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

## **SENIOR CERTIFICATE/ NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2020**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 16 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	C✓/Yellow fever	MTP	
	1.1.2	D✓/the local time of the destination city.	MTP	
	1.1.3	C✓/goods and services produced in a country annually.	FX	
	1.1.4	B✓/causes changes to the day and date of a country.	MTP	
	1.1.5	D✓/Because of the size of the country.	MTP	
	1.1.6	D✓/Great Pyramids of Giza	TA	
	1.1.7	A✓/Niagara Falls	TA	
	1.1.8	C✓/Israel.	TA	
	1.1.9	C✓/universal	TA	
	1.1.10	A✓/ Protection and development of World Heritage Sites	CH	
	1.1.11	B✓/Certificate of service	TS	
	1.1.12	A✓/Personal hygiene	TS	
	1.1.13	C✓/payment at double the normal rate.	TS	
	1.1.14	D✓/environmentally friendly.	SR	
	1.1.15	B✓/a corporate social investment.	SR	
	1.1.16	D✓/Excellent	CC	
	1.1.17	A✓/14 million.	DRI	
	1.1.18	B✓/Outbreak of COVID-19	DRI	
	1.1.19	C✓/percentage of the industry earned through inbound tourism to South Africa.	DRI	
	1.1.20	C✓/Internet	DRI	
			(20 x 1)	(20)
1.2	1.2.1	severe droughts✓	DRI	
	1.2.2	inadequate flights✓	DRI	
	1.2.3	film permits✓	MTP	
	1.2.4	canned hunting✓	SR	
	1.2.5	negative perceptions✓	DRI	(5)
1.3	1.3.1	brand✓	TS	
	1.3.2	choosing a name✓	TS	
	1.3.3	logo✓ / slogan	TS	
	1.3.4	Marketing material✓	TS	
	1.3.5	customer service policy✓	TS	(5)

1.4	1.4.1	B✓/social media	CC	
	1.4.2	A✓/feedback cards	CC	
	1.4.3	D✓/interviews	CC	
	1.4.4	F✓/SMS messaging	CC	
	1.4.5	C✓/e-mail responses	CC	(5)
1.5	San Francisco✓ / -8		MTP	
	Rio de Janeiro✓ / -3		MTP	
	London✓ / 0		MTP	
	Cape Town✓ / +2		MTP	
	Delhi✓ / +5.5		MTP	(5)

**Note:** Marks to be awarded for the correct order from west to east (or from left to right).

**TOTAL SECTION A: 40**

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

2.1	2.1.1	Transport✓ Restaurants ✓ Hotels✓ Things to do✓ • Holiday homes • Car hire • Booking tours • Booking flights	MTP	(4)
<b>Note:</b> Accept examples as given in the information.				
	2.1.2	(a) Skip the Line Eiffel Tower tour ✓✓ • Hop on Hop off bus	MTP	(2)
		(b) €99✓✓	MTP	(2)
		(c) The Vermaaks will not have to waste time standing in a long line as they have made prior arrangements with the attraction to skip the line. ✓✓ • Advance bookings and on-line check-in. • They would also see other attractions of the city when on the hop on hop off bus. • It suits the preferences of the couple.	MTP	(2)
		(d) Romantic Cruise on the River Seine ✓✓	MTP	(2)
	2.1.3	It saves time, they can do all their travel bookings on-line. ✓✓ It is much cheaper than using a travel agent as all their bookings are done by themselves on-line through the use of technology. ✓✓ • It gives them an opportunity to do comparisons and choose what suits them best in all respects of their travel. • They can consult reviews of other travellers. • TripAdvisor is a reputable on-line provider.	MTP	(4)
2.2	2.2.1	Red channel✓✓	MTP	(2)
	2.2.2	They have bought electronic equipment worth more than R5 000 and will have to declare it to customs according to South Africa's custom regulations. ✓✓	MTP	(2)
	2.2.3	Customs and Immigration✓✓ • SARS • National treasury	MTP	(2)

- 2.2.4 Customs duty ✓✓ MTP (2)  
 • Excise duty

**[24]**

- 2.3 2.3.1 The flight will stop over en-route to the final destination at Cape Verde airport for re-fuelling or re-stocking. ✓✓ MTP (2)  
 • The airline may drop off or collect more passengers.  
 • The airline may change the crew.  
 • The passengers would be in transit / get a connecting flight.

2.3.2	Cape Town +2	San Francisco - 8	MTP
	Time difference	= 10 hours ✓ = 17:00(-✓) 10 hours	
	Time in San Francisco	= 07:00 ✓	
	Flying time	= 07:00 (+✓) 23 hours	
	Arrival time	= 06:00 ✓ 22 October ✓	(6)
	<b>OR</b>		
	06:00 ✓✓✓✓✓ 22 October ✓		

2.3.3	Dallas - 6	San Francisco -8	MTP
	Time difference	= 2 hours ✓ = 08:00(-✓) 2 hours	
	Time in San Francisco	= 06:00 ✓	
	Flying time	= 06:00 (-✓) 3 hours = 03:00 ✓✓	(6)
	<b>OR</b>		
	03:00 ✓✓✓✓✓		

**[12]****QUESTION 3**

3.1	3.1.1	GBP2500 x ✓ 18,29 ✓	= ZAR45 725 ✓	FX	(3)
		<b>OR</b>			
		ZAR45 725 ✓✓✓			
	3.1.2	ZAR1 800 ÷ ✓ 14,73 ✓	= USD122,20 ✓	FX	(3)
		<b>OR</b>			
		USD122,20 ✓✓✓			

3.2

**Sustainable tourism practises**

FX

Businesses can upgrade the facilities and buildings by ploughing the profits back and make their tourism business more competitive and thus more sustainable in the long term. ✓✓

- A strong rand will generate more profit locally to encourage aggressive marketing locally and globally for sustainability of the tourism sector.
- The strong rand sets the multiplier effect into motion thereby expanding business opportunities for sustainability of the tourism sector.
- A strong rand creates opportunities for domestic travel. Fewer international tourists visiting South Africa; however, tourism becomes more sustainable through domestic income / prevents leakages.

**A balance between economic and environmental benefits for the tourism industry.**

A strong rand means that tourism businesses will generate more profits and they need to use these profits to make their businesses more environmentally friendly. ✓✓

- The discerning tourist will support tourism businesses that are eco-friendly.
- Although initial costs may be high, environmentally friendly measures will ultimately lower operational costs.
- A strong rand will result in less tourist coming to South Africa. This decrease in tourism will mean less air-pollution by aircraft and less land and sea pollution. It will lead to a more sustainable environment to live in (reduces impact of mass tourism).

**Job creation**

A strong rand means South Africans have more disposable income to spend on tourism products setting the multiplier effect in motion creating more jobs. ✓✓

- Increase in investor confidence will result in more employment opportunities. (3 x 2)

(6)

**Note:** Consider answers from international and domestic perspectives.

[12]

**TOTAL SECTION B:****50**



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

- |     |       |   |     |     |
|-----|-------|---|-----|-----|
| 4.1 | 4.1.1 | A- Berlin Wall✓<br>B- Tower Bridge✓<br>C- Statue of Liberty✓<br>D- Taj Mahal✓<br>E- Chichen Itza✓   | MTP |     |
|     |       |   |     | (5) |
|     | 4.1.2 | Europe✓✓  | MTP | (2) |
|     | 4.1.3 | A- Divides Germany into two parts, east and west. ✓✓<br>• The wall represents a lack of freedom of movement between East and West Germany.<br>• It represents the Cold War.<br>• Capitalism versus communism.<br><br>C- Represents the freedom and the democracy of the United States of America.✓✓<br>• The statue represents a new beginning in the lives of the North Americans and immigrants to the USA.<br>• It was a gift from France.<br><br>D- A symbol of love built by an emperor in honour of his wife.✓✓ |     | (6) |
| 4.2 | 4.2.1 | Poland✓✓  | MTP | (2) |
|     | 4.2.2 | (a) <b>Sad and depressing past</b><br>Many Jews thought they were moving to a work camp only to realise it was in fact a death camp where several prisoners were exterminated (killed) daily.✓✓<br>Showers disguised as gas chambers which expelled lethal gas killed the prisoners.✓✓<br>• Doctors carried out fatal medical experiments on the prisoners.   | MTP | (4) |
|     |       | (b) <b>Problems in the present</b><br>The buildings are deteriorating.✓✓<br>Increased visitor numbers / mass tourism contributes to the deterioration of the attraction.✓✓<br>• Cracked walls<br>• Sinking foundations<br>• Leaking roofs have damaged the bunk beds.   | MTP | (4) |

- 4.2.3 Have the icon closed for certain parts of the year allowing for recovery time. ✓✓ MTP  
Limit the number of visitors to the attraction. ✓✓ (4)  
  - Intensify global campaigns to donate money towards restoration projects at Auschwitz.

**Note:** Accept examples that can be linked to factors that contribute to the success of an attraction.

**Factors contributing to the success of a tourist attraction:**

- Excellent marketing of tourism products locally and / or internationally
- Sustainable and responsible management plans
- Efficiency and ethical behaviour of staff and management
- Positive experience of visitors
- Safety and crime prevention
- General appearance and upkeep of the attraction
- Considering the needs of people with disabilities
- Universal access

**[27]**

**QUESTION 5**

- 5.1 5.1.1 Cradle of Humankind ✓✓ CH (2)  
  - Fossil Hominid Sites of South Africa
  - Swartkrans
  - Sterkfontein caves
  - Kromdraai
  - Maropeng
- 5.1.2 Richtersveld Cultural and Botanical Landscape ✓ CH  
 ‡Khomani Cultural Landscape ✓ (2)  
**Note:** Accept any order
- 5.1.3 Cape Floral Region Protected Areas ✓ CH  
 Robben Island ✓ (2)  
**Note:** Accept any order
- 5.2 Mpumalanga Province ✓✓ CH (2)
- 5.3 Increase in profitability for the travel agency. ✓✓ CH  
 There will be an increase in demand for tourism products and services in turn expanding the business. ✓✓ (4)  
  - Expansion of their business and their profile / increase in repeat visits.
  - Increase in local and international awareness / marketing.
  - More opportunities for special interest tourists.

**[12]**

**QUESTION 6**

- 6.1 Getaway Magazine ✓✓ M (2)
- 6.2 Africa's Travel INDABA ✓ M (1)
- Tourism Indaba
- 6.3 They serve as marketing opportunities to promote South Africa. ✓✓ M
- To showcase the Southern African region to the world. ✓✓
- Create platforms to discuss tourism industry trends. ✓✓ (6)
- Getaway Shows advertise outdoor products.
  - Serves as networking opportunities for all visiting stakeholders.
  - Attract potential investors and grow the economy.
- 6.4 SATourism ✓✓ M (2)
- Provincial tourism authorities
  - The national/provincial Departments of Tourism
- [11]**

**TOTAL SECTION C: 50**

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

- 7.1 7.1.1 Well groomed – cleanly shaven, hair tied back. ✓✓ TS (4)  
A neat and tidy dress code as prescribed by their employer. ✓✓  
  - Formal dress code with a bow tie.
  - They are smiling indicating friendliness with good eye contact.
  - Both use a tray to serve drinks on.
  - A dish cloth hangs loosely over the arm, meeting the specifications of the job.
  - Their appropriate physical appearance.

**Note:** Accept examples of professional image.

7.1.2 The dress code is part of their contractual agreement and there should be some form of compensation to continually maintain the professional look. ✓✓ TS (2)  
  - It should not be expected of employees to purchase their own uniform for work as they have to comply to the uniform dress code.
  - They might feel if the restaurant wants to uphold its good image, they must ensure the waitrons are appropriately dressed by giving them a subsidised amount for clothing.
  - They are on duty many consecutive nights and need more sets of uniform.
  - Washing and cleaning the uniform so often can be very costly.
  - Wear and tear of the uniforms must be considered.

7.2 7.2.1 Code of Conduct ✓✓ TS (2)

7.2.2 The service industry requires constant up-skilling and training. ✓✓ TS (2)  
  - The training is personalised addressing individual skills needs.
  - There is a constant reminder of the do's and the don'ts.
  - Maintains the professional image of Exquisite Rail.
  - To minimise legal issues.

7.2.3 Arguing with a guest. ✓✓ TS (4)  
Inviting a guest into a crew area. ✓✓  
  - Accepting invitations to socialise with a guest.
  - Inappropriate interaction with children.
  - Being overly attentive (giving too much attention) to one particular guest.

**[14]**

**QUESTION 8**

- 8.1.1 They are tourists who spend part of their holiday time offering their services without compensation and skills to the area they are visiting. ✓✓ SR (2)
- Tourists give back to the local community as part of their social responsibility.
- 8.1.2 Social pillar ✓✓ SR (2)
- People pillar
- 8.1.3 They are an accreditation body that provides certification to businesses that comply with the triple bottom line. ✓✓ SR (2)

**Note:** Accept any examples linked to the 6 principles of FTT.

- **Fair share:** all participants involved in a tourism activity should get their fair share of the income
- **Democracy:** all participants in a tourism activity should have the right and the opportunity to participate in decisions that concern them.
- **Respect:** both host and visitor should have respect for human rights. (Safe working conditions, protection of children, promoting gender equity, protect environment, HIV awareness)
- **Reliability:** Service delivered should be reliable (quality and value for money)
- **Transparency:** Ownership of tourism activities must be clearly defined, equal access to information, sharing of profits.
- **Sustainability:** Increase knowledge through capacity-building; improve use of available resources through networking and partnerships.

- 8.1.4 **Education:** SR  
A program to teach pre-schoolers in the community is implemented. ✓✓
- Teaching scholars computer skills.
- Skills development:**  
The computer literacy levels of adults in the community are raised through basic computer skills. ✓✓
- Skills levels of teenagers are improved in sport.
  - Computer skills are taught to children.
- In the Spirit of Ubuntu:**  
Support is given to the local orphanage. ✓✓ (3 x 2) (6)
- Being part of a community pre-school programme.
  - Supporting the youth through sports development.

**Note:** Accept intangible examples.

8.2	8.2.1	<b>Learning a few basic words in the local language</b> It shows respect towards the local community.✓✓ <ul style="list-style-type: none"><li>• Facilitates communication with members of the local community.</li><li>• Create a positive rapport (connection) with the local community members.</li><li>• Contributes to an authentic tourist experience.</li></ul>	SR	(2)
	8.2.2	There will be a flow of foreign investment into the rural community.✓✓ <ul style="list-style-type: none"><li>• The local community will earn a higher income to support their families.</li><li>• The multiplier effect will see money circulate within the local economy.</li><li>• Avoid leakages from the local community.</li><li>• Minimises exploitation of the local people.</li></ul>	SR	(2)
				<b>[16]</b>
<b>TOTAL SECTION D:</b>				<b>30</b>

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

- 9.1 9.1.1 Skiing✓✓ DRI (2)
- Snow / ice / alpine sports
  - Bobsleigh / sledging / tobogganing
  - Ice hockey / Ice skating
  - Snow boarding
  - Speedskating
  - Curling
  - Cross-country skiing
  - Ski jumping
- Note:** Accept any examples related to snow/ice sport.
- 9.1.2 This is when there is enough snow on the mountains in Switzerland to host the games.✓✓ DRI (2)
- There is enough snow and ice during this time.
  - Many countries across Europe experience snow in the winter months, therefore hosting of the event can be shared by multiple countries.
- 9.1.3 It is focussing on the youth from the ages of 15 to 18.✓✓  
The games include a cultural festival and instil cultural pride.✓✓ DRI (4)
- The event helps to make the youth aware of sustainable practices and responsible tourism.
  - The event ensures that the youth becomes responsible future tourists.
  - There has to be snow in winter for the Games to take place.
  - A new code could have been added at the Youth Olympic Games and not at other Olympics.
- 9.1.4 Keep them occupied by arranging educational and recreational activities in between sporting items.✓✓  
Ensure that all products and service offerings meet the needs and preferences of young people.✓✓ DRI (4)
- Ensure all participants and visitors to the event are identifiable.
  - Ensure there is sufficient internet connectivity.
  - Caution taken with age restricted materials.
  - Have psychological support structures in place.
  - Ensure adequate security and supervision in the Olympic villages.
  - Various other venues can be used for activities to minimise the impact of mass tourism.

- 9.1.5 Promote environmental awareness of the area pre/during and post event. ✓✓ DRI  
 Use technology such as QR codes on water bottles, equipment and on transport to spread the message on how to preserve the environment. ✓✓ (4)
- Place interpretation panels in the area with information on environmentally sensitive places to create awareness.
  - Show information videos and distribute pamphlets in the eating and recreational areas of the Olympic villages to encourage responsible behaviour.
  - Create volunteering opportunities in between sporting items.
  - Visible signage showcasing good environmental practises.
- Note:** Accept examples of sustainable practices.
- 9.2 9.2.1 Gauteng ✓✓ DRI (2)
- Gauteng province
  - GP
- 9.2.2 Gauteng is the gateway into Southern Africa. ✓✓ (2)
- The majority of international flights land at OR Tambo International Airport.
  - Johannesburg is a business, shopping and entertainment hub.
  - Johannesburg is the economic hub of South Africa.
- 9.2.3 18,3% ✓✓ (2)
- 9.2.4 Limpopo borders another country and all visitors from neighbouring SADC countries are considered tourists. ✓✓ (2)
- Large numbers of tourists cross the Beit Bridge border into South Africa from countries that share borders with South Africa.
  - The reasons of back and forth traffic across the Beit Bridge border post is not necessarily for tourism purposes but also for shopping and other activities.



**QUESTION 10**

- 10.1 If customers' complaints are not addressed, they may choose to take their business elsewhere which may result in financial losses for the business. ✓✓ (2)
- Customers may spread negative word of mouth about the business and the business may face financial ruin.
  - If complaints are addressed, it will ensure customer loyalty.
  - The business will lose its competitive advantage.

- 10.2 A plan of action that a business develops to address the common complaints by the customers. ✓✓

The intervention process refers to the plan that was put into action to ensure the continued success of the business. ✓✓

(4)  
[6]

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**