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GRADE 12

SEPTEMBER 2021

**TOURISM
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|--|----------|------|
| 1.1 | 1.1.1 | C ✓ | | |
| | 1.1.2 | B ✓ | | |
| | 1.1.3 | A ✓ | | |
| | 1.1.4 | D ✓ | | |
| | 1.1.5 | B ✓ | | |
| | 1.1.6 | D ✓ | | |
| | 1.1.7 | C ✓ | | |
| | 1.1.8 | C ✓ | | |
| | 1.1.9 | D ✓ | | |
| | 1.1.10 | B ✓ | | |
| | 1.1.11 | C ✓ | | |
| | 1.1.12 | C ✓ | | |
| | 1.1.13 | D ✓ | | |
| | 1.1.14 | A ✓ | | |
| | 1.1.15 | A ✓ | | |
| | 1.1.16 | A ✓ | | |
| | 1.1.17 | B ✓ | | |
| | 1.1.18 | B ✓ | | |
| | 1.1.19 | A ✓ | | |
| | 1.1.20 | B ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | Market share ✓ | | |
| | 1.2.2 | Cash ✓ | | |
| | 1.2.3 | Colosseum ✓ | | |
| | 1.2.4 | CCTV cameras ✓ | | |
| | 1.2.5 | Repeat visits ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | red ✓ | | |
| | 1.3.2 | summer ✓ | | |
| | 1.3.3 | jet fatigue ✓ | | |
| | 1.3.4 | Central Africa ✓ | | |
| | 1.3.5 | 5 ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | C ✓ (The Sphinx) | | |
| | 1.4.2 | F ✓ (The Berlin Wall) | | |
| | 1.4.3 | A ✓ (ǀKhomani Cultural Landscape) | | |
| | 1.4.4 | E ✓ (Statue of Christ the Redeemer) | | |
| | 1.4.5 | G ✓ (Mapungubwe Cultural Landscape) | (5 x 1) | (5) |
| 1.5 | A ✓ | (Flight lands on runway 03L/21R at ORTIA) | | |
| | D ✓ | (Passenger enters airside of ORTIA) | | |
| | E ✓ | (Passenger reports to immigration control) | | |
| | B ✓ | (Passenger collects luggage at baggage carousel) | | |
| | C ✓ | (Passenger passes through customs) | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 2.1.1 Washington DC, USA -5
 Geneva, Switzerland +1 (15:00 on 3 March 2021)
 Time difference: 6 hours ✓
 15:00 – ✓ 6 hours = 09:00 ✓ on 3 March 2021 ✓

OR

09:00 ✓✓✓ on 3 March 2021 ✓ (4)

- 2.1.2 Geneva, Switzerland +1 (15:00 on 3 March 2021)
 Canberra, Australia +10 (+ 1 hour DST = +11 ✓)
 Time difference: 10 hours ✓
 15:00 + ✓10 hours = 25:00 – 24 hours
 = 01:00 ✓ on 4 March 2021 ✓

OR

01:00 ✓✓✓✓ on 4 March 2021 ✓ (5)

- 2.1.3 (a) Mumbai, India +5.5
 Johannesburg, South Africa +2
 Time difference: 3 ½ hours ✓ (or 3 hours 30min.)
 04:30 – ✓3 ½ hours = 01:00 ✓ on 31 January 2021
 01:00 + ✓15 hrs 15 min = 16:15 ✓31 January 2021 ✓

OR

16:15 ✓✓✓✓✓ on 31 January 2021 ✓ (6)

- (b) Insomnia ✓
 Fatigue ✓
 Irritability ✓
 • Interrupted sleep
 • Discomfort in legs and feet
 • Struggle to concentrate
 • Constipation or diarrhoea
 • Confusion and disorientation
 • Dehydration
 • Headaches
 • Nausea
 • Loss of appetite
 • Dizziness

(3 x 1) (3)

- (c) Customs controls the flow of goods in and out of a country. ✓✓
- Customs is responsible for the collection and safekeeping of customs duties (taxes) in a country.
 - Customs enforces the laws that govern the import and export of goods to and from the country. (2)

2.2 2.2.1 **B** ✓✓ / Passport (2)

2.2.2 A health certificate is a statement signed by a health-care provider (such as a doctor or nurse) that verifies the health of the bearer of the certificate or verifies that the bearer of the certificate has had certain vaccinations. ✓✓ (2)

2.2.3 The traveller in possession of the vaccine passport will not infect other people with Covid-19 should he/she encounter other people. ✓✓
The traveller in possession of the vaccine passport will not become infected with Covid-19 should he/she encounter other people. ✓✓
• The vaccine passport will result in an increase in travel as travel restrictions in place due to Covid-19 will be lessened. (4)

2.3 2.3.1 Business tourist ✓
• MECE tourist (1)

2.3.2 Delegates' temperature will be scanned with a thermal scanner on arrival at the hotel and/or Conference Centre. ✓✓
Delegates will be required to complete a screening questionnaire on arrival. ✓✓
• Delegates will be required to exercise sanitising and disinfecting practices.
• Delegates will be required to wear masks except when eating or drinking.
• Seating will be spread out to ensure that a 1,5 metre social distancing is maintained.
• The number of delegates must not exceed 50% of the venue's normal capacity.
• Menus and service standards must be adjusted and aligned to health and safety protocols and Government regulations. (2 x 2) (4)

[33]

QUESTION 3

3.1 $R45\ 000 \div \checkmark 16,98 \checkmark = \text{€}2\ 650,18 \checkmark$

OR

$\text{€}2650,18 \checkmark \checkmark \checkmark$ (3)

3.2 $\text{€}23 \times \checkmark 16,39 \checkmark = R376,97 \checkmark$

OR

$R376,97 \checkmark \checkmark \checkmark$ (3)

3.3 3.3.1 $R175\ 000 \div \checkmark 13,87 \checkmark = \$12\ 617,16 \checkmark$

OR

$\$12\ 617,16 \checkmark \checkmark \checkmark$ (3)

3.3.2 $R175\ 000 \div \checkmark 19,77 \checkmark = \text{£}8\ 851,80 \checkmark$

OR

$\text{£}8\ 851,80 \checkmark \checkmark \checkmark$ (3)

3.3.3 USA \checkmark

- United States of America (1)

3.4 When the value of the Rand is low in relation to the US Dollar international tourism from the USA to South Africa will increase. $\checkmark \checkmark$

USA tourists will perceive South Africa as a cheap destination. $\checkmark \checkmark$

- When tourists from the USA visit South Africa, they will be in a position to spend more money as they will receive more Rand when exchanging their currency.
- They could lengthen their length of stay or participate in more expensive activities while in South Africa.
- They could book into more expensive accommodation as they have more Rand than they would have had if the Rand had been in a stronger position.

(4)

[17]**TOTAL SECTION B: 50**

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

QUESTION 4

- 4.1 4.1.1 A – Black Forest ✓
 B – Sydney Opera House ✓
 C – Great Wall of China ✓
 D – Leaning Tower of Pisa ✓
 E – Ayers Rock✓ / Uluru-Kata Tjuta National Park
 F – Niagara Falls ✓ (6 x 1) (6)
- 4.1.2 (a) 4 ✓✓ (2)
- (b) Australia ✓✓ (2)
- (c) Hiking ✓✓
 • Walking
 • Mountain biking
 • Skiing
 • Snowboarding
 • Swimming in lakes
 • Boating (2)
- 4.2 4.2.1 Overcrowding ✓✓
 • Mass tourism
 • The total number of tourists received daily is greater than the total number of inhabitants of the city. (2)
- 4.2.2 The historic city is built on wooden platforms anchored into 118 small islands in a lagoon linked by canals and bridges. ✓✓
 • Venice is famous for its architecture and art, for example, narrow streets, canals, bridges, palaces, churches, monuments, museums and art galleries.
 • Apart from walking, water is the main mode of transportation that is widely used by locals and tourists in Venice.
 • Venice is one of the most beautiful cities in the world. (2)
- 4.2.3 Fast-food packaging waste contributed to an increase in litter. ✓✓
 Water pollution was caused by fast-food packaging waste being dumped in the canals. ✓✓
 • The convenience of fast-food outlets influenced tourists not to support traditional Venetian sit-down restaurants.
 • Tourists sat eating on bridges, narrow alleys, house doors, and shop windows blocking even further the already overcrowded city.
 • The numerous fast-food outlets harmed the cultural heritage character of the city.
 • Fast-food packaging waste attracts seagulls looking for food. (2 x 2) (4)

4.2.4 The ban on cruise ships will reduce water and air pollution in the Venice lagoon and canal. ✓✓

It will reduce the damage to the foundations of the buildings that was caused by the movement of water by cruise ships. ✓✓

- The water quality of the lagoon and canals will improve.

(2 x 2) (4)

[24]

QUESTION 5

5.1 IsiMangaliso Wetland Park ✓✓ (2)

5.2 KwaZulu-Natal ✓✓ (2)

5.3 5.3.1 Beaches ✓✓

Dunes ✓✓

Lakes ✓✓

- Swamps

• Reed and papyrus wetlands (3 x 2) (6)

5.3.2 Create international awareness of South Africa's World Heritages Sites. ✓✓

Encourage the youth and local population to preserve their cultural and natural heritage. ✓✓

- Increased visitor numbers to the province/area where the World Heritage Sites are located.
- Job opportunities will be created due to increased demand for products and services.
- Influx of visitors to visit the sites will lead to increased tourism revenue.
- 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.
- A sense of ownership / pride of the heritage within the local community.
- Encourage closer working relationships between all stakeholders.
- Will attract more special interest tourists to South Africa.
- Create more opportunities for entrepreneurship.

(2 x 2) (4)

[14]

QUESTION 6

- 6.1 UK and Ireland ✓✓
• UK
• United Kingdom
• Ireland (2)
- 6.2 The shared photos would create an awareness of South Africa as a travel destination during the Covid-19 pandemic. ✓✓
The shared photos could lead to an increase in new arrivals from UK and Ireland once travel restrictions are lifted. ✓✓
• Previous visitors from the UK and Ireland might consider returning to South Africa when travel restrictions are lifted. (2 x 2) (4)
- 6.3 The Tourism Levy South Africa (TOMSA), a private sector initiative, collects a 1% Tourism Levy, voluntarily paid by customers, from participating tourism businesses, for example tour operators, car rental companies and accommodation establishments. ✓✓
The Tourism Business Council of South Africa (TBCSA) administers TOMSA. ✓✓
The TBCSA ensures that the collected funds are made available to SATourism for marketing. ✓✓ (3 x 2) (6)
[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- 7.1 Contract of employment ✓ (1)
- 7.2 Employees should sign a contract of employment so that they are aware of the employers' expectations. ✓✓
 • The signing of a contract of employment protects employees against unfair practices in the workplace.
 • The signing of a contract protects the employer should the employee dispute any conditions of employment. (2)
- 7.3 Code of conduct of Penika Airways ✓ (1)
- 7.4 A code of conduct sets out what is important to a business (its ethics and principles) and prescribes how staff should behave while at work. ✓✓
 It helps to identify and state clearly which behaviour is welcome and which is not. ✓✓
 • It provides the staff with guidelines regarding creation of a co-operative, collaborative atmosphere and promotion of integrity in the workplace.
 • A code of conduct is a document that provides guidance to staff about what acceptable behaviour is in the workplace.
 • It guides the relationship staff should have with their colleagues and clients.
 • It ensures that all at the workplace are treated with respect.
 • It acknowledges different religious, cultural and social practices. (2 x 2) (4)
- 7.5 The CEO was justified in being unhappy about Susan complaining to passengers about her shift as she acted in an unprofessional manner by complaining to passengers. ✓✓ (2)
- 7.6 The cabin crew has to deal with the challenges of passengers with many differing needs and expectations. ✓✓
 • Cabin crews have to work long hours, are on their feet most of the time while acting in a professional manner.
 • Cabin crews have to fly to many destinations in the course of their work which can be demanding. (2)
- [12]**

QUESTION 8

- 8.1 Sustainability ✓
Fair share ✓
- Democracy
 - Respect
 - Transparency
 - Reliability
- (2 x 1) (2)
- 8.2 A destination that is Fair Trade Tourism accredited will attract environmentally conscious tourists. This could lead to an increase in visitor numbers. ✓✓
A destination that is Fair Trade Tourism accredited will encourage positive word of mouth advertising. ✓✓
- A destination that is Fair Trade Tourism accredited could attract investment from likeminded investors.
- (4)
- 8.3 8.3.1 Reuse ✓✓
- Reduce
 - Recycle
- NOTE:** Accept suitable examples of practices.
- (2)
- 8.3.2 Limit water usage ✓✓
- Ensure that no taps leak.
 - Collect rainwater for reuse.
 - Use greywater where possible.
- (2)
- 8.3.3 Install solar panels ✓✓
- Install wind turbines
- (2)
- 8.4 *People should be educated about protecting our planet because:*
This will lead to conservation of the planet's resources for future generations. ✓✓
- This will ensure that our resources are maintained and not depleted.
 - This will create an awareness of conservation.
 - Environmental conservation will assist in reducing our collective carbon footprint.
- (2)
- 8.5 8.5.1 Mashovhela Lodge can put programmes in place that acknowledge the local culture and heritage. ✓✓
- They can become involved in social upliftment programmes.
 - Provision of medical facilities and staff to attend to the needs of the local community.
 - Provision of funded education facilities for the local community.
 - Skills development for members of the local community.
- (2)

8.5.2 *Mashovhela Lodge can:*

Implement community shareholding in the business. ✓✓

- Create employment opportunities paying decent wages.
- Ensure the development of supplier businesses from the local community.
- Implement a fair recruitment process.
- Practice local procurement.
- Ensure that their corporate social investment programme financially advantages the local community.

(2)

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

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

- 9.1 9.1.1 The G7 summit will focus the world's media and TV on Cornwall providing exposure to a global audience. ✓✓
- Media personnel from all over the world will visit Cornwall to report on the event.
 - Increased marketing for Cornwall as a result of the global media coverage.
 - The host country receives worldwide exposure/publicity before, during and after the event. (2)
- 9.1.2 Potential transport disruptions such as road closures in areas around the venues being used for the event, roadblocks, disruption of train schedules. ✓✓
Influx of international visitors. ✓✓
- The deployment of additional police officers to boost the existing local police teams.
 - High levels of security around the visiting world leaders.
 - The possible threat of G7 protests.
 - Schools might have to close for G7 Summit over protest and disruption fears.
 - Possible disruption to business operations caused by the summit.
 - Fears that there would be a spike in Covid-19 infections because of hosting this summit.
 - Fears that the infrastructure will not cope.
 - Restricted public access to Carbis Bay beach for the duration of the summit.
 - Closure of all venues used for the G7 summit to the public. (2 x 2) (4)
- 9.1.3 Global measures introduced to contain the virus led to a stop of tourism activities around the world. ✓✓
Tourism businesses suffered a major loss in revenue due to the dramatic decrease in international tourist arrivals. ✓✓
The Covid-19 pandemic resulted in permanent job losses or reduced working hours for employees in the tourism sector. ✓✓
- The cancellation and postponement of trips by tourists resulted in a loss of foreign exchange earnings.
 - Loss in tourism revenues had a negative impact on GDP growth.
 - Many tourism businesses went bankrupt. (3 x 2) (6)

- 9.2 9.2.1 R100 billion ✓✓
 • R100 bn
 • 100 billion
 • 100 bn (2)
- 9.2.2 2016 ✓✓ (2)
- 9.2.3 Above and below line promotional techniques ✓✓
 Special offers ✓✓
 • Discounts offered for bulk purchases.
 • Packaging of multiple tourism products.
- NOTE:** Accept examples of marketing techniques. (4)
[20]

QUESTION 10

- 10.1 Web-based ✓✓
 • Online
 • Internet (2)
- 10.2 Offers valuable guidance from people who have used a service or product. ✓✓
 • Assists consumers in their decision-making about which businesses to support.
 • Provides information about the trustworthiness of a business.
 • Provides information about the quality of service that can be expected. (2)
- 10.3 The image of the business will be damaged. ✓✓
 The customer will not return to support the business as the complaint was not resolved quickly and efficiently. ✓✓
 Other consumers will see that TikaThai does not care about its customers. ✓✓
 • It could lead to bad word-of-mouth publicity for TikaThai.
 • Prospective customers will think twice about supporting TikaThai. (3 x 2) (6)
[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200