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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

FEBRUARY/MARCH 2018

MARKING GUIDELINE

MARKS: 200

These marking guidelines consist of 15 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	A✓ / route of the tour	MTP	
	1.1.2	B✓ / Backpacker hostel	MTP	
	1.1.3	B✓ / multiplier	FX	
	1.1.4	D✓ / Get a good night's sleep before departure	MTP	
	1.1.5	A✓ / ahead of	MTP	
	1.1.6	A✓ / Jungfrau-Aletsch	TA	
	1.1.7	D✓ / Israel	TA	
	1.1.8	C✓ / Grand Canyon	TA	
	1.1.9	A✓ / roof structure	TA	
	1.1.10	B✓ / South America and North America	TA	
	1.1.11	D✓ / Department of Labour	TS	
	1.1.12	B✓ / marketing material	TS	
	1.1.13	D✓ / professional accountability	TS	
	1.1.14	C✓ / disaster	SR	
	1.1.15	B✓ / Environmental responsibility	SR	
	1.1.16	B✓ / NDT	DRI	
	1.1.17	D✓ / Comrades Marathon	TA	
	1.1.18	D✓ / universal access	DRI	
	1.1.19	C✓ / Tsunami	DRI	
	1.1.20	B✓ / common	CC	
			(20 x 1) [20]	
1.2	1.2.1	credit card ✓	DRI	
	1.2.2	Electronic Fund Transfer/EFT ✓	DRI	
	1.2.3	feedback ✓	CC	
	1.2.4	expenditure ✓	DRI	
	1.2.5	climate change ✓	DRI	(5)
1.3	1.3.1	code of conduct ✓	TS	
	1.3.2	a fringe benefit ✓	TS	
	1.3.3	itineraries ✓	MTP	
	1.3.4	jet fatigue ✓	MTP	
	1.3.5	ACSA ✓	MTP	(5)
1.4	1.4.1	F✓/ diseases	DRI	
	1.4.2	A✓/ unrest	DRI	
	1.4.3	D✓/ civil war	DRI	
	1.4.4	B✓/ global recession	DRI	
	1.4.5	C✓/ terrorism	DRI	(5)
1.5	1.5.1	transport ✓	SR	
	1.5.2	travel documents ✓	SR	
	1.5.3	travel insurance ✓	SR	
	1.5.4	entertainment ✓	SR	
	1.5.5	additional expenses ✓	SR	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 South African Revenue Services (SARS)✓ MTP (1)
 • Department of Home Affairs
- 2.1.2 He had nothing to declare.✓✓ MTP (4)
 The goods in his possession fall within, the duty free allowance.✓✓
 • He is not in possession of any prohibited goods.
 • He is not in possession of any goods imported for trade purposes.
 • Not in possession of gifts carried on behalf of others as such goods are subject to the payment of import duties and other taxes.
- 2.1.3 (a) To ensure that the drinking water is safe and he avoids the risk of becoming ill. ✓✓ MTP (4)
 To prevent dehydration✓✓
- (b) To protect him against sunburn ✓✓ MTP (4)
 To prevent too much exposure to the sun to avoid health related issues✓✓
- 2.2 2.2.1 Transport✓ MTP (2)
 Accommodation✓
 • Attractions
 • Activities
 • Time
 • Date
 • Tours and excursions / optional tours
 • Cities and countries to be visited
 • Additional information
- 2.2.2 They believe a carefully planned itinerary would ensure that the needs and expectations of the client are met. ✓✓ MTP (4)
 It would ensure smooth running of the holiday to create a valuable and memorable experience. ✓✓
 • It includes all the essentials that suit the tourist profile and in return ensure they get excellent value for money.
 • It can assist the tourist in planning their expenditure in advance making it a cost effective and structured holiday.

2.3	2.3.1	(a)	Johannesburg+2 Time difference	Rome +1 = 1 hour✓✓	MTP	(2)
		(b)	Johannesburg +2 Time difference Time in Rome Flying time	Rome +1 = 1 hour 14:00 (-)✓ 1 hour = 13:00✓ 13:00 (+)✓ 14 hours = 03:00✓ (7 February 2018) ✓ OR 03:00✓✓✓✓ (7 February 2018) ✓	MTP	(5)
		(c)	Rome +1 Time difference Time in New York	New York -5 = 6 hours✓✓ 08:00 (-)✓6 hours = 02:00✓ OR 02:00✓✓✓✓	MTP	(4)
2.3.2	(a)	A practice of turning the clock one hour ahead of standard time at the beginning of summer to gain extra daylight hours.✓✓		MTP	(2)	
	(b)	More daylight time available to spend outdoors ✓✓ More time to participate in leisure activities, e.g. shopping ✓✓ <ul style="list-style-type: none"> • Less crime. • Save electricity • Attractions opened for longer hours • Economic benefits due to longer shopping hours 		MTP	(4)	

[36]

QUESTION 3

3.1	R610 (÷)✓17,18✓ = £✓35,51✓ • £35,51✓✓✓✓	FX	(4)
3.2	GBP26,35 (x)✓16,09✓ = R✓423,97✓ • R423,97✓✓✓✓	FX	(4)
3.3	Political unrest✓/ instability Natural disasters✓/ drought/water crisis Negative Credit Ratings✓/ junk status Corruption in government✓ Discovery of new/large amounts of mineral resources✓ Lack of investor confidence✓ <ul style="list-style-type: none"> • Hosting of successful global events • Impact of major currencies (positive and negative) • Interest rates • Acts of terrorism 	FX	(6)

- Reshuffling of cabinet ministers
- Economic recession
- High crime rates
- Positive / negative image of the country in media reporting

TOTAL SECTION B: 50

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

4.1	4.1.1	A – Sphinx ✓ Egypt ✓	TA	(2)
	4.1.2	B – Great Wall of China ✓ China ✓	TA	(2)
	4.1.3	C – Black Forest ✓ Germany ✓	TA	(2)
	4.1.4	D – Machu Picchu ✓ Peru ✓	TA	(2)
	4.1.5	E – Pyramids ✓ Egypt ✓	TA	(2)
4.2	4.2.1	Five/5 ✓ ✓	TA	(2)
	4.2.2	North America ✓ ✓	TA	(2)
	4.2.3	Australia/Peru ✓ ✓	TA	(2)
				[16]

QUESTION 5

5.1	5.1.1	E ✓ ✓	CH	(2)
	5.1.2	B ✓ ✓	CH	(2)
	5.1.3	C ✓ ✓	CH	(2)
	5.1.4	A ✓ ✓	CH	(2)
	5.1.5	F ✓ ✓	CH	(2)
5.2	5.2.1	Eastern Cape ✓ and Mpumalanga ✓	CH	(2)
	5.2.2	Sites must be of outstanding universal value. ✓ ✓ Sites must meet at least one out of ten of UNESCO's selection criteria. ✓ ✓	CH	(4)
	5.2.3	Mapungubwe Cultural Landscape ✓ ✓ <ul style="list-style-type: none"> • Ukahlamba Drakensberg Park • Richtersveld Cultural and Botanical Landscape • Khomani San Cultural Landscape • Cradle of Humankind • Robben Island 	CH	(2)

NOTE: Only accept the correct official name of the WHS

- 5.2.4 Will attract more special interest tourists to South Africa. ✓✓ CH
More exposure/publicity for South Africa internationally. ✓✓ (4)
Increased visitor numbers to the province/area where the new WHS is located.
- Local traditions and cultures at the new site will be showcased.
 - More opportunities for entrepreneurship at the new site.
 - Multiplier effect will come into motion.
 - Increase in the GDP
 - More sites of significance are protected for future generations.
 - Job opportunities are created
 - Positive impact on the geographical spread

[22]

QUESTION 6

6.1 SATourism/South African Tourism ✓✓ M (2)

NOTE: *Do not accept SAT*

6.2 The provinces of South Africa ✓✓
WOW South Africa ✓✓ (4)

- 23 amazing South African facts
- Spectacular South Africa

6.3 **Reasons for using YouTube for marketing** M

Real-life experience – a video clip does more justice to a destination than pictures in a book or brochure. ✓✓ (2)

- Many people across the world prefer to watch videos rather than paging through books or brochures.
- Takes potential tourists on a virtual tour of South Africa.
- Easily accessible on many different electronic devices.
- Easy to share with others.
- The video remains on YouTube.
- Can be downloaded and re-watched at a later stage.
- Length: is short enough to reach the attention of people who are very busy.
- YouTube is a very popular digital platform.

Appropriateness of the title of the new brand video

Very appropriate – the title creates a sense of personal involvement and warmth by inviting viewers to 'meet' South Africa. ✓✓ (2)

- The title is short and easy to remember.
- The title is simple and will be understood by most viewers.
- The word 'meet' in the title creates a sense of curiosity.


Viewership

Very successful in reaching audience. Looking at the number of views – exceeding 2, 3 million views. ✓✓ (2)

- Taking into account that not all viewers 'like' a video, this received 3 948 'likes' (large number of likes)
- Viewership is not static – grows on a daily basis.
- The ability of viewers to 'share' the video creates a bigger viewer base.

[12]**TOTAL SECTION C: 50**

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

- 7.1 7.1.1 Contract of employment ✓✓ TS (2)
- 7.1.2 The owner has every right to take disciplinary action against the manager as he is not fulfilling his core duty as a manager to deal with customer complaints. ✓✓ TS (2)
- He brings the image of the business into disrepute.
 - He should address the issues raised by the customer and not make excuses.
 - He speaks ill of the business.
 - He is not adhering to the customer service policy as depicted in the slogan, "We put you first."
- 7.1.3 To establish whether the hotel's delivery of service puts the customer first as promised in the slogan. ✓✓ TS (2)
- 7.1.4 (a) Hi ✓ TS (2)
WHAT DO YOU EXPECT!!! –✓
- 
 - Use of emoticons
 - i am sorry
 - Poor punctuation and informal written communication
 - No subject for the e-mail
 - 'i' in small letters
 - Cheers
- (b) Good day ✓ TS (2)
We try to meet the requirements of a three star hotel. ✓
- Do not use emoticons
 - I apologise
 - I regret
 - Correct the e-mail with formal punctuation and by using formal business language
 - Subject should always contain the title of the message
 - Yours truly/sincerely
 - Kind regards
- 7.2 7.2.1 Hard working ✓ TS (2)
Results oriented ✓
• Ambitious

- 7.2.2 e-communication✓
interpersonal communication✓
- verbal communication
 - computer skills
 - written skills
 - presentation skills
- TS
(2)

[14]

QUESTION 8

- 8.1 Sanctuaries have good intentions in wanting to help orphaned animals but in many cases cubs are separated deliberately from their mothers. ✓✓
- Animal sanctuaries should adhere to conservation practices, but are often exploiting animals.
 - Animals should be protected and not be exploited for medicinal purposes.
 - Animals should be rehabilitated into the wild and not sent to farms for canned hunting.
- S
R
(2)
- 8.2 Ethical business practice✓
Respect for human rights, culture and environment ✓
- Sustainable practises
- S
R
(2)
- 8.3 **Ethical business practice :**
It is unethical to attract tourists to a wildlife sanctuary under the pretence of helping the lions when the lions are actually being abused. ✓✓
- S
R
- Respect for human rights, culture and environment:**
- There is no respect for the environment when lions are taken out of their natural habitat for tourism and profit purposes. ✓✓
 - There is no respect for the environment when lions are abused and exploited as is indicated in the documentary.
- (4)
- **Sustainable practices:**
 - Interferes with the natural breeding process and may cause a drop in lion numbers.
 - Unable to survive in the wild, removal of their natural instincts.
- 8.4 To attract tourists at the expense of the defenceless animals. ✓✓
- To make a profit at the expense of the defenceless animals.
- S
R
(2)
- 8.5 According to Fair Trade Tourism, since 1 June 2016, any organisation wanting to be certified by FTT may not allow any physical interaction between tourists and captive animals. ✓✓
- S
R
(2)

- 8.6 Eco tourists will not want to be a part of this type of abuse and exploitation and will therefore not visit the wild life reserves in South Africa. ✓✓ S
R
- They will question even the wildlife reserves that have responsible and sustainable tourism practises in place – creating a negative perception. ✓✓ (4)
- Reserves that are making valuable contributions to the environment by conducting research will also be negatively affected by these practices.
 - Every tourism business becomes suspect in terms of unethical business practice. [16]
- TOTAL SECTION D: 30**

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

- 9.1 9.1.1 Construction of new and existing infrastructure that will support the event. ✓✓ DRI (2)
- Income generation
 - Investment
 - Job creation
 - FOREX income
 - Multiplier effect
- 9.1.2 Host countries use the event to show their capacity to host and market an event of this magnitude. ✓✓ DRI (2)
- The host country receives worldwide exposure/publicity before, during and after the event.
 - Events of this magnitude create a sense of unity/belonging/pride amongst citizens of the host country.
 - The event has the ability to change negative perceptions of the host country.
- 9.1.3 The stadiums must be utilised for events other than sporting events and future events ✓✓ DRI (2)
- The facilities at the stadiums can be hired out for other events.
- NOTE:** *Accept examples of other types of events/activities*
- 9.2 9.2.1 (a) Natural disaster ✓✓ DRI (2)
- Avalanche
 - Earthquake
 - Snow storm
- 9.2.2 Pre-booked ski holidays will be cancelled ✓✓ DRI (4)
- The hotel will not do business until it has been rebuilt. ✓✓
- Tourists will be reluctant to book ski holidays and rather experience other types of holidays.
 - People will lose their jobs.
 - No tourists will result in loss of revenue for the hotel.

- 9.3 9.3.1 Tourists will not be able to use any cards for cash withdrawals. ✓✓ DRI (2)
- Tourists will not be able to withdraw cash
 - Tourists will be stranded in Zimbabwe without cash.
- 9.3.2 The tourist should carry US dollars for emergencies when entering the country. ✓✓ DRI
- Pay with credit cards where card facilities are available. ✓✓ (4)
- Make pre-payments (vouchers) for activities and meals where possible before the trip to Zimbabwe.
 - EFT payments where possible
 - Tourists should carry sufficient cash with them and not rely on withdrawals from ATMs.

9.4	9.4.1	The UK/United Kingdom ✓✓	DRI	(2)
	9.4.2	Germany ✓✓	DRI	(2)
	9.4.3	More tourists from Germany and neighbouring European countries will visit South Africa. ✓✓	DRI	(2)
		<ul style="list-style-type: none"> • Higher income will be generated from tourists travelling during the peak season. • Cheaper flights from the budget airline will increase the German market to South Africa. • Competition among airlines will keep ticket prices down benefitting South Africa's tourism industry and the tourists. 		
				[24]

QUESTION 10

10.1	The restaurant can get immediate feedback after the dining experience. ✓✓	cc	
	The restaurant gets the opportunity to respond immediately to complaints. ✓✓		
	<ul style="list-style-type: none"> • The restaurant can change the negative perceptions of customers by giving discounts. 		(4)
10.2	Comments on social media platforms like Twitter, Facebook, etc. ✓✓	cc	(2)
	<ul style="list-style-type: none"> • Reviews on Tourism websites like TripAdvisor. • Web-based responses • Online surveys 		
			[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200