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Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE/ NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2020

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 16 pages.

INFORMATION FOR MARKERS

TOPICS IN THE TOURISM CAPS		ABBREVIATION
Topic 1	Tourism sectors	TS
Topic 2	Map work and tour planning	MTP
Topic 3	Tourism attractions	TA
Topic 4	Sustainable and responsible tourism	SR
Topic 5	Domestic, regional and international tourism	DRI
Topic 6	Culture and heritage tourism	CH
Topic 7	Foreign exchange	FX
Topic 8	Communication and customer care	CC
Topic 9	Marketing	M

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	C✓/Yellow fever	MTP	
	1.1.2	D✓/the local time of the destination city.	MTP	
	1.1.3	C✓/goods and services produced in a country annually.	FX	
	1.1.4	B✓/causes changes to the day and date of a country.	MTP	
	1.1.5	D✓/Because of the size of the country.	MTP	
	1.1.6	D✓/Great Pyramids of Giza	TA	
	1.1.7	A✓/Niagara Falls	TA	
	1.1.8	C✓/Israel.	TA	
	1.1.9	C✓/universal	TA	
	1.1.10	A✓/ Protection and development of World Heritage Sites	CH	
	1.1.11	B✓/Certificate of service	TS	
	1.1.12	A✓/Personal hygiene	TS	
	1.1.13	C✓/payment at double the normal rate.	TS	
	1.1.14	D✓/environmentally friendly.	SR	
	1.1.15	B✓/a corporate social investment.	SR	
	1.1.16	D✓/Excellent	CC	
	1.1.17	A✓/14 million.	DRI	
	1.1.18	B✓/Outbreak of COVID-19	DRI	
	1.1.19	C✓/percentage of the industry earned through inbound tourism to South Africa.	DRI	
	1.1.20	C✓/Internet	DRI	
			(20 x 1)	(20)
1.2	1.2.1	severe droughts✓	DRI	
	1.2.2	inadequate flights✓	DRI	
	1.2.3	film permits✓	MTP	
	1.2.4	canned hunting✓	SR	
	1.2.5	negative perceptions✓	DRI	(5)
1.3	1.3.1	brand✓	TS	
	1.3.2	choosing a name✓	TS	
	1.3.3	logo✓ / slogan	TS	
	1.3.4	Marketing material✓	TS	
	1.3.5	customer service policy✓	TS	(5)

1.4	1.4.1	B✓/social media	CC	
	1.4.2	A✓/feedback cards	CC	
	1.4.3	D✓/interviews	CC	
	1.4.4	F✓/SMS messaging	CC	
	1.4.5	C✓/e-mail responses	CC	(5)
1.5	San Francisco✓ / -8		MTP	
	Rio de Janeiro✓ / -3		MTP	
	London✓ / 0		MTP	
	Cape Town✓ / +2		MTP	
	Delhi✓ / +5.5		MTP	(5)

Note: Marks to be awarded for the correct order from west to east (or from left to right).

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE**QUESTION 2**

2.1	2.1.1	Transport✓ Restaurants ✓ Hotels✓ Things to do✓ • Holiday homes • Car hire • Booking tours • Booking flights	MTP	(4)
Note: Accept examples as given in the information.				
	2.1.2	(a) Skip the Line Eiffel Tower tour ✓✓ • Hop on Hop off bus	MTP	(2)
		(b) €99✓✓	MTP	(2)
		(c) The Vermaaks will not have to waste time standing in a long line as they have made prior arrangements with the attraction to skip the line. ✓✓ • Advance bookings and on-line check-in. • They would also see other attractions of the city when on the hop on hop off bus. • It suits the preferences of the couple.	MTP	(2)
		(d) Romantic Cruise on the River Seine ✓✓	MTP	(2)
	2.1.3	It saves time, they can do all their travel bookings on-line. ✓✓ It is much cheaper than using a travel agent as all their bookings are done by themselves on-line through the use of technology. ✓✓ • It gives them an opportunity to do comparisons and choose what suits them best in all respects of their travel. • They can consult reviews of other travellers. • TripAdvisor is a reputable on-line provider.	MTP	(4)
2.2	2.2.1	Red channel✓✓	MTP	(2)
	2.2.2	They have bought electronic equipment worth more than R5 000 and will have to declare it to customs according to South Africa's custom regulations. ✓✓	MTP	(2)
	2.2.3	Customs and Immigration✓✓ • SARS • National treasury	MTP	(2)

- 2.2.4 Customs duty ✓✓ MTP (2)
 • Excise duty

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- 2.3 2.3.1 The flight will stop over en-route to the final destination at Cape Verde airport for re-fuelling or re-stocking. ✓✓ MTP (2)
 • The airline may drop off or collect more passengers.
 • The airline may change the crew.
 • The passengers would be in transit / get a connecting flight.

2.3.2	Cape Town +2	San Francisco - 8	MTP
	Time difference	= 10 hours ✓ = 17:00(-✓) 10 hours	
	Time in San Francisco	= 07:00 ✓	
	Flying time	= 07:00 (+✓) 23 hours	
	Arrival time	= 06:00 ✓ 22 October ✓	(6)
	OR		
	06:00 ✓✓✓✓✓ 22 October ✓		

2.3.3	Dallas - 6	San Francisco -8	MTP
	Time difference	= 2 hours ✓ = 08:00(-✓) 2 hours	
	Time in San Francisco	= 06:00 ✓	
	Flying time	= 06:00 (-✓) 3 hours = 03:00 ✓✓	(6)
	OR		
	03:00 ✓✓✓✓✓✓		

[12]**QUESTION 3**

3.1	3.1.1	GBP2500 x ✓ 18,29 ✓	= ZAR45 725 ✓	FX	(3)
		OR			
		ZAR45 725 ✓✓✓			
	3.1.2	ZAR1 800 ÷ ✓ 14,73 ✓	= USD122,20 ✓	FX	(3)
		OR			
		USD122,20 ✓✓✓			

3.2

Sustainable tourism practises

FX

Businesses can upgrade the facilities and buildings by ploughing the profits back and make their tourism business more competitive and thus more sustainable in the long term. ✓✓

- A strong rand will generate more profit locally to encourage aggressive marketing locally and globally for sustainability of the tourism sector.
- The strong rand sets the multiplier effect into motion thereby expanding business opportunities for sustainability of the tourism sector.
- A strong rand creates opportunities for domestic travel. Fewer international tourists visiting South Africa; however, tourism becomes more sustainable through domestic income / prevents leakages.

A balance between economic and environmental benefits for the tourism industry.

A strong rand means that tourism businesses will generate more profits and they need to use these profits to make their businesses more environmentally friendly. ✓✓

- The discerning tourist will support tourism businesses that are eco-friendly.
- Although initial costs may be high, environmentally friendly measures will ultimately lower operational costs.
- A strong rand will result in less tourist coming to South Africa. This decrease in tourism will mean less air-pollution by aircraft and less land and sea pollution. It will lead to a more sustainable environment to live in (reduces impact of mass tourism).

Job creation

A strong rand means South Africans have more disposable income to spend on tourism products setting the multiplier effect in motion creating more jobs. ✓✓

- Increase in investor confidence will result in more employment opportunities. (3 x 2)

(6)

Note: Consider answers from international and domestic perspectives.

[12]**TOTAL SECTION B:****50**

SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING

QUESTION 4

- | | | | | |
|-----|-------|---|-----|-----|
| 4.1 | 4.1.1 | A- Berlin Wall✓
B- Tower Bridge✓
C- Statue of Liberty✓
D- Taj Mahal✓
E- Chichen Itza✓ | MTP | (5) |
| | 4.1.2 | Europe✓✓ | MTP | (2) |
| | 4.1.3 | <p>A- Divides Germany into two parts, east and west. ✓✓</p> <ul style="list-style-type: none"> • The wall represents a lack of freedom of movement between East and West Germany. • It represents the Cold War. • Capitalism versus communism. <p>C- Represents the freedom and the democracy of the United States of America.✓✓</p> <ul style="list-style-type: none"> • The statue represents a new beginning in the lives of the North Americans and immigrants to the USA. • It was a gift from France. <p>D- A symbol of love built by an emperor in honour of his wife.✓✓</p> | | (6) |
| 4.2 | 4.2.1 | Poland✓✓ | MTP | (2) |
| | 4.2.2 | <p>(a) Sad and depressing past</p> <p>Many Jews thought they were moving to a work camp only to realise it was in fact a death camp where several prisoners were exterminated (killed) daily.✓✓</p> <p>Showers disguised as gas chambers which expelled lethal gas killed the prisoners.✓✓</p> <ul style="list-style-type: none"> • Doctors carried out fatal medical experiments on the prisoners. <p>(b) Problems in the present</p> <p>The buildings are deteriorating.✓✓</p> <p>Increased visitor numbers / mass tourism contributes to the deterioration of the attraction.✓✓</p> <ul style="list-style-type: none"> • Cracked walls • Sinking foundations • Leaking roofs have damaged the bunk beds. | MTP | (4) |

- 4.2.3 Have the icon closed for certain parts of the year allowing for recovery time. ✓✓ MTP
 Limit the number of visitors to the attraction. ✓✓ (4)
 • Intensify global campaigns to donate money towards restoration projects at Auschwitz.

Note: Accept examples that can be linked to factors that contribute to the success of an attraction.

Factors contributing to the success of a tourist attraction:

- Excellent marketing of tourism products locally and / or internationally
- Sustainable and responsible management plans
- Efficiency and ethical behaviour of staff and management
- Positive experience of visitors
- Safety and crime prevention
- General appearance and upkeep of the attraction
- Considering the needs of people with disabilities
- Universal access

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QUESTION 5

- 5.1 5.1.1 Cradle of Humankind ✓✓ CH (2)
 • Fossil Hominid Sites of South Africa
 • Swartkrans
 • Sterkfontein caves
 • Kromdraai
 • Maropeng
- 5.1.2 Richtersveld Cultural and Botanical Landscape ✓ CH
 #Khomani Cultural Landscape ✓ (2)
Note: Accept any order
- 5.1.3 Cape Floral Region Protected Areas ✓ CH (2)
 Robben Island ✓
Note: Accept any order
- 5.2 Mpumalanga Province ✓✓ CH (2)
- 5.3 Increase in profitability for the travel agency. ✓✓ CH
 There will be an increase in demand for tourism products and services in turn expanding the business. ✓✓ (4)
 • Expansion of their business and their profile / increase in repeat visits.
 • Increase in local and international awareness / marketing.
 • More opportunities for special interest tourists.

[12]

QUESTION 6

- 6.1 Getaway Magazine ✓✓ M (2)
- 6.2 Africa's Travel INDABA ✓ M (1)
- Tourism Indaba
- 6.3 They serve as marketing opportunities to promote South Africa. ✓✓ M
- To showcase the Southern African region to the world. ✓✓
- Create platforms to discuss tourism industry trends. ✓✓ (6)
- Getaway Shows advertise outdoor products.
 - Serves as networking opportunities for all visiting stakeholders.
 - Attract potential investors and grow the economy.
- 6.4 SATourism ✓✓ M (2)
- Provincial tourism authorities
 - The national/provincial Departments of Tourism
- [11]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

- 7.1 7.1.1 Well groomed – cleanly shaven, hair tied back. ✓✓ TS (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.*
- 7.1.2 The dress code is part of their contractual agreement and there should be some form of compensation to continually maintain the professional look. ✓✓ TS (2)
 • 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 subsidised amount for clothing.
 • They are on duty many consecutive nights and need more sets of uniform.
 • Washing and cleaning the uniform so often can be very costly.
 • Wear and tear of the uniforms must be considered.
- 7.2 7.2.1 Code of Conduct ✓✓ TS (2)
- 7.2.2 The service industry requires constant up-skilling and training. ✓✓ TS (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.
- 7.2.3 Arguing with a guest. ✓✓ TS (4)
 Inviting a guest into a crew area. ✓✓
 • Accepting invitations to socialise with a guest.
 • Inappropriate interaction with children.
 • Being overly attentive (giving too much attention) to one particular guest.

[14]

QUESTION 8

8.1.1 They are tourists who spend part of their holiday time offering their services without compensation and skills to the area they are visiting. ✓✓ SR (2)

- Tourists give back to the local community as part of their social responsibility.

8.1.2 Social pillar ✓✓ SR (2)

- People pillar

8.1.3 They are an accreditation body that provides certification to businesses that comply with the triple bottom line. ✓✓ SR (2)

Note: Accept any examples linked to the 6 principles of FTT.

- **Fair share:** all participants involved in a tourism activity should get their fair share of the income
- **Democracy:** all participants in a tourism activity should have the right and the opportunity to participate in decisions that concern them.
- **Respect:** both host and visitor should have respect for human rights. (Safe working conditions, protection of children, promoting gender equity, protect environment, HIV awareness)
- **Reliability:** Service delivered should be reliable (quality and value for money)
- **Transparency:** Ownership of tourism activities must be clearly defined, equal access to information, sharing of profits.
- **Sustainability:** Increase knowledge through capacity-building; improve use of available resources through networking and partnerships.

8.1.4 **Education:** SR
A program to teach pre-schoolers in the community is implemented. ✓✓
• Teaching scholars computer skills.

Skills development:

The computer literacy levels of adults in the community are raised through basic computer skills. ✓✓

- Skills levels of teenagers are improved in sport.
- Computer skills are taught to children.

In the Spirit of Ubuntu:

Support is given to the local orphanage. ✓✓ (3 x 2) (6)

- Being part of a community pre-school programme.
- Supporting the youth through sports development.

Note: Accept intangible examples.

8.2	8.2.1	Learning a few basic words in the local language	SR	
		It shows respect towards the local community.✓✓		(2)
		• Facilitates communication with members of the local community. • Create a positive rapport (connection) with the local community members. • Contributes to an authentic tourist experience.		
	8.2.2	There will be a flow of foreign investment into the rural community.✓✓	SR	(2)
		• The local community will earn a higher income to support their families. • The multiplier effect will see money circulate within the local economy. • Avoid leakages from the local community. • Minimises exploitation of the local people.		
				[16]
		TOTAL SECTION D:		30

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

QUESTION 9

- 9.1 9.1.1 Skiing✓✓ DRI (2)
- Snow / ice / alpine sports
 - Bobsleigh / sledging / tobogganing
 - Ice hockey / Ice skating
 - Snow boarding
 - Speedskating
 - Curling
 - Cross-country skiing
 - Ski jumping
- Note: Accept any examples related to snow/ice sport.*
- 9.1.2 This is when there is enough snow on the mountains in Switzerland to host the games.✓✓ DRI (2)
- There is enough snow and ice during this time.
 - Many countries across Europe experience snow in the winter months, therefore hosting of the event can be shared by multiple countries.
- 9.1.3 It is focussing on the youth from the ages of 15 to 18.✓✓
The games include a cultural festival and instil cultural pride.✓✓ DRI (4)
- The event helps to make the youth aware of sustainable practices and responsible tourism.
 - The event ensures that the youth becomes responsible future tourists.
 - There has to be snow in winter for the Games to take place.
 - A new code could have been added at the Youth Olympic Games and not at other Olympics.
- 9.1.4 Keep them occupied by arranging educational and recreational activities in between sporting items.✓✓
Ensure that all products and service offerings meet the needs and preferences of young people.✓✓ DRI (4)
- Ensure all participants and visitors to the event are identifiable.
 - Ensure there is sufficient internet connectivity.
 - Caution taken with age restricted materials.
 - Have psychological support structures in place.
 - Ensure adequate security and supervision in the Olympic villages.
 - Various other venues can be used for activities to minimise the impact of mass tourism.

- 9.1.5 Promote environmental awareness of the area pre/during and post event. ✓✓ DRI
 Use technology such as QR codes on water bottles, equipment and on transport to spread the message on how to preserve the environment. ✓✓ (4)
- Place interpretation panels in the area with information on environmentally sensitive places to create awareness.
 - Show information videos and distribute pamphlets in the eating and recreational areas of the Olympic villages to encourage responsible behaviour.
 - Create volunteering opportunities in between sporting items.
 - Visible signage showcasing good environmental practises.
- Note:** Accept examples of sustainable practices.
- 9.2 9.2.1 Gauteng ✓✓ DRI (2)
- Gauteng province
 - GP
- 9.2.2 Gauteng is the gateway into Southern Africa. ✓✓ (2)
- The majority of international flights land at OR Tambo International Airport.
 - Johannesburg is a business, shopping and entertainment hub.
 - Johannesburg is the economic hub of South Africa.
- 9.2.3 18,3% ✓✓ (2)
- 9.2.4 Limpopo borders another country and all visitors from neighbouring SADC countries are considered tourists. ✓✓ (2)
- Large numbers of tourists cross the Beit Bridge border into South Africa from countries that share borders with South Africa.
 - The reasons of back and forth traffic across the Beit Bridge border post is not necessarily for tourism purposes but also for shopping and other activities.

QUESTION 10

- 10.1 If customers' complaints are not addressed, they may choose to take their business elsewhere which may result in financial losses for the business. ✓✓ (2)
- Customers may spread negative word of mouth about the business and the business may face financial ruin.
 - If complaints are addressed, it will ensure customer loyalty.
 - The business will lose its competitive advantage.

- 10.2 A plan of action that a business develops to address the common complaints by the customers. ✓✓

The intervention process refers to the plan that was put into action to ensure the continued success of the business. ✓✓

(4)
[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200