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Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2023

TOURISM MARKING GUIDELINE

MARKS: **200**

This marking guideline consists of 13 pages.

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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	B ✓		
	1.1.2	C ✓		
	1.1.3	C ✓		
	1.1.4	B ✓		
	1.1.5	A ✓		
	1.1.6	C ✓		
	1.1.7	D ✓		
	1.1.8	A ✓		
	1.1.9	A ✓		
	1.1.10	D ✓		
	1.1.11	D ✓		
	1.1.12	A ✓		
	1.1.13	B ✓		
	1.1.14	B ✓		
	1.1.15	A ✓		
	1.1.16	B ✓		
	1.1.17	C ✓		
	1.1.18	B ✓		
	1.1.19	D ✓		
	1.1.20	B ✓	(20 x 1)	(20)
1.2	1.2.1	Visa ✓		
	1.2.2	Foreign market share ✓		
	1.2.3	Branding ✓		
	1.2.4	SWIFT ✓		
	1.2.5	Contactless payments ✓	(5 x 1)	(5)
1.3	1.3.1	IDP ✓		
	1.3.2	duty free ✓		
	1.3.3	without ✓		
	1.3.4	working hours and remuneration ✓		
	1.3.5	subtract ✓	(5 x 1)	(5)
1.4	1.4.1	C ✓ – Bilharzia		
	1.4.2	F ✓ – HIV		
	1.4.3	A ✓ – Malaria		
	1.4.4	G ✓ – Yellow fever		
	1.4.5	D ✓ – Cholera	(5 x 1)	(5)
1.5	1.5.1	Auschwitz ✓		
	1.5.2	Floating markets ✓		
	1.5.3	The Algarve ✓		
	1.5.4	Alcázar of Segovia ✓		
	1.5.5	Grand Canyon ✓	(5 x 1)	(5)

TOTAL SECTION A: 40

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SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 (a) **Advantages of practicing DST:**
An increase in daytime hours leads to increased productivity. ✓✓
An increase in leisure hours allows for more time for relaxation. ✓✓
- Longer daylight hours promote safety as daylight in the evening makes it safer for people outdoors.
- An increase in daylight hours minimizes energy consumption. (2 x 2) (4)

(b) Jet fatigue is caused by flying for a long period of time. ✓✓ (2)

(c) England 0 (+ 1 hour DST ✓) = +1
South Africa +2
Time difference 1 hour ✓
22:25 +✓ 1 hour = 23:25 ✓
23:25 + 11h40 min ✓= 11:05 ✓

OR

11:05 ✓✓✓✓✓✓ (6)

2.1.2 South Africa +2
New Zealand +12
Time difference 10 hours ✓
09:25 + ✓ 10 hours = 19:25 ✓
19:25 – 29h15 min ✓ = 14:10 ✓on 14 July 2023 ✓

OR

14:10 ✓✓✓✓✓ on 14 July 2023 ✓ (6)

2.1.3 (a) 15 July 2023 ✓✓ (2)

(b) Option 1 is cheaper than Option 2. ✓✓ (2)

(c) Option 2 has a shorter flying time than Option 1. ✓✓
- Option 2 has only ONE stop whereas Option 2 has TWO stops. (2)

2.2 2.2.1 Passport ✓
Visa ✓
- Covid-19 vaccination certificate (2)

2.2.2 Make extra copies of all travel documents and keep in a different place to the original documents. ✓✓
- Keep all travel documents in a safe place. (2)

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2.2.3 A traveller should choose to walk through the **green channel** if:
He/she has nothing to declare. ✓✓
- He/she is not carrying goods or gifts on behalf of others.
- He/she is not carrying restricted or prohibited goods.
- The goods that he/she is bringing into the country are within the duty-free allowances.
- He/she is not carrying goods that have been bought to be resold.

A traveller should choose to walk through the **red channel** if:
He/she has anything that should be declared at customs. ✓✓
- He/she is unsure if the goods are within the list of duty-free, restricted or prohibited goods.
- He/she does not adhere to all the conditions of the green channel.
- If the red channel system is not in operation, he/she must report to a customs officer and declare the goods in his/her possession. (2 x 2) (4)

2.3 2.3.1 Internet enabled cellphone/smart phone ✓✓
- Internet enabled tablet
- Laptop
- Desktop computer (2)

2.3.2 A traveller that obtains real-time flight alerts knows the status of flights and whether flights are delayed or not. ✓✓
- A traveller that obtains real-time flight alerts knows if the boarding gates have been changed or not.
- A traveller that obtains real-time flight alerts is able to save time by being organised.
- A traveller that obtains real-time flight alerts is more organised. (2)

2.3.3 Leisure tourist ✓✓
- Business tourist (2)

NOTE: *Accept any suitable answer.*

2.3.4 The TripIt trip planner app could assist a tourist to be on time for flights and not have to purchase additional tickets if he/she is late for a flight. ✓✓
- The TripIt trip planner app could assist a tourist to make the most suitable accommodation bookings.
- The TripIt trip planner app could assist a tourist to stay more organised therefore avoiding unnecessary expenses. (2)

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QUESTION 3

3.1 3.1.1 £125 x ✓ 21,59 ✓= ZAR 2 698,75 ✓

OR

ZAR 2 698,75 ✓✓✓ (3)

3.1.2 AUD 250 x ✓ 11,69 ✓ = ZAR 2 922,50 ✓

OR

ZAR 2 922,50 ✓✓✓ (3)

3.1.3 The British Pound is stronger than the Australian Dollar when compared to the South African Rand. ✓✓

Motivation:

A person exchanging GBP will pay ZAR 22.29 to buy £1, a person exchanging AUD will pay ZAR 12.48 to buy AUD 1. It will therefore cost more to buy GBP in relation to AUD. ✓✓

- The British netball player will receive more Rand than the Australian netball player when exchanging approximately half the foreign currency in South Africa. (2 x 2) (4)

[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1 (a) United Kingdom ✓
- U.K.
- Great Britain
- Britain (1)

(b) Russia ✓
- The Russian Federation (1)

4.1.2

London	Moscow
B ✓ – Tower Bridge ✓	A✓ – The Kremlin ✓
C ✓ – Big Ben ✓/Elizabeth Tower	E✓ – Red Square ✓
D ✓ – Buckingham Palace ✓	
F ✓ – Tower of London ✓	

(12)

4.2 4.2.1 United States of America ✓✓
- USA
- America (2)

4.2.2 There are only a limited number of tickets available per day to access the pedestal and/or the crown. ✓✓
- Tickets to access the pedestal and/or the crown sell out months ahead of time. (2)

4.2.3 (a) The site has a bookstore ✓✓
- Gift shop
- Café that sells food (2)

(b) All buildings on Liberty Island are wheelchair accessible. ✓✓ (2)

(c) Visitors must pass through security screening before entering the Statue of Liberty. ✓✓ (2)

4.2.4 To control the daily visitor numbers to the Statue of Liberty. ✓✓
To protect visitors from paying for fake or overpriced tickets. ✓✓
- To keep ticket prices stable.
- To maintain a high standard of customer service. (2 x 2) (4)

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QUESTION 5

5.1 Limpopo ✓ (1)

5.2 **A** – Mapungubwe Cultural Landscape ✓
B – Fossil Hominid Sites of South Africa ✓
- Cradle of Humankind
- Sterkfontein Caves
- The Fossil Hominid Sites of Sterkfontein, Swartkrans, Kromdraai and Environmental Cultural Site

C – uKhahlamba-Drakensberg Park ✓
- Maloti-Drakensberg Park (3 x 1) (3)

5.3 **A** – Remains in the area serve as evidence of the growth and decline of the culture/civilisation which existed in the Mapungubwe State. ✓✓

B – The site provides evidence about the origins and the evolution of humankind over at least the past 3.5 million years. ✓✓
- Earliest forms of fossilised human remains were discovered thousands of years later in underground caves.

C – The San people lived in the mountainous uKhahlamba-Drakensberg area for more than 4 000 years, leaving behind many outstanding examples of rock art.✓✓
- The rock art provides evidence of the way of life and beliefs of the San people. (3 x 2) (6)

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QUESTION 6

6.1 YouTube ✓✓ (2)

6.2 YouTube is one of the most popular social media platforms used to publish videos. ✓✓

- Enables South African Tourism to connect with people worldwide.
- Can be downloaded or watched at a later stage.
- Easy to share YouTube videos.
- The video is always accessible on YouTube.
- Easily accessible on many different electronic devices.
- Potential tourists can be taken on a virtual tour of South Africa.
- It is an effective marketing and branding method.
- To give South Africa an edge over other competitive markets.
- Many people across the world prefer to watch videos rather than paging through books or brochures.
- Real-life experience – a video clip does more justice to a destination than pictures in a book or brochure. (2)

6.3 It will strengthen the awareness of South Africa as a travel destination.✓✓
It will increase the volume of inbound arrivals to South Africa.✓✓

- Showcasing South Africa as a destination of choice will result in increased inbound arrivals that will in turn set the multiplier effect into motion. (2 x 2) (4)

6.4 A 1% tourism levy is collected by tourism businesses (e.g., accommodation, car rental, tour operators and travel agents) from paying guests and then paid over to TOMSA, the collection agency, who then hands it over to the Tourism Business Council of South Africa (TBCSA). ✓✓ The TBCSA makes the funds available to South African Tourism to market South Africa domestically and internationally. ✓✓ (2 x 2) (4)

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TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 Long working hours ✓
Unpleasant working conditions due to bad weather ✓
- Difficult clients
- When on a tour the guide is on duty all the time and will find it difficult to take a short break. (2 x 1) (2)

7.2 The tour guide must be identifiable at all times so that tour members know who is responsible for the tour group. ✓✓
- Should the tour guide be questioned by officials he/she must have proof of registration and qualification.
- Wearing the badge and carrying a registration card adds to the professional image of the tour guide industry.
- The badge indicates the region where the tour guide is qualified should a tour guide operate outside his/her area of expertise. (2)

7.3 Tour guides represent South Africa and must create a good impression. ✓✓
- Tour guides that are suitably dressed and presentable contribute to the professional image of the tourism industry. (2)

7.4 Provides guidance to all staff on acceptable behaviour in the workplace. ✓✓
Guides the relationship staff should have with their colleagues and clients. ✓✓
- Helps outline the expected conduct of staff in the performance of their duties.
- Encourages a dignified and respectful attitude in the workplace.
- Ensures that different cultural and religious practices are acknowledged in the workplace.
- Helps to guide staff faced with ethical challenges in the workplace.
- Helps build pride in the workplace while giving a shared sense of purpose.
- Encourages cooperation and gives employees and management a clear sense of what is right for the company. (2 x 2) (4)

[10]

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QUESTION 8

8.1 8.1.1 Social pillar ✓✓ (2)

8.1.2 Economic pillar ✓✓ (2)

8.1.3 Implement alternative sources of energy (solar energy, wind energy). ✓✓
- Install energy saving light bulbs.
- Encourage guests to switch off appliances while not in use.
- Design environmentally friendly buildings to minimise the use of electricity. (2)

8.1.4 Reduce, reuse and recycle all waste. ✓✓
- Collect rainwater which is used as greywater.
- Implement a “no litter” policy.
- Start a compost heap for organic waste.
- Start an organic garden at the destination.
- Introduce waste separation facilities. (2)

8.1.5 Will attract environmentally and socially conscious tourists to the destination.✓✓
- Will ensure that the destination employs Fair-Trade principles which means that the local community are involved in the management of the destination and are ensured of a share in the profits.
- Ensures that the 6 principles of Fair-Trade are followed by management of the destination. (2)

8.1.6 The management can encourage guests to …
limit water and energy use at the destination. ✓✓
encourage reduce, reuse and recycle practices. ✓✓
- protect nature, e.g., staying on marked paths.
- minimise the use of natural resources. (2 x 2) (4)

NOTE: *Accept any suitable answer.*

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8.2 8.2.1 Tourism creates an awareness of the importance of sustainability at a destination. ✓✓

- Tourism is a valuable contributor to the GDP of a country.
- Tourism leads to job creation.
- Tourism can lead to skills development and entrepreneurship. (2)

8.2.2 Visitors to a destination that practices sustainable tourism are ensured that they minimise the negative impact that they can have on the destination. ✓✓
Visitors to a destination that practices sustainable tourism minimise their carbon footprint. ✓✓

- Visitors to a destination that practices sustainable tourism are ensured that the destination is giving back to the local community in which the destination is located. (2 x 2) (4)

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TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 Civil unrest ✓✓
- Anti-government protests/demonstrations (2)

9.1.2 Itineraries were cut short as many tourists left the country. ✓✓
Itineraries had to be adjusted/re-routed to avoid 'hot' areas in which protests may affect the possibility and quality of visits. ✓✓
- Tourists were left stranded and unable to travel to destinations due to blocked highways, damage to railway tracks and suspended rail service.
- Travel plans were delayed or disrupted.
- Flights were cancelled or delayed due to airport closures.
- Tourists were unable to visit attractions due to forced closures.
- Itineraries had to be adjusted to allow for extra time to reach destinations or attractions.
- Tourists had to seek information on alternate arrangements to be made for onward travel, including bus and rail journeys. (2 x 2) (4)

9.1.3 Cancellation of bookings (e.g., hotel, transport, activities) due to safety fears. ✓✓
Loss of revenue due to cancellations and a decrease in bookings. ✓✓
Retrenchment of employees/job losses. ✓✓
- Businesses face possible bankruptcy.
- Attractions forced to suspend operations.
- Peru's competitiveness as a tourist destination placed at risk.

(3 x 2) (6)

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9.2 9.2.1 (a) Europe ✓✓ (2)

(b) Australasia✓✓
Europe ✓✓ (2 x 2) (4)

9.2.2 (a) North America ✓✓ (2)

(b) Covid-19 travel restrictions were lifted by the governments of USA, Canada and South Africa. ✓✓
- Travellers from North America felt more confident to travel to South Africa.
- Increase in the number of available flights between North America and South Africa.
- North Americans had saved money during the Covid pandemic and now wanted to spend their savings.
- The North American travellers wanted to enjoy the summer weather in South Africa. (2)

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QUESTION 10

10.1 It is received electronically as an e-survey/e-mail. ✓✓
- It is received as a web-based response. (2)
- It is received through its website.

10.2 Address the findings with the relevant departments where displeasure was experienced by the guest. ✓✓
Send staff on training courses to improve their capacity to deliver quality service in the future. ✓✓
- Staff training involving practical experiences will encourage methods of solving problems/complaints experienced by customers at the hotel.
- Encourage the staff to perform better. (2 x 2) (4)

10.3 The hotel management would use different types of feedback methods such as feedback cards, questionnaires etc. to determine how successful the recommendations were. ✓✓ (2)

NOTE: *Accept examples of feedback methods.*

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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