



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM  
NOVEMBER 2022  
MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 15 pages.**

**INFORMATION FOR MARKERS**

| <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  | B✓/Proof of vaccination                              | MTP      |      |
|     | 1.1.2  | A✓/items to be declared.                             | MTP      |      |
|     | 1.1.3  | C✓/8   | MTP      |      |
|     | 1.1.4  | B✓/on a long-haul flight.                            | MTP      |      |
|     | 1.1.5  | B✓/higher than                                       | FX       |      |
|     | 1.1.6  | C✓ /The Wailing Wall                                 | TA       |      |
|     | 1.1.7  | B✓ /Jordan   | TA       |      |
|     | 1.1.8  | C✓/a mountain range popular for skiing holidays.     | TA       |      |
|     | 1.1.9  | B✓/Both are natural sites.                           | CH       |      |
|     | 1.1.10 | D✓/South Africa – Inspiring new ways                 | M        |      |
|     | 1.1.11 | A✓ /dress code                                       | TS       |      |
|     | 1.1.12 | D✓ /core duties                                      | TS       |      |
|     | 1.1.13 | D✓ /minimize the impact on the environment.          | SR       |      |
|     | 1.1.14 | A✓ /travel benefit                                   | TS       |      |
|     | 1.1.15 | D✓ /Wooden walkways are built around existing trees. | SR       |      |
|     | 1.1.16 | A ✓/global summit                                    | DRI      |      |
|     | 1.1.17 | C ✓/ Carrying large amounts of cash                  | DRI      |      |
|     | 1.1.18 | D ✓/Civil wars                                       | DRI      |      |
|     | 1.1.19 | B ✓/global   | DRI      |      |
|     | 1.1.20 | C ✓/unforeseen occurrence                            | DRI      |      |
|     |        |  | (20 x 1) | (20) |
| 1.2 | 1.2.1  | company stationery✓                                  | TS       |      |
|     | 1.2.2  | physical appearance of the business✓                 | TS       |      |
|     | 1.2.3  | grooming✓  | TS       |      |
|     | 1.2.4  | promotes integrity✓                                  | TS       |      |
|     | 1.2.5  | uniform allowances✓                                  | TS       | (5)  |
| 1.3 | 1.3.1  | re-using✓  | SR       |      |
|     | 1.3.2  | management of resources✓                             | SR       |      |
|     | 1.3.3  | alien plants✓  | SR       |      |
|     | 1.3.4  | grey water✓  | SR       |      |
|     | 1.3.5  | handmade✓  | SR       | (5)  |
| 1.4 | 1.4.1  | D✓ / KwaZulu-Natal                                   | DRI      |      |
|     | 1.4.2  | F ✓ / Eswatini                                       | DRI      |      |
|     | 1.4.3  | A✓ / Philippines                                     | DRI      |      |
|     | 1.4.4  | B✓ / Madagascar                                      | DRI      |      |
|     | 1.4.5  | C✓ / Equador   | DRI      | (5)  |

|     |       |   |        |
|-----|-------|---|--------|
| 1.5 | 1.5.1 | Mapungubwe Cultural Landscape ✓   | CH     |
|     | 1.5.2 | Barberton Makhonjwa Mountains ✓   | CH     |
|     | 1.5.3 | Maloti-Drakensberg Park ✓<br>• uKhahlamba-Drakensberg Park                    | CH     |
|     | 1.5.4 | Cradle of Humankind ✓<br>• Fossil Hominid Sites of South Africa<br>• Maropeng | CH     |
|     | 1.5.5 | Robben Island ✓   | CH (5) |

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 He spends time in a flood-affected area to assist the community in rebuilding the tourism infrastructure. ✓✓ (2)
- He wants to make a positive social impact by spending time assisting the local community.
  - He has chosen a destination in need of money that is generated by tourism.
  - He is giving back to the community and contributing to the local economy.

2.1.2 Passport ✓✓ (2)

2.1.3 World Health Organisation ✓✓ (2)

- WHO

2.1.4 Drink bottled water ✓✓ (2)

- Wear a mask
- Sanitise regularly
- Advisable to have taken the Covid-19 vaccine

- 2.2 2.2.1 A flight that requires a passenger to change aeroplanes and take another flight to get to his final destination. ✓✓ (2)
- A flight with a stop and a change of aircraft to get to the final destination.

|                      |                                   |  |
|----------------------|-----------------------------------|--|
| Vancouver -8         | Frankfurt +1                      |  |
| Time difference      | = 9 hours ✓<br>18:00 (+✓) 9 hours |  |
| Time in Frankfurt    | = 03:00 ✓ on Sunday ✓             |  |
| <b>OR</b>            |                                   |  |
| 03:00 on Sunday ✓✓✓✓ |                                   |  |

(4)

|                           |              |  |
|---------------------------|--------------|--|
| Arrival at Frankfurt      | 12:00        |  |
| Departure to South Africa | 16:00        |  |
| Time <i>in transit</i>    | = 4 hours ✓✓ |  |

(2)

|                          |  |     |
|--------------------------|--|-----|
| Frankfurt +1             | Johannesburg +2  |     |
| Time difference          | = 1 hour ✓   |     |
| Departure from Frankfurt | 16:00 (+ ✓) 1 hour<br>= 17:00 (+ ✓) 11 hours (flying time) |     |
| Arrival in Johannesburg  | = 04:00 ✓ on Monday ✓/next day                             |     |
| <b>OR</b>                |  |     |
| 04:00 on Monday ✓✓✓✓✓    |  | (5) |

- 2.3 2.3.1 Green channel ✓✓ (2)
- 2.3.2 He has nothing to declare. ✓✓ (2)
- The goods Mr. Murdock brought into the country are within the duty-free limits.
- 2.3.3 He should use registered transport providers. ✓✓ (4)
- He should get information from the information desk at the airport about registered reputable (trustworthy) transport providers. ✓✓
- He should never ask for help from a stranger about transport.
  - Should Mr. Murdock make use of the B&B's transport, he must ensure beforehand the name of the shuttle company and the contact details of the driver.
- [29]**

**QUESTION 3**

- 3.1 3.1.1 Great British Pound ✓✓ (2)
- Pound Sterling
  - British Pound
- 3.1.2  $R13\ 000 + R2\ 950 + R1\ 456 + R37\ 850$   
= R55 256 ✓✓ (2)
- 3.1.3  $R75\ 000 - R55\ 256$   
= R19 744 ✓ (2)

**OR**

R19 744 ✓✓

- 3.1.4 **Yes / I agree** (4)
- All her major expenses were paid and there was enough money left for spending to buy souvenirs and go on short trips ✓✓
- The duration of her stay in London was only for a period of four days. ✓✓

**OR****No / I disagree**

London is a very expensive city. ✓✓

This amount is far too little to spend in London once the rand has been converted into British pound. ✓✓

**NOTE:** No marks are awarded for YES or NO

3.1.5  $R55\,256 \div \checkmark 20.42 \checkmark$   
 $= \text{GBP}2\,705.97 \checkmark$  (3)

**OR**

GBP2 705.97 ✓✓✓

- 3.2 3.2.1 Fluctuation refers to the daily change of the value of one currency against other currencies. ✓✓ (2)
- Fluctuation refers to the rising and falling of the value of currencies over a certain period.

- 3.2.2 **Effects of a weak rand on inbound tourism:**  
 Greater influx of inbound international tourists as South Africa will be seen as a value for money destination. ✓✓ (2)
- Tourists will find South Africa an affordable destination to visit.

**Multiplier Effect:**

More inbound tourists will mean more people would need to be employed in the tourism sector. ✓✓

Much needed revenue will be generated to rebuild destroyed infrastructure, particularly in KwaZulu Natal. ✓✓ (4) (6)

- More employment will mean that more people become tax payers.
- Increased collection of taxes would improve the overall infrastructure.
- Lead to less poverty and criminal activities.
- Will lead to direct and indirect jobs being created.

[21]

**TOTAL SECTION B: 50**

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

**QUESTION 4**

|     |       |   |                                 |    |     |
|-----|-------|---|---------------------------------|----|-----|
| 4.1 | 4.1.1 | A | Mecca ✓<br>• Kaabah<br>• Mosque | TA |     |
|     |       | B | The Parthenon ✓                 | TA |     |
|     |       | C | Dome of the Rock ✓              | TA |     |
|     |       | D | Blue Mosque ✓                   | TA |     |
|     |       | E | Eiffel Tower ✓                  | TA |     |
|     |       | F | Taj Mahal ✓                     | TA | (6) |

4.1.2 **Icon:** TA  
 The country is associated with the icon ✓✓ /Symbolises a country (2)  
 • Receives millions of tourists per year.  
 • High revenue generator  
 • Increased publicity for the icon and the country.  
 • Unique features

**Attractions:**  
 Attract visitors to the area ✓✓ (2)  
 • Lesser-known by the rest of the world  
 • Attract fewer tourists. (2 x 2)

4.1.3 (a) **B – The Parthenon (Athens, Greece)** TA  
 The Parthenon is ruins of a temple on top of the Acropolis, a hill in Athens. ✓✓  
 It is a building characterised by pillars (columns). ✓✓ (4)  
 • Originally built as a temple, it was also used as a treasury, a fortress, a church and a mosque.  
 • Built in honour of the Greek goddess Athena.

(b) **D – The Blue Mosque (Istanbul, Turkey)** TA  
 It is a mosque with an impressive interior design ✓✓  
 The roof is unique with small domes surrounding the bigger dome. ✓✓  
 • There are six minarets (small towers) at the Blue Mosque. (4)  
 • The name comes from the blue ceramic tiles on the inside walls.



- 4.1.4 **ONE unique feature of icon E:** TA (2)  
 It is a landmark in the city, Paris ✓✓  
 • It is a symbol of France.  
 • It is one of the most recognised structures in the world.  
 • It used to be the tallest structure in the world – 324m high.  
 • The entire tower is built from iron.  
 • The whole of Paris can be seen from the top of the tower.  
 • There is a radio antenna on top of the tower.
- ONE economic benefit of the icon for France.** TA (2)  
 Higher revenue and foreign currency earnings. ✓✓  
 • Contribution to the country's GDP.  
 • Increased job creation.  
 • More entrepreneurial opportunities.  
 • Increased visitor numbers to France. (2 x 2)
- 4.2 4.2.1 Japan ✓✓ TA (2)
- 4.2.2 **ONE negative impact of mass tourism (over-tourism):** TA (2)  
 Extra strain on the resources in the area e.g. water, electricity, sanitation. ✓✓  
 • Damage to the natural environment.  
 • Challenges with access control.  
 • Challenges with management of visitors.  
 • Increased levels of pollution.
- 4.2.3 Litter bins available along the hiking trails. ✓✓ TA (4)  
 Hiking trails are well demarcated (marked). ✓✓  
 • Clear signage of where hikers may go.  
 • Educational presentations on the natural resources, plants and animals that visitors will see.  
 • Educational presentations on how to preserve nature and the importance of conservation.  
 • Encourage climbers to use the routes out of season to reduce the negative impact of too many visitors.  
 • Charging entrance fees to control crowds.  
 • Restriction on the number of cars entering the area.  
 • Regular clean-up of mountain areas.

**[30]**

**QUESTION 5**

- 5.1 A - #Khomani Cultural Landscape ✓✓ CH (2)
- B – Richtersveld Cultural and Botanical Landscape ✓✓ CH (2)
- 5.2 5.2.1 The culture of the San and Nama should be protected for future generations to experience traditions and culture of the San and Nama people ✓✓ CH (2)
- Protection for future generations.
- 5.2.2 They take tourists on hunting expeditions and show them how to track the animals. ✓✓ CH (2)
- The visitors are taken on a tour and are exposed to their simple way of living, their traditions and culture.
- 5.3 Greater publicity for the province. ✓✓ CH (2)
- Revenue generated can be used to upgrade and maintain the infrastructure.
  - Financial benefits for the province, product owners and service providers.
  - Decrease in unemployment, poverty and crime.
  - Creates jobs and entrepreneurial opportunities which will improve their standard of living.

**[10]**

**QUESTION 6**

- 6.1 An event where tourism-related businesses are given the opportunity to exhibit and promote their products and services. ✓✓ M (2)
- An event where the major role players in the tourism industry can network in order to establish new business relationships.
  - An event where buyers such as tour operators can negotiate business deals with exhibitors.
- 6.2 Getaway Shows ✓✓ (Cape Town and Johannesburg) M (2)
- Meetings Africa (Johannesburg / Cape Town)
  - Africa's Travel Indaba (KwaZulu-Natal)
  - World Travel Market –WTM (Cape Town)
- 6.3 **Step 1:** M  
 Participating tourism businesses collect the 1% levy from tourists. ✓✓  
**Step 2:**  
 This money is paid to TOMSA on a monthly basis, who then makes it available to the TBCSA. ✓✓  
**Steps 3:**  
 TBCSA as administrators of the funds then pays the money to SATourism. ✓✓ (6)
- [10]**
- TOTAL SECTION C: 50**

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

- 7.1 7.1.1 Good communication skills ✓✓ TS (2)
- Professional interaction with customers
  - Prompt responses to comments on social media platforms

**NOTE:** Accept examples of good communication skills.

- 7.1.2 The hotel logo ✓✓ TS (4)
- The hotel has a website @TangoHotelsLtd. ✓✓
- The hotel has social media platforms such as Instagram.
  - The hotel monitors their social media platforms closely and responds quickly.
  - Customer services policies are implemented.

- 7.2 7.2.1 The salary is fair payment for the work completed. ✓✓ TS (4)
- Regular payment of monthly salary/wage. ✓✓
- The salary is competitive within the sector.
  - Working hours / meal breaks and overtime comply within the law
  - Amounts deducted from the salary (e.g. UIF) are according to the law.
  - Paid for overtime

7.2.2 TS (4)

| Working hours  | Overtime   |
|--|--|
| Maximum working hours are specified, e.g. 45 hours per week. ✓✓  | Hours worked over and above the required working hours. ✓✓   |
| <ul style="list-style-type: none"> <li>• Normal working hours are part of contractual obligation.</li> </ul> | <ul style="list-style-type: none"> <li>• Overtime hours are negotiated to a maximum of 10 hours per week.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Working hours are paid at normal rates.</li> </ul>                  | <ul style="list-style-type: none"> <li>• Overtime is paid at a higher rate than ordinary working hours.</li> </ul>   |

**[14]**

**QUESTION 8**

- 8.1 Infrastructure ✓✓  
Education ✓✓  
• Capacity building  
• Health  
• Sanitation  
• Guest contributions SR (4)
- 8.2 Economic pillar ✓✓ /profit  
Environmental pillar ✓✓ /planet SR (4)
- 8.3 Local residents are employed by the tourism business. ✓✓  
The tourism business buys supplies locally or makes use of local services. ✓✓  
• The business procures goods and services from certified Fair Trade Tourism companies. SR (4)
- 8.4 It encourage tourists to choose the services of tourism businesses that have been FTT certified ✓✓  
It assures tourists that the money that they spend at these establishments will benefit the local community. ✓✓  
• It shows other tourism businesses that tourists prefer to support FTT certified establishments.  
• FTT certified companies collaborate to compile and market packages which will appeal to responsible tourists. SR (4)
- [16]**
- TOTAL SECTION D: 30**

## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

### QUESTION 9

- 9.1 9.1.1 northern ✓✓ DRI (2)
- 9.1.2 Higher fuel price ✓✓ DRI
- Higher petrol price
  - Increase in the price of crude oil
- Limited supply of wheat ✓✓ (4)
- Availability of wheat flour
  - Increase in bread prices
- 9.1.3 Increased petrol prices will make long distance travel expensive and unaffordable. ✓✓ DRI
- Car hire will be a less popular option because of the cost of petrol. ✓✓
- Bus/shuttle/taxi industry will suffer – higher ticket prices and availability of fuel. ✓✓ (6)
- Availability, frequency cancellations and increased cost of flights and other forms of transport will be affect.
- 9.2 9.2.1 Gauteng ✓✓ DRI
- Western Cape ✓✓
- Mpumalanga ✓✓ (6)
- NOTE:** Must be in the correct order
- 9.2.2 Long travel distances from the major gateways of the country. ✓✓ DRI
- Limited air access/Fewer domestic flights to these provinces.
  - These are lesser-known and marketed provinces.
  - Limited infrastructure to attract major events.
  - Within the province the attractions are situated far apart from each other.
- [20]**

**QUESTION 10**

- 10.1 The survey will help identify where and how he can improve his business and increase visitor numbers. ✓✓ cc (2)
- To get a benchmark for incentives for staff
  - To get a sense of how customers regard his business.
- 10.2 Chef and the team ✓✓ cc (2)
- 10.3 The ratings for the chef and the team were the highest. ✓✓ cc  
 The conduct and communication involving frontline staff received low ratings from the customers. ✓✓ (4)
- The cleanliness and maintenance of the restaurant received low ratings.
  - The waiters do not take their work seriously.
- 10.4 Re-train and up-skill all frontline staff. ✓✓ cc (2)
- Managers to effectively manage and control staff.
  - Make the incentive package attractive to staff.
  - Make a supervisor responsible to control the cleanliness and maintenance of the restaurant.
  - Do everything in his power to create a memorable experience for guests.
- [10]**
- TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**