



# 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.**

<b>TOPICS IN THE TOURISM CAPS</b>		<b>ABBREVIATION</b>
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><ul style="list-style-type: none"> <li>• Passport</li> <li>• Valid passport</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                   | MTP<br><br>(2) |
|     |       | (b) Schengen visa ✓✓<br><ul style="list-style-type: none"> <li>• German visa</li> <li>• visa</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                   | MTP<br><br>(2) |
|     | 2.1.2 | (a) International Driver's Permit ✓✓<br><ul style="list-style-type: none"> <li>• IDP</li> <li>• International Driver's Licence</li> </ul> <p><i>Note: Do not accept "Driver's Licence". Do not accept "IDL".</i></p>                                                                                                                                                                                                                                                                                                                                      | MTP<br><br>(2) |
|     |       | (b) Permits Mr Jackson to drive in a foreign country. ✓✓<br><ul style="list-style-type: none"> <li>• Provides important information to validate the South African driver's license in many different languages.</li> <li>• Serves as an additional source of identification.</li> <li>• Car rental companies often request a valid IDP when driving abroad</li> <li>• IDP is obtained from the internationally recognised Automobile Association (AA)</li> <li>• Safeguards tourists driving in a foreign country in the event of an incident.</li> </ul> | MTP<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><ul style="list-style-type: none"> <li>• To ensure Mr Jackson is satisfied during and after the trip.</li> <li>• To provide good customer care.</li> </ul>                                                                                                                                                                                                                                                                                      | MTP<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><ul style="list-style-type: none"> <li>• To prevent loss of livestock if there is cross contamination of diseases.</li> <li>• Negative economic impacts in the event of cross contamination of diseases.</li> </ul>                                                                                                                                                                            | MTP<br><br>(4) |

2.2	2.2.1	(a)	Time difference  Time in Abu Dhabi	South Africa +2 Abu Dhabi +4 = 2 hours ✓ 12:00 (+✓) 2 hours = 14:00 ✓  <b>OR</b> 14:00 ✓✓✓	MTP	(3)
				<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  Time in Berlin:  Flying time:	Abu Dhabi +4 Germany +1 = 3 hours ✓  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. ✓✓ MTP  
 Ensure your room door /windows are always locked. ✓✓  
 • 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 ✓✓ MTP  
 Financial liability for the hotel. ✓✓  
 • Negative publicity for the hotel.  
 • Loss of income for the hotel.  
 • Hotel may lose its trading licence. (4)  
**[34]**

**QUESTION 3**

- 3.1 3.1.1 (a) R600,00 (÷✓) 13,57✓ = USD44,22✓✓ FX  
**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✓✓ FX  
**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✓ / € FX  
 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. ✓✓ FX  
 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      **TRANSPORT**      SR
- Environmental pillar:**  
Destinations can find alternative modes of transport that is not dependent on the use of fuels such as bicycles. ✓✓ (2)
- Use mass modes of transport such as trains and buses instead of cars
  - Support companies that use carbon efficient aircraft and vehicles.
- OR
- Social pillar:**  
Skills development
- OR
- Economic pillar:**  
Economic and entrepreneurship opportunities
- EDUCATION**
- Environmental pillar:**  
Create awareness amongst tourists and tourism businesses of how they can off-set and reduce their carbon footprint. ✓✓ (2)
- Make more people aware of climate change and its impacts
  - Tourism industry contributes to education.
- OR
- Social pillar:**  
Make tourists more environmentally conscious and encourage good environmental practises.
- OR
- Economic pillar:**  
Encourage future careers in environmental management.
- JOB CREATION**
- Environmental pillar:**  
Create more environmentally responsible careers and jobs in the tourism industry. ✓✓ (2)
- OR
- Social pillar:**  
Employment opportunities improve the quality of life of local people
- OR
- Economic pillar:**  
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**