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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2023

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 14 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✓/Schengen	MTP	
	1.1.2	D✓/ Valid passport	MTP	
	1.1.3	B✓/Cholera	MTP	
	1.1.4	A✓/Accommodation	MTP	
	1.1.5	B✓/Use a registered company's app to make the booking.	MTP	
	1.1.6	D✓/to apply for an IDP	MTP	
	1.1.7	D✓/The Kremlin and the Red Square	TA	
	1.1.8	B✓/Poland	TA	
	1.1.9	A✓/an attraction being successful.	TA	
	1.1.10	C✓/Keeping visitors safe from criminals.	TA	
	1.1.11	B✓/promote South Africa as a leading sports destination.	M	
	1.1.12	D✓/TBCSA.	M	
	1.1.13	B✓/diversity	CH	
	1.1.14	B✓/core duties, fringe benefits and uniform allowances.	TS	
	1.1.15	C✓/wears a clean, neatly ironed uniform.	TS	
	1.1.16	D✓/ownership and participation by the local community	SR	
	1.1.17	B✓/cycle race	DRI	
	1.1.18	A✓/Cape Town	DRI	
	1.1.19	B✓/natural disaster.	DRI	
	1.1.20	C✓/length of stay at accommodation establishments.	DRI	
			(20 x 1)	(20)
1.2	1.2.1	UTC ✓	MTP	
	1.2.2	prohibited goods ✓	MTP	
	1.2.3	expiry date ✓	MTP	
	1.2.4	jet lag ✓	MTP	
	1.2.5	euro ✓	FX	(5)
1.3	1.3.1	WHO ✓	MTP	
	1.3.2	Yellow fever ✓	MTP	
	1.3.3	malaria ✓	MTP	
	1.3.4	Travel clinics ✓	MTP	
	1.3.5	Covid-19 ✓	MTP	(5)
1.4	1.4.1	G✓/corporate social investment (CSI)	SR	
	1.4.2	E✓/environmental pillar	SR	
	1.4.3	B✓/economic pillar	SR	
	1.4.4	A✓/Fair Trade Tourism	SR	
	1.4.5	D✓/social pillar	SR	(5)

1.5	1.5.1	D ✓ • B	DRI	
	1.5.2	A ✓	DRI	
	1.5.3	C ✓	DRI	
	1.5.4	F ✓	DRI	
	1.5.5	E ✓	DRI	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 London 0 Cape Town +2 MTP
Time difference is: 2 hours ✓✓ (2)

2.1.2	<table><tr><th>London 0</th><th>Cape Town +2</th></tr><tr><td>Departure time in London:</td><td>= 19:00</td></tr><tr><td>Time in Cape Town:</td><td>= 21:00✓</td></tr><tr><td>Flying time: 11 hours</td><td>= 19:00 (+✓)11 hours</td></tr><tr><td></td><td>= 06:00</td></tr><tr><td>Time difference:</td><td>= 06:00 (+✓) 2 hours</td></tr><tr><td>Arrival time in Cape Town</td><td>= 08:00✓</td></tr></table>	London 0	Cape Town +2	Departure time in London:	= 19:00	Time in Cape Town:	= 21:00✓	Flying time: 11 hours	= 19:00 (+✓)11 hours		= 06:00	Time difference:	= 06:00 (+✓) 2 hours	Arrival time in Cape Town	= 08:00✓	MTP
London 0	Cape Town +2															
Departure time in London:	= 19:00															
Time in Cape Town:	= 21:00✓															
Flying time: 11 hours	= 19:00 (+✓)11 hours															
	= 06:00															
Time difference:	= 06:00 (+✓) 2 hours															
Arrival time in Cape Town	= 08:00✓															

(4)

OR

Alternative Method	
Departure time in London:	=19:00 (+ ✓) 2 hours
Time in Cape Town:	= 21:00 ✓
Flying Time	= 21:00 (+✓) 11 hours flying time
Arrival time in Cape Town	= 08:00✓
OR	
08:00✓✓✓✓	

- 2.1.3 They wanted to go on sightseeing tours.✓✓ MTP
They want to do shopping in Cape Town.✓✓ (4)
- They wanted Gordon to get some rest before the race and overcome jet fatigue.
 - To acclimatise to the weather/altitude in Cape Town.
 - They wanted to see the route before the race.
 - To complete the formalities of the race registration and to collect the race number.
 - To explore the Cape Town International Convention Centre.
 - To get his equipment ready for the race e.g. buying a new bicycle and to train with the new bicycle.

- 2.2 2.2.1 (a) The green channel ✓ MTP (1)

- (b) They had nothing to declare ✓✓ MTP
Everything they carried was within the allowed limit according to customs regulations.✓✓ (4)
- They did not have anything illegal or prohibited items with them.

- 2.2.2 (a) South African Revenue Services✓ MTP (1)
- SARS
 - Customs and Excise
 - Customs

NOTE: Do not accept police or security services

- (b) Control that visitors do not carry illegal and/or prohibited goods into the country. ✓✓ MTP
- Ensure that restricted goods are within the permissible limits. ✓✓ (4)
- Ensure visitors pay customs duties as required.

2.3	South Africa: +2	New York: - 5	MTP
	Apply DST in New York	= (+1 ✓hour) DST	
		= - 4	
	Time difference:	= 6 hours	
		14:00 – 6 hours	
	Message received:	= 08:00✓	(2)
	OR		
	08:00✓✓		

- 2.4 Day 2: One adventure activity in Cape Town ✓✓ MTP
- Day 5: One adventure activity in Cape Town ✓✓
- Shopping: the new bicycle / cycling accessories on either day 1, 2 or 3 ✓✓ (6)

NOTE: Accept any example of adventure activities in Cape Town.
Do not accept the names of attractions, only the activities.

[28]

QUESTION 3

- 3.1 3.1.1 (a) Weak✓ (1)

- (b) It is very expensive for South Africans to buy 1 USD/GBP ✓✓ FX (2)
- The USD/GBP is strong against the rand
 - The rand is weak against the USD/GBP

- 3.1.2 The exchange rate is very favourable for the British visitors. ✓✓ FX
- The bicycle will be cheaper in South Africa as compared to a similar bicycle in London. ✓✓
- They will save on airline charges to transport the bicycle from London to South Africa. ✓✓ (6)
- It is comforting for him not to worry about his bicycle getting lost /damaged *in transit*.
 - The British pound has more buying power than the rand.

3.1.3 The amount of money that a unit of currency can buy in another country, as compared to the value in one's own country. ✓✓ FX (2)

3.1.4 GBP3 000 (x ✓) 21.98 ✓ = ZAR65 940,00 ✓ FX (3)

OR

ZAR65 940,00 ✓✓✓

NOTE: Accept answers without indication of two decimal places or currency symbol or code

3.2 3.2.1 R18.80 ✓ on 15 March 2023 ✓ FX (2)

3.2.2 R16.80 ✓ on 14 January 2023 ✓ FX (2)

3.2.3 Political / Economic instability ✓✓
High levels of corruption ✓✓ FX (4)

- Frequency of load shedding
- High levels of crime
- Low investor confidence / high inflation rates
- Distrust of leadership

NOTE: Accept examples of the reasons

[22]

TOTAL SECTION B: 50

**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE
TOURISM, MARKETING****QUESTION 4**

- | | | | | | |
|-----|-------|-----|-------------------------|----|-----|
| 4.1 | 4.1.1 | (a) | Bullfights ✓ | TA | (1) |
| | | (b) | The Statue of Liberty ✓ | TA | (1) |
| | | (c) | Floating Markets ✓ | TA | (1) |
| | | (d) | The Grand Canyon ✓ | TA | (1) |

NOTE: Accept the name only

- | | | | | |
|-------|-------|--|----|-----|
| 4.1.2 | (a) | The Statue of Liberty ✓
• Icon A
The Grand Canyon ✓
• Icon B | TA | (2) |
| | (b) | These sites are important for cultural, social and economic benefits. ✓✓
They protect the historic and natural environment for future generations. ✓✓
• Supports the social and cultural importance of the local people which instils a sense of pride.
• They are sites that are considered as irreplaceable.
• They are judged as having significant value to a nation or culture. | TA | (4) |
| 4.1.3 | | Vendors sell fresh fruit and vegetables on small wooden rowing boats on the canals. ✓✓
• It offers an insight to Thai culture as it has been operating for over 100 years.
• A unique shopping experience where a variety of fresh fruit and vegetables can be bought from the boats. | TA | (2) |
| 4.1.4 | | It is one of the major tourist attractions. ✓✓
People believe that it is a form of entertainment. ✓✓
• It is part of a centuries- old cultural practice.
• It is a traditional sport that should continue.
• It is unique to Spanish culture.
• It generates income and job opportunities.
• It contributes to the GDP of the country. | TA | (4) |
| 4.2 | 4.2.1 | Continent – South America ✓
Country – Peru ✓ | TA | (2) |

NOTE: The continent must be written first OR it must be specified.

- 4.2.2 It is an ancient fortress city in the Andes Mountains. ✓✓ TA (2)
- It is a ruined city of the Inca Empire.
 - It is shaped like a sacred animal to the Inca people.
 - The site is known for its agricultural terraces which was designed by the Inca civilization.
 - The icon is considered as a masterpiece of architecture.
- 4.2.3 Local guides dependent on the revenue generated by tourism suffered. ✓✓ TA (4)
- Tour operators and other businesses dependent on tourism will suffer due to the lack of tourists. ✓✓
- The country can be seen as unsafe even after the protests have subsided.
 - Violent protests can damage the infrastructure which will hamper tourism.
 - Cost of repairing damaged infrastructure may delay the opening of the site to tourists.
 - Decrease in the Gross Domestic Product (GDP)
- [24]**

QUESTION 5

- 5.1 5.1.1. Cape Floral Region Protected Areas ✓✓ CH (2)
- Cape Floral Region
- 5.1.2 natural ✓✓ CH (2)
- 5.1.3 Western Cape ✓✓ CH (2)
- Eastern Cape
- 5.1.4 Robben Island ✓✓ CH (2)
- None
- NOTE:** Only accept “none” if the answer in QUESTION 5.1.3 is Eastern Cape.
- 5.2 5.2.1 Fynbos is unique to this region and tourists are drawn to see the fynbos. ✓✓ CH (2)
- As it is special to this WHS, it will be protected and tourists can be sure that it will continue to exist. It is a draw card for tourists to the area.
 - Different types of tourists will be attracted to this biome.
 - It can generate income for businesses operating in and around the area.

5.2.2 Fires threaten the fynbos

CH

The loss of fynbos will have a negative impact on tourism as many tourists will no longer be attracted to the area. ✓✓

Fires can destroy the nature trails, tourism infrastructure and neighbouring communities in this area. ✓✓

Irresponsible tourist behaviour can lead to loss of life. ✓✓

(6)

- As it takes many months to regrow, tourists will not be able to visit this area. This will lead to a loss of income.
- Air quality is negatively affected.
- Destruction of vegetation can lead to erosion.

[16]**QUESTION 6****6.1 South African Tourism ✓✓**

M

(2)

- SATourism

NOTE: Do not accept SAT

6.2 Meetings, Incentive, Conferences and Exhibitions tourists ✓✓

M

(2)

- MICE tourists
- MESE - Meetings, Exhibitions and Special Events
- Business tourists
- Education tourists
- Bleisure tourist

6.3 ITB Berlin ✓

M

World Travel Market ✓

(2)

- WTM

6.4 International travel trade shows will increase networking opportunities. ✓✓

M

It will create awareness of South Africa as a travel destination. ✓✓

- Internationally South Africa will be seen as a welcoming host and a great value for money destination.
- South Africa will be considered as a host country for other international events.
- A positive experience can lead to positive publicity for South Africa.
- Exhibitors at international travel trade shows will be exposed to all South Africa has to offer, which will persuade them to visit the country.
- International travel trade shows will encourage investment opportunities for the country.

(4)

[10]**TOTAL SECTION C: 50**

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

- 7.1 While in uniform, employees may not display any inappropriate behaviour that will bring an airline into disrepute. ✓✓
It creates a sense of pride. ✓✓ TS (4)
- The company ensures that the employees wear clothes that suit the line of work (location and occupation)
 - The design of the uniform is appropriate for the different cultures, religions or age groups.
 - Uniforms are elegant, sophisticated and represent the airline.
- 7.2 Cabin crew ✓✓ TS (2)
- Flight attendant
 - Pilot
 - First officer
- 7.3 7.3.1 **Punctuality:** TS
Cabin crew must:
Report for duty on time. ✓✓ (2)
- Be able to manage their time
 - Not be late as it will have an effect on the rest of the airline operation.
- 7.3.2 **The treatment of passengers:** TS
The crew members may not be rude to passengers ✓✓ (2)
- Passengers should always be treated with respect
 - Crew members should not become too familiar with passengers.
 - Crew must be firm towards unruly passengers who threaten the safety of other passengers.
- NOTE:** Accept examples of the treatment of passengers [10]

QUESTION 8

- 8.1 Sustainability ✓✓ SR (2)
- NOTE:** Do not accept the words 'sustainable tourism '
- 8.2 8.2.1 **Water management:** SR
Capture and harvest rainwater in tanks ✓✓
Dual-flush toilets in the bathrooms ✓✓ (4)
- Low flow shower heads in the showers
 - Reuse grey water
 - Use energy efficient appliances such as dishwashers and washing machines
 - Re-use bath towels
- NOTE:** Accept examples of water management practices.

8.2.2 Energy management:

SR

The use of alternative energy sources and devices. ✓✓

The use of trees and plants to create cool areas for guests to relax. ✓✓

(4)

- The use of electronic key cards that regulates electricity usage in the room
- Using energy saving light bulbs
- Use local products and services to save on fuel costs
- Encourage tourists to use bicycles when exploring surrounding areas.
- The use of large windows and skylights to allow for natural light during the day.
- Use energy efficient appliances such as dishwashers, washing machines and cooling systems.

NOTE: Accept examples of energy management practices.**8.3 Discussion on THREE positive impacts of tourism on the global economy**

SR

Tourism can generate job opportunities across all sectors. ✓✓

Tourism generates income and it contributes to the GDP. ✓✓

(6)

Tourism assists in the development of new infrastructure. ✓✓

- Maintaining and improving the existing infrastructure.
- It can drive social and economic development.
- Tourism can create entrepreneurial opportunities in many sectors in the economy.
- Tourism can set the multiplier effect into motion.
- Tourism business can adopt sustainable practices leading to a growth in the global economy.

8.4 If a business is aware of its carbon footprint, solutions can be found to lessen the impact on the environment. ✓✓

SR

The businesses will become more serious about sustainability and will make the effort to change their operations thereby reducing the impact on the environment. ✓✓

(4)

- The business may qualify for certification as a green business that will give them the competitive edge.
- The business will attract environmentally conscious tourists.
- Facilitate collaboration amongst tourism businesses to share best practices.
- Businesses must be given a trial period to test and integrate the Weeva system.

[20]**TOTAL SECTION D:****30**

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

- 9.1 9.1.1 The extract refers to a continent as the event will jointly be hosted by three countries on the same continent, i.e. North America. ✓✓ **DRI** (2)
- 9.1.2 It will be the first time that three countries jointly host the event. ✓✓ **DRI**
It will be the first time that 48 teams will be competing. ✓✓ (4)
- 9.1.3 It attracts spectators and participants from across the globe. ✓✓ **DRI**
The event will have a positive economic impact on all three host countries. ✓✓ (4)
- It will attract interest from the media, sponsors and support staff travelling with all teams.
 - The event can reach millions of people through the broadcasting of the event worldwide.
- 9.1.4 More visitors will visit the countries ✓✓ **DRI** (2)
- Foreign exchange will be generated and shared by all countries.
 - More products and services will be needed
 - Jobs / entrepreneurial opportunities will be created
 - Increase in GDP for all host nations
 - Exposure and publicity of the countries will result in repeat visits
 - The multiplier effect will be put into motion
- 9.1.5 A multiple-entry visa will allow tourists to visit the three countries more than once, whilst the visa is valid. ✓✓ **DRI** (2)
- They will only need to apply for one visa to enter three countries.
- 9.2 9.2.1 United States ✓✓ **DRI** (2)
- USA
 - United States of America

NOTE: Accept the name of the market only.

- 9.2.2 The KNP is located within the borders of Mpumalanga and Limpopo. ✓✓ **DRI** (2)
- It is in close proximity to the park
 - It is the main attraction in both provinces.
 - People can enter the KNP from one province and leave the park through the other province.

- 9.2.3 It is more realistic to compare the numbers from 2018/2019 as these years reflect pre Covid-19 visitor numbers. ✓✓ DRI (2)
- The visitor numbers for the 2020/2021 season were not realistic because of the Covid-19 pandemic
- [20]**

QUESTION 10

- 10.1 10.1.1 The findings are valuable to all tourism business to retain its customer base. ✓✓ cc (4)
- The findings will show the company's weaknesses and serve as a guide for the business to develop its plan of action. ✓✓
- The findings will show the company where it can improve its level of service.
 - The findings will result in increased profitability.
- NOTE:** Accept examples from the infographic.
- 10.1.2 It means that it is much harder to win back a customer as it will take many attempts to do so. ✓✓ cc (2)
- These attempts will place extra strain on the company's financial resources.
 - Bad service can lead to a loss of customers. It will take time and effort to win back a customer.
 - A negative experience may result in the spreading of negative word of mouth, which can cost the company its reputation.
- 10.2 10.2.1 Apologise to the customer for the poor service and excuses. ✓✓ cc (2)
- Reassure the customer of his/her value to the business.
 - Assure the customer that it will not happen again.
- 10.2.2 The company can offer a form of compensation to the customer. ✓✓ cc (2)
- A manager can follow up with a personal call to the customer and apologise on behalf of the company.
 - The company can ask the customer to suggest ways on how to win back their loyalty.
- [10]**

TOTAL SECTION E: 30
GRAND TOTAL: 200