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NATIONAL SENIOR CERTIFICATE

GRADE 12

**TOURISM
NOVEMBER 2019
MARKING GUIDELINES**

MARKS: 200

These marking guidelines consist of 17 pages.

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

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	D✓/ Train	MTP
	1.1.2	D✓/ Jet lag is disorientation of passengers after a long-haul flight over many time zones whilst jet fatigue is physical tiredness experienced after a long-haul flight over a few or no time zones.	MTP
	1.1.3	C✓/ 13:50	MTP
	1.1.4	A✓/ Digital advertising	MTP
	1.1.5	B✓/ Exit via the stairs only	MTP
	1.1.6	A✓/ Bullfights	TA
	1.1.7	C✓/ Mecca	TA
	1.1.8	B✓/ Berlin Wall	TA
	1.1.9	D✓/ A / Brochures available on the attraction / Tiled pathways at the attraction	TA
	1.1.10	B✓/ Cape Floral Region	CH
	1.1.11	D✓/ Crew members must be punctual at all times.	TS
	1.1.12	B✓/ packaging must be uniquely branded	TS
	1.1.13	C✓/ mass tourism.	SR
	1.1.14	A✓/ all alien plants.	SR
	1.1.15	B✓/ Ask permission from the local people before taking photographs of them.	SR
	1.1.16	C✓/ a major event planned for Cape Town being cancelled.	DRI
	1.1.17	B✓/ 2020	DRI
	1.1.18	C✓/ an act of terror.	DRI
	1.1.19	A✓/ experiences.	CC
	1.1.20	A✓/ The card is preloaded using the exchange rate of the day it was purchased on and cannot fluctuate.	CC
			(20x1) (20)
1.2	1.2.1	Tour de France✓	DRI
	1.2.2	Wimbledon✓	DRI
	1.2.3	COP25✓	DRI
	1.2.4	G7 Summit✓	DRI
	1.2.5	Comrades Marathon✓	DRI (5)
1.3	1.3.1	airborne✓	MTP
	1.3.2	declare✓	MTP
	1.3.3	winter✓	MTP
	1.3.4	windmills✓	TA
	1.3.5	value✓	FX (5)

1.4	1.4.1	E✓/ grooming	TS	(5)
	1.4.2	F✓/ dress code	TS	
	1.4.3	A✓/ personal hygiene	TS	
	1.4.4	B✓/ social skills	TS	
	1.4.5	C✓/ communication skills	TS	
1.5	1.5.1	D✓ / Machu Picchu	TA	(5)
	1.5.2	C✓/ FIFA Soccer World Cup	DRI	
	1.5.3	F✓/ ‡Khomani San Cultural Landscape	CH	
	1.5.4	A✓/ INDABA	M	
	1.5.5	B✓/ Floods in Mozambique	DRI	

TOTAL SECTION A: 40

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

- | | | | | |
|-----|-------|---|-----|-----|
| 2.1 | 2.1.1 | Brandon's main reason for travelling is for work and he has included an extension of his stay at his own cost in Germany for a leisure holiday. ✓✓ | MTP | (2) |
| | 2.1.2 | (a) The multi-graded hotel accommodation offers the latest technology. ✓✓ <ul style="list-style-type: none"> • It meets Brandon's need as a photo journalist as he will need the latest technology. • Wi-Fi available / Internet available | MTP | (2) |
| | | (b) Brandon does not need to change accommodation establishments; he can remain in the same hotel and just move to another cheaper graded level of the multi-graded hotel for the additional two days. ✓✓ | MTP | (2) |
| | 2.1.3 | (a) Brandon will have to apply for a work visa because the main purpose of his visit to Germany is for work. ✓✓ | MTP | (2) |
| | | (b) A letter stating that he is employed as a photo journalist for a travel company / Proof of employment ✓✓ <ul style="list-style-type: none"> • A letter stating the nature of his business in Germany. • Proof of financial status / Pay slips of the past three months / Employment contract • A detailed schedule of his business meetings. • Company covering letter on a letterhead with entire travel plan (itinerary) mentioning his position, duration of his trip, the dates and purpose of the trip and if his expenses are being covered by the employer or not. • Flight details | MTP | (2) |
| | 2.1.4 | (a) ATM ✓✓ | MTP | (2) |
| | | (b) The App will make it easy for him to locate places of interest and essential services. ✓✓ <ul style="list-style-type: none"> • The App will save him time and money to locate points of interest and surrounding tourist attractions. | MTP | (2) |
| | 2.1.5 | International Driver's Permit ✓✓ (IDP) <ul style="list-style-type: none"> • International Driver's License | MTP | (2) |

NOTE: Do not accept driver's license or IDL.

2.1.6 Brandon will be able to use the IoT to connect his mobile devices to the other smart devices making it easier for him to use these smart devices from anywhere. ✓✓ MTP

By using the IoT, Brandon is guaranteed to have everything he requires for his work and leisure as quickly as possible. ✓✓

Brandon will have real time information and the ability to work in real time, accessing different types of devices anywhere in the world to ensure maximum productivity in the shortest possible time. ✓✓ (3x2) (6)

- **Wi-Fi hotspot:** Will give Brandon easy accessibility to the internet in order for him to be efficient in his work commitments.
- **Airport technology:** At the airport Brandon will be able to use the IoT giving him easier ways of checking-in, tracking his luggage and his flight information and also conducting his business while waiting at the airport.
- **Smartphone:** Will connect to nearby devices, saving Brandon time and energy in finding his way around, supporting his job as a photo journalist.
- **Internet:** Enables Brandon to immediately have access to the internet for information and communication purposes.
- **Hotel technology:** Will save him time and make his stay more personalised and comfortable.

Note: Accept relevant examples.

[22]

2.2 2.2.1

Bangkok +7	Beijing +8
Time difference	= 1 hour✓ = 05:00 (+✓) 1 hour
Time in Beijing	= 06:00✓
Flying time	= 06:00 (+✓) 5 hours
Arrival time	= 11:00 ✓ 7 October✓
OR	
11:00✓✓✓✓✓ 7 October ✓	

MTP

(6)

2.2.2	South Africa +2	London 0	MTP
	Time difference	= 2 hours✓ = 20:00 (- ✓) 2 hours	
	Time in London	= 18:00✓	
	Flying time	= 18:00(+✓) 11 hours	
	DST	= 05:00✓ = 05:00 (+✓) 1 hour = 06:00✓ 22 October✓	
OR			
06:00 ✓✓✓✓✓✓✓✓ 22 October✓			

(8)

OR

<i>Alternative method</i>			
		London (0)	South Africa (+2)
Daylight Saving Time added:		(0) +✓ 1 hour = (+1)✓ London (+1)	South Africa (+2)
Time difference:		1 hour✓ = 20:00 (- ✓) 1 hour	
Time in London (when he leaves South Africa):		= 19:00✓	
Flying time:		= 19:00 (+✓) 11 hours = 06:00✓ 22 October✓	
OR			
06:00 ✓✓✓✓✓✓✓✓ 22 October✓			

- 2.2.3 (a) 1 hour✓ MTP (1)
- (b) It is summer and when London practises DST they move their time 1 hour forward.✓✓ MTP (2)

Note:

1. Accept calculation / explanation of various methods of DST to show a 1-hour time difference.
2. Do not accept "DST/ Daylight Saving Time" only.
3. Do not accept benefits of DST.

[17]

QUESTION 3

3.1 Banks and foreign exchange bureaus charge a commission or make a profit for the service. ✓✓ FX (2)

3.2 3.2.1

$€500 \times 16.65 = R8\,325,00$ OR $=R8\,325,00$
--

 FX (3)

3.2.2

$€1\,250 \times 16.65 = R20\,812,50$ OR $=R20\,812,50$

 FX (3)

3.3

$€5\,000 \times 15.72 = R78\,600,00$ OR $=R78\,600,00$

 FX (3)

[11]**TOTAL SECTION B: 50**

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

QUESTION 4

4.1	4.1.1	A-Big Ben✓	UK✓/ Great Britain / United Kingdom / England	TA	
		B- Sydney Opera House✓	Australia✓		
		C- The Statue of Christ the Redeemer✓	Brazil✓		
		D- Eiffel Tower✓	France✓		
		E- Colosseum✓	Italy✓		(10)

4.1.2 (a) **B- Sydney Opera House** TA (2)
 It is recognised for its unique architectural design and construction.✓✓
 • It is regarded as one of the most famous performing arts venues in the world.
 • The building comprises various performing venues which together host over 1 500 performances annually.

(b) **E - Colosseum** TA (2)
 In the past it was used for gladiator contests and public performances such as animal hunts, re-enactments of famous battles, executions and dramas.✓✓
 • The emperor's gift to the Romans.
 • It was not only an amphitheatre; it became a symbol of power for the emperor, Rome and the Roman society.

4.1.3 (a) French Riviera✓✓ TA (2)
Note: Accept references relating to coastal cities / towns along the French Riviera, e.g. Monaco, Nice.

(b) Sailing✓✓ TA (2)
 • swimming
 • parasailing
 • boating / yachting / jet skiing
 • snorkelling
 • kite-surfing

Note: Accept water-based activities related to the French Riviera.

- 4.2 4.2.1 While navigating the canals there are opportunities for shopping and bargaining. ✓✓ TA (2)
- Fresh produce directly from the farms are sold at the floating markets.
- 4.2.2 Tourists and locals have chosen other transport options available to them with fewer choosing to use the boats. ✓✓ TA (2)
- Less demand for water-based shopping resulting in decreased profits.
 - The daily routes used by commuters are a distance away from the river canals.
 - Loss of authentic traditional practices.
 - Dependency on land-based transport has now placed the future of the floating markets under threat.
- 4.2.3 Generates income for reinvestment within the area. ✓✓ TA (4)
- It has economic and social benefits for the local people which have improved their quality of life. ✓✓
- Due to its uniqueness it attracts both foreign and domestic tourists.
 - The government wishes to protect their heritage and culture of the floating markets.
- [26]**

QUESTION 5

- 5.1 Mpumalanga ✓✓ CH (2)
- 5.2 The route will take tourists on a journey through an ancient time to geologically important sites and viewpoints. ✓✓ CH
- By following the route, it ensures that tourists visit all the sites of significance. ✓✓ (4)
- The route contains informative interpretation panels.
 - The route can be undertaken at the tourists own time.
 - The Genesis Route is an existing route.
 - The route grants easy access to all sites.
 - The route can be done in one day.
 - There are a number of activities along the Genesis route that tourists can engage in.
- 5.3 It will be more difficult to reach the attractions, therefore reducing visitor numbers. ✓✓ CH (4)
- The poor condition of roads can result in tourists being reluctant to return to the attraction. ✓✓
- It can force tourists to visit other attractions.
 - Road closures / repairs can inconvenience tourists.
 - Poor word-of-mouth publicity.

[10]

QUESTION 6

- 6.1 It is a 1% TOMSA tourism levy charged by some accommodation establishments. ✓✓ M
(2)
- 6.2 1% TOMSA / tourism levy collected from the hotel guests ✓✓
The hotel pays the money collected to TBCSA on a monthly basis. ✓✓
TBCSA makes the collected funds available to SATourism on a quarterly basis. ✓✓ M
(6)
- SATourism uses the funds to market South Africa both internationally and domestically.
- 6.3 6.3.1 Money is spent on promotional material to be used at international travel trade shows. ✓✓ M
(2)
- Funds are utilised to book and exhibit at international travel trade shows such as ITB and WTM.
 - SATourism negotiates more flights and routes with various stakeholders to increase inbound foreign arrivals to South Africa.
 - They embark on various strategies to find opportunities to brand South Africa.
 - Support tourism businesses.
- 6.3.2 Partnerships are formed with tourism industry stakeholders to monitor the standard of facilities and services on offer. ✓✓ M
(2)
- Partnerships ensure solutions are found towards maintaining and enhancing facilities and services.
- Note:** Accept examples of how the tourism industry stakeholders contribute to maintaining standards and facilities.
- 6.3.3 Branded material to strengthen awareness of South Africa as a destination of choice. ✓✓ M
(2)
- Creating a coordinated branding image for *Destination South Africa*.
 - Liaising with the provincial tourism authorities to market their provinces.
 - Creating platforms such as Africa's Travel Indaba in Durban and other marketing events for networking and strengthening the brand of South Africa.

Note: Accept examples e.g. *Inspiring New Ways*.

[14]

TOTAL SECTION C:

50

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

- 7.1 7.1.1 (a) Hotel A ✓✓ TS (2)
- A
 - Sunset Hotel
- (b) The rooms have modern (electronic key card activated locks) and do not unlock / lock with traditional keys. ✓✓ TS (2)
- The electronic key cards can be used to activate the electricity in the hotel room (environmental responsibility).
 - The electronic key card is branded with the hotel name and slogan.
 - The hotel wishes their guests a warm stay on the electronic key card.
 - Guests feel welcome because of the message on their key cards.
- 7.1.2 Redecoration / refurbishment / modernisation of the rooms and facilities ✓✓ TS (2)
- Excellent housekeeping.
 - Extras for the guest e.g. a welcome letter, flowers, fruit, chocolates etc.
 - Responsible and sustainable tourism practices.
 - Branded toiletries and stationery.
- NOTE:** *Accept examples relating to the recommendations above.*
- 7.2 7.2.1 (a) Contract of employment ✓✓ TS (2)
- (b) It is an agreement between the employer and the employee. ✓✓ TS (2)
- Parties are compelled to abide by the regulations and conditions in this legal document.
 - The employee signed a contract.
 - It is part of his job description.

- 7.2.2 (a) Code of conduct✓✓ TS (2)
- (b) Core duty D✓✓ / Capture the correct information, provide the rates and terms of the agreement and give the required authorisation. TS
- Core duty E✓✓ / Verify the accuracy of the information on the rental agreement. (4)
- Provide information on the various product offerings available.
 - Core duty A / Receive telephone calls and handle customers issues or direct messages to appropriate staff.
- [16]**

QUESTION 8

- 8.1 Zero % waste is sent to the landfill, where previously 40 tons of waste was sent to the landfill.✓✓ SR (2)
- Waste is sorted on site, where previously it was discarded and sent to the landfill.
 - Opportunities were created for the establishment of two projects.
 - Recycling, re-using and reducing initiatives and CSI donations.
 - Compost was previously bought but is now produced on-site.
 - Green practices
- 8.2 8.2.1 Cost saving of R430 000 on compost for the golf course and gardens that is produced on-site by Vuka Uzenzele.✓✓ SR (2)
- Cost saving by the hotel and restaurants of about R10 000 per month on vegetables which are grown in the gardens by workers of Vuka Uzenzele.
- 8.2.2 Employment for five workers at Vuka Uzenzele who receive fair wages.✓✓ SR (2)
- Local people earn an income from the organic gardens.
 - The multiplier effect is set in motion in the local economy.
 - Entrepreneurship opportunities are created.
- 8.3 Donation of vegetables to feeding schemes at local schools.✓✓ SR (2)
- Recyclable materials are donated to needy local community members and community organisations.
 - Donates used furniture, appliances, linen and computers to communities.

8.4 Sustainability

SR

The food waste is separated from other waste to produce compost on-site at Wild Coast Sun.✓✓

The compost is used to grow organic vegetables.✓✓

The hotel and restaurants buy the organic vegetables from Vuka Uzenzele, thereby sustaining the economic cycle.✓✓

(6)

- The restaurants at Wild Coast Sun use the vegetables in their food preparation.
- The workers are able to sustain their livelihoods by earning fair wages.
- Transport costs are reduced by buying locally grown produce.
- Food security for all concerned.

[14]**TOTAL SECTION D:****30**

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

- 9.1 9.1.1 natural✓✓ DRI (2)
- 9.1.2 (a) A- Earthquake✓
B- 6 December 2018✓ DRI (2)
- (b) The tourism industry will come to a standstill (cancellations of flights or holiday packages etc) in the affected areas as the majority of the infrastructure would have been damaged.✓✓ DRI
- Tourists will not be able to communicate with people in affected areas to determine the extent of the damage and will rather not show up.✓✓
- Tourists will avoid the area and travel to alternative destinations / decrease in tourists.✓✓ (6)
- There will be prolonged periods of zero tourism activities until infrastructure has been rebuilt.
 - Job losses due to damaged infrastructure - negative impact on income earnings for the people of Indonesia.
 - GDP is affected negatively.
 - Loss of foreign revenue.
 - Before the country can recover from one natural disaster, another one occurs, thus complicating the rebuilding process.
 - Destruction of the tourism infrastructure (economic and physical).
 - Disruptions to normal day-to-day operations.
 - Break-out of diseases.
- 9.2 9.2.1 Tourists do not have to stand in queues to do time-consuming FOREX transactions.✓✓ DRI
- Tourists get the latest rate of exchange when they buy FOREX.✓✓ (4)
- Tourists are able to create more than one card for transactions.
 - Payments can be made from any country to any international destination.
 - FOREX purchases and payments can be made anytime and anywhere.

Note: Accept answers from the source.

- 9.2.2 Unlike pre-loaded debit cards or cash that can be stolen or lost, virtual cards cannot be stolen, cloned or lost, because these cards do not physically exist. ✓✓ DRI (2)
- The App is PIN-protected and even if the phone is stolen or lost, no money will be lost.
 - It would be more difficult for fraudsters to have access to funds.
 - It is easier to track all transactions.
- 9.2.3 A tourist will not be able to use this App if there is no connectivity. ✓✓ DRI (2)
- If the device is stolen or lost, a tourist will not be able to use this App.
 - If the App malfunctions it will not be possible to use the App.
 - Some functions of the App will be unavailable when the recipient does not have the supporting technology.
 - People who are unfamiliar with using the app can make costly errors.
 - Data is expensive.
- 9.3 9.3.1 There was a decline from 2017 to 2018 in some of the indicators. ✓✓ DRI (2)
- Fewer tourists visited South Africa resulting in a decrease in bed nights and length of stay.
- 9.3.2 The crime rate in South Africa is discouraging tourists from visiting South Africa. ✓✓ DRI (4)
- Negative perceptions / publicity of South Africa ✓✓
- The message that the water restrictions have been relaxed in the Western Cape in particular was not communicated to the same extent as the Day Zero threat.
 - There is a general global fear of travel.
 - There is a global recession.

NOTE: *Accept examples.*

[24]

QUESTION 10

- 10.1 Delays / poor service delivery. ✓✓ cc (2)
- Waiter was slow and hung over / unprofessional.
 - Incorrect food order was served.
 - Eating under unhygienic conditions.

NOTE: Accept examples.

- 10.2 It is a transparent on-line platform where customers can complain about service delivery and companies involved get the opportunity to respond to the complaints. ✓✓ cc (2)
- Customers can use the *Hello Peter* website as a review tool and businesses get the opportunity to manage their on-line presence.

- 10.3 **Negative:** cc (2)
- No indication that the restaurant values the customers' needs. ✓✓
- The restaurant gave a very unsympathetic / apathetic / indifferent response, without apologising to the customer.
 - The tone of the response will not help to restore customer relations with the restaurant.
 - The customer may not even respond to the request.

OR

Positive:

The restaurant showed interest and at least posted a response to the customer's complaint.

- The restaurant promised to investigate the matter.
- The restaurant requested the contact details of the customer urgently.

[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200