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REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2018

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 17 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	KK
Topic 9	Marketing	M

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	C✓/Schengen	MTP
	1.1.2	B✓/Yellow fever	MTP
	1.1.3	D✓/Bank selling rate	MTP
	1.1.4	C✓/forward by ONE hour in summer	MTP
	1.1.5	C✓/hire a vehicle at certain foreign destinations	MTP
	1.1.6	A✓/An attraction is a feature tourists want to experience while an icon is a symbol representing a destination.	TA
	1.1.7	D✓/Switzerland	TA
	1.1.8	A✓/Icon A and icon B	TA
	1.1.9	B✓/Algarve	TA
	1.1.10	A✓/picture of sign language	TA
	1.1.11	C✓/sustainable	SR
	1.1.12	A✓/Remuneration	TS
	1.1.13	A✓/Inform the supervisor when you will be absent from work.	TS
	1.1.14	C✓/Uniform allowance	TS
	1.1.15	A✓/Damaged access roads and fewer tourists visiting the resorts	DRI
	1.1.16	B✓/deadlines during the preparation process are met.	DRI
	1.1.17	C✓/Fair Trade Tourism (FTT)	SR
	1.1.18	B✓/loss of investor confidence.	DRI
	1.1.19	C✓/air markets	DRI
	1.1.20	C✓/inconvenience the guest.	KK
1.2	1.2.1	TravelWallet✓	(20 x 1) [20] DRI
	1.2.2	MasterCard✓	DRI
	1.2.3	telegraphic transfer✓	DRI
	1.2.4	single supplement✓	MTP
	1.2.5	deduction✓	TS (5)
1.3	1.3.1	financial status ✓	MTP
	1.3.2	red ✓	MTP
	1.3.3	multiplier ✓	FX
	1.3.4	accommodation ✓	MTP
	1.3.5	Dome of the Rock ✓	TA (5)
1.4	1.4.1	D✓/KwaZulu-Natal	DRI
	1.4.2	E✓/Canada	DRI
	1.4.3	A✓/Australia	DRI
	1.4.4	B✓/London	DRI
	1.4.5	F✓/Rio de Janeiro	DRI (5)

1.5	1.5.1	C✓/Source markets	DRI	(5)
	1.5.2	F✓/Travel purpose	DRI	
	1.5.3	E✓/Average expenditure	DRI	
	1.5.4	A✓/Tourist attractions	DRI	
	1.5.5	B✓/Research methods	DRI	

TOTAL SECTION A: 40

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

- 2.1 2.1.1 (a) AF0995✓ MTP (1)
 • Air France 0995
 Note: Do not accept "0095" only.
- (b) 2D✓ MTP (1)
- (c) CDG✓ (1)
- 2.1.2 His seat number is 2D which is located in the front of the aircraft. ✓✓ MTP (2)
 • He is booked in the business class section which is located in the front of the aircraft.
 • According to the configuration of the aircraft his seat is in the second row which is located at the front of the aircraft.
 • As a business class passenger, he gets priority boarding.
- 2.1.3 To save paper for the airline✓✓ MTP (4)
 • To reduce printing and maintenance costs for the airline✓✓
 • To subscribe to sustainable practices
 • To speed up the check-in process.
 • To be technologically advanced
 • Less pressure on the airline staff when it comes to boarding procedures.
- 2.1.4 (a) It is a more convenient option in terms of accessibility (mobile devices) compared to hard copies.✓✓ MTP (2)
 • It cannot be lost easily – it is on the cell phone.
 • It eliminates time spent in long queues at the check-in counters when travelling without checked luggage.
 • Tourists who are technologically inclined would prefer to utilise this streamlined check-in process.
- (b) The cell phone's battery can be flat. ✓✓ MTP (2)
 • Problems with access to the Internet to download the electronic boarding pass.
 • The cell phone/information can be lost/stolen/damaged.
 • Tourists/staff who are not technologically inclined will experience difficulty in using the technology.
 • Not all cell phones are able to operate the application.
- 2.2.1 The flight routes consisted of two direct flights without travelling back and forth unnecessarily. ✓✓ MTP (2)
 • The flight travelled north directly to Paris where there was a stop-over followed by a direct transatlantic flight westward to Havana.
 • It is a 1 stop flight.
 • There are no direct flights to Havana, therefore he was in transit in Paris.

2.2.2	Leg 1 of Mr Smith's trip	Paris (+1)	Johannesburg (+2)	MTP
	Time difference:	1 hours ✓		
	Time at OR Tambo 19:00 - 1 hour time difference	= 18:00 ✓		
	Daylight Saving Time:	18:00 (+✓) 1 hour DST		
	Time in Paris:	= 19:00 ✓		
		OR		
		19:00 ✓✓✓✓		

OR

	Paris (+1)	Johannesburg (+2)
Daylight Saving Time:	Paris (+2) ✓	
Time difference:	0 hours ✓	
Departure time:	19:00 (+/- 0✓) hour time difference = 19:00 ✓	

(4)

2.2.3	Arrival time in Paris:	19:00 (+)✓ 11hours flying time = 06:00 ✓
	Departure time to Havana:	16:00
	Transit time in Paris:	16:00 (-✓) 06:00 = 10 hours ✓
		OR
		10 hours ✓✓✓✓

(4)

2.2.4	Leg 2 of Mr. Smith's trip	Havana (-5)	Paris (+1)	MTP
	Time difference:	6 hours ✓		
	Time in Havana (when he left Paris):	16:00 (-✓) 6 hours time difference = 10:00✓		
	Flying time to Havana:	21:00 - 10:00 = 11 hours✓✓ OR 11 hours✓✓✓✓✓		

OR

	Havana (-5)	Paris (+1)	MTP
Daylight Saving Time added:	Havana (-4)	Paris (+2)	
Time difference:	6 hours ✓		
Time in Havana (when he left Paris):	16:00 (-✓) 6 hours time difference = 10:00✓		
Flying time to Havana:	21:00 - 10:00 = 11 hours✓✓		

(5)
[28]

QUESTION 3

- 3.1 Euro✓
• € FX (1)
- 3.2 3.2.1 The bank has to make a profit when it sells currencies/FOREX. ✓✓ FX (2)
- 3.2.2 Czech Republic ✓ FX
• Czech / Czech koruna
- Egypt ✓ (2)
• Egyptian / Egyptian pound
- 3.3 3.3.1 $R26\ 000 + R3\ 800 + R23\ 100 = R52\ 900$ ✓✓ FX (2)
• R52 900
- 3.3.2 $R58\ 000 - R52\ 900 = R5\ 100$ FX
- Yes
- She has not exceeded her budget✓✓ and will have R5 100 extra. (2)
- Note:** Do not award any marks for YES
- 3.3.3 $R58\ 000 \div (\checkmark) 14.11\checkmark = \text{USD } 4\ 110,56\checkmark$ FX (3)
- OR**
- USD 4 110,56✓✓✓
- 3.3.4 $\text{USD}150 \times (\checkmark) 14,07\checkmark = R\ 2\ 110,50\checkmark$ FX (3)
- OR**
- R 2 110,50✓✓✓

3.4 **PARAGRAPH**

FX

HOW A WEAK RAND CAN HELP TO ALLEVIATE POVERTY AND UNEMPLOYMENT IN SOUTH AFRICA.

A weak rand will attract more inbound international tourists to South Africa. ✓✓ When inbound international tourists spend more in South Africa, a greater demand for tourism products and services is created. ✓✓ They will get more value for their money and therefore more spending within the local economy. ✓✓

- More international tourists will come to South Africa, they will spend more, thus alleviating poverty and reducing unemployment.
- When the rand is weak, inbound international tourists will receive more rand for their currency, giving them greater spending power in South Africa.
- An increased demand will lead to a growth in the GDP.
- More job opportunities are created.
- Improved standard of living for the people of South Africa.

(6)

Paragraph format

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

(1)
[22]**TOTAL SECTION B:****50**

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

- 4.1 4.1.1 Britain✓ TA (1)
- UK
 - United Kingdom
 - Great Britain
 - England
- 4.1.2 Road / Rail / Water transport ✓✓ TA (2)
- Note:** Accept a relevant example such as double decker bus, metered taxi, underground train, river boat
- 4.1.3 1 - Tower Bridge✓ TA
- 2 - Big Ben / Palace of Westminster✓
- 3 - Buckingham Palace✓ (3)
- 4.1.4 (a) Changing of the Guards✓✓ TA (2)
- Note:** Accept any reference to military activity at the icon.
- (b) The guards at the palace go through a military routine which attracts many tourists.✓✓ TA (2)
- The changing of the guards and the ceremony of the process has become a tradition and is enjoyed by tourists.
- (c) It is the royal residence of the British monarch✓✓ (2)
- Buckingham Palace hosts State functions.
- 4.1.5 Tower of London✓ TA (1)
- 4.2 4.2.1 Ayers Rock✓ TA (1)
- Uluru-Kata Tjuta National Park
 - Uluru-Kata Tjuta
- Note:** Do not accept "Uluru" only.
- 4.2.2 Sydney Opera House✓ TA (1)

- 4.2.3 Yes. TA (2)
- The visitor numbers exceeded the targeted numbers. ✓✓
- It attracts tourists from all over the world who are interested in culture, heritage and nature.

OR

No.

They do not have sustainable and responsible management plans in place.

- Tourists are destroying the site through litter and damaging the site through climbing.
- The tourists' disregard the religious significance of the site.
- There is little focus on the general appearance and upkeep of the attraction.
- There are no benefits for the indigenous people and on the environment.

Note: Do not award any marks for YES or NO

- 4.2.4 (a) Tourists climb the rock even though the aborigines do not want them to. ✓✓ TA (4)
- The aborigines do not get the benefits from tourists visiting the site even though the land belongs to them. ✓✓
- It is a sacred site to the aborigines and should be treated with respect.
 - Few Aborigines are employed in the park.

- (b) **Problems with climbing the rock** TA (2)
- Limit the number of tourists climbing the rock. ✓✓
- Involve the aborigines in granting permission rights to climbers.
 - Use the local aborigines as guides for the climbers.

Do not get benefits from the tourism chain

The Aborigines should be given incentives such as becoming shareholders in the attraction. ✓✓ (2)

- The Aborigines must be involved in the planning and management of the tourist activities in and around the attraction.

Disrespect of the sacred site

- Provide information boards/pamphlets with information on responsible tourist behaviour.
- More stringent regulations should be enforced by the government.

Few Aborigines employed

- Policy on preferential employment for aborigines.

Note: Ensure that the recommendation given in (b) are linked to the reason given in (a).

[25]

QUESTION 5

- 5.1 5.1.1 Northern Cape✓ CH (1)
- 5.1.2 Cultural✓ CH (1)
- 5.2 The #Khomani San tribes are still living in this area and they still practise some of their ancient cultural traditions. ✓✓ CH (2)
- 5.3 **Improved quality of life** CH
- Increase in tourism will lead to increased revenue and therefore they can spend money on basic necessities to improve their quality of life. ✓✓ (2)
- With the #Khomani Cultural Landscape becoming a World Heritage Site it will increase the number of tourists visiting this area which will mean increased revenue for the people.
 - Increased revenue will alleviate poverty in this rural part of South Africa and improve their quality of life.
 - Job creation.
- Cultural pride and sustainability**
- Due to the traditional practises that come from an ancient culture still being practised today, they will protect their cultural practises. ✓✓ (2)
- Their culture earned them World Heritage Status, so they will now protect and take pride in their culture.
 - They will manage the site sustainably as well as their cultural practises as it is an attraction that is earning them an income and bringing tourists to this rural part of South Africa.
- Infrastructural accessibility**
- The #Khomani people will now also enjoy and benefit from the upgrades to infrastructure due to increased visitor numbers and increased interest to visit the new World Heritage Site. ✓✓ (2)
- Increase in visitor numbers to the World Heritage Site will set in motion the demand for tourism infrastructure and support services which will set the multiplier effect in motion for the region.
- Paragraph format**
- Complete well-constructed sentences were used, written as a complete paragraph without bullets or numbers. ✓ (1)
- [11]**

QUESTION 6

- 6.1 World Travel Market✓
 • WTM
 ITB ✓
Note: Accept any order M (2)
- 6.2 Tourism businesses in South Africa advertise amongst others, their outdoor products and services to domestic tourists.✓✓
 • They showcase tourism products and services on offer in South Afrika. M (2)
- 6.3 Attractive and eye-catching displays of all 9 provinces at the South African Tourism stands.✓✓
 Brochures, DVDs and proudly South African branded hand-outs.✓✓
 • Personnel manning the stand answer questions about South Africa
 • Networking with other international role players and promoting the South African brand image to these role players.
 • Presentations on South African products and services.
 • Sharing posts to social media platforms. M (4)
- 6.4 6.4.1 Tourism businesses are encouraged to maintain high service levels to maintain good publicity. ✓✓
 • Responsible management plans are in place to support the tourism businesses sustainably.
 • Tourism businesses must have sound business principles in place to ensure profitability and thus a guarantee of the business succeeding and being in operation for the future. M (2)
- 6.4.2 Locals must become brand ambassadors for the country and always say positive things about South Africa. ✓✓
 • Each South African should play their part in ensuring South Africa is a safe, secure, clean and beautiful country.
 • South Africans must act in a responsible way to showcase their pride in their country.
 • To encourage South Africans to be responsible travellers in their own country.
 • Encourage South Africans to explore their own country. (2)
- 6.5 Stakeholders can have time in advance to prepare and inform relevant parties of these marketing opportunities.✓✓ M (2)
- [14]**

TOTAL SECTION C: 50

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

- 7.1 7.1.1 A verbal or written agreement outlining the terms and conditions of employment. ✓✓ TS (2)

Note: Accept examples linked to the Contract of Employment.

- 7.1.2 Working double shifts with no overtime pay. ✓✓ TS (2)
- Not allowed to sit during shifts.
 - Increased responsibilities without extra remuneration.
 - Verbally abused by her employer.
 - No staff transport available at the end of their late-night shifts.
 - No opportunities available to channel grievances.

- 7.1.3 Raise her grievance to her employer stating the current unacceptable working conditions and suggest ways to improve upon it. ✓✓ TS (4)
- Seek legal advice from a labour law expert / CCMA. ✓✓
- Discuss the matter with the union she is affiliated (associated) to.
 - Work towards resolving the grievance amicably (politely) between the employer with emphasis to compliance in terms of the employment contract.
 - Commence with the restaurant's internal grievance procedures if one is in place.

- 7.1.4 Lack of concentration/focus on the tasks on hand when at work. ✓✓ TS (4)
- Not keen in displaying her best efforts when performing her duties at work. ✓✓
- Frustration spilling over onto customers that she is attending to.
 - Demotivation can lead to tasks left incomplete or not attempted altogether.
 - Absenteeism / lack of punctuality will increase.
 - Loyalty to the company can be compromised

[12]

QUESTION 8

- 8.1 8.1.1 These are guidelines addressing responsible and appropriate behaviour when visiting a destination. ✓✓ SR (2)
 • It includes appropriate behavioural guidelines including the pillars of sustainability and responsible tourism.
- 8.1.2 Ensuring that the resources in an area are respected and sustained for future generations to benefit and enjoy. ✓✓ SR (2)
- 8.1.3 Enquire from local leaders the appropriate behaviour in line with the local customs and religious ceremonies. ✓✓ SR
 Respect the dignity/privacy of the locals. ✓✓
 Be sensitive and ask permission before taking photographs. ✓✓ (6)
 • Do prior research on the culture practised at the attraction in order not to offend the locals.
 • Dressing appropriately to avoid offence.
 • Participate in the local everyday activities of the local people.
 • Tourists should be encouraged to act responsibly towards the environment. (Accept examples in context of the cultural village)
- 8.2 8.2.1 (a) Social Pillar✓ SR
 • People pillar
 Economic Pillar✓ (2)
 • Profit pillar
- (b) Social pillar (People pillar) - counselling sessions / Supporting the health of HIV positive women.✓ SR
 Economic Pillar (Profit pillar) - financial support✓ / making and selling soap. (2)
- Note:** If no pillar is given in (a), no marks are to be awarded for (b)
- 8.2.2 Offering employment and empowerment to the local women who are HIV-positive. ✓✓ SR
 The financial gain earned through employment is used to meet the basic needs of these women and their children. ✓✓ (4)
 • The earnings enable these women to have access to basic health necessities needed to follow a healthy lifestyle e.g. access to medication.
 • The counselling builds on their knowledge of the HIV epidemic and assists in maintaining a healthy lifestyle.
 • Skills are developed.

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

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

- 9.1 9.1.1 Bird flu outbreak✓✓ DRI (2)
- Outbreak of H5N8 bird flu virus
 - Infected wild birds
 - Caused the deaths of many wild birds
 - Stopped the spread of the disease
- 9.1.2 **Positive** DRI
- Tourist may want to educate their children about the preventative measures in place to stop the spreading of a dangerous virus. ✓✓ (2)
- Tourists will appreciate the measures put in place by the zoo to safeguard visitors against contracting and spreading the virus.
 - Tourists may regard the zoo as a responsible attraction due to its attempts in containing bird flu.
 - Chemicals used are not harmful to humans
- Negative**
- Some tourists will view the disinfectants used by the zoo as harmful to humans and the surrounding environment. ✓✓ (2)
- Some tourists will not be comfortable in submerging their feet or shoes into a footbath at the exits.
 - Visitors will put their trip to the attraction on hold until it is safe therefore causing a decline in ticket sales.
 - Bad publicity through word of mouth.
 - Engaging in the process can be time consuming
- Note:** Award marks for ONE answer from EACH category (positive and negative)
- 9.1.3 Unforeseen occurrence✓✓ DRI (2)
- Boating/ferry accident
- 9.1.4 Tourists will be reluctant to use the ferries to Robben Island due to the element of danger. ✓✓ DRI
- Tourists may decide not to visit Robben Island but may opt to visit other destinations. ✓✓ (4)
- Visitors would be fearful of their safety when visiting other attractions in the Western Cape.
- 9.1.5 A decline in foreign tourist arrivals to South Africa will result in decreased foreign income. ✓✓ DRI
- The multiplier effect will be negatively affected due to fewer tourists visiting the attractions. ✓✓ (4)
- Domestic travel to the affected areas will decrease resulting in a decrease in visitor numbers and spending.
 - Will result in job losses

- 9.2 9.2.1 Multiple trips ✓✓ DRI (2)
- Group 3
 - 445 495
 - 41,1%
 - Tourists who entered and departed South Africa more than once in June 2017.
- 9.2.2 (a) **Only arrivals** DRI
- Inbound international tourists continued to spend money during their stay as they remained in the country for an undetermined period. ✓✓ (2)
- (b) **Multiple trips** DRI
- The basic expenditure of inbound international tourists is being repeated for every return visit to the country over a one-month period. ✓✓ (2)
- Each trip tourists make to South Africa they require accommodation, transport, food etc. thereby increasing the average expenditure of tourists.
- 9.3 Loyalty points can be used to supplement payment towards purchases, thus making products/services more affordable (discounts). ✓✓ (2)
- The tourists will spend their accumulated loyalty point at the loyalty programme partners, thus increasing the financial gains for these businesses.
- Note:** Do not accept one-word answers. [24]

QUESTION 10

- 10.1 10.1.1 Make use of technology such as listening devices (audio-tours) and translation Apps. ✓✓ KK (2)
- Employ tourist guides that speak the language of the group.
 - Employ multilingual tourist guides (speaking more than one language).
 - Tours for smaller groups
 - Retraining of tourist guides to improve communication skills.
 - Make information available in different languages.
- 10.1.2 Establish a restaurant at the attraction. ✓✓ KK (2)
- Encourage entrepreneurship by allowing local vendors to trade at the attractions.
 - Partner with neighbouring food and beverage outlets.
- 10.2 The attraction would use different types of feedback methods such as feedback cards, questionnaires etc. to determine how successful the above recommendations were. ✓✓ KK (2)
- Note:** Accept examples of feedback methods. [6]

TOTAL SECTION E: 30
GRAND TOTAL: 200