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SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2018

MARKING GUIDELINES

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	B✓/Tourist visa	MTP	
	1.1.2	D✓/Carry copies of travel documents	MTP	
	1.1.3	C✓/customs	MTP	
	1.1.4	A✓/Daily	MTP	
	1.1.5	D✓/the economic recession in South Africa	FX	
	1.1.6	C✓/Eiffel Tower	TA	
	1.1.7	C✓/Mount Everest	TA	
	1.1.8	D✓/Mexico	TA	
	1.1.9	C✓/Auschwitz	TA	
	1.1.10	A✓/Machu Picchu limits the number tourists visiting the attraction	TA	
	1.1.11	B✓/treating all individuals in a respectful and fair manner	TS	
	1.1.12	D✓/the saving of resources for future generations	SR	
	1.1.13	A✓/chef's uniform	TS	
	1.1.14	D✓/core duties	TS	
	1.1.15	A✓/Environmental policies	TS	
	1.1.16	A✓/civilian conflict	DRI	
	1.1.17	C✓/Great eight countries	DRI	
	1.1.18	B✓/Game viewing and traditional dancing	DRI	
	1.1.19	C✓/satisfaction level of guests at the establishment	CC	
	1.1.20	D✓/Multiplier effect	DRI	
			(20 x 1)	
			[20]	
	1.2	1.2.1 UNWTO✓	MTP	
		1.2.2 Tower of London✓	TA	
		1.2.3 global sporting event✓	DRI	
		1.2.4 UTC✓	MTP	
		1.2.5 Brazil✓	DRI	(5)
1.3	1.3.1	Meals✓	DRI	
	1.3.2	air✓	DRI	
	1.3.3	London✓	DRI	
	1.3.4	gain ✓	DRI	
	1.3.5	climate change ✓	DRI	(5)
1.4	1.4.1	F✓	TA	
	1.4.2	D✓	TA	
	1.4.3	E✓	TA	
	1.4.4	A✓	TA	
	1.4.5	C✓	TA	(5)

1.5

1.5.1	1%✓
1.5.2	marketing✓
1.5.3	accommodation establishments✓
1.5.4	voluntary✓
1.5.5	tourists✓

M

M

M

M

M

(5)

TOTAL SECTION A:**40**

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

- 2.1 2.1.1 Schengen ✓ Visa MTP
- French Schengen Visa (1)
- 2.1.2 Valid passport✓ MTP
- Bank statements / proof of sufficient funds ✓
- Proof of employment✓ (3)
- Proof of accommodation
 - Proof of residence
 - Paid flight ticket
 - Proof of travel insurance
 - Completed visa application form
 - Letter of invite
 - Unabridged birth certificate (for minors)
 - Letter of consent from parents (for minors)

Note: Do not accept “passport” only.

2.1.3 (a)	France +1	Perth +8
	Time difference	= 7 hours✓
	Opening ceremony in Perth	= 18:00 (+✓) 7 hours
		= 01:00✓
	DST in France:	= 01:00 (-✓) 1hour DST
		= 00:00✓
	OR 00:00 ✓✓✓✓ ✓	
	NOTE: Do not accept 24:00	

Alternative method

	France +1	Perth +8	MTP
	DST in France:	+1 (+1✓) hour DST	
		= +2✓	
	Time difference	= 6 hours✓	
	Opening ceremony in Perth	= 18:00 (+✓) 6 hours	
		= 00:00 ✓	
	OR 00:00 ✓✓✓✓ ✓		
	NOTE: Do not accept 24:00		

(5)

(b)	South Africa +2	France +1	MTP
	Time difference	= 1 hour✓ = 20:00 (-✓) 1 hour	
	Time in South Africa	= 19:00✓	
	Flying time	= 19:00 (+✓) 11 hours = 06:00✓	
	DST in France:	= 06:00 + (1 hour✓)	
	Arrival time in France	07:00✓	(7)
	OR		
	07:00 ✓✓✓✓✓✓✓		

Alternative method

	South Africa +2	France +1	MTP
	Add DST in France	+1 (+1 hour DST)✓ = +2✓	
	Time difference	= 0 hours✓ = 20:00 (-✓) 0 hours	
	Time in France	= 20:00✓	
	Flying time	= 20:00 (+✓) 11 hours	
	Arrival time in France	07:00✓	
	OR		
	07:00 ✓✓✓✓✓✓✓		

- 2.2 2.2.1 France is practising DST, thus moving clocks one hour ahead. MTP
Therefore, there is no time difference between the two countries.✓✓ (2)
- France is practising DST and both countries will be (+2) from UTC.
 - France is practising DST during this period, both countries will have the same time.
- 2.2.2 The fans do not have to adjust their watches to the local time.✓✓ MTP
The fans do not have to consider time differences when calling home.✓✓ (4)
- Business operating hours in both countries would be the same.
- 2.3 2.3.1 Belgium ✓ MTP (1)
Luxembourg ✓ (1)
Germany ✓ (1)
- Switzerland
 - Italy
- NOTE:** Accept any combination of three countries that share borders with France, where rail can be used as a mode of transport.
- 2.3.2 Switzerland✓ MTP (1)

- 2.4 2.4.1 **Jet Lag: Long distances crossing multiple time zones** MTP
- Jet lag is caused by crossing multiple time zones travelling from east to west and vice versa on long haul flights. ✓✓
- Interference with the natural rhythm of the body due to crossing multiple time zones.
- Jet Fatigue: Long distances (no or few time zones)**
- Jet fatigue is caused by travelling long distances on long haul flights crossing no or only a few time zones. ✓✓ (4)
- General tiredness of the body due to a long haul flight.
- 2.4.2 (a) Fatigue/tiredness/sleepiness✓✓ MTP
- Swollen legs and feet✓✓ (4)
- Disorientation/confusion
 - Interruption of sleeping patterns/lack of sleep
 - Aching muscles
 - Headaches
 - Loss of appetite
- (b) Use sleeping aids - Blindfolds, ear plugs, neck rests and blow-up pillows are useful in getting quality sleep while flying✓✓ MTP
- Get enough exercise during the flight ✓✓ (4)
- Limit the use of alcohol/heavy meals
 - Get enough sleep before departure
 - Shower during stopovers
 - Drinking enough water during the flight
- [38]

QUESTION 3

- | | | | | |
|-----|-------|--|----|----------------|
| 3.1 | 3.1.1 | Euro✓
• EUR
• € | FX | (1) |
| | 3.1.2 | (a) 30 Euros ✓

(b) 30 (x✓) (13.60✓) = ZAR 408.00✓ | FX | (1)

(3) |
| 3.2 | 3.2.1 | 27 (x✓) (16.00✓) = ZAR 432.00✓ | FX | (3) |
| | 3.2.2 | (a) He received more value in rand from the British tourist than the European tourist. ✓✓
• The amount he received in tips in euro was more than the amount in tips he received in British pounds.

(b) The gratuities received by the waitron set the multiplier effect in motion and gives the waitron more spending power in the local community, benefitting many business and households. ✓✓ | FX | (2)

(2) |

Note: Accept examples related to the application of the multiplier effect

[12]

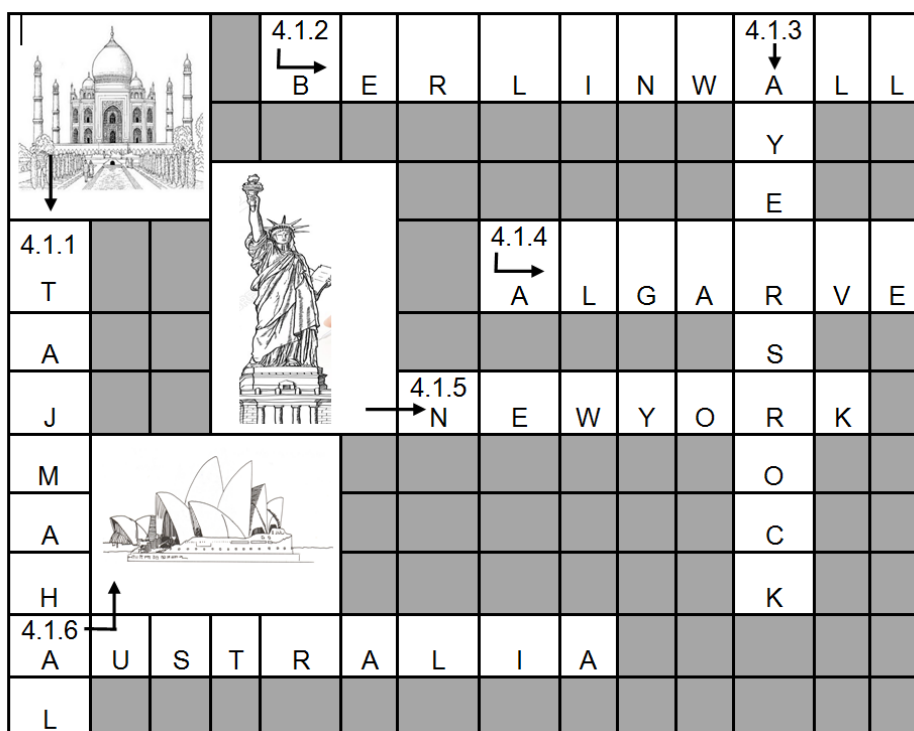
TOTAL SECTION B: 50

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

QUESTION 4

4.1	4.1.1	Taj Mahal✓	TA
	4.1.2	Berlin Wall✓	TA
	4.1.3	Ayers Rock✓	TA
	4.1.4	Algarve✓	TA
	4.1.5	New York✓	TA
	4.1.6	Australia✓	TA (6)

OR



4.2	4.2.1	Incas✓	TA (1)
	4.2.2	South America✓	TA (1)
	4.2.3	It was built as a city for human settlement. ✓✓	TA (2)
	4.2.4	It would have been built high up in the mountains as a protective measure against other invading forces. ✓✓ • The height of the mountains would have had a religious significance and therefore the positioning at the top of the mountains.	TA (2)

- 4.2.5 They have renovated and upgraded their museum near Machu Picchu. ✓✓
They are trying to get the artefacts back from Yale University. ✓✓
• They threatened a lawsuit against Yale University if they do not return the artefacts. (4) TA
- 4.2.6 **The disagreement surrounding the icon between Yale and Peru mentioned in the article.** TA
The Peruvians believe that they are the rightful owners of the artefacts as it was found in their country. ✓✓
Yale University believes they are the legal owners of the artefacts as they were the ones who bought the right to it from the Peruvian government. ✓✓
• The issue is over ownership of the artefacts. (4)

Note: Two perspectives must be indicated – one from the Peruvian government and one from Yale university.

ONE argument in favour of Peru's point of view

It is part of the Peruvian's ancient heritage and needs to be protected and sustained for their future generations. ✓✓

- At the time it was found, the Peruvians lacked knowledge on the value of the artefacts.
 - They did not know about ownership rights.
 - It is unfair to hold them now to something they had little or no knowledge about.
- (2)

Paragraph format

Complete well-constructed sentences were used, written as a complete paragraph without bullets or numbers. ✓

(1)
[23]

QUESTION 5

- 5.1 Cultural World Heritage Site✓ CH (1)
• Cultural
- 5.2 Limpopo✓ CH (1)
- 5.3 UNESCO was responsible for declaring the site a World Heritage Site. ✓✓ CH (2)
• It is inscribed as a World Heritage Site by UNESCO
• UNESCO is the controlling body of this site.
• UNESCO can be contacted with regards to the site
• Gives the site status and credibility

- 5.4 Evidence of an early human settlement in the form of a kingdom including palaces was discovered. ✓✓
An advanced early civilisation with evidence of iron age tools and artefacts showing economic prosperity. ✓✓
• Evidence of trading as an economic activity. (4) CH
- 5.5 The future generations will earn an income from tourist guiding or other economic activities at Mapungubwe Cultural Landscape. ✓✓
It traces the history of human development from iron age to present age enabling the future generations to reflect on the past and prepare for the future. ✓✓
• It can be used as a resource for scientific study by the future generations and development of skills. (4) CH
[12]

QUESTION 6

- 6.1 South African Tourism ✓ M (1)
• SATourism
- 6.2 Addressing tourist safety in South Africa, will increase the number of tourists to the country. ✓✓ M
Change negative perceptions about the crime in SA and thereby increase profits of tourism businesses. ✓✓ (4)
- 6.3 6.3.1 South African Police Services ✓ M (1)
• SAPS
• Police services
- 6.3.2 TBCSA ✓ M (1)
• Tourism Business Council of South Africa
- 6.4 The money collected from the levy is used to support and grow tourism in South Africa. ✓✓ M
Strengthening the potential of tourism businesses. ✓✓ (4)
• It offers incentives for tourism businesses.
• It provides viable platforms for marketing and networking opportunities for tourism businesses.
- 6.5 6.5.1 ITB ✓ M (1)
6.5.2 INDABA ✓ M (1)
- 6.6 Social media platforms ✓ M
Television ✓
• Radio broadcasts

Note: Accept examples of social media platforms (2)
[15]

TOTAL SECTION C: 50

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

- 7.1 It guides employees on acceptable behaviour at the workplace to maintain order. ✓✓ TS
- To ensure that the company's operations run smoothly and the company remains profitable.
 - It is used by the travel agency to defend themselves in cases of legal action by employees. (2)
- 7.2 7.2.1 Increase in resignations resulting in additional recruiting, hiring and training costs for the company. ✓✓ TS
Increased absenteeism resulting in decreased production. ✓✓
- Reduced productivity from employees, as a loss of motivation will lead to no extra effort or extended working hours.
 - Poor service delivery to clients owing to disruptions when dealing with staff complaints.
 - Poor employee relationships. (4)
- 7.2.2 Low productivity levels amongst staff members. ✓✓ TS
They easily influence co-workers to adopt their same poor work ethics. ✓✓
- Other employees will have to carry the extra workload.
 - These employees will not be able to function effectively within a team
 - Creates feelings of animosity (bitterness) amongst employees. (4)
- 7.3 Refer the employees to the code of conduct. ✓✓ TS
Should the behaviour not improve, gather evidence on the unprofessional behaviour, in order to take it to the next level of intervention. ✓✓
- Set up a meeting with the offenders to discuss and resolve their unprofessional behaviour.
 - Termination of services in severe cases.
- NOTE:** Accept examples of different types of interventions. (4)

QUESTION 8

- | | | | |
|-----|-------|---|--|
| 8.1 | 8.1.1 | Swopping points for goods✓✓
• trading | SR (2) |
| | 8.1.2 | Teaching them trading skills. ✓✓
Teaching them to save to be able to afford their basic living expenses.✓✓
Teaching them to make responsible choices in life. ✓✓
• Teaching them to practice sustainable living by earning an income. | SR

(6) |
| 8.2 | 8.2.1 | Buy locally made handcrafts and products.✓✓
Respect the livelihood of local vendors by paying fair prices for their products.✓✓
• Do not buy counterfeit (fake) products/ items prohibited by the destination's laws and regulations.
• Support local businesses.
• Empowering the local community to be self-sufficient. | SR

(4) |
| | | <i>Note: Accept specific examples of ways to support local communities.</i> | |
| | 8.2.2 | Reducing water and energy consumption whenever possible.✓✓
Leave only a minimum footprint (no littering).✓✓
• Respecting wildlife in their natural habitats.
• Purchasing products that are not made from endangered plants or animals.
• In protected areas, accessing only places that are open to visitors.
• Remaining on designated hiking trails.
• Make donations to support conservation programmes.
• Volunteering in environmental projects.
• Recycle, Reduce and Re-use | 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 A hurricane is a natural disaster in the form of tropical storms with extreme wind, rain and weather conditions. ✓✓ DRI
- Tropical storms that cause damage to the environment and loss of life
 - It is an unforeseen natural disaster. (2)
- 9.1.2 The transport infrastructure (roads, airports, railway lines etc.) necessary for tourists to travel to the area needs to be repaired and rebuilt. ✓✓ DRI
- Accommodation infrastructure that was damaged needs to be reconstructed. ✓✓
- Funds are needed to repair damage to attractions in the affected areas.
 - The telecommunication and power networks need to be restored for the tourism industry to function optimally. (4)
- 9.2 Encouraging and promoting existing tourism events to generate income from the tourism industry for example the Oyster Festival. ✓✓ DRI
- Knysna was declared a disaster area by the government and as a result received extra funding for financial support in the recovery process. ✓✓
- The funding received can be used to rebuild priority infrastructure. ✓✓
- Local businesses can take the initiative to start the rebuilding process as soon as possible without giving up.
 - Local structures can be established to manage and control contributions made (financially and in kind) for rebuilding and alleviation initiatives.
 - Rebuilding of businesses can give them opportunities to improve the existing business. (6)
- 9.3 9.3.1 MasterCard✓ DRI (1)
- 9.3.2 Credit card payment✓✓ DRI (2)
- Debit card payment
- 9.3.3 (a) visitor volumes✓ DRI (1)
- (b) The column on visitor volume is arranged from highest to the lowest number of visitors. ✓✓ DRI (2)

- 9.3.4 (a) Mozambique✓ DRI (1)
• Maputo
- (b) United Kingdom✓ DRI (1)
• London
- 9.3.5 Increase tourist volumes✓✓ DRI (2)
• Increase length of stay
• Increase geographical spread
• Aggressive marketing
• Offer more affordable attractions/activities for tourists.

[22]**QUESTION 10**

- 10.1 When planning to travel, many tourists read reviews of other tourists and their experiences at these destinations. ✓✓ CC
• Customer reviews are listed alongside rates and booking options on online platforms.
• Online feedback influences a tourist's choice of accommodation and other travel related products. (2)
- 10.2 10.2.1 Acknowledge (recognise) the positive feedback. ✓✓ CC (2)
• Express gratitude.
• Reward the tourist for their written efforts.
- 10.2.2 Apologise for the inconvenience caused. ✓✓ CC (2)
• Indicate what the hotel has done since the visitor experience.
• Offer compensation.
- Note:** Accept examples of different types of compensation.
- 10.3 It is an intervention process to restore the hotel's credibility and reputation. ✓✓ CC
• It shows potential tourists that the hotel deals with problems quickly and efficiently.
• It demonstrates to tourists that the hotel values its customers and their opinions and acts accordingly.
• A reputation of improved service delivery will draw more tourists.
• If the reviews are left unattended on online platforms, the hotel will get fewer online bookings influencing their profitability.
• The hotel shows tourists that they are serious about maintaining their professional image. (2)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200