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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 ✓✓
<ul style="list-style-type: none"> • Passport • Valid passport | MTP

(2) |
| | | (b) Schengen visa ✓✓
<ul style="list-style-type: none"> • German visa • visa | MTP

(2) |
| | 2.1.2 | (a) International Driver's Permit ✓✓
<ul style="list-style-type: none"> • IDP • International Driver's Licence <p><i>Note: Do not accept "Driver's Licence". Do not accept "IDL".</i></p> | MTP

(2) |
| | | (b) Permits Mr Jackson to drive in a foreign country. ✓✓
<ul style="list-style-type: none"> • Provides important information to validate the South African driver's license in many different languages. • Serves as an additional source of identification. • Car rental companies often request a valid IDP when driving abroad • IDP is obtained from the internationally recognised Automobile Association (AA) • Safeguards tourists driving in a foreign country in the event of an incident. | MTP

(2) |
| | 2.1.3 | To assist the tour planner/travel agent in making sure Mr Jackson's needs and expectations are met. ✓✓
<ul style="list-style-type: none"> • To ensure Mr Jackson is satisfied during and after the trip. • To provide good customer care. | MTP

(2) |
| | 2.1.4 | Prevent cross contamination of diseases such as Foot and Mouth disease to their animals. ✓✓
To protect the health of the citizens of the country. ✓✓
<ul style="list-style-type: none"> • To prevent loss of livestock if there is cross contamination of diseases. • Negative economic impacts in the event of cross contamination of diseases. | MTP

(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 ✓ OR 14:00 ✓✓✓	MTP	(3)
	OR			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 ✓ OR 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 ✓ OR 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
United States of America / USA✓ | TA

(2) |
| | 4.1.2 | E✓ / Statue of Christ the Redeemer / Corcovado
Brazil✓ | TA

(2) |
| | 4.1.3 | D✓ / Great Pyramids of Giza / Sphinx
Egypt ✓ | TA

(2) |
| | 4.1.4 | B✓ / Taj Mahal
India ✓ | TA

(2) |
| | 4.1.5 | A✓ / Sydney Opera House
Australia✓ | TA

(2) |
| | 4.1.6 | C✓ / Great Wall of China
China✓ | TA

(2) |
| | 4.1.7 | F✓ / Kremlin / Red Square
Russia ✓ | TA

(2) |
| | 4.1.8 | G✓ / Big Ben
England ✓
• Britain / Great Britain
• 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. ✓✓
• To upgrade and improve safety at the attraction.
• To get rid of the metal barriers that obscures the view of the tower to get better photo opportunities.
• The tower is one of the iconic structures in France that attracts many tourists and needs extra protection.
• 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. ✓✓
• Destruction of an iconic structure symbolising engineering abilities of the time.
• Fewer visitors to the attraction because tourists will not feel safe.
• 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. Badges (epaulettes)✓ of the SA National Parks identify the organisation and display professionalism of the organisation.
• 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. ✓✓
• 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✓
Fresh water loss✓
• rising sea levels that threaten coastal resorts
• reduced snowfall in alpine skiing areas
• storms
• heatwaves
• 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. ✓✓
• Melting snow can also result in unstable snow slopes and increase the risk of avalanches.
• An increased risk of skiing accidents | SR | (2) |
| | 8.1.3 | Benefits to the environment
The tourism industry provides important income opportunities, eradicates (reduces) poverty and promotes development. ✓✓
• The tourism industry is beneficial in that it creates jobs and sustains many people globally.
• Tourism businesses are re-evaluating their practices and finding ways to minimise their carbon footprint. | SR | (2) |
| | | Damage to the environment
It is also one of the largest contributors to CO ² emissions which is destroying the very attractions and destinations that is the draw card. ✓✓
• The accommodation and transport sectors are the main contributors to CO ² 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) [24]

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) [6]

TOTAL SECTION E: 30
GRAND TOTAL: 200