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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

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✓✓ • Passport • Valid passport | MTP (2) |
| | | (b) Schengen visa✓✓ • German visa • visa | MTP (2) |
| | 2.1.2 | (a) International Driver's Permit✓✓ • IDP • International Driver's Licence <i>Note: Do not accept "Driver's Licence". Do not accept "IDL".</i> | MTP (2) |
| | | (b) Permits Mr Jackson to drive in a foreign country. ✓✓ • 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. ✓✓ • 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. ✓✓ • 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 | South Africa +2 Abu Dhabi +4 = 2 hours✓ 12:00 (+✓) 2 hours = 14:00✓ OR 14:00✓✓✓ | MTP | (3) |
| | | Time in Abu Dhabi | | | |
| 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 | Abu Dhabi +4 Germany +1 = 3 hours✓ Time in Berlin: Flying time: | 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 ✓✓

- 20 hours

Note: Do not award part marks

2.3

2.3.1

Keep valuables locked away in the safe in the room. ✓✓

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.

- 2.3.2 Legal liability for the hotel ✓✓
Financial liability for the hotel. ✓✓
 • Negative publicity for the hotel.
 • Loss of income for the hotel.
 • Hotel may lose its trading licence.
- MTP
(4)
[34]

QUESTION 3

- 3.1 3.1.1 (a) R600,00 (÷✓) 13,57✓ = USD44,22✓✓
 OR
 USD44,22 ✓✓✓✓
 • \$44,22
Note: Do not penalise candidates if the currency code/symbol is omitted, as it is given in the question.
- FX
(4)
- (b) USD219,99 (x ✓) 13,25✓ = ZAR2 914,87✓✓
 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.
- FX
(4)
- 3.2 3.2.1 Euro✓ / €
British Pound✓ / £
 • Great British Pound
 • Pound Sterling
Note: Do not accept "Pound".
- FX
(2)
- 3.2.2 The South Africans will receive more value for money. ✓✓
 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.
- FX
(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
 Advertisements on buses and taxis in major cities around the world. ✓✓
 • Advertisements on huge billboards
 • Advertise add on packages for business tourists / affordable packages
 • Advertisements on printed media
 • On-line advertisements
 • Advertisements 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 | <u>TRANSPORT</u> | SR |
| | | Environmental pillar: Destinations can find alternative modes of transport that is not dependent on the use of fuels such as bicycles. ✓✓ <ul style="list-style-type: none">• Use mass modes of transport such as trains and buses instead of cars• Support companies that use carbon efficient aircraft and vehicles. | (2) |
| | | OR Social pillar: Skills development | |
| | | OR Economic pillar: Economic and entrepreneurship opportunities | |
| | | <u>EDUCATION</u> | |
| | | Environmental pillar: Create awareness amongst tourists and tourism businesses of how they can off-set and reduce their carbon footprint. ✓✓ <ul style="list-style-type: none">• Make more people aware of climate change and its impacts• Tourism industry contributes to education. | (2) |
| | | OR Social pillar: Make tourists more environmentally conscious and encourage good environmental practises. | |
| | | OR Economic pillar: Encourage future careers in environmental management. | |
| | | <u>JOB CREATION</u> | |
| | | 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