basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

TOURISM

GUIDELINES FOR

PRACTICAL ASSESSMENT TASK

Grade 11

2014

CONFERENCE TOURISM

These guidelines consist of 13 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.

2. MARK ALLOCATION

The marks for the PAT are allocated as follows:

Phase 1 = 75
Phase 2 = 75
Total = 150 ÷ 1.5 = 100

3. TEACHER RESPONSIBILITIES

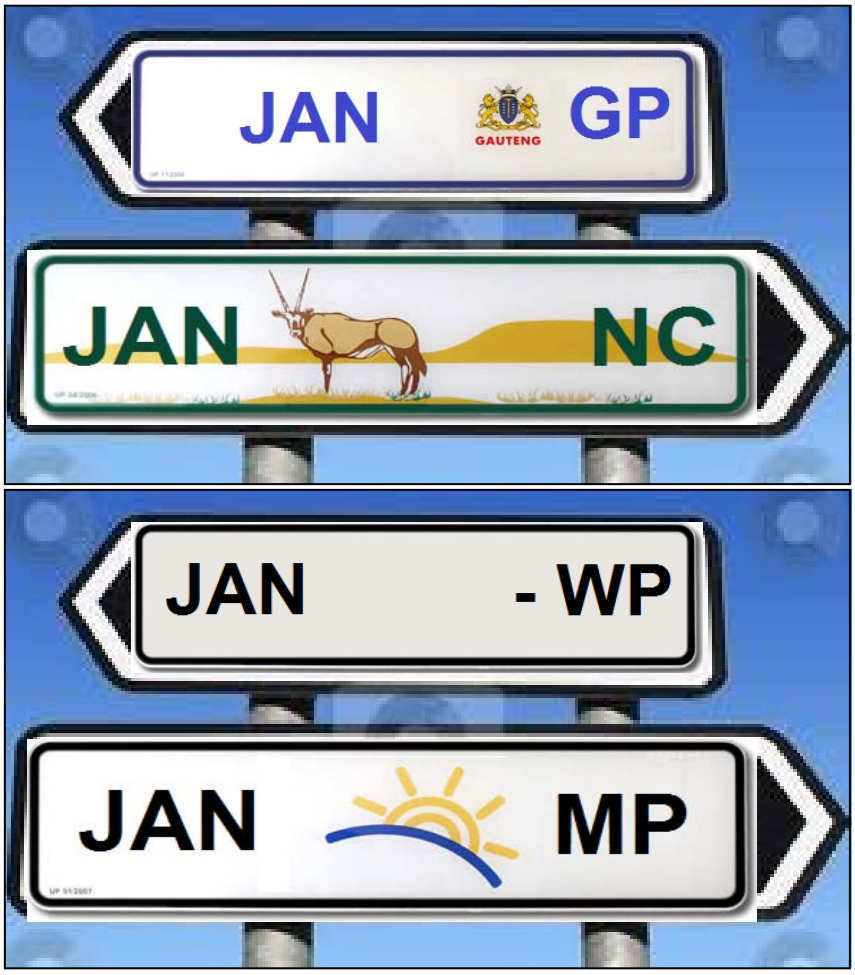
- The Practical Assessment Task in Tourism has two phases. Phase one must be completed during term 2 and phase two during term 3.
- The PAT is a compulsory component of the final examination for Tourism.
- The PAT should be done in class under controlled conditions and only certain sections such as research can be completed as homework.
- Under no circumstances should the PAT be given to learners to complete on their own at home.
- Regular lesson time 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.
- Teachers may not develop templates for any other sections of the task.
- Study the activity and memorandum to determine the requirements
- During every PAT period:
    - Ensure sufficient resources are available
    - Explain the activity or task
    - Ensure learners complete the activity
- Collect at the end of the period for assessment and safekeeping
- Before starting the PAT offer a lesson on how to complete a bibliography and practise a few examples. Every time a copy of a source is given to the learners, let them make the bibliography entry on the back to assist them later. Use the example provided to teach compilation of a bibliography.
- 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 for both internal and external verification and monitoring purposes.
- Templates INCLUDED can be used to standardise the tasks.

2015 INTERNATIONAL TOURISM STUDENT CONFERENCE

Tourism in High schools is not only offered in South Africa, as subject, but also in countries like Brazil, China, Russia, Kenya and Jamaica. Representatives of these countries gather annually in one of the countries for a teacher and learner conference. Every year the conferences focus on a specific tourism related topic and teachers and learners from these countries are invited to do a presentation on behalf of their country. South Africa has been selected as the host country of the confer ence in 2015.

The South African organisers have shortlisted four provinces as possible host provinces and invited these provinces to bid for the conference. You are selected as part of the bid committee to ensure your chosen province wins the bid to host the event.

The provinces being considered as hosts are Gauteng, Western Cape, Northern Cape and Mpumalanga. The organisers prefer the group to stay at a three star hotel which includes breakfast and dinner and have suitable conference facilities to accommodate 80 delegates.



PHASE 1

South Africa offers many different types of transport infrastructure and services to tourists e.g. airports, airlines, busses / coaches, trains, car rental, minibus taxis, metered taxis, as well as unique modes of transport in some provinces. One of the key factors the organisers will consider is the public transport infrastructure.

1.1. You are requested to investigate all the available transport infrastructure and services in your selected province. Present your findings in the format of a 6 page report to convince the committee to award your province the bid. Use the following headings to assist you in compiling the report::

Guidelines to compile your investigative report

Use one page per heading / transport type in your discussion:

Introduce your province and its unique selling points (USP). Indicate the aim of the report (6)
(100 – 150 words)

- Provide an overview of transport infrastructure available in your province. Mention the physical infrastructure and the condition of the infrastructure. (5)
(150 – 200 words)
- Summarise the specifics of any THREE type of transport (land, rail, air or water) available in your province. Use ONLY one folio per transport type. 3x8
    - Include details of the operators, routes, frequency, operating hours, costs, reliability, and all available transport options.
(150-200 words per type of transport)
    - The rest of the folio page (front and back) can consist of relevant pictures / route maps / schedules or collage of main operators etc to support / highlight your description.) (5)

Conclusion: Convincing summary to argue why your province offers the best type of transport services and should be the winners of the bid. (5)

1.2. **45**

The conference attendees are also interested in visiting other SADC countries during after the conference. They found this tour on a website and would like you to provide them with additional information.

Study the information contained in the package tour provided (extra resources) and answers the questions that follow below.
Source / Find an appropriate flight schedule and identify a suitable flight from South – Africa to Zimbabwe and back to South Africa.
Indicate the following information for each flight:
Airline, departure airport, arrival airport, departure time, arrival time, duration of the flight, baggage allowance (hand and checked baggage), cost and frequency. Present your information in tabular format.

- Flight 1: South Africa to Zimbabwe **10**
- Flight 2: Zimbabwe to South Africa **10**

1.3. Select one cultural group found in your chosen province to introduce to the organisers. Draw a detailed mind-map to illustrate your chosen cultural group with reference to the following aspects: **10**

- Traditional clothing
- Traditional practices such as: arts , crafts, music and dance
- Cuisine
- Folklore
- Important festivals / gatherings

TOTAL 75

PHASE 2 *(to be completed in term 3)*

2.1. State the countries that will be visited during the package tour 2

2.2. Study the accommodation and conference requirements and identify a suitable accommodation for the guests to use.
Indicate the following information regarding your accommodation:
- Name
- Location (physical address or two contact details)
- Facilities 6
- Cost pppn
- Items included in price

2.3 Refer to Day 4 of the tour. Select two activities from the suggested list and prepare one above- the- line- advertisement to promote the activities to the tourists. For each activity indicate the following information:
- Name of activity
- Description of activity 10
- Cost
- Picture of activity

Your promotional tool will also be judged according to the layout and creativity as well as spelling and use of appropriate language.

2.4. Study the information on the package tour provided. Redraw or copy Annexure A and complete the **overview** for the 5 day tour. 20
Note: Select only one option for day two. Use your selected activities to complete day 4.

2.5. Compile a one page information sheet (use both sides) with the following information:
Indicate in tabular format whether visas are required for citizens from each of the 6 member countries including South Africa to visit the countries mentioned in 2.1. 6
2.5.2. Items included in the tour 3
2.5.3. Items excluded from the tour 3
2.5.4. Total distance to be travelled during tour 3
2.5.5. Convert the total cost into the different currencies of the countries that will attend part of the conference. 10

2.6. The group considers arriving two days before the package tour start, they would like to spend one full day exploring the area and participating in other activities or viewing attractions not more than 50 km from their accommodation. Compile a proposed fully inclusive pre- tour package for one full day.
Your tour must include at least two attractions / activities*. (You may not use activities or attractions that already forms part of the 4 day package tour)* Use the table below to present your information. 12
Use the template below to present your answer

Suggested pre – tour activities					
Day	Time*	Transport	Accommodation	Meals	Attractions / Activities

PHASE 2 TOTAL 75

PHASE 1 ASSESSMENT TOOL

Name of learner		**Class**

(*Teacher to set specific memoranda where necessary to use during marking for each answer)*

1.1 Introduction			
0 -1	**2**	**3-4**	**5 - 6**
No/ poor or irrelevant introduction to province. Province unsuccessfully marketed No or only one USP mentioned Irrelevant or no aim of report described.	Average introduction to province. Province poorly marketed Introduction lacks key information on USP's. Poor / vague attempt to describe aim of the report	Good introduction to province. Good attempt to market province. Most USP's mentioned. Reasonable attempt to describe aim in line with scenario	Excellent introduction of province. Province is excellently marketed in the introduction. Unique selling points (USP) of province highlighted Aim of report clearly described in line with scenario
Summary of transport infrastructure available			
0 -1	**2**	**3**	**4 - 5**
No, poor or irrelevant physical infrastructure mentioned No, poor or irrelevant description of the condition / state of infrastructure	Few of the physical infrastructure mentioned Accurately describe condition / state of some infrastructure	Some/Half the physical infrastructure mentioned Accurately describe condition / state of most infrastructure	All the physical infrastructure mentioned Accurately describe condition / state of all infrastructure
Transport modes: Select one type of transport per mode			
Written Description: Type of transport 1_____			
0 -2	**3-4**	**5-6**	**7-8**
Information provided on 3 or less aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability Completely insufficient/ inaccurate or no information provided. No transport options have been investigated and reported on.	Information provided on 3 aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability Mostly insufficient/ inaccurate information provided. Only one or irrelevant transport options have been investigated and reported on.	Information provided on 4 aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability Mostly sufficient/ accurate information provided. Most of the available transport options have been investigated and reported on	Information provided on 5 - 6 aspects : ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability All information provided is sufficient/ accurate. All available transport options have been investigated and reported on
Written Description: Type of transport 2 _____			
0 -2	**3-4**	**5-6**	**7-8**
Information provided on 3 or less aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs	Information provided on 3 aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs	Information provided on 4 aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs	Information provided on 5 - 6 aspects : ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs

✓ Reliability Completely insufficient/ inaccurate or no information provided. No transport options have been investigated and reported on.	✓ Reliability Mostly insufficient/ inaccurate information provided. Only one or irrelevant transport options have been investigated and reported on.	✓ Reliability Mostly sufficient/ accurate information provided. Most of the available transport options have been investigated and reported on	✓ Reliability All information provided is sufficient/ accurate, All available transport options have been investigated and reported on
Written Description: Type of transport 3: _____			
0 -2	**3-4**	**5-6**	**7-8**
Information provided on 3 or less aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability Completely insufficient/ inaccurate or no information provided. No transport options have been investigated and reported on.	Information provided on 3 aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability Mostly insufficient/ inaccurate information provided. Only one or irrelevant transport options have been investigated and reported on.	Information provided on 4 aspects: ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability Mostly sufficient/ accurate information provided. Most of the available transport options have been investigated and reported on	Information provided on 5 - 6 aspects : ✓ Operators ✓ Routes ✓ Frequency ✓ Operating hours ✓ Costs ✓ Reliability All information provided is sufficient/ accurate, All available transport options have been investigated and reported on
Visual representations			
0 -1	2	3	4 - 5
Irrelevant pictures or no pictures to support written description Poor use of available space (too much or too little)	Visual representation does not fully support the written description. Mostly ineffective use of available space.	Visual representation mostly supports written description. Mostly effective use of available space.	Visual representation effectively supports written description. Creative use of available space.
Conclusion			
0 -1	2	3	4 – 5
Irrelevant reasons. No attempt to argument in favour of province Poor use of language	Some reasons provided, ineffective argument Average use of language	Reasons provided and average attempt to convince organisers. Average use of language	Sound reasons provided to award bid. Convincing argument presented, Excellent use of language to convince the organisers
	TOTAL	**45**	

1.2 Suitable flights ***Teacher to set specific memoranda to use during marking for each answer***											
	Airline	Departure airport	Departure time	Arrival airport	Arrival time	Duration of the flight	Baggage allowance – hand and checked baggage	Cost	Frequency		
Flight 1	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	**10**	
Flight 2	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	**10**	
1.3 Cultural group											
1	Traditional clothing									**2**	
2	Traditional practices such as: arts , crafts, music and dance									**2**	
3	Cuisine									**2**	
4	Folklore									**2**	
5	Important festivals / gatherings									**2**	
TOTAL										**75**	

PHASE 2 ASSESSMENT TOOL

(Teacher to set specific memoranda to use during marking where necessary)

Name of learner							**Class**		
2.1.	All countries identified						**2**		
2.2. Accommodation (if not suitable, award 0 marks)									
	• Name						**1**		
	• Location (physical address or two contact details)						**1**		
	• Facilities						**1**		
	• Cost p.p.p.n						**1**		
	• Items included in price						**2**		
2.3	**Above the line promotional tool :**								
	Not achieved / partially achieved		**Achieved**		**Excellently Achieved**		**5**		
	0 - 2		**3- 4**		**5**				
Overall impression layout and design use of language and spelling	Cluttered appearance, small lettering, spelling errors, too much information provided, dull and ineffective layout. Ineffective use of colours, unattractive		Reasonably easy to read, no spelling errors. Acceptable use of colour. Still some clutter, all important information listed with some unimportant information		Uncluttered appearance, easy to read, error free writing, effective and attractive use of colours. Only important information listed, very attractive				
	0 - 2		**3- 4**		**5**		5		
product, price, promotion, place	No or unsuitable products identified No or unrealistic price Inappropriate, ineffective or unrealistic promotion tool selected No or ineffective place indicated		Good product identified Price is realistic Relevant promotion tool selected Realistic place indicated		Excellent product identified Excellent market related price Very effective promotion tool selected Excellent and effective place indicated				
2.4	**Annexure A *(please complete to serve as memoranda)***						**20**		
2.5.1 Visa required for each country *(please complete to serve as memoranda)*									
	Brazil	China	Russia	Kenya	Jamaica	South Africa	**6**		
Country 1									
Country 2									
2.5.2	All items included in the tour, listed						**3**		
2.5.3	All items excluded from the tour, listed						**3**		
2.5.4	Total distance of tour accurately determined						**3**		
2.5.5	Conversion of the total cost to each currency listed below								
	Brazil		China		Russia		**10**		
	Kenya		Jamaica						
2.5.	**Suggested pre – tour activities**								
Day	Time*	Transport	Accommodation	Meals	Attractions / Activities				
	(2)	(2)	(2)	(2)	(4)		**12**		

PHASE 2 TOTAL	**75**	
PHASE 1 TOTAL	**75**	
TOTAL	**150**	
FINAL PAT MARK (150/1.5)	**100**	

SIGNATURE OF TEACHER	SIGNATURE OF MODERATOR
DATE:	DATE:

2.4	**Annexure A 5 DAY TOUR OVERVIEW**				
DAY:	Morning Activity	Afternoon activity	Evening activity (3)	Accommodation (2)	Meals included (2)
	(1)	(1)			
DAY:	Transport (1)				
	(1)	(1)			
DAY:	Transport (1)				
	(1)	(1)			
DAY:	Transport (1)				
		(1)			
DAY:	Transport (1)				
	(1)	(1)			