

SACAI

GUIDELINES FOR THE PRACTICAL ASSESSMENT TASK

GRADE 12

2016

TOURISM

EXTERNALLY MODERATED AND APPROVED BY UMALUSI



THIS GUIDELINE CONSISTS OF 15 PAGES

INFORMATION FOR FACILITATORS/TUTORS

1. INTRODUCTION

The Practical Assessment Task (PAT) for Tourism should allow the learner to display his/her understanding of the tourism industry as a dynamic economic sector. It should enhance the knowledge, values and skills learners acquired in Grades 10, 11 and 12 about travel practice.

The PAT for 2016 requires the planning of a tour involving two of South Africa's provinces as well as the Okavango Delta in Botswana. It includes activities that should appeal to academic tourists.

2. MARK ALLOCATION

The marks for the PAT will be allocated as follows:

Phase 1: 100
Phase 2: 100
Total: $200 \div 2 = 100$

3. PLANNING AND ADMINISTRATION FOR THE TASK BY THE FACILITATOR

This Practical Assessment Task is the only official practical examination for grade 12 Tourism learners in 2016. It may under no circumstances be substituted by any alternative practical examination task.

- The Practical Assessment Task in Tourism has two phases. **Learners should complete Phase 1 in the second term and Phase 2 in the third term.** Submission dates will be set by SACAI / facilitators.

Each learner must receive a copy of the section '*Instructions to Learners*' (**pages 7 to 15 of this PAT document**). Learners have to file these pages as an 'addendum' at the back of their PAT files.

- **Guidance** from the facilitator/tutor will be needed throughout the task.
- The centre should provide **resources**. Learners who have access to additional resources, may use them.
- The PAT includes work done mainly in class at the assessment centre **under controlled conditions** to avoid copying and only some tasks (such as research) can be completed as homework.
- The facilitator/tutor should set **regular periods**, e.g. a 90-minute period every second week for learners to work on the PAT under his/her guidance.
- **Templates** are given for calculating cost per person and an itinerary and should be used to standardise the task. Facilitators are **NOT** allowed to develop templates for any other sections of the task.

- The facilitator **MUST** use the **assessment tools** provided to standardise marking.
- **Facilitators are expected to do research and develop their own memorandum** for (at least) questions **3, 4, 5, 7, 8, 9 and 11** before commencing with the PAT.
- No **half (½) marks** are allowed. However, in some subsections where marks are indicated as (e.g.) 20÷2, a possible half mark when totalling should be rounded for that section, e.g. 7½ becomes 8. Marks should be awarded for a **COMPLETE** description/concept should it counts one (1) or two (2) marks.
- It is strongly recommended that **marking** of the sections of the PAT be done on a continuous basis to monitor individual progress.
- **Prior knowledge** of Grade 10 and 11 subject content will be required.

It is the responsibility of the facilitator to ensure that all learners complete both phases of the PAT. The PAT should be presented in a **separate file** – NOT together with the SBA portfolio.

4. RESOURCES FOR THE TASK

Each learner should have the following:

- An appropriate textbook for Tourism Grade 12.
- A road map of South and Southern Africa with a distance table.
- A map of Botswana indicating the Okavango Delta, the airports and other gateways.
- Access to the **internet**.
- Travel magazines, a world time zone map (there's one in the telephone directory), advertisements, brochures, etc.
- Information about the World Heritage Sites of South Africa e.g. <http://www.places.co.za>
- Information about the tourism potential to the Okavango Delta in Botswana.
- Khoki pens of different colours.

ASSESSMENT TOOL: Phase 2

TOPIC	ANSWER	MARKS	
7 Flight information	<ul style="list-style-type: none"> Suitable flight selected from New York to OR Tambo Airport, and back to New York: ONE relevant reason ✓ for selecting this specific flight. Accurate flight information provided for each of the two flights: flight number✓, arrival✓ and departure times✓, duration of flight (in hours) ✓ type of aircraft ✓ passenger capacity of the aircraft, ✓ baggage regulations✓, meals included (lunch / breakfast / snack, etc.) ✓✓✓ Realistic airfare of the return ticket in ZAR✓ Accurate calculation to United States dollar. Show calculations✓✓ Indicate the class ✓ <p style="text-align: right;">[15+15 (2 flights)÷2]</p> <ul style="list-style-type: none"> Flight information to Kimberley / Maun: Air-service✓ Ticket price ✓ duration ✓ <p style="text-align: right;">[3+3 (2 flights)÷2]</p>	1 10 4 [15] [3]	18
8 Car hire / shuttle service	<ul style="list-style-type: none"> Car rental rate sheet✓: Suitable vehicle selected for travelling in <i>Gauteng</i> ✓ State where the car will be picked up and returned ✓ Suitable vehicle selected for travelling in the <i>Northern Cape</i> ✓ State where the car will be picked up and returned ✓ Calculation of the following costs to hire these vehicles. Show all calculations (a vehicle each for two provinces): Daily rate✓✓ + rate per kilometre✓✓, 1% levy ✓✓ contract fees ✓✓, standard insurance (CDW, TLW) ✓✓ and PIA ✓✓ (6+6=12÷2) Proof of research done on the cost of shuttle service provided by accommodation establishments✓✓ Calculation of an estimated price for the use of the shuttle at Okavango, based on the distances/time and the number of trips ✓✓ 	5 6 4	15
9 Costs	See template. Expenses are indicated per person and in RSA & USA currency.	20	20
10 Travel entry documents	FOUR compulsory travel entry documents (+any other one) to travel from New York to South Africa are listed and each briefly explained – Passport / Visa / Health certificate / IDP + e.g. ID) (5x1)	5	5
11 World Heritage Sites	<ul style="list-style-type: none"> Abbreviation – What does UNESCO stand for? ✓ TWO major aims of UNESCO✓✓. Six world heritage sites of South Africa ✓✓✓✓✓✓ Number of world heritage sites in Botswana ✓ Informative and well written paragraph - Impact of development on: Nature and culture (e.g.): -Loss of indigenous vegetation which serves as habitat to fauna✓✓ -Urbanisation (pollution – global warming) ✓✓ Common goals of conservation world- wide: -Holistic approach to conservation (ecosystems as a whole / biodiversity, etc) ✓✓✓✓ 	1 2 6 1 8	18

<p>12 Marketing</p>	<ul style="list-style-type: none"> • <i>Product</i> – An excellent, relevant and creative tour name ✓ and slogan ✓ • <i>Promotion</i> -Clear explanation of ideas to promote the tour ✓✓ Reasons for doing it this way ✓✓ • <i>Place</i> - Clear explanation of a central point from where all activities diverge ✓✓✓✓ • <i>Price</i> - Explanation of what is included in the price e.g. bed/breakfast/free shows etc.✓✓ -Special offers explained e.g. out of season rates, etc.✓✓ 	<p>2 4 4 4</p>	<p>14</p>
<p>13 Presentation</p>	<p>Front page: Creative, eye catching, not too 'busy'. ✓✓ Table of contents: Systematically listed ✓ with clear and correct page numbers✓ Quality of language✓, spelling and writing skills ✓ Resources/Bibliography (complete) ✓ Presentation professional✓, creative and logical✓. Very neat✓.</p>	<p>2 2 2 1 3</p>	<p>10</p>
Total			100



GUIDELINES FOR THE PRACTICAL ASSESSMENT TASK

GRADE 12

2016

TOURISM

INSTRUCTIONS TO LEARNERS

Name of learner:

Name of assessment centre:

Name of facilitator:

TOURISM: PRACTICAL ASSESSMENT TASK 2016

1. INSTRUCTIONS

The PAT is a compulsory component of the National Senior Certificate examination. Learners who do not comply with the requirements of the PAT, **will not be resulted in Tourism.**

- The PAT must be done in **two phases**: Phase 1 (second term) and Phase 2 (third term).
- Follow the instructions and plan the tour for two researchers and their spouses. All calculations should be done per person.
- The final PAT should be presented in the format of an **A4 information brochure**.
- The criteria and sequence of the task (as well as the mark allocation) are given in the instruction tools for each phase.
- Your presentation must be very neat and creative to support the information about and marketing of the tour. No language and spelling errors are allowed.
- The final completed phases must be handed in on the dates set by the facilitator/SACAI.

2. OVERVIEW OF THE TOUR / SCENARIO

~~~~~  
You work for a company specialising in marketing South Africa as a world heritage tourism destination because the country is home to eight of the world's official heritage sites, as determined by UNESCO.

~~~~~  
Your company was approached by two academics (early thirties) from the University of Massachusetts, United States of America, to compile a tour plan for them and their spouses. They (spouses included) are enthusiastic about the cultural and natural heritages of all over the world and want to focus on the *Gauteng* and *Northern Cape Provinces*, as well as the *Okavango Delta* area in Botswana, of which the latter is the world's 1 000th UNESCO World Heritage Site (*June 2014**). The tour should be scheduled for the South African Spring.

~~~~~  
Your company usually makes use the following airlines: SAA, SA Airlink, SA Express (or any other suitable airline).  
~~~~~

The academic tourists will depart from New York's John F Kennedy International Airport and land at OR Tambo International Airport (direct flight).

The duration of the entire tour is **14 days** of which day 1 and day 14 are set aside for travelling into and out of South Africa. It will consist of 3 legs:

- **Gauteng **:** A visit to the *Cradle of Humankind* and TWO other activities, of which one will be a visit to a casino (on request for some socialising) - 4 days;
- **Northern Cape **:** A visit to the Richtersveld Cultural and Botanical Landscape and TWO other activities, of which one will be a Namaqualand flower viewing trip - 4 days;
- **Okavango Delta in Botswana:** Exploring the wetland wilderness and its cultural heritage by means of a fly-in safari – 4 days, of which one day will be taken up by air and road travelling to *Maun* (Botswana) and the *Okavango Delta* respectively.
- Two days will be taken up for flying into and out of South Africa.

**** Some activities could be combined, e.g. the Richtersveld visit and a flower viewing trip.**

The first and last day of the tour will be used for travelling between the places of accommodation and the airport. They will not necessarily arrive and depart from the same international airport, although OR Tambo will most probably be the airport for both.

The mode of transport will be flights, the Gautrain (if applicable), luxury coaches and hired vehicles. Vehicles will be collected at the airport of arrival and returned to the airport of departure. When hiring a vehicle, only one person will drive. At the Okavango Delta a shuttle service (including a canoe shuttle to explore the wetland area) will be available.

The tourists you are catering for prefer to stay in luxury hotels and/or upper class guest houses.

* <http://news.nationalgeographic.com>

3. RESOURCES

You will need the following:

- An appropriate textbook for Tourism Grade 12.
- A road map of South and Southern Africa with a distance table.
- A map of Botswana indicating the Okavango Delta, the airports and other gateways.
- Access to the **internet**.
- Travel magazines, a world time zone map (there's one in the telephone directory), advertisements, brochures, etc.
- Information about the World Heritage Sites of South Africa e.g. <http://www.places.co.za>
- Information about the tourism potential to the Okavango Delta in Botswana.
- Khaki pens of different colours.

PHASE 1: PLANNING THE TOUR

TOPIC	YOUR INFORMATION BROCHURE SHOULD CONTAIN THE FOLLOWING:	MARKS
1 Introduction	Name of your company, name of tour, departure and destination of tourists. Introductory paragraph to explain the aims of the tour and to incite the tourists to look forward. (Remember your target group). (10÷2) <i>Front page and table of contents is done and assessed in phase 2</i>	5
2 Tourists' profile	Compile a profile for the USA tourists. Include the following: Photographs (named) (2) Age group (2) Preferences (as a group) in terms of transport (1) / accommodation (1) Type of activities (as a group) (2) Special expectations regarding the purpose of their tour (2)	10
3 Gauteng: Accommodation and activities	Accommodation and THREE activities in Gauteng . ●Name, location, physical address, contact details and brief description of accommodation. ('Contact details' must include a minimum of TWO possibilities, such as e-mail, fax, telephone number or cell <u>for each activity</u>). (3x2) (6) ●Name, location, brief description and picture/illustration/photo of <i>Cradle of Humankind</i> . (3) ●Name, location, brief description and picture/illustration/photo of a visit to a <i>casino</i> . (3) ●Name, location, brief description and picture/illustration/photo of <i>third activity</i> . (3) Use pictures/illustrations/photos of each of the above to support the marketing (photos/pictures of the place and type of activity, not just any picture/photo).	15
4 Northern Cape: Accommodation and activities	Accommodation and THREE activities in Northern Cape . ●Name, location, physical address, contact details and brief description of accommodation. ('Contact details' must include a minimum of TWO possibilities, such as e-mail, fax, telephone number or cell <u>for each activity</u>). (3x2) (6) ●Location, brief description and picture/illustration/photo of <i>Richtersveld Cultural and Botanical Landscape</i> . (3) ●Location, brief description and picture/illustration/photo of <i>Namaqualand flower viewing trip</i> . (3) ●Name, location, brief description and picture/illustration/photo of the <i>third activity</i> . (3) Use pictures/illustrations/photos of each of the above to support the marketing (photos/pictures of the place and type of activity, not just any picture/photo).	15
5 Okavango Delta	Accommodation and TWO activities at the Okavango Delta ●Name✓, location✓✓ and brief description of accommodation✓✓ (5) ●Description and pictures/photos of the wetland safari and wildlife (5) ●Description and pictures/photos of the cultural heritage. (5)	15

<p>6 Itinerary</p>	<p>Do a map of the entire route from arrival to departure. Use a road map of South Africa and Botswana and felt-tipped pens (khokis/highlighters). Mark only the <u>main route</u> you will be travelling from arrival in South Africa to departure back to New York. Use arrows to indicate the direction of travelling. (You only have to indicate direct routes to the various activities' arrival points). The map must reflect understanding of logical route planning. (10)</p> <p>Use the <u>template</u> provided (p. 15) as a guideline to plan the itinerary. Set out each day on a separate page (you have to copy the template). Places of accommodation, attractions and activities need only be mentioned. Take note of the duration of the activity. Avoid congestion of activities on your itinerary. Your itinerary should reflect realistic, logical planning and realistic distances per day. Use 100 km/h (50 km/h in built-up areas) as a guide.</p> <p>Each day must be completed as follows:</p> <ul style="list-style-type: none"> ● Day (e.g. day 6) ✓, day of the week ✓, date ✓ ● Destination must be relevant to the activities for the day ✓ ● Time must be logically distributed between activities, travelling, meals, etc. ✓ ● Logical spreading of activities and flow from previous day ✓ / Activities planned are in line with the scenario ✓ ● Accommodation correctly indicated ✓ and correct mode of transport used ✓ ● Distances travelled per day are realistic ✓ <p>[The assessor will randomly select any THREE days] (3x10) (30)</p>	<p>40</p>
	<p>Total</p>	<p>100</p>

PHASE 2: ARRANGEMENTS AND INFORMATION

7 Flight information	<ul style="list-style-type: none"> • Use an SAA flight schedule and select a suitable flight (a) from New York to OR Tambo Airport, and (b) back to New York (direct flights). Give ONE reason why you selected this specific flight. (1) • List the following flight information for each of the <u>two</u> flights: <ul style="list-style-type: none"> •flight number, •arrival and departure times, •duration of flight (in hours), •type of aircraft, •passenger capacity of the aircraft, •baggage regulations, •meals included (lunch/breakfast/snack, etc.) (10) • Give the cost of the return ticket for one person in ZAR and United States dollar. Indicate economy or business class. Show calculations. (4) [15x2 (two flights)=30÷2 = 15] • Flight information to: Kimberley (N Cape) / Maun (Botswana): <ul style="list-style-type: none"> •Air service •Ticket price •Duration (3) [3x2 (two flights)=6÷2 = 3] 	18
8 Car hire, shuttle	<p><i>(Tourists will use a domestic flight from Gauteng to the Northern Cape.)</i></p> <ul style="list-style-type: none"> • Find a car rental rate sheet. <ul style="list-style-type: none"> •Select a suitable vehicle to hire for travelling in the Gauteng Province. •The car will be picked up and returned at the airport. •Select a suitable vehicle to hire for travelling in the Northern Cape. •The car will be picked up and returned at the airport. (5) • Using the car rental rate sheet, calculate the cost to hire these vehicles for the South African leg of the tour. Calculate the following costs: <ul style="list-style-type: none"> •Daily rate + •rate per kilometre, •1% levy, •contract fees, •standard insurance (CDW and TLW), and • PIA. (6) [Show all calculations for two vehicles]→ 6x2=12÷2=(6) • In Botswana a shuttle service (including canoe service), supplied by the place of accommodation. <ul style="list-style-type: none"> •Do research on cost of shuttles, and •calculate an estimated price for the use of the shuttle according to the distances/time travelled and the number of trips. (2x2=4) 	15
9 Cost	Calculate the cost of the tour per person (who share). (Use the template provided).	20
10 Travel entry documents	List and explain at least FOUR compulsory travel entry documents (+ any optional one) needed by tourists travelling from the United States to South Africa.	5

<p>11 World Heritage Sites</p>	<ul style="list-style-type: none"> • What does the abbreviation UNESCO stand for? (1) • Explain the TWO major aims of UNESCO. (2x1) (2) • Apart for the two already mentioned, list the other six World Heritage Sites of South Africa. (6) • How many World Heritage Sites do Botswana have? (1) • Write an informative paragraph explaining the impact of development on nature and culture (e.g.): <ul style="list-style-type: none"> -Loss of indigenous vegetation which serves as habitat to fauna ✓✓ -Urbanisation (pollution – global warming) ✓✓ Also refer to common goals of conservation world- wide: <ul style="list-style-type: none"> -Holistic approach to conservation (ecosystems as a whole / biodiversity, etc) ✓✓✓✓ (8) 	<p>18</p>
<p>12 Marketing</p>	<p>Develop a marketing strategy for this tour, based on the 4P marketing mix indicated below. (Remember your target group).</p> <ul style="list-style-type: none"> • <i>Product:</i> (The service, to arrange and plan the tour, is the product) <ul style="list-style-type: none"> -Provide the tour with a name and slogan. (2x1) (2) • <i>Promotion:</i> -Promote the tour by making use of your company's "contacts" regarding accommodation and transport. <ul style="list-style-type: none"> -Why have you decided to do it this way? (2x2) (4) • <i>Place:</i> -Johannesburg may serve as a 'central point' from where all activities can be undertaken. Why? (2x2) (4) • <i>Price:</i> -What is included in the price? <ul style="list-style-type: none"> -Is it possible to arrange special offers? (E.g. a tour during the 'quite time' outside school holidays). (2x2) (4) 	<p>14</p>
<p>13 Presentation</p>	<p>Front page – Tour name and a collage representative of the tour (2) Table of contents + page numbers (2) Quality of language, spelling and writing skills (2) Resources/Bibliography (1) Professional, creative and logical presentation. Very neat. (3)</p>	<p>10</p>
Total		<p>100</p>

Tour costs for ONE person

(Costs for accommodation, meals, activities and the shuttle used at Okavango can be estimated but should be realistic.)

	Calculations	Total
Air fares -From and back to New York -Locally (within SA) -To Okavango Delta	✓✓	✓
Car hire: Gauteng Province Northern Cape Province	✓	✓
Accommodation and meals Gauteng	Example: B&B = R1 500.00 Dinner = R300.00 <u>Drinks = R 60.00</u> R1860.00 x 3 nights	✓✓
Accommodation and meals Northern Cape	✓✓	✓
Accommodation and meals Okavango Delta	✓✓	✓
Activities Gauteng	✓	✓
Activities Northern Cape	✓	✓
Activities Okavango Delta	✓	✓
Total		

