



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2017**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 16 pages.**

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	D✓ / Venice	MTP
	1.1.2	C✓ / Cholera	MTP
	1.1.3	C✓ / Loss of appetite	MTP
	1.1.4	A✓ / Japan	MTP
	1.1.5	D✓ / west	MTP
	1.1.6	D✓ / British	TA
	1.1.7	B✓ / Petra	TA
	1.1.8	A✓ / of people with special needs to access tourist attractions	TA
	1.1.9	C✓ / iSimangaliso Wetland Park	CH
	1.1.10	A✓ / South Africa's domestic attractions are marketed	M
	1.1.11	B✓ / physical appearance	TS
	1.1.12	D✓ / environmentally irresponsible	SR
	1.1.13	C✓ / ensure that all passengers and crew leave the ship before him.	TS
	1.1.14	B✓ / resulted in the community losing income	SR
	1.1.15	A✓ / shower instead of bath	SR
	1.1.16	A✓	DRI
	1.1.17	D✓ / seasonality	DRI
	1.1.18	B/C✓ upgrade and market the attractions / market attractions in other provinces.	DRI
	1.1.19	C✓ / visit reserves where animals roam freely	DRI
	1.1.20	A✓ / It is a personal way of reaching individual tourists.	CC
1.2	1.2.1	local procurement✓	(20 x 1) [20] SR
	1.2.2	working hours✓	TS
	1.2.3	survey✓	CC
	1.2.4	market share✓	DRI
	1.2.5	terrorism✓	DRI (5)
1.3	1.3.1	Dome of the Rock✓	TA
	1.3.2	termination of service✓	TS
	1.3.3	ahead✓	DRI
	1.3.4	optional tours✓	DRI
	1.3.5	UTC✓	DRI (5)
1.4	1.4.1	E✓ /credit card used internationally	DRI
	1.4.2	D✓ / foreign currency	DRI
	1.4.3	F✓ / local debit card	DRI
	1.4.4	A✓ / pre-loaded foreign currency debit card	DRI
	1.4.5	B✓ / SWIFT	DRI (5)

1.5	1.5.1	C✓ / Do not disturb dangerous animals in a game reserve.	SR	
	1.5.2	A✓ / Do not pollute the environment when enjoying the outdoors.	SR	
	1.5.3	D✓ / Stay on designated paths in ecologically sensitive areas.	SR	
	1.5.4	E✓ / Respect rules and follow regulations in museums.	SR	
	1.5.5	B✓ / Do not disturb animals in their natural habitat.	SR	(5)

**TOTAL SECTION A: 40**

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

- |     |       |   |                                    |
|-----|-------|---|------------------------------------|
| 2.1 | 2.1.1 | (a) South African Passport✓✓<br>• Passport<br>• Valid passport  | MTP<br><br>(2)                     |
|     |       | (b) Schengen visa✓✓<br>• German visa<br>• visa  | MTP<br><br>(2)                     |
|     | 2.1.2 | (a) International Driver's Permit✓✓<br>• IDP<br>• International Driver's Licence<br><br><i>Note: Do not accept "Driver's Licence". Do not accept "IDL".</i>   | MTP<br><br><br><br>(2)             |
|     |       | (b) Permits Mr Jackson to drive in a foreign country. ✓✓<br>• Provides important information to validate the South African driver's license in many different languages.<br>• Serves as an additional source of identification.<br>• Car rental companies often request a valid IDP when driving abroad<br>• IDP is obtained from the internationally recognised Automobile Association (AA)<br>• Safeguards tourists driving in a foreign country in the event of an incident. | MTP<br><br><br><br><br><br><br>(2) |
|     | 2.1.3 | To assist the tour planner/travel agent in making sure Mr Jackson's needs and expectations are met. ✓✓<br>• To ensure Mr Jackson is satisfied during and after the trip.<br>• To provide good customer care.  | MTP<br><br><br>(2)                 |
|     | 2.1.4 | Prevent cross contamination of diseases such as Foot and Mouth disease to their animals. ✓✓<br>To protect the health of the citizens of the country. ✓✓<br>• To prevent loss of livestock if there is cross contamination of diseases.<br>• Negative economic impacts in the event of cross contamination of diseases.  | MTP<br><br><br><br>(4)             |

2.2

2.2.1	(a)	Time difference	South Africa +2 Abu Dhabi +4 = 2 hours✓ 12:00 (+✓) 2 hours = 14:00✓  <b>OR</b> 14:00✓✓✓	MTP	(3)
		Time in Abu Dhabi			
<b>OR</b>					
			22:00 – 8 hours flying time = 14:00✓✓✓		

	(b)	Arrival time in Abu Dhabi Transit/layover time:  Departure from Abu Dhabi International Airport:	22:00 5 hours ✓  22:00 (+✓) 5 hours = 03:00✓  <b>OR</b> 03:00 ✓✓✓	MTP	(3)

	(c)	Time difference	Abu Dhabi +4 Germany +1 = 3 hours✓  Time in Berlin:  Flying time:	03:00 (-✓) 3 hours = 00:00  00:00 (+✓) 7 hours = 07:00✓  <b>OR</b> 07:00✓✓✓✓		(4)

2.2.2

8 hours + 5 hours + 7 hours = 20 hours ✓✓

MTP

• 20 hours

**Note:** Do not award part marks

(2)

2.3

2.3.1

Keep valuables locked away in the safe in the room. ✓✓  
Ensure your room door /windows are always locked. ✓✓

MTP

• Do not open the door to strangers.  
• Alert the hotel's reception of anything unusual e.g. exposed wires found around the hotel, suspicious behaviour and unidentified/unfamiliar luggage lying around.  
• Avoiding leaving your luggage unattended when checking in or out.

**Note:** Accept examples of precautionary measures.

(4)

- 2.3.2 Legal liability for the hotel ✓✓  
Financial liability for the hotel. ✓✓
- Negative publicity for the hotel.
  - Loss of income for the hotel.
  - Hotel may lose its trading licence.
- MTP  
(4)  
[34]

**QUESTION 3**

- 3.1 3.1.1 (a) R600,00 (÷✓) 13,57✓ = USD44,22✓✓  
  
OR  
USD44,22 ✓✓✓✓  
• \$44,22  
  
*Note: Do not penalise candidates if the currency code/symbol is omitted, as it is given in the question.* (4)
- (b) USD219,99 (x ✓) 13,25✓ = ZAR2 914,87✓✓  
  
OR  
ZAR2 914,87✓✓✓✓  
• R2 914,87  
  
*Note: Do not penalise candidates if the currency code/symbol is omitted, as it is given in the question.* (4)
- 3.2 3.2.1 Euro✓ / €  
British Pound✓ / £  
• Great British Pound  
• Pound Sterling  
  
*Note: Do not accept "Pound".* (2)
- 3.2.2 The South Africans will receive more value for money. ✓✓  
It will give the South Africans greater buying/spending power. ✓✓  
They can afford to stay longer/repeat visits at the destination and visit more attractions/activities. ✓✓  
• Europe can become a value for money destination. (6)  
[16]

**TOTAL SECTION B: 50**

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

- |     |       |   |    |     |
|-----|-------|---|----|-----|
| 4.1 | 4.1.1 | H✓ / Statue of Liberty<br>United States of America / USA✓   | TA | (2) |
|     | 4.1.2 | E✓ / Statue of Christ the Redeemer / Corcovado<br>Brazil✓   | TA | (2) |
|     | 4.1.3 | D✓ / Great Pyramids of Giza / Sphinx<br>Egypt ✓   | TA | (2) |
|     | 4.1.4 | B✓ / Taj Mahal<br>India ✓   | TA | (2) |
|     | 4.1.5 | A✓ / Sydney Opera House<br>Australia✓   | TA | (2) |
|     | 4.1.6 | C✓ / Great Wall of China<br>China✓  | TA | (2) |
|     | 4.1.7 | F✓ / Kremlin / Red Square<br>Russia ✓   | TA | (2) |
|     | 4.1.8 | G✓ / Big Ben<br>England ✓<br>• Britain / Great Britain<br>• United Kingdom / UK   | TA | (2) |
| 4.2 | 4.2.1 | The bullet-proof glass will give better protection to tourists in the event of future terror attacks. ✓✓<br>• To upgrade and improve safety at the attraction.<br>• To get rid of the metal barriers that obscures the view of the tower to get better photo opportunities.<br>• The tower is one of the iconic structures in France that attracts many tourists and needs extra protection.<br>• For aesthetical (attractive) purposes | TA | (2) |
|     | 4.2.2 | The Eiffel Tower, being one of the most popular tourist attractions in Paris, could become the target for large-scale terror attacks with huge loss of life. ✓✓<br>• Destruction of an iconic structure symbolising engineering abilities of the time.<br>• Fewer visitors to the attraction because tourists will not feel safe.<br>• The absence of visible policing may increase criminal activities.                                | TA | (2) |



- 4.2.3 The continuous international marketing of the icon. ✓✓ TA
- General upkeep of the tower and the area around the tower.
  - Making the tower accessible to people with special needs (universal accessibility).
  - Allow opportunities for entrepreneurship around the tower.
  - Professional image of the staff.
  - The efficiency and ethical behaviour of the staff
  - Keeping the tower sustainable through good environmental management plans.
  - When visitors leave the tower with a feeling of pleasure and satisfaction.

**Note:** Accept examples of factors that contribute to a successful tourist attraction.

(2)  
[22]

## QUESTION 5

- 5.1 Cape Floral Region / Cape Floral Kingdom ✓✓ CH (2)  
Richtersveld Cultural and Botanical Landscape ✓✓ CH (2)

**Note:** Accept any order. Do not award marks for "Richtersveld or Floral Region" only.

- 5.2 Western Cape ✓ and Northern Cape ✓ CH (2)
- Note:** Accept any order.

- 5.3 Both WHS contain exceptional examples of natural beauty and unique plant species to be protected for future generations. ✓✓ CH (2)
- Both sites are biodiversity hotspots.
  - Both sites contain plant species unique to the region and to South Africa.
  - Both the sites meet UNESCO's criteria for being granted World Heritage Status.

- 5.4 Showcases the country as a land of natural wealth and beauty and a haven of unique biodiversity. ✓✓ CH (4)  
Markets South Africa as a highly attractive tourism destination of choice for those seeking unique experiences or interested in biodiversity hotspots. ✓✓ [12]
- Attracts international media interest – publicity for SA.
  - Emphasises South Africa's biodiversity
  - Higher visitor numbers to these sites will increase South Africa's GDP.
  - Higher visitor numbers will set the multiplier effect into motion.
  - Attract foreign investment

**QUESTION 6**

- 6.1      6.1.1      South African Tourism ✓✓      M
- SATourism
- Note: Do not accept "SAT"*      (2)
- 6.1.2      Constantly re-inventing South Africa's tourism products and services to increase the appeal of SA as a tourism destination. ✓✓      M
- Changing the tourists' perception of SA by indicating multiple opportunities and new offerings, hence encouraging repeat visits.
  - South Africa's marketing efforts shows innovative and creative awareness to entice visitors to the country.
  - Develops a sense of pride amongst South Africans.      (2)
- 6.1.3      It is part of their marketing strategy to create awareness of the brand. ✓✓      M
- To ensure that the brand logo is recognisable to visitors from all over the world.
  - To make South Africa more visible as an attractive tourist destination.
  - To attract visitors to the South African exhibition.      (2)
- 6.1.4      SATourism travels to different countries (Road Shows) to promote and market SA internationally. ✓✓      M
- Advertises on buses and taxis in major cities around the world. ✓✓
- Advertisements on huge billboards
  - Advertise add on packages for business tourists / affordable packages
  - Advertises on printed media
  - On-line advertisements
  - Advertises on social media
  - Creates opportunities for networking with tourism stakeholders
  - Opens publicity offices abroad      (4)
- 6.2      **The Tourism levy collection process**      M
- Tourism businesses (e.g. accommodation, car rental, tour operators and travel agents) collect a 1% levy from tourists. ✓✓
- The businesses pay the levies to Tourism Business Council of South Africa (TBCSA) who gives it to TOMSA.      (2)
- The role of TOMSA in the collection process**
- TOMSA is the administrator of the funds. ✓✓
- TOMSA makes the funds available to SATourism.      (2)
- An explanation of what these levies are used for**
- SATourism uses the funds to market South Africa ✓✓ both domestically and internationally.      (2)

**[16]****TOTAL SECTION C:      50**

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

- |     |       |   |    |     |
|-----|-------|---|----|-----|
| 7.1 | 7.1.1 | B✓ / South African National Parks   | SR | (1) |
|     | 7.1.2 | D✓ / Conservation   | SR | (1) |
|     | 7.1.3 | C✓ / About us   | SR | (1) |
|     | 7.1.4 | A✓ / Book your trip   | SR | (1) |
| 7.2 | 7.2.1 | Wearing the uniform✓ of South African National Parks.<br>Badges (epaulettes)✓ of the SA National Parks identify the organisation and display professionalism of the organisation.<br>• He is neatly dressed                                 | SR | (2) |
|     | 7.2.2 | The routine patrol shows the monitoring of wild life within the park indicating it is part of the environmental policy. ✓✓<br>• The routine patrol which monitors poachers and criminal behaviour is also part of the environmental policy. | SR | (2) |
- [8]**

**QUESTION 8**

- |     |       |   |    |     |
|-----|-------|---|----|-----|
| 8.1 | 8.1.1 | Severe droughts✓<br>Fresh water loss✓<br>• rising sea levels that threaten coastal resorts<br>• reduced snowfall in alpine skiing areas<br>• storms<br>• heatwaves<br>• extreme weather conditions  | SR | (2) |
|     | 8.1.2 | Less snow on the Alps will reduce the number of tourists visiting the area for skiing activities. ✓✓<br>• Melting snow can also result in unstable snow slopes and increase the risk of avalanches.<br>• An increased risk of skiing accidents  | SR | (2) |
|     | 8.1.3 | <b>Benefits to the environment</b><br>The tourism industry provides important income opportunities, eradicates (reduces) poverty and promotes development. ✓✓<br>• The tourism industry is beneficial in that it creates jobs and sustains many people globally.<br>• Tourism businesses are re-evaluating their practices and finding ways to minimise their carbon footprint. | SR | (2) |
|     |       | <b>Damage to the environment</b><br>It is also one of the largest contributors to CO <sup>2</sup> emissions which is destroying the very attractions and destinations that is the draw card. ✓✓<br>• The accommodation and transport sectors are the main contributors to CO <sup>2</sup> emissions.  |    | (2) |

8.2	8.2.1	<b><u>TRANSPORT</u></b>	SR
		<b>Environmental pillar:</b> Destinations can find alternative modes of transport that is not dependent on the use of fuels such as bicycles. ✓✓ <ul style="list-style-type: none"><li>• Use mass modes of transport such as trains and buses instead of cars</li><li>• Support companies that use carbon efficient aircraft and vehicles.</li></ul>	(2)
		OR <b>Social pillar:</b> Skills development	
		OR <b>Economic pillar:</b> Economic and entrepreneurship opportunities	
		<b><u>EDUCATION</u></b>	
		<b>Environmental pillar:</b> Create awareness amongst tourists and tourism businesses of how they can off-set and reduce their carbon footprint. ✓✓ <ul style="list-style-type: none"><li>• Make more people aware of climate change and its impacts</li><li>• Tourism industry contributes to education.</li></ul>	(2)
		OR <b>Social pillar:</b> Make tourists more environmentally conscious and encourage good environmental practises.	
		OR <b>Economic pillar:</b> Encourage future careers in environmental management.	
		<b><u>JOB CREATION</u></b>	
		<b>Environmental pillar:</b> Create more environmentally responsible careers and jobs in the tourism industry. ✓✓	(2)
		OR <b>Social pillar:</b> Employment opportunities improve the quality of life of local people	
		OR <b>Economic pillar:</b> The tourism industry must continually find ways in sustaining itself and continue to support the economy by creating jobs and entrepreneurship opportunities.	

8.2.2 Conserve energy as far as possible✓✓  
Limit and reduce water usage✓✓

- Make use of recycle bins
- Re-use
- Towel policy
- Guest must adhere to environmental practises of the hotel

**Note:** Accept examples of environmentally responsible practises.

(4)

8.3

Offer learnerships to these learners.✓✓

SR

Offer free tours to the B&B and nearby attractions.✓✓

- Offer workplace experience.
- Offer casual or part time employment opportunities.
- Partner with the school for maximum benefits such as mentorship, guest lecturing, skills development and supply of resources.
- Offer financial support

(4)

[22]

**TOTAL SECTION D:**

**30**

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

- 9.1      9.1.1    Participants, spectators, media personnel come from all over the world.✓✓ DRI
- It has a 140-year history that fascinates people all over the world.
  - Global media frenzy takes place to give media coverage for a global audience.
  - Players from many countries participate (2)
- 9.1.2    Foreign exchange earnings from tourists attending the event.✓✓ DRI  
Increased GDP contributions. ✓✓
- Income generated before, during and after the event.
  - Spread of multiplier effect benefits in the local economy of workers earning wages at the event.
  - Entrepreneurial opportunities for locals.
  - Creates jobs
  - Upgrading of infrastructure
  - International publicity and exposure (4)
- 9.2      9.2.1    Earthquake ✓✓ DRI
- Natural disaster (2)
- 9.2.2    Tourists visiting sites will struggle to get back to their accommodation and belongings due to damage to public transport.✓✓ DRI  
Tourists will not be able to continue with their itineraries due to lack of transportation. ✓✓
- If the airport is closed, tourist will not be able to enter or exit the country.
  - Tourists will feel unsafe to use any form of transport and may have to re-schedule or cancel their trip.
  - Publicity will impact on the tourists' decision to travel to the destination. (4)
- 9.2.3    Foreign bank notes✓✓ DRI
- Cash
  - Euros
- Note:** Accept any relevant payment method that does not require electricity. (2)

9.3	9.3.1	R283 million ✓✓ • R283 000 000 • 283 / 283 m	DRI	(2)
	9.3.2	Eastern Cape ✓✓ KwaZulu Natal ✓✓  <i>Note: Accept any order</i>	DRI	(4)
	9.3.3	They had a longer average length of stay. ✓✓ • Tourists stayed an average of 9.9 nights in the Eastern Cape and 8.5 nights in KwaZulu-Natal; longer than the 8.0 nights in the Free State.	DRI	(2)
9.4		To capitalise on the potential of this market because it has shown growth. ✓✓ • To convert this market from an emerging market into an existing market. • To increase the number of tourists from China.	DRI	(2) <b>[24]</b>

**QUESTION 10**

10.1	Follow-up call ✓✓ • Survey • Feedback call • Personal call • Cell phone / telephone calls / telecommunication	cc	(2)
10.2	Feedback gathered from clients is used to evaluate service delivery. ✓✓ To ensure satisfaction levels of customers are established. ✓✓ • The message that the tourism business cares about its customers are demonstrated. • The information captured can be used to improve service delivery levels at the business. • Staff performance can be rated outside of purely reaching sales targets. • Quick feedback and problems are addressed immediately	cc	(4) <b>[6]</b>

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**