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Province of the
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NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2024

TOURISM MARKING GUIDELINE

MARKS: **200**

This marking guideline consists of 15 pages.

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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	B ✓		
	1.1.2	C ✓		
	1.1.3	A ✓		
	1.1.4	B ✓		
	1.1.5	C ✓		
	1.1.6	D ✓		
	1.1.7	A ✓		
	1.1.8	C ✓		
	1.1.9	D ✓		
	1.1.10	C ✓		
	1.1.11	C ✓		
	1.1.12	C ✓		
	1.1.13	B ✓		
	1.1.14	D ✓		
	1.1.15	D ✓		
	1.1.16	B ✓		
	1.1.17	B ✓		
	1.1.18	B ✓		
	1.1.19	A ✓		
	1.1.20	B ✓	(20 x 1)	(20)
1.2	1.2.1	Yellow fever ✓		
	1.2.2	Employment contract ✓		
	1.2.3	Malaria ✓		
	1.2.4	Code of conduct ✓		
	1.2.5	Health certificate ✓	(5 x 1)	(5)
1.3	1.3.1	Preloaded foreign currency debit cards ✓		
	1.3.2	SWIFT ✓		
	1.3.3	Cash ✓		
	1.3.4	EFT ✓		
	1.3.5	bank draft ✓	(5 x 1)	(5)
1.4	1.4.1	D ✓ – Economic pillar of sustainability		
	1.4.2	C ✓ – Responsible tourist behaviour		
	1.4.3	A ✓ – Principle of Fair-Trade Tourism		
	1.4.4	G ✓ – BBBEE		
	1.4.5	B ✓ – Will attract environmentally conscious tourists	(5 x 1)	(5)
1.5	1.5.1	F ✓		
	1.5.2	D ✓		
	1.5.3	G ✓		
	1.5.4	C ✓		
	1.5.5	E ✓	(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 direct flight is quicker than taking a flight with one or more stops. ✓✓
- Athletes travelling on a direct flight will not be so tired on their arrival at their destination.
- Athletes travelling on a direct flight will be less likely to suffer from travel-related illnesses on their arrival at their destination. (2)

2.1.2 Johannesburg, SA +2
Paris, France +1 (+1 DST) +2 ✓
No time difference ✓
18:50 + ✓ 10h 55min = 29:45 – 24:00 = 05:45 ✓on 2 July ✓

OR

05:45 ✓✓✓✓on 2 July ✓ (5)

2.1.3 Beijing, China +8
Paris, France +1 (+1 DST) +2 ✓
Time difference: 6 hours ✓
07:25 + ✓ 6 hours = 13:25
13:25 – ✓11h 15min = 02:10 ✓

OR

02:10 ✓✓✓✓✓ (5)

2.1.4 New York, USA -5
Paris, France +1
Both places practice Daylight Savings Time, so it is not necessary to include this step in the calculation.
Time difference: 6 hours ✓
17:35 +✓ 6 hours = 23:35 + ✓ 7h 20min = 30:55 – 24:00 =
06:55 ✓ on 2 July ✓

OR

06:55 ✓✓✓✓ on 2 July ✓ (5)

2.1.5 (a) The Chinese contingent ✓✓ (2)

(b) Members of the Chinese contingent should:
Drink plenty of non-alcoholic beverages, especially water during the flight. ✓✓
Exercise while on the flight. ✓✓
- Sleep as much as possible on the flight. (2 x 2) (4)

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2.1.6 (a) Jet fatigue ✓✓ (2)

(b) Extreme tiredness ✓✓ (2)

2.1.7 A passport is a document that certifies the identity, ✓✓and nationality ✓✓of its holder. (2 x 2) (4)

2.1.8 Passengers may not take weapons on a flight with them. ✓✓
All weapons must be checked in, ✓✓ and are transported separately from passengers in the cargo hold.
- Certain types of sporting equipment, such as archery bows, fencing equipment, and firearms may require additional documentation or permits for transportation. Passengers must declare these items during check-in and provide any necessary paperwork. (2 x 2) (4)

2.1.9 Biltong falls under the category of "to declare" products (food, plants, animals, and biological goods, all plant and animal products) and must be declared on arrival at customs. ✓✓
- Most countries do not allow products such as biltong to be brought into a country.
- Some countries have strict regulations regarding the importation of meat products to prevent the spread of diseases. (2)

2.1.10 (a) Red channel ✓✓ (2)

(b) The goods exceed the limit for "duty-free" items. ✓✓ (2)
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QUESTION 3

3.1 3.1.1 EURO ✓ (1)

3.1.2 €4 850 x ✓ 20,74 ✓= ZAR 100 589,00 ✓

OR

ZAR100 589 ✓✓✓ (3)

3.1.3 R100 589 + R15 803,00 + R1 671,00 + R1 325,00 =
ZAR 119 388 ✓✓✓ (3)

3.1.4 The British Pound has stronger buying power in relation to the South African rand. ✓✓ (2)
[9]

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 – Great Wall of China ✓
B – Venice ✓
C – Black Forest ✓
D – Statue of Christ the Redeemer ✓ (4 x 1) (4)

4.1.2 Suzy: C ✓✓ (Black Forest)
Thandi: D ✓✓ (Statue of Christ the Redeemer)
Steve: B ✓✓ (Venice)
Joe: A ✓✓ (Great Wall of China) (4 x 2) (8)

4.1.3 **<u>Icon A – Great Wall of China</u>:**
Spanning across northern China, the Great Wall is the world's longest human-made defensive structure. ✓✓

- The wall crosses mountains, deserts, and grasslands.
- The Great Wall of China is built on land.
- The Great Wall of China adapts to various environments/terrains.
- The Great Wall of China attracts visitors interested in history, ancient civilisation, adventure, and panoramic views.

<u>Icon B – Venice</u>:
Situated in northeastern Italy, Venice is built on a group of 118 small islands separated by canals and connected by bridges. ✓✓

- Venice is built on water, with canals serving as the main transportation routes. (2 x 2) (4)

4.2 4.2.1 Europe ✓✓ (2)

4.2.2 The Colosseum is a symbol of Rome, recognised for its historical and cultural significance. ✓✓
The Colosseum is among the most visited landmarks globally. ✓✓

- Capacity restrictions at the Colosseum lead to long queues, especially during peak tourist seasons, due to the limited number of visitors allowed.
- Security checks can lead to longer waiting times as visitors undergo thorough security screenings before entering the site.
- Many visitors opt for guided tours of the Colosseum, which often have designated entry times and limited availability, contributing to queues as tourists wait for their scheduled tour to begin.

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- Visitors with skip-the-line tickets or guided tours receive preferential treatment, bypassing regular queues, potentially leading to longer waiting times for others and overall congestion at the entrance. (2 x 2) (4)

4.2.3 The glass elevator will improve accessibility for visitors with mobility challenges, enabling them to access various levels of the monument and fully experience its historical significance. ✓✓

- The glass elevator will offer visitors panoramic views of the Colosseum and its surroundings, enhancing their sightseeing experience and deepening their appreciation of the ancient landmark.
- Riding the glass elevator will give visitors a new and higher viewpoint of the Colosseum, helping them see the monument from a different angle and understand its architectural greatness and historical importance more deeply.
- The glass elevator offers a faster and more efficient way for visitors to move between different levels of the Colosseum, saving them time and energy and making their visit more enjoyable.
- The glass elevator will give visitors a panoramic view of the Colosseum and its surroundings, making the sightseeing experience more enjoyable.
- The glass elevator will let visitors see the Colosseum's detailed architecture as they go up or down, helping them understand and appreciate the monument's history and construction. (2)

4.2.4 Installing more waste bins. ✓✓
Increase public awareness campaigns about responsible tourism practices. ✓✓

- Appoint more staff to pick up waste, empty waste bins and drains on a regular basis.
- Enforce fines for littering.
- Encourage the use of biodegradable or reusable materials e.g. refillable water bottles, among tourists.
- Setting rodent traps.
- Installing more recycling facilities.
- Implementing stricter waste management policies.
- Collaborating with local communities and businesses to promote sustainable and responsible tourism practices.

(2 x 2) (4)
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QUESTION 5

5.1 KwaZulu-Natal ✓
- KZN (1)

5.2 Natural ✓ (1)

5.3 Constant monitoring to maintain and protect the status of the World Heritage Site. ✓✓
- Provides support in terms of management plans.
- Education / create awareness.
- Encourages the local population to preserve their cultural and natural heritage.
- Engages with relevant stakeholders when the World Heritage Site is threatened.
- Financial aid is provided in cases of unforeseen occurrences.
- Assistance with upgrading of facilities in the event of an unforeseen occurrence.
- Promote cooperation and development.
- Review the site annually to establish if the site still meets the UNESCO criteria.
- Promotes the site by having it on the UNESCO website.
- Promotes the site by displaying the UNESCO banner at the site. (2)

5.4 **Creating a positive impact on the eNkovukeni community:**
It will benefit the community through initiatives such as raising ocean awareness, providing training, supporting small business development, offering youth employment opportunities, and conducting conservation activities. ✓✓
- The community will have access to computers and the internet.
- They will not have to travel long distances for computer and internet access.
- The hub will serve all age groups.
- The resource centre offers access to sewing machines and provides skills training.
- The facility will offer income-generating opportunities and skills training.
- The resource hub creates jobs and entrepreneurial opportunities which will improve the standard of living of the community.
- Decrease in unemployment, poverty, and crime.

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Raising awareness and providing education about conservation:

Through the hub's efforts, such as ocean awareness programs and nature-based solutions, the local community learns about conservation. This knowledge is likely to be shared with tourists, improving the educational experience of tourism at iSimangaliso Wetland Park. ✓✓

- The project builds a stronger bond between iSimangaliso Wetland Park and the local community.
- By involving the community in conservation efforts, there will be a greater understanding and sense of responsibility towards the ecological significance of the park.
- By involving the local community in conservation tasks, the eNkovukeni project helps protect iSimangaliso Wetland Park's natural and cultural heritage.
- This involvement will create a sense of responsibility and pride among community members, leading to improved care for the park.

Encouraging the development of sustainable tourism:

The hub promotes sustainable tourism practices by involving the local community. ✓✓

- The inclusion of the local community will attract visitors interested in responsible and community-oriented tourism.
- The hub's emphasis on developing small businesses and creating crafts increases the tourism options at iSimangaliso.
- Tourists can participate in activities such as buying locally made crafts, which helps support the community's economic sustainability.
- The involvement of the local community will result in a growth of ecotourism, leading to an increase in visitors at lodges and accommodation establishments.
- Encourage environmental awareness.
- Increased visitor numbers will set the multiplier effect into motion.
- A boost in economic activity will result in an increased contribution to the GDP. (3 x 2) (6)

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QUESTION 6

6.1 Travel trade show ✓✓
- Travel trade exhibition
- Marketing event (2)

6.2 Marketing South Africa internationally as a tourism destination of choice. ✓✓ (2)

6.3 Attractive and eye-catching displays.✓✓
- Artistic displays of South African tourism products and services.
- Attractive layout of stand.
- Personnel manning the stand answering questions about South Africa.
- Presentations on South African products and services. (2)

6.4 Ensures global visibility and exposure for tourism offerings. ✓✓
ITB Berlin offers a platform to reach important markets. ✓✓
Connect with travel industry professionals, such as tour operators and travel agencies. ✓✓
- It enables networking and collaboration opportunities that can improve the distribution of South Africa's tourism products and services.
- Explore potential business opportunities and negotiate partnerships.
- Opportunity to attract investments.
- Opportunity to highlight unique selling points.
- Helps to set themselves apart from competitors.
- Establishes a positive image that appeals to potential travellers.

(3 x 2) (6)
[12]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 Chef ✓
Entertainer ✓
- Photographer
- Beautician
- Ship's captain
- Doctor
- Cruise director

NOTE: *Accept any suitable answer.*
Award one mark for each correct response. (2)

7.2

Advantages of working on a cruise ship		Disadvantages of working on a cruise ship	
7.2.1	The cost of living is low as accommodation and meals are included in the package. ✓✓	7.2.3	Limited personal space and privacy due to shared accommodation. ✓✓
7.2.2	Staff members are able to travel extensively in the carrying out of their duties experiencing many cultures. ✓✓	7.2.4	Challenging work hours with long shifts and limited time off. ✓✓
• Remuneration packages are usually good.		• Extended time periods away from family and friends.	
• Medical care on-board the ship is free.		• Demanding guests.	
• Uniforms are included in the package.		• Exposure to seasickness and rough weather conditions.	

NOTE: *Accept any suitable answer in any order under the correct heading.*
Award two marks for each correct response. (8)

7.3 Presenting a professional image instils confidence in the brand Penika Luxury Cruises which will increase the client base and result in increased income and job creation. ✓✓
Presenting a professional image serves as an excellent marketing tool for the company. ✓✓
- Presenting a professional image results in positive word-of-mouth advertising which will lead to increased sales of cruises, increased profits and job opportunities. (2 x 2) (4)

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QUESTION 8

8.1

Pillar of sustainability	Economic/Profit	Social/People	Environmental/ Planet
Example 1	Supporting livelihoods through local job creation ✓✓	Interaction and education of youth and communities ✓✓	Permaculture food gardens ✓✓
Example 2	Small business development ✓✓	Leadership development ✓✓	Anti-poaching technology ✓✓
		• Youth Camps, Leadership Forums, World Youth Wildlife Summit	

(12)

8.2 Making financial donations to Project Rhino. ✓✓
- Supplying anti-poaching technology or equipment for rangers.
- Staff members presenting the leadership development programmes.
- Staff members presenting programmes at the camps, leadership forums or summits. (2)

8.3 Wildlife educator ✓✓
- Staff member or organiser at a youth camp
- Any job that involves organising or presenting a leadership forum and/or youth wildlife summit.

NOTE: *Accept any suitable answer.* (2)
[16]

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 Unforeseen occurrence ✓✓
- Natural disaster (2)

9.1.2 Hotels and buildings along the coast suffered structural damage, with roofs torn off, windows blown out and walls collapsed. ✓✓
Roads were blocked by fallen trees and debris, making transportation difficult. ✓✓
- Power lines were damaged.
- Communication networks were disrupted. (2 x 2) (4)

9.1.3 Closure of hotels, beaches, and other tourist infrastructure due to the widespread damage caused by the hurricane. ✓✓
A decline in tourist arrivals, leads to revenue losses for hotels, restaurants, tour operators, and other businesses dependent on tourism. ✓✓
Retrenchment of employees/job losses due to damaged infrastructure – negative impact on income earnings for the people of Acapulco. ✓✓
- The multiplier effect will be negatively affected due to fewer tourists visiting the beach resort.
- A decline in foreign tourist arrivals to Acapulco will result in decreased foreign income.
- Decline in domestic and foreign exchange earnings due to a decrease in visitor numbers.
- Decrease in GDP contributions.
- There will be prolonged periods of zero tourism activities until infrastructure has been rebuilt.
- The negative publicity surrounding the hurricane's impact will deter potential visitors from choosing Acapulco as their holiday destination due to concerns about safety and infrastructure damage.
- Cancellations of bookings due to damage to infrastructure.

(3 x 2) (6)

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9.2 9.2.1 (a) KwaZulu-Natal ✓
Limpopo ✓ (2 x 1) (2)

(b) 463 000 – 342 000 = 121 000 ✓✓

OR

121 000 ✓✓ (2)

9.2.2 (a) KwaZulu-Natal ✓✓ (2)

(b) The Eastern Cape has a very favourable climate during the months of July, August and September. ✓✓
Malaria free national parks and private game reserves have increased the profile/popularity of the province. ✓✓

- The Eastern Cape has an abundance of attractions, combining both natural beauty and culture.
- The Eastern Cape is home to several wildlife reserves and national parks, such as the Addo Elephant National Park.
- The region boasts picturesque landscapes, including the Wild Coast. Travellers may stay longer to enjoy outdoor activities such as hiking, birdwatching, and exploring the coastline.
- The Eastern Cape has a rich history, with cultural and historical sites such as Nelson Mandela's birthplace in Mvezo and the city of Grahamstown.
- The Eastern Cape offers opportunities for adventure tourism, including water sports, game drives, and adrenaline-pumping activities.
- The region provides a range of accommodation options, from luxury lodges to budget-friendly stays. Good hospitality and a variety of lodging choices can encourage visitors to prolong their stay. (2 x 2) (4)

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QUESTION 10

10.1 SMS message ✓✓
- Conversation via SMS on a smartphone (2)

10.2 The chatbot is available 24/7. ✓✓
- A chatbot can handle multiple customer interactions simultaneously.
- The chatbot can communicate in various languages.
- A chatbot can collect and analyse customer data.
- A chatbot can connect customers with live agents, ensuring all customer needs are adequately addressed.
- Chatbots provide automated feedback.
- Collected feedback offers valuable insights into potential operational inefficiencies, enabling businesses to make necessary adjustments and improvements.
- A chatbot can relieve the workload on customer service personnel, allowing them to focus on more important issues. (2)

10.3 Address the problem with the hotel's check-in counter. ✓✓
- Increase the number of staff at the hotel's check-in counter during peak times. ✓✓
- Arrange staff training courses to improve their ability to provide quality service in the future.
- Staff training involving practical experiences will encourage methods of solving problems/complaints experienced by customers at the hotel.
- Motivate the staff to improve their performance. (2 x 2) (4)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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