



SA EXAM PAPERS

YOUR LEADING PAST YEAR EXAM PAPER
PORTAL

Visit SA Exam Papers

www.saexampapers.co.za



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
NOVEMBER 2021
MARKING GUIDELINES**

MARKS: 200

These marking guidelines consist of 16 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	C✓/ Route plan	MTP	
	1.1.2	A✓/ personalised	MTP	
	1.1.3	B✓/ ensure luggage is securely locked	MTP	
	1.1.4	D✓/ Use sunscreen containing a high sun protection factor.	MTP	
	1.1.5	A✓/ Valid South African driving licence	MTP	
	1.1.6	D✓/ Germany	TA	
	1.1.7	A✓/ have religious significance	TA	
	1.1.8	D✓/ Cradle of Humankind.	CH	
	1.1.9	B✓/ Geological evidence of a meteorite impact structure.	CH	
	1.1.10	B✓/ increase in tourist volumes.	M	
1.1.11	D ✓ / Positive interaction with customers	TS		
1.1.12	A ✓ / They will enjoy fringe benefits such as discounted travel.	TS		
1.1.13	C✓ / social media.	TS		
1.1.14	D✓ / Code of conduct	TS		
1.1.15	D✓ / Packaging design	TS		
1.1.16	C✓/ protest action.	DRI		
1.1.17	B✓/ Soccer stadiums were empty.	DRI		
1.1.18	A✓/ The WEF was held by means of a virtual platform.	DRI		
1.1.19	D✓/ through South Africa's border posts.	DRI		
1.1.20	D✓/ Liking a Facebook post on a business' web page	CC		
			(20 x 1)	(20)
1.2	1.2.1	transit visa✓	MTP	
	1.2.2	health certificate✓	MTP	
	1.2.3	passport✓	MTP	
	1.2.4	Covid-19 test✓	MTP	
	1.2.5	Schengen Visa✓	MTP	(5)
1.3	1.3.1	environmental✓	SR	
	1.3.2	CSI ✓	SR	
	1.3.3	FTT ✓	SR	
	1.3.4	Environmentally ✓	SR	
	1.3.5	economic growth✓	SR	(5)
1.4	1.4.1	C✓ / remuneration	TS	
	1.4.2	G ✓ / uniform allowances	TS	
	1.4.3	E✓ / termination of service	TS	
	1.4.4	A✓ / working hours	TS	
	1.4.5	B✓ / core duties	TS	(5)

1.5	STEP 1	Do research on the countries to be visited ✓	MTP
	STEP 2	Decide on the travel period ✓	MTP
	STEP 3	Buy a flight ticket / Book accommodation ✓	MTP
	STEP 4	Apply for a visa ✓	MTP
	STEP 5	Buy foreign currency ✓	MTP (5)

Note: STEP 1 and STEP 2 can be interchangeable.

TOTAL SECTION A: 40

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

- 2.1 2.1.1 The WHO is working to contain the spread of the virus. ✓✓ MTP (2)
- They are advising people on measures to take to protect themselves from the virus.
 - Directing people to the organisation's website and social media platforms for additional information on the virus.
- 2.1.2 Google✓✓ MTP (4)
- Facebook✓✓
- Twitter
 - Instagram
- Note:** TikTok is not accepted
- 2.1.3 TikTok has a huge, growing audience and is a popular app used by many. ✓✓ MTP (4)
- The audience is mostly Generation Z's and they can serve as ambassadors to encourage increased action amongst the youth against the virus. ✓✓
- The volume of users is increasing worldwide therefore information on the virus can reach larger audiences, faster.
 - The videos are short and easy to follow with no information over-load making it easier to direct a message to the desired audience.
- 2.2 2.2.1 B✓ C✓ D✓ F✓ MTP (4)
- E
 - Perfume / eau de toilette
 - Cigarettes
 - Wine / spirits
 - Tobacco
 - Gold bangles to the value of R5 000
- Note:** Accept any order
- 2.2.2 B - no more than 50 ml perfume✓✓ MTP (4)
- no more than 250 ml eau de toilette
- C - no more than 200 cigarettes✓✓
- D- no more than 2 litres of wine per person
 - no more than 1 litre of spirits
 - F- no more than 250 g of pipe tobacco per person
 - E- new goods or used goods up to the value of R5 000 (the gold bangles may be subject to this regulation)
- 2.2.3 Green channel✓✓ MTP (2)

- 2.2.4 (a) Refers to goods that travellers are not allowed, by law, to bring into a country. ✓✓ MTP (2)
- They are illegal goods that are not allowed to enter a country

Note: Do not accept examples

- (b) A ✓✓ MTP (2)
- dynamite / explosives

2.3	2.3.1	South Africa +2	Singapore +8	MTP
		Time difference	= 6 hours ✓	
		Time in Singapore	10:00 (+✓) 6 hours = 16:00 ✓	(3)
		OR		
		16:00 ✓✓✓		

2.3.2	Arrival time in Singapore	16:00 (+✓) 10 hours flying time = 02:00 ✓		MTP
	Stopover time	02:00 (+✓) 4 hours		
	Departure time	= 06:00 ✓		(4)
	OR			
	06:00 ✓✓✓✓			

2.3.3	Singapore +8	Melbourne +10		MTP
	Time difference	= 2 hours ✓		
	Time in Melbourne	06:00 (+✓) 2 hours = 08:00 ✓		
	Flying Time	08:00 (+✓) 7 hours		
	Arrival time	= 15:00 ✓		(5)
	OR			
	15:00 ✓✓✓✓✓			

- 2.4 2.4.1 Jet Lag ✓✓ MTP (2)

- 2.4.2 Getting adequate sleep and rest. ✓✓ MTP (2)
- Adjusting the time to the local time.
 - Keeping hydrated with liquids.
 - Avoid caffeinated beverages or alcohol.
 - Exercising on the plane.
 - Wear loose clothing to facilitate adequate blood circulation.
 - Have light meals.
 - Take medication to alleviate jetlag symptoms
- [40]**

QUESTION 3

3.1	3.1.1	ZAR 20 000 ÷ ✓ 16,87 ✓	= USD 1185, 54 ✓	FX	(3)
		OR			
		USD 1185, 54 ✓ ✓ ✓			
	3.1.2	USD 303,50 – ✓ USD100 ✓	= ZAR 203,50	FX	
		USD 203,50 x ✓ 15,97 ✓	= ZAR 3249,90 ✓		(5)
		OR			
		ZAR 3249,90 ✓ ✓ ✓ ✓ ✓			

- 3.2 Unemployment leading to a rise in poverty. ✓✓ FX (2)
- Due to lessened productivity of goods and services, unemployment will be on the rise, leading to job losses.
 - Employees will face retrenchments or lower wages meaning less money available to spend on basic needs or job losses.
 - Investors will be less likely to invest in an economy that is not expanding.
 - People will have less money / disposable income to spend.
 - Country can fall into recession with reduced interest rates and higher inflation leading to consumer borrowing and greater debt.
 - Reversal of the multiplier effect.
 - Price increases for goods and services.

[10]

TOTAL SECTION B: 50

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

- 4.1 4.1.1 (a) A – Niagara Falls ✓ TA
B – Venice ✓ (3)
C – Sydney Opera House ✓
- (b) A - North America ✓ TA
B - Europe ✓ (3)
C - Australia ✓ / Australasia
- 4.1.2 Domestic tourists ✓✓ TA (2)
• Canadians
- 4.1.3 Icon **B** has visitor numbers for a whole city (Venice) and the visitor TA
numbers for icon **C** is for one attraction/icon in the city (2)
(Sydney). ✓✓
• Sydney is a long-haul destination.
• Venice is in close proximity to the countries in Europe.
• Venice is an ancient city with historical significance.
• There are unique attractions in the city built on water.
• Fewer people would go to a harbour (Sydney) than tourists travelling around many attractions in a city (Venice).
• Venice is seen as a romantic city and might have more couples visit compared to Sydney.
- 4.2 4.2.1 (a) Egypt ✓ TA (1)
- (b) Africa ✓ TA (1)
- 4.2.2 The pyramids were built as tombs for the pharaohs (Egyptian TA
kings) ✓✓ (2)
• The embalmed mummies of the royal and noble families of Egypt were buried here.
- 4.2.3 lion ✓✓ TA (2)
- 4.2.4 (a) Vehicles that might damage the site are left at the visitor TA
centre. ✓✓
Traditional camel and horse rides have low impact on the environment and are only allowed in certain areas. ✓✓ (4)
• Electrical vehicles minimise pollution caused by petrol or diesel engines.
• Stalls will be allocated in designated areas only.

Note: Accept examples of sustainable and responsible management plans.

- (b) Workers and vendors operating their businesses will be trained on providing quality products and excellent service delivery. ✓✓
Plans are in place to ensure quality products and services are provided. ✓✓ (4) TA
- Competitive pricing for local vendors
 - Staff members handle visitors without offending them.
 - Many ticket windows speed up ticket sales reserved for a variety of tourist types.
 - 18 gift shops minimise over-crowding.

Note: Accept examples of efficient and ethical staff behaviour.

- 4.2.5 (a) There is a new international airport for international tourists and the road infrastructure has been improved for local visitors. ✓✓ (2) TA
- There are ticket windows for Egyptian citizens (domestic) and foreigners (international) visiting the site.

- (b) Craftsmen and traders from the local community have stalls at the site. ✓✓ (2) TA
- Horse and camel owners are allowed to operate their unusual modes of transport at the Great Pyramid
 - Local community members are photographers that earn money from taking and providing pictures.
 - Local drivers are employed to drive the electric vehicles.
 - Knowledgeable local members work in the visitor and information centres.
 - Entrepreneurship opportunities in the gift shops for local souvenirs.
 - Local community members will receive training (skills development).
 - Improvements in local infrastructure around the Great Pyramids

[28]

QUESTION 5

- 5.1 KwaZulu Natal ✓
• KZN CH (1)
- 5.2 natural ✓ CH (1)
- 5.3 5.3.1 UNESCO ✓✓
• United Nations Educational, Scientific and Cultural Organisation CH (2)
- 5.3.2 The status of iSimangaliso Wetland Park as a World Heritage Site could be threatened. ✓✓ CH (2)
• It was declared a natural site, and human interference (e.g. use of heavy duty equipment) compromises its natural status.
- 5.3.3 More special interest tourists like anglers will come to fish. ✓✓
Water-based tourism activities will be able to take place with increased flow of water, marine life and wildlife. ✓✓ CH (4)
• Ecotourism will increase.
• Lodges and accommodation establishments will receive more visitors.
• Promote scientific research and training as well as environmental awareness.
- 5.4 Maloti-Drakensberg Park ✓✓ CH (2)
• uKhahlamba Drakensberg Park
- [12]**

QUESTION 6

- 6.1 South African Tourism ✓✓ M (2)
• SATourism
- Note:** Do not accept SAT
- 6.2 Partnerships with industry role-players unify the advertising efforts. ✓✓ M (4)
Media such as Google Arts and Culture assist in exposing what South Africa has to offer to domestic and international markets. ✓✓
• The use of the Inspiring New Ways logo provides brand identity to attract more tourists to a recognised destination.
• Bringing together various images, videos, street views and stories shows South Africa's diversity in culture and scenery to the rest of the world.
• Using an online platform connects SATourism's marketing efforts to virtual reality and the global digital world.
• It is a cost-effective platform to market South Africa both domestically and internationally

- 6.3 South Africa's brand logo ✓✓ M (2)
- Inspiring new ways slogan
 - Sharing Google Arts and Culture branding – South Africa: An Explorer's Paradise
- 6.4 TBCSA pays money collected from levy contributors quarterly to SATourism ✓✓ M (2)
- 1% TOMSA levy is collected by participating tourism businesses from tourists
- [10]**
- TOTAL SECTION C: 50**

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

- 7.1 7.1.1 The way the business wants to be perceived by its customers. ✓✓ TS (2)
- 7.1.2 Netiquette ✓✓ TS (2)
- e-professionalism
- 7.1.3 The customers will lose confidence and loyalty and take their business elsewhere. ✓✓ TS (2)
- The business will lose customers and income.
 - They may want to look for another business where they can spend their money.
 - They will look for a business that will meet their expectations in terms of professionalism, quality service and customer care.
 - Negative / bad publicity
 - Additional expenses will be incurred for marketing to off-set the negative publicity.
- 7.2 7.2.1 He tarnished the image of the business with his adverse comments on social media. ✓✓ TS (2)
- He negativity influenced other fellow workers.
 - He bullied and harassed a colleague.

- 7.2.2 **YES** TS
- As an employee, I am co-responsible to protect the image of the business and personal information of fellow workers. ✓✓
- I would play a role in ensuring the profitability of the business. ✓✓ (4)
- If I do not report the colleague's conduct, I might be perceived as agreeing with him, thus giving me a bad reputation at work.
 - Mr Williams bullied and harassed his colleague despite having no proof that it was him reporting it to the hotel.
- Note:** Accept any answer that shows integrity / a sense of responsibility
- OR**
- NO**
- Mr Williams practised his right to freedom of speech. The social media page belongs to Mr Williams – he can post whatever he wants.
- Fearful of victimisation at work and on social media.
- Note:**
- Accept any answer that refers to freedom of speech / personal accountability.
 - No marks are awarded for YES or NO
- 7.2.3 Dismissing Mr Williams on the grounds of violating the code of conduct for employees ensures that ... TS
- the professionalism and integrity of the hotel is protected ✓✓
 - it allowed the hotel to discipline employees within a legal framework. ✓✓
 - other employees are protected from repeated verbal personal attacks. ✓✓ (6)
 - it keeps employees accountable for their actions
 - the contravention of the code of conduct can be addressed by written warnings
 - correct labour practices are followed by the business
- [18]**

QUESTION 8

- 8.1 8.1.1 Social ✓✓ SR (2)
- Community
 - People
- 8.1.2 RAIN uses a portion of its profit to better the lives of people in communities all over the world. ✓✓ SR (2)
- Note:** Accept examples of CSI initiatives.
- 8.2 8.2.1 **Provide clean drinking water**
- Many schools in South Africa do not have running water. This initiative brought drinking water to the schools, encouraging learners to drink enough water as part of a healthy lifestyle. ✓✓
- Values have to be instilled to act responsibly by saving water.
 - Prevent diseases such as cholera, COVID-19
- Sanitation facilities**
- Schools can now have flushable toilets and hand washing facilities. ✓✓
- Having running water on the school premises, allows for further improvements of infrastructure.
- Hygiene education**
- Being exposed to running water, learners have to be educated on personal hygiene practices and how sanitation facilities have to be utilised. ✓✓ (6)
- Education on the use of sanitation facilities.
 - Education on the responsible use of water.
 - Observing strict hygienic practices when preparing and serving food.
- Note:** Focus areas can be included in any order.
- 8.2.2 Building 5 000 hand washing stations during the Covid-19 pandemic is a more sustainable initiative, as it will last for many years. ✓✓ (2)
- The hand sanitizers will only offer a short-term solution and then the protection of communities will be compromised.

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

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

- 9.1 9.1.1 diseases ✓✓ DRI (2)
- pandemic
 - global pandemic
- 9.1.2 In the midst of the Covid-19 pandemic, TBCSA had to ensure that while supporting tourism businesses from the negative impact of the crisis on the tourism sector, they needed to also ensure adherence to government's policies. ✓✓ DRI (2)
- TBCSA developed a general protocol for all tourism sectors and businesses in keeping with the government's mandate to stop the spread of the disease.
 - The standardised policy was developed to provide guidance and support for the industry to move forward amidst the crisis while still protecting the sector.
- 9.1.3 A health and safety officer must be appointed. ✓ DRI (4)
- Staff will have to undergo training and be informed on Covid-19 safety practises for themselves and customers. ✓
- Staff will have to abide by physical distancing standards. ✓
- All staff will have to ensure they wear proper PPE. ✓
- Staff will have to ensure they have their temperatures checked on entrance to their workplace.
- Note:** Quoting from the text is accepted.
- 9.1.4 Compulsory screening for all guests would have been time consuming and costly as it would have required the purchasing of specific equipment and the training of staff. ✓✓ DRI (4)
- Capacity controls resulted in a limited number of guests at the accommodation establishment. This would have halved the profit margin of the establishment. ✓✓
- Small accommodation establishments such as B&Bs, Airbnbs, etc. chose to temporally shut down
 - Staff was retrenched or took a cut in salary.
 - Inconvenience of screening protocols and safety concerns can have negative cost implications for the accommodation establishment.

- 9.2 This would ensure that people are neither the carriers nor the source of the spread of the virus because they have evidence of a negative Covid-19 test result. ✓✓ DRI
The host countries will feel confident to allow inbound tourists with a negative Covid-19 test result to move freely without spreading the virus. ✓✓ (4)
 - Tourists with proof of a negative Covid-19 test result will be allowed access to tourism products, services and destinations of the host country without spreading the virus.
- 9.3 9.3.1 Decline/negative decrease in all inbound tourists to South Africa in the year 2020. ✓✓ (2)
- 9.3.2 A partnership between government and the tourism industry to address all aspects of the Recovery plan. ✓✓ DRI
Government and commercial banks made funds available for tourism businesses to apply for in order to protect tourism assets, and core infrastructure. ✓✓
Introduce safety protocols for the industry, to rebuild tourism confidence. ✓✓
Negotiate with countries to open borders and air routes to reconnect South Africa to the world. ✓✓ (8)
 - Closely monitoring and advertising the decrease in Covid-19 infections and the current lockdown levels, will stimulate travel.
 - Continue tourism safety programmes in partnership with the police and relevant stakeholders.
 - Encourage domestic travel and experiences by offering innovative, affordable packages.
 - Form partnerships with neighbouring countries to promote a seamless SADC visitor experience.
 - SATourism can use various opportunities for marketing South Africa both locally and internationally.**[26]**

QUESTION 10

- 10.1 Eat Safe Certification Programme and Screening App ✓✓ CC (2)
Note: Accept only the full name.
- 10.2 Use of the screening app will reassure tourists that the places on the app will be safe and all Covid-19 protocols will be in place. ✓✓ CC (2)
[4]

TOTAL SECTION E: 30
GRAND TOTAL: 200