



# **basic education**

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **TOURISM**

### **GUIDELINES FOR PRACTICAL ASSESSMENT TASKS**

**2014**

**These guidelines consist of 17 pages.**

## INFORMATION FOR TEACHERS

### 1. INTRODUCTION

The Practical Assessment Task for Tourism should allow the learner to demonstrate an understanding of the tourism industry as a dynamic economic sector. It should enhance the knowledge, values and skills about travel practice that learners acquired in grades 10, 11 and 12.

### 2. MARK ALLOCATION

The marks for the PAT are allocated as follows:

Phase 1 = 100

Phase 2 = 100

Total =  $200 \div 2 = 100$

### 3. ADMINISTRATION AND RESPONSIBILITIES

#### 3.1 Administration of the PAT

This Practical Assessment Task is the only official practical examination for grade 12 Tourism learners in 2014. It may under no circumstances be substituted by any alternative practical examination task.

- The Practical Assessment Task in Tourism has two phases. Phase ONE must be completed during term 2 and Phase TWO during term 3. However, submission dates will be set by provincial education departments.
- The PAT is a compulsory component of the final external examination for Tourism. Each learner is expected to develop and submit **his/her own PAT**.
- No part of the official PAT 2014 Tourism document may be retyped, edited or changed. The National Department of Basic Education's logo may NOT be replaced by any other logo.
- The PAT **must be done during school hours under controlled conditions to avoid copying** and only certain sections such as research can be completed as homework. Under no circumstances should the PAT be given to learners to complete on their own at home.
- Regular lesson times should be allocated during Tourism lessons, e.g. a double lesson every second week, afternoon periods etc. for learners to complete the PAT under the guidance and supervision of the teacher or a teacher may block a week per term to complete the PAT under controlled conditions.
- It is strongly recommended that marking of the sections of the PAT be done on a continuous basis to monitor individual progress.
- Evidence of completed sections of the PAT must be available in the classroom at all times during the course of the year for both **internal** and **external verification** and **monitoring** purposes.
- Templates are given for a tour plan and timed itinerary and are to be used to standardise the task. Teachers are **NOT** allowed to develop templates for any other sections of the task.

### 3.2 The role of the teacher

**It is the responsibility of the teacher to ensure that all learners complete both phases of the PAT.**

- Work must be done under controlled conditions during the PAT lessons.
- Teachers are expected to develop a PAT management plan for both phases of the PAT. The management plan must reflect the teaching, assessment and control of the PAT. This plan must be done at the beginning of the year.
- Each learner must receive a copy of the section 'Instruction to Learners' (**pages 4 to 13** of the PAT document.)
- It is the responsibility of the school and the tourism teacher to provide the resources. Learners could also access additional resources on their own.
- Teachers are expected to research and develop their own memorandum for questions 3, 4, 6, 8, 9 and 10 before they commence with the PAT.
- It is the responsibility of the teacher to guide and support the learner throughout the task.
- The teacher **MUST** use the assessment tool provided to standardise marking.



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## **TOURISM**

### **GUIDELINES FOR PRACTICAL ASSESSMENT TASKS**

## **2014**

### **INSTRUCTIONS TO LEARNERS**

**Name of learner:** ..... **Grade 12** .....

**Name of school:** .....

**Name of teacher:** .....

## INSTRUCTIONS FOR THE PRACTICAL ASSESSMENT TASK

### 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, **may not be resulted in Tourism.**
- The PAT must be done in **two phases** (Phase 1 and Phase 2)
- The final completed phases must be handed in on the dates set by the teacher.
- The final completed PAT for both Phase 1 and 2 must be compiled in A4 size and presented in the sequence of the instruction for learners.
- In question 6 marks are allocated for correct spelling and language usage.

## SPORT TOURISM:

### THE 2014 COMRADES MARATHON

#### 1. OVERVIEW OF THE TOUR

##### Scenario for the 2014 Comrades Marathon Tour

Four long distance runners from Johannesburg in South Africa and two from Brazil will participate in the 2014 Comrades Marathon in KwaZulu-Natal (KZN).

They will spend nine days in South Africa. They will embark on a seven day self-drive tour in KwaZulu-Natal (four days before the race, the race day, and two days after the race). Day 1 and Day 9 are set aside for arrival and departure.

During their stay in KZN they would like to experience the cultural and historical attractions found along or in close proximity to the Comrades route that may be of interest to the four South Africans and their two Brazilian friends.

##### 1.1. Tourist profile

- Age: late twenties
- Career: professionally qualified
- Nationality: South African & Brazilian

##### 1.2. Special interests

- Sport – long distance running
- Culture and history

##### 1.3 The type of tour

Sport, cultural and historical tour

**1.4 Arrival**

The tour starts on Day 1 from OR Tambo International Airport in Johannesburg. The two Brazilians will fly economy class to South Africa. They will be met by the four South Africans from Johannesburg and together they will take a connecting flight on any budget airline to KZN.

**In KZN**

In KZN they will rent a suitable vehicle for the self –drive tour. They will collect and drop off the vehicle at King Shaka International Airport.

**Departure**

The tour ends on Day 9 at OR Tambo International Airport.

**1.5 Types of accommodation:**

- One example of 3 or 4 star graded accommodation establishment.
- One example of a cultural accommodation establishment in a rural setting.

**1.6 Attractions:**

Cultural and historical attractions found along or in close proximity to the Comrades route.

**2. SUGGESTED RESOURCES FOR THE TASK**

Magazines, brochures, newspapers relating to cultural and heritage tourism in Durban and KwaZulu-Natal, Pietermaritzburg and the Comrades Marathon etc.

**3. SOME USEFUL WEBSITES**

[www.comrades.com](http://www.comrades.com)

[www.runnersguide.co.za](http://www.runnersguide.co.za)

[www.ndorfin.co.za/events/event-detail.php?event\\_id=9279](http://www.ndorfin.co.za/events/event-detail.php?event_id=9279)

[www.zulu.org.za](http://www.zulu.org.za)

[www.durbanexperience.co.za/Pages/default.aspx](http://www.durbanexperience.co.za/Pages/default.aspx)

[www.pmbtourism.co.za](http://www.pmbtourism.co.za)

[www.azalea.co.za](http://www.azalea.co.za)

**SPORTS TOURISM**  
**The 2014 Comrades Marathon in KwaZulu-Natal**

**PHASE 1**

1. **Cover page:**  
Design a cover page for the 2014 Comrades Marathon Tour.  
The cover page must include the following:
  - the name of the tour
  - a collage illustrating at least three different activities of the tour. **[4]**
  
2. **Tourists' profile**  
Compile a profile for ONE South African and ONE Brazilian on the tour.  
Include the following:
  - Photograph
  - Occupation
  - Special dietary needs **[6]**
  
3. **Accommodation:**  
Select two different types of accommodation the tourists would use during their stay in KZN:  
One 3 or 4 star graded accommodation establishment.  
One cultural accommodation establishment in a rural setting.  
  
State the following for each type of accommodation:
  - Name
  - Location (full physical address and TWO contact details)
  - Star grading where applicable
  - Cost per person per night / per room per night
  - Explain one reason why this accommodation may be suitable **[10]**
  
4. **Attractions:**  
The Comrades route meanders through small villages, towns and suburbs.  
Research the cultural and historical attractions found along or in close proximity to the Comrades route that may be of interest to the four South Africans and their two Brazilian friends.  
  
**Choose ONE cultural and ONE historical attraction found along or in close proximity to the Comrades route.**  
  
4.1 Write a paragraph explaining FIVE facts why EACH attraction chosen will match the profile of the tourists. (2 x 5) (10)

4.2 Copy the table below. List examples for each of the chosen attractions in 4.1 according to the aspects given in the table below.

ASPECT	NAME OF CULTURAL ATTRACTION	NAME OF HISTORICAL ATTRACTION	
	Name of cultural attraction as in 4.1:	Name of historical attraction as in 4.1:	
4.2.1	Universal access		(2)
4.2.2	Tourist facilities		(2)
4.2.3	Community involvement		(2)

4.3 From the information gathered above, select the attraction you think that has the greatest potential to be classified as a National Heritage Site. Motivate your choice by giving TWO reasons. (4) [20]

5. **Overview of the tour:**  
Copy the table below. Present the information provided in the **Scenario for the 2014 Comrades Marathon Tour** as a one page overview of the tour. Use the template provided.

*(No detail is required at this stage, however, learners are required to use the actual dates of the 2014 Comrades Marathon)*

Day	Date	Activity / Activities for the day	Accommodation
1			

Allocation of marks

(2)	(2)	(2)	(2)
-----	-----	-----	-----

1 mark for the correct sequence of events.  
1 mark for the correct use of the template.

[10]



6. Write an article for an in-flight magazine (length  $\pm$ 600 words) on:

### **THE SOUTH AFRICAN COMRADES MARATHON**

The article should include paragraphs on:

- The history of the Comrades Marathon (6)
- Requirements for participation in the marathon (4)
- The runners' preparation (in terms of their training) for the marathon (4)
- Name and describe TWO types of technology specific to the marathon (4)
- Discuss TWO interesting incidents relating to the marathon (2x3) (6)

Include TWO pictures related to the marathon. (2)

Proof read your work to ensure there are no spelling or grammatical errors. (2)

Article written in paragraph format (2)

**[30]**

7. Surrounding communities on the marathon route, benefit economically from the event.

Choose a suitable product that vendors from nearby communities can sell to spectators.

- 7.1 Discuss how vendors (persons selling the product) will use the following elements of the marketing mix to sell this product.

7.1.1 Place (3)

7.1.2 Promotion (3)

- 7.2 Design a colourful, creative A5 size flyer for the product. (4)

**[10]**

8. Six charity organisations benefit financially from funds generated through the Comrades Marathon.

Below are four of the charity organisations that receive financial support.

 <p><b>WILDLANDS™</b> CONSERVATION TRUST</p> <p><a href="http://www.wildlands.co.za">www.wildlands.co.za</a></p>	 <p><b>COMMUNITY CHEST</b></p> <p><a href="http://www.communitychest.org.za">www.communitychest.org.za</a></p>
 <p><a href="http://www.pinkdrive.co.za">www.pinkdrive.co.za</a></p>	 <p><b>World Vision</b> South Africa</p> <p><a href="http://www.worldvision.co.za">www.worldvision.co.za</a></p>

Research the four charity organisations above.

Choose ONE charity organisation that appeals to you, and you would recommend your friends and family to support.

- 8.1 Name the organisation and explain FOUR reasons for your choice. (8)
- 8.2 Explain how the Comrades Marathon incorporates the principles of Corporate Social Investment (CSI) into their programme. (2)

**[10]**

**TOTAL: 100**

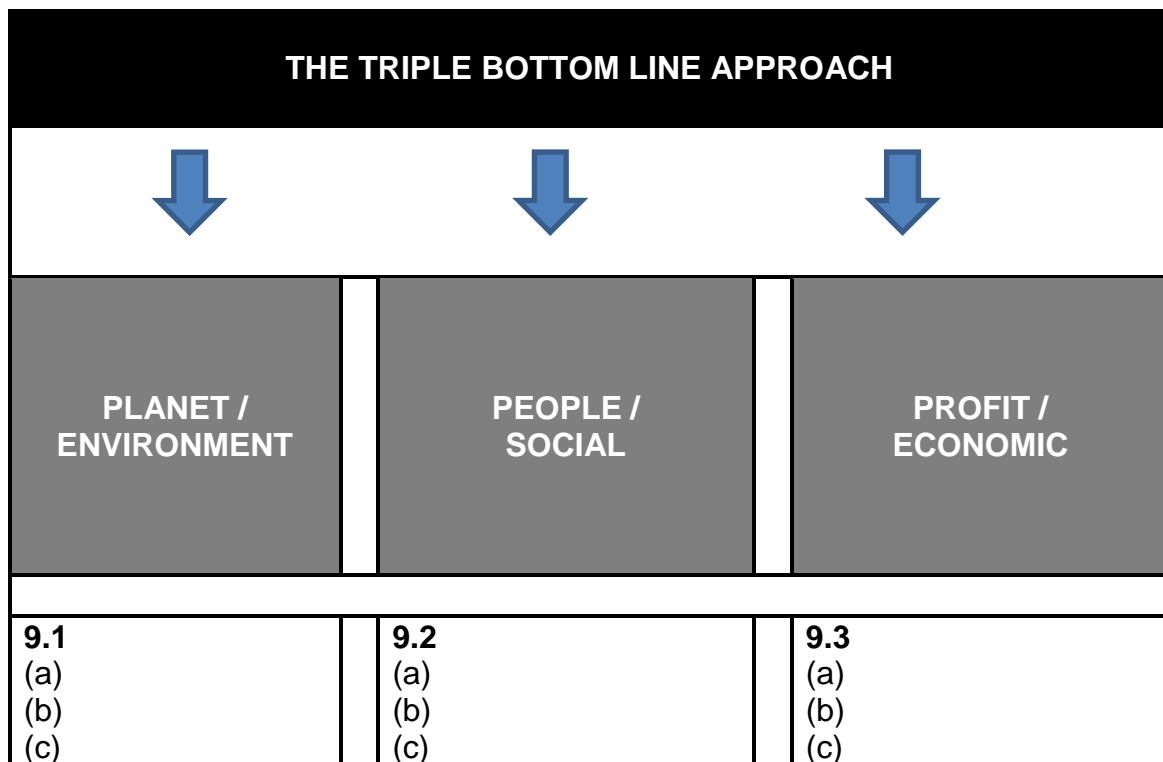
**SPORTS TOURISM**  
**The 2014 Comrades Marathon in KwaZulu-Natal**

**PHASE 2**

9. The organisers of the Comrades Marathon have policies and practices in place to ensure a sustainable event.

Copy the flow diagram below on the Triple Bottom Line Approach

Complete questions 9.1–9.3 on the flow diagram by giving THREE practices specific to the Comrades Marathon for **each** pillar of the Triple Bottom Line to ensure a sustainable event. **[20]**



10. Write a 400 word article for the Comrades Marathon website about the benefits of the Comrades Marathon to the host cities, communities along the Comrades route and the South African economy.

Choose a suitable, original heading for your article. (2)

Use the following sub-headings for the paragraphs of your article:

- Benefits to the host cities (8)
- Benefits to communities along the Comrades route (6)
- Benefits to the economy of South Africa (14)

**[30]**

11. Use the information from phase 1 to draw up a detailed itinerary for the 9 days. Use the template below. *The first entry serves as an example.*

Day number, day of the week & date	Time	Activities (Selected from phase 1)	Accommodation (Selected from phase 1)	Transport
e.g. Day 21 Wednesday 12 December	e.g. 07:30 to 10:00	<i>Do not forget to make provisions for adequate training time before the race.</i>  Use full sentences to describe the activities for each day.	e.g. XYZ Backpacker's Lodge, Queenstown	e.g. The Blue train

**Allocation of marks**

The correct use of day numbers, days of the week & dates	3
Time is used appropriately and logically between activities.	3
The description of a variety of suitable activities for each of the 9 days	2 x 9
The type of accommodation correctly copied from question	1
The correct mode of transport used.	1
	<b>[26]</b>

12. When the Brazilian and South African tourists arrive in Durban, KZN to collect their race numbers to participate in the Comrades Marathon, they will receive a gift pack. Included in the gift pack will be an information pamphlet about the area where the Comrades Marathon will take place. The pamphlet will be useful to international participants.

Design a 1 page A4 information pamphlet of the Comrades area. Include the following in the pamphlet:

- Climate in KZN during the Comrades (2)
  - Altitude (height above sea level) (1)
  - Voltage used in SA (1)
  - Contact details for Durban's tourism information centre (1)
  - Gratuity (recommended %) (1)
  - 3 Safety tips when training in the evening or early in the morning (3)
  - 3 Health tips (3)
  - Picture of a unique cultural mode of transport used along Durban's Golden Mile. (1)
  - The name of a Blue Flag beach on the KZN North coast (1)
  - Layout and design (2)
- [16]**

13. **Bibliography**  
Include a bibliography on the last page of the PAT.  
The bibliography should consist of at least FOUR **different** types of resources for example: books, newspapers, brochures & magazines (electronic/hard copy), websites or human resources. 4
14. **Content page**  
Develop a content page on page 1 of the PAT for questions 1 - 13 with their corresponding page numbers. 4

**Final presentation**

Compile your PAT in the order of the questions.  
Ensure there are no spelling and or grammatical errors.

**TOTAL: 100**

## 2014 TOURISM PAT ASSESSMENT TOOL – PHASE 1

Name of Learner: ..... Grade: .....

T = Teacher / M = Moderator

<b>1.</b>	<b>Cover page</b>	<b>4 marks</b>	<b>T</b>	<b>M</b>	
	Indicating a suitable name of the tour ✓				
	Collage illustrating three different activities of the tour. ✓✓✓				
<b>2.</b>	<b>Tourists' profile</b>	<b>6 marks</b>	<b>T</b>	<b>M</b>	
	Brazilian Photograph ✓ Occupation ✓ Special dietary needs ✓				
	South African Photograph ✓ Occupation ✓ Special dietary needs ✓				
<b>3.</b>	<b>Accommodation</b>	<b>10 marks</b>	<b>T</b>	<b>M</b>	
<b>3.1</b>	<b>One example of 3 or 4 star accommodation selected</b>				
	Name ✓				
	Physical address & two contact details ✓				
	Star grading ✓				
	Cost per person ✓				
	One suitable reason was explained ✓				
<b>3.2</b>	<b>One example of cultural establishment selected</b>				
	Name ✓				
	Physical address & two contact details ✓				
	Star grading ✓				
	Cost per person ✓				
	One suitable reason was explained ✓				
<b>4.</b>	<b>Attractions</b>	<b>20 marks</b>	<b>T</b>	<b>M</b>	
<b>4.1</b>	<b>Cultural attraction(5)</b>				
	Allocate 1 mark for each of the 5 facts explained that suits the tourist's profile ✓✓✓✓✓✓				
	<b>Historical attraction(5)</b>				
	Allocate 1 mark for each of the 5 facts explained that suits the tourist's profile ✓✓✓✓✓✓				
<b>4.2</b>	<b>ASPECT</b>	<b>NAME OF CULTURAL ATTRACTION</b>	<b>NAME OF HISTORICAL ATTRACTION</b>	<b>T</b>	<b>M</b>
					<b>6 marks</b>
<b>4.2.1</b>	Universal access	✓	✓		
<b>4.2.2</b>	Tourist facilities	✓	✓		
<b>4.2.3</b>	Community involvement	✓	✓		
<b>4.3</b>	TWO criteria were given for the attraction that has the greatest potential to be classified as a National Heritage Site. ✓✓ + ✓✓				<b>4 marks</b>

<b>5.</b>	<b>Overview of the tour:</b>			<b>10 marks</b>	<b>T</b>	<b>M</b>	
	<b>Day</b>	<b>Date</b>	<b>Activity / Activities for the day</b>	<b>Accommodation</b>			
	(2)	(2)	(2)	(2)			
	Award one mark for the correct sequence of events. ✓						
	Award one mark for the correct use of the prescribed template. ✓						
<b>6.</b>	<b>Article for an in-flight magazine</b>			<b>30 marks</b>	<b>T</b>	<b>M</b>	
	THREE facts were given on the history of the Comrades Marathon (6)						
	TWO requirements for participation in the marathon were given. (4)						
	TWO responses were given on the runners' training preparation (4)						
	Technology 1 specific to the marathon was named (1)						
	Technology 1 specific to the marathon was described (1)						
	Technology 2 specific to the marathon was named (1)						
	Technology 2 specific to the marathon was described (1)						
	TWO interesting incidents related to the marathon were discussed (2x3)						
	TWO pictures related to the marathon were included ✓✓ (2)						
	No spelling errors✓ and no grammatical errors✓ (2)						
	Article was written in paragraph format (2)						
<b>7.</b>	<b>Marketing mix and flyer</b>			<b>10 marks</b>	<b>T</b>	<b>M</b>	
7.1.1	A suitable place was mentioned ✓ A discussion on why the place is appropriate was given✓✓						
7.1.2	A suitable type of promotion was mentioned ✓ A discussion was given on why the type of promotion is suitable✓✓						
7.2	Name of the product ✓ The information on the flyer is relevant to the product✓ Flyer was colourful and creative✓ A5 flyer format was used✓						
<b>8.</b>	<b>Charity organisations that benefit financially from the Comrades Marathon</b>			<b>10 marks</b>	<b>T</b>	<b>M</b>	
8.1	FOUR reasons were given for the choice of the organisation. (4 x 2)						
8.2	An explanation was given on the principles of CSI / CSR✓✓						
	<b>TOTAL 100 MARKS</b>						

## 2014 TOURISM PAT ASSESSMENT TOOL – PHASE 2

Name of Learner: ..... Grade: .....

T = Teacher / M = Moderator

<b>9.</b>	<b>The Triple Bottom Line</b>	<b>20 marks</b>	<b>T</b>	<b>M</b>
	THREE practices specific to the Comrades Marathon for <b>each</b> pillar were given.			
	9.1	9.2	9.3	
	(a)✓✓	(a)✓✓	(a)✓✓	
	(b)✓✓	(b)✓✓	(b)✓✓	
	(c)✓✓	(c)✓✓	(c)✓✓	
	Award two marks for the completed flow diagram ✓✓			

<b>10.</b>	<b>Article for the Comrades Marathon website</b>	<b>30 marks</b>	<b>T</b>	<b>M</b>
	A suitable, original heading for the article was given.✓✓ (2)			
	FOUR benefits for the host cities were given. (4x2)			
	THREE benefits to communities along the route were given (3x2)			
	SEVEN benefits to the economy of South Africa (7x2)			
	<i>Note: All paragraphs should reflect the direct benefits of the Comrades Marathon.</i>			

<b>11.</b>	<b>Itinerary</b>	<b>26 marks</b>	<b>T</b>	<b>M</b>			
	<b>Day number, day of the week &amp; date</b>	<b>Time</b>	<b>Activities</b> (Selected from phase 1)	<b>Accommodation</b> (Selected from phase 1)	<b>Transport</b>		
	<b>(3)</b>	<b>(3)</b>	<b>(18)</b>	<b>(1)</b>	<b>(1)</b>		
	Award 3 marks for the correct use of day numbers, days of the week & dates	Award 3 marks if time is used appropriately and logically between activities.	Award 2 marks for the description of a variety of suitable activities for each of the 9 days.	Award 1 mark for the type of accommodation correctly copied from question 5	Award 1 mark for the correct mode of transport used.		

<b>12.</b>	<b>Design of the Pamphlet</b>	<b>16 marks</b>	<b>T</b>	<b>M</b>
	Climate in KZN during the Comrades	(2)		
	Altitude (height above sea level)	(1)		
	Voltage used in SA	(1)		
	Contact details for Durban’s tourism information centre	(1)		
	Gratuity (recommended %)	(1)		
	3 Safety tips when training in the evening or early in the morning	(3)		
	3 Health tips	(3)		
	Picture of a unique cultural mode of transport used along Durban’s Golden Mile.	(1)		
	The name of a Blue Flag beach on the KZN North coast	(1)		
	Layout and design	(2)		



<b>13.</b>	<b>Bibliography</b>	<b>4 marks</b>	<b>T</b>	<b>M</b>
	The bibliography lists FOUR <b>different</b> types of resources ✓✓✓✓			
<b>14.</b>	<b>Content page</b>	<b>4 marks</b>	<b>T</b>	<b>M</b>
	The content page reflects the correct order of the questions and their corresponding page numbers. ✓✓✓✓			
	<b>TOTAL</b>	<b>100 MARKS</b>		

<b>TOTAL MARKS FOR THE PAT</b>		<b>T</b>	<b>M</b>
MARKS FOR PHASE 1	100 MARKS		
MARKS FOR PHASE 2	100 MARKS		
<b>GRAND TOTAL:</b>	<b>200 MARKS</b>		

SIGNATURE OF TEACHER
DATE:

SIGNATURE OF MODERATOR
DATE: