplace.
 - It ensures that all at the workplace are treated with respect.
 - It acknowledges different religious, cultural and social practices. (2 x 2) (4)
- 7.4 If the staff are professional, it will create a good impression to their clients. ✓✓
Professional staff instil confidence in the business. ✓✓
- A professional appearance can result in the business being a success/positive word-of-mouth (WOM) advertising.
 - A professional appearance can result in the business gaining a competitive advantage over other businesses. (2 x 2) (4)