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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2021

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 16 pages.

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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

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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	C✓/ Route plan	MTP
	1.1.2	A✓/ personalised	MTP
	1.1.3	B✓/ ensure luggage is securely locked	MTP
	1.1.4	D✓/ Use sunscreen containing a high sun protection factor.	MTP
	1.1.5	A✓/ Valid South African driving licence	MTP
	1.1.6	D✓/ Germany	TA
	1.1.7	A✓/ have religious significance	TA
	1.1.8	D✓/ Cradle of Humankind.	CH
	1.1.9	B✓/ Geological evidence of a meteorite impact structure.	CH
	1.1.10	B✓/ increase in tourist volumes.	M
	1.1.11	D ✓ / Positive interaction with customers	TS
	1.1.12	A ✓ / They will enjoy fringe benefits such as discounted travel.	TS
	1.1.13	C✓ / social media.	TS
	1.1.14	D✓ / Code of conduct	TS
	1.1.15	D✓ / Packaging design	TS
	1.1.16	C✓/ protest action.	DRI
	1.1.17	B✓/ Soccer stadiums were empty.	DRI
	1.1.18	A✓/ The WEF was held by means of a virtual platform.	DRI
	1.1.19	D✓/ through South Africa's border posts.	DRI
	1.1.20	D✓/ Liking a Facebook post on a business' web page	CC

(20 x 1) (20)

1.2	1.2.1	transit visa✓	MTP	
	1.2.2	health certificate✓	MTP	
	1.2.3	passport✓	MTP	
	1.2.4	Covid-19 test✓	MTP	
	1.2.5	Schengen Visa✓	MTP	(5)
1.3	1.3.1	environmental✓	SR	
	1.3.2	CSI ✓	SR	
	1.3.3	FTT ✓	SR	
	1.3.4	Environmentally ✓	SR	
	1.3.5	economic growth✓	SR	(5)
1.4	1.4.1	C✓ / remuneration	TS	
	1.4.2	G ✓ / uniform allowances	TS	
	1.4.3	E✓ / termination of service	TS	
	1.4.4	A✓ / working hours	TS	
	1.4.5	B✓ / core duties	TS	(5)

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1.5

STEP 1	Do research on the countries to be visited ✓	**MTP**
STEP 2	Decide on the travel period ✓	**MTP**
STEP 3	Buy a flight ticket / Book accommodation ✓	**MTP**
STEP 4	Apply for a visa✓	**MTP**
STEP 5	Buy foreign currency ✓	**MTP**

(5)

Note: STEP 1 and STEP 2 can be interchangeable.

TOTAL SECTION A: 40

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SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 The WHO is working to contain the spread of the virus. ✓✓ **MTP** (2)
- They are advising people on measures to take to protect themselves from the virus.
- Directing people to the organisation's website and social media platforms for additional information on the virus.

2.1.2 Google✓✓ **MTP**
Facebook✓✓ (4)
- Twitter
- Instagram

Note: TikTok is not accepted

2.1.3 TikTok has a huge, growing audience and is a popular app used by many. ✓✓ **MTP**
The audience is mostly Generation Z's and they can serve as ambassadors to encourage increased action amongst the youth against the virus. ✓✓ (4)
- The volume of users is increasing worldwide therefore information on the virus can reach larger audiences, faster.
- The videos are short and easy to follow with no information over-load making it easier to direct a message to the desired audience.

2.2 2.2.1 B✓ C✓ D✓ F✓ **MTP** (4)
- E
- Perfume / eau de toilette
- Cigarettes
- Wine / spirits
- Tobacco
- Gold bangles to the value of R5 000

Note: Accept any order

2.2.2 B - no more than 50 ml perfume✓✓ **MTP**
- no more than 250 ml eau de toilette

C - no more than 200 cigarettes✓✓ (4)
- D- no more than 2 litres of wine per person
- no more than 1 litre of spirits
- F- no more than 250 g of pipe tobacco per person
- E- new goods or used goods up to the value of R5 000

(the gold bangles may be subject to this regulation)

2.2.3 Green channel✓✓ **MTP** (2)

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2.2.4 (a) Refers to goods that travellers are not allowed, by law, to bring into a country. ✓✓ **MTP** (2)
- They are illegal goods that are not allowed to enter a country

Note: Do not accept examples

(b) A✓✓ **MTP** (2)
- dynamite / explosives

2.3

2.3.1	South Africa +2	Singapore +8	**MTP**
	Time difference Time in Singapore	= 6 hours ✓ 10:00 (+✓) 6 hours = 16:00✓	(3)
	OR 16:00✓✓✓		

2.3.2	Arrival time in Singapore Stopover time Departure time	16:00 (+✓) 10 hours flying time = 02:00 ✓ 02:00 (+✓) 4 hours = 06:00✓	**MTP** (4)
	OR 06:00✓✓✓✓		

2.3.3	Singapore +8	Melbourne +10	**MTP**
	Time difference Time in Melbourne Flying Time Arrival time	= 2 hours ✓ 06:00 (+✓) 2 hours = 08:00✓ 08:00 (+✓) 7 hours = 15:00 ✓	(5)
	OR 15:00 ✓✓✓✓✓		

2.4 2.4.1 Jet Lag✓✓ **MTP** (2)

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2.4.2 Getting adequate sleep and rest. ✓✓ **MTP** (2)

- Adjusting the time to the local time.
- Keeping hydrated with liquids.
- Avoid caffeinated beverages or alcohol.
- Exercising on the plane.
- Wear loose clothing to facilitate adequate blood circulation.
- Have light meals.
- Take medication to alleviate jetlag symptoms

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QUESTION 3

3.1	3.1.1	ZAR 20 000 ÷✓16,87✓	= USD 1185, 54✓	**FX**	(3)
		OR			
		USD 1185, 54✓✓✓			
	3.1.2	USD 303,50 –✓ USD100✓	= ZAR 203,50	**FX**	
		USD 203,50 x✓15,97✓	= ZAR 3249,90✓		(5)
		OR			
		ZAR 3249,90✓✓✓✓✓			

3.2 Unemployment leading to a rise in poverty. ✓✓ **FX** (2)

- Due to lessened productivity of goods and services, unemployment will be on the rise, leading to job losses.
- Employees will face retrenchments or lower wages meaning less money available to spend on basic needs or job losses.
- Investors will be less likely to invest in an economy that is not expanding.
- People will have less money / disposable income to spend.
- Country can fall into recession with reduced interest rates and higher inflation leading to consumer borrowing and greater debt.
- Reversal of the multiplier effect.
- Price increases for goods and services.

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TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1 (a) A – Niagara Falls ✓ TA
B – Venice ✓
C – Sydney Opera House ✓ (3)

(b) A - North America ✓ TA
B - Europe ✓
C - Australia ✓ / Australasia (3)

4.1.2 Domestic tourists ✓✓ TA (2)
- Canadians

4.1.3 Icon **B** has visitor numbers for a whole city (Venice) and the visitor numbers for icon **C** is for one attraction/icon in the city (Sydney). ✓✓ TA (2)
- Sydney is a long-haul destination.
- Venice is in close proximity to the countries in Europe.
- Venice is an ancient city with historical significance.
- There are unique attractions in the city built on water.
- Fewer people would go to a harbour (Sydney) than tourists travelling around many attractions in a city (Venice).
- Venice is seen as a romantic city and might have more couples visit compared to Sydney.

4.2 4.2.1 (a) Egypt ✓ TA (1)

(b) Africa ✓ TA (1)

4.2.2 The pyramids were built as tombs for the pharaohs (Egyptian kings) ✓✓ TA (2)
- The embalmed mummies of the royal and noble families of Egypt were buried here.

4.2.3 lion ✓✓ TA (2)

4.2.4 (a) Vehicles that might damage the site are left at the visitor centre. ✓✓ TA
Traditional camel and horse rides have low impact on the environment and are only allowed in certain areas. ✓✓ (4)
- Electrical vehicles minimise pollution caused by petrol or diesel engines.
- Stalls will be allocated in designated areas only.

Note: Accept examples of sustainable and responsible management plans.

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(b) Workers and vendors operating their businesses will be trained on providing quality products and excellent service delivery. ✓✓
Plans are in place to ensure quality products and services are provided. ✓✓ (4) **TA**

- Competitive pricing for local vendors
- Staff members handle visitors without offending them.
- Many ticket windows speed up ticket sales reserved for a variety of tourist types.
- 18 gift shops minimise over-crowding.

Note: Accept examples of efficient and ethical staff behaviour.

4.2.5 (a) There is a new international airport for international tourists and the road infrastructure has been improved for local visitors.✓✓ (2) **TA**

- There are ticket windows for Egyptian citizens (domestic) and foreigners (international) visiting the site.

(b) Craftsmen and traders from the local community have stalls at the site. ✓✓ (2) **TA**

- Horse and camel owners are allowed to operate their unusual modes of transport at the Great Pyramid
- Local community members are photographers that earn money from taking and providing pictures.
- Local drivers are employed to drive the electric vehicles.
- Knowledgeable local members work in the visitor and information centres.
- Entrepreneurship opportunities in the gift shops for local souvenirs.
- Local community members will receive training (skills development).
- Improvements in local infrastructure around the Great Pyramids

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QUESTION 5

5.1 KwaZulu Natal ✓ **CH** (1)
- KZN

5.2 natural ✓ **CH** (1)

5.3 5.3.1 UNESCO ✓✓ **CH** (2)
- United Nations Educational, Scientific and Cultural Organisation

5.3.2 The status of iSimangaliso Wetland Park as a World Heritage Site could be threatened. ✓✓ **CH** (2)
- It was declared a natural site, and human interference (e.g. use of heavy duty equipment) compromises its natural status.

5.3.3 More special interest tourists like anglers will come to fish. ✓✓ **CH**
Water-based tourism activities will be able to take place with increased flow of water, marine life and wildlife. ✓✓ (4)
- Ecotourism will increase.
- Lodges and accommodation establishments will receive more visitors.
- Promote scientific research and training as well as environmental awareness.

5.4 Maloti-Drakensberg Park ✓✓ **CH** (2)
- uKhahlamba Drakensberg Park

[12]

QUESTION 6

6.1 South African Tourism ✓✓ **M** (2)
- SATourism

Note: Do not accept SAT

6.2 Partnerships with industry role-players unify the advertising efforts. ✓✓ **M**
Media such as Google Arts and Culture assist in exposing what South Africa has to offer to domestic and international markets. ✓✓ (4)
- The use of the Inspiring New Ways logo provides brand identity to attract more tourists to a recognised destination.
- Bringing together various images, videos, street views and stories shows South Africa's diversity in culture and scenery to the rest of the world.
- Using an online platform connects SATourism's marketing efforts to virtual reality and the global digital world.
- It is a cost-effective platform to market South Africa both domestically and internationally

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6.3 South Africa's brand logo ✓✓ **M** (2)
- Inspiring new ways slogan
- Sharing Google Arts and Culture branding – South Africa: An Explorer's Paradise

6.4 TBCSA pays money collected from levy contributors quarterly to SATourism ✓✓ **M** (2)
- 1% TOMSA levy is collected by participating tourism businesses from tourists

[10]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 The way the business wants to be perceived by its customers. ✓✓ **TS** (2)

7.1.2 Netiquette✓✓ **TS** (2)
- e-professionalism

7.1.3 The customers will lose confidence and loyalty and take their business elsewhere. ✓✓ **TS** (2)
- The business will lose customers and income.
- They may want to look for another business where they can spend their money.
- They will look for a business that will meet their expectations in terms of professionalism, quality service and customer care.
- Negative / bad publicity
- Additional expenses will be incurred for marketing to off-set the negative publicity.

7.2 7.2.1 He tarnished the image of the business with his adverse comments on social media.✓✓ **TS** (2)
- He negativity influenced other fellow workers.
- He bullied and harassed a colleague.

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7.2.2 **YES** **TS**

As an employee, I am co-responsible to protect the image of the business and personal information of fellow workers. ✓✓
I would play a role in ensuring the profitability of the business. ✓✓ (4)

- If I do not report the colleague's conduct, I might be perceived as agreeing with him, thus giving me a bad reputation at work.
- Mr Williams bullied and harassed his colleague despite having no proof that it was him reporting it to the hotel.

Note: Accept any answer that shows integrity / a sense of responsibility

OR

NO

Mr Williams practised his right to freedom of speech.
The social media page belongs to Mr Williams – he can post whatever he wants.

- Fearful of victimisation at work and on social media.

Note:

- Accept any answer that refers to freedom of speech / personal accountability.
- No marks are awarded for YES or NO

7.2.3 Dismissing Mr Williams on the grounds of violating the code of conduct for employees ensures that … **TS**

- the professionalism and integrity of the hotel is protected✓✓
- it allowed the hotel to discipline employees within a legal framework. ✓✓
- other employees are protected from repeated verbal personal attacks. ✓✓ (6)

- it keeps employees accountable for their actions
- the contravention of the code of conduct can be addressed by written warnings
- correct labour practices are followed by the business

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QUESTION 8

8.1 8.1.1 Social ✓✓ **SR** (2)
- Community
- People

8.1.2 RAIN uses a portion of its profit to better the lives of people in communities all over the world. ✓✓ **SR** (2)

Note: Accept examples of CSI initiatives.

8.2 8.2.1 **Provide clean drinking water**
Many schools in South Africa do not have running water. This initiative brought drinking water to the schools, encouraging learners to drink enough water as part of a healthy lifestyle. ✓✓
- Values have to be instilled to act responsibly by saving water.
- Prevent diseases such as cholera, COVID-19

Sanitation facilities
Schools can now have flushable toilets and hand washing facilities. ✓✓
- Having running water on the school premises, allows for further improvements of infrastructure.

Hygiene education
Being exposed to running water, learners have to be educated on personal hygiene practices and how sanitation facilities have to be utilised. ✓✓ (6)
- Education on the use of sanitation facilities.
- Education on the responsible use of water.
- Observing strict hygienic practices when preparing and serving food.

Note: Focus areas can be included in any order.

8.2.2 Building 5 000 hand washing stations during the Covid-19 pandemic is a more sustainable initiative, as it will last for many years. ✓✓ (2)
- The hand sanitizers will only offer a short-term solution and then the protection of communities will be compromised.

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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 diseases✓✓ **DRI** (2)
- pandemic
- global pandemic

9.1.2 In the midst of the Covid-19 pandemic, TBCSA had to ensure that while supporting tourism businesses from the negative impact of the crisis on the tourism sector, they needed to also ensure adherence to government's policies.✓✓ **DRI** (2)
- TBCSA developed a general protocol for all tourism sectors and businesses in keeping with the government's mandate to stop the spread of the disease.
- The standardised policy was developed to provide guidance and support for the industry to move forward amidst the crisis while still protecting the sector.

9.1.3 A health and safety officer must be appointed. ✓ **DRI**
Staff will have to undergo training and be informed on Covid-19 safety practises for themselves and customers. ✓
Staff will have to abide by physical distancing standards. ✓
All staff will have to ensure they wear proper PPE.✓ (4)
- Staff will have to ensure they have their temperatures checked on entrance to their workplace.

Note: Quoting from the text is accepted.

9.1.4 Compulsory screening for all guests would have been time consuming and costly as it would have required the purchasing of specific equipment and the training of staff. ✓✓ **DRI**
Capacity controls resulted in a limited number of guests at the accommodation establishment. This would have halved the profit margin of the establishment. ✓✓ (4)
- Small accommodation establishments such as B&Bs, Airbnbs, etc. chose to temporally shut down
- Staff was retrenched or took a cut in salary.
- Inconvenience of screening protocols and safety concerns can have negative cost implications for the accommodation establishment.

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9.2 This would ensure that people are neither the carriers nor the source of the spread of the virus because they have evidence of a negative Covid-19 test result. ✓✓ **DRI**
The host countries will feel confident to allow inbound tourists with a negative Covid-19 test result to move freely without spreading the virus. ✓✓ (4)
- Tourists with proof of a negative Covid-19 test result will be allowed access to tourism products, services and destinations of the host country without spreading the virus.

9.3 9.3.1 Decline/negative decrease in all inbound tourists to South Africa in the year 2020. ✓✓ (2)

9.3.2 A partnership between government and the tourism industry to address all aspects of the Recovery plan. ✓✓ **DRI**
Government and commercial banks made funds available for tourism businesses to apply for in order to protect tourism assets, and core infrastructure. ✓✓
Introduce safety protocols for the industry, to rebuild tourism confidence. ✓✓
Negotiate with countries to open borders and air routes to reconnect South Africa to the world. ✓✓ (8)
- Closely monitoring and advertising the decrease in Covid-19 infections and the current lockdown levels, will stimulate travel.
- Continue tourism safety programmes in partnership with the police and relevant stakeholders.
- Encourage domestic travel and experiences by offering innovative, affordable packages.
- Form partnerships with neighbouring countries to promote a seamless SADC visitor experience.
- SATourism can use various opportunities for marketing South Africa both locally and internationally.

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QUESTION 10

10.1 Eat Safe Certification Programme and Screening App✓✓ **CC** (2)

Note: Accept only the full name.

10.2 Use of the screening app will reassure tourists that the places on the app will be safe and all Covid-19 protocols will be in place. ✓✓ **CC** (2)
[4]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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