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basic education

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.

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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✓/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)

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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

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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 **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.

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

MTP (2)

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.

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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 ✓✓ **FX**
High levels of corruption ✓✓ (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

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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 ✓ TA
- Icon A

(2)

The Grand Canyon ✓
- Icon B

(b) These sites are important for cultural, social and economic benefits. ✓✓ TA
They protect the historic and natural environment for future generations. ✓✓ (4)
- 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.

4.1.3 Vendors sell fresh fruit and vegetables on small wooden rowing boats on the canals. ✓✓ TA (2)
- 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.

4.1.4 It is one of the major tourist attractions. ✓✓ TA
People believe that it is a form of entertainment. ✓✓ (4)
- 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.

4.2 4.2.1 Continent – South America ✓ TA
Country – Peru ✓ (2)

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

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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**
Tour operators and other businesses dependent on tourism will suffer due to the lack of tourists. ✓✓ (4)
- 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.

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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. ✓✓ (4)

- 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.

[10]

TOTAL SECTION C: 50

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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. ✓✓ **TS**
It creates a sense of pride. ✓✓ (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.

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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

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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. ✓✓
It will be the first time that 48 teams will be competing. ✓✓ **DRI** (4)

9.1.3 It attracts spectators and participants from across the globe. ✓✓
The event will have a positive economic impact on all three host countries. ✓✓
- 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.

DRI (4)

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.

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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**
The findings will show the company's weaknesses and serve as a guide for the business to develop its plan of action. ✓✓ (4)
- 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

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