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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2021

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 15 pages.

INFORMATION FOR MARKERS

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✓/ intra-provincial	MTP	
	1.1.2	C✓/ Yellow fever and malaria	MTP	
	1.1.3	C✓/ 22 hours	MTP	
	1.1.4	B✓/ put together an expensive and exclusive tour package.	MTP	
	1.1.5	D✓/ The worker and the supermarket earn money from the hotel being built.	FX	
	1.1.6	B✓ / Chichen Itza	TA	
	1.1.7	C✓/ Asia	TA	
	1.1.8	A✓/ Accommodation, car rental and tour operators	M	
	1.1.9	C✓/ Cape Floral Region Protected Areas	CH	
	1.1.10	D✓/ marketing strategy	TA	
	1.1.11	A✓ / promotes integrity	TS	
	1.1.12	C✓ / personal hygiene.	TS	
	1.1.13	A✓ / contract of employment	TS	
	1.1.14	D✓/ certification of sustainable tourism businesses.	TS	
	1.1.15	C✓/ management of waste.	DRI	
	1.1.16	D✓/ global event.	DRI	
	1.1.17	A✓/ Maintain social distancing by arranging tables two meters apart.	DRI	
	1.1.18	C✓/ percentage of foreign tourists to South Africa in relation to other competing destinations.	DRI	
	1.1.19	B✓/ decline in the demand for hotel accommodation.	DRI	
	1.1.20	D✓/ Face to face complaint.	DRI	
			(20x1)	(20)
1.2	1.2.1	hepatitis C vaccination✓	MTP	
	1.2.2	special needs✓	MTP	
	1.2.3	optional extras✓	MTP	
	1.2.4	attractions✓	MTP	
	1.2.5	itinerary✓	MTP	(5)
1.3	1.3.1	Noise pollution control✓	TS	
	1.3.2	logo ✓	TS	
	1.3.3	Discounted travel✓	TS	
	1.3.4	communication✓	TS	
	1.3.5	marketing strategy✓	TS	(5)

1.4	1.4.1	F✓ / practise the six principles of Fair Trade Tourism	SR	
	1.4.2	E✓ / the social pillar of the Triple Bottom Line	SR	
	1.4.3	A✓ / the Responsible Tourism Guidelines	SR	
	1.4.4	B✓ / corporate social investment	SR	
	1.4.5	C✓ / environmentally friendly gardening	SR	(5)
1.5	1.5.1	C✓	MTP	
	1.5.2	B✓	MTP	
	1.5.3	A✓	MTP	
	1.5.4	E✓	MTP	
	1.5.5	D✓	MTP	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 The embassies sent out surveys to establish the demand for a repatriation flight. ✓✓ MTP
DIRCO communicated the travel arrangements via WhatsApp to the stranded South Africans. ✓✓ (4)
- 2.1.2 **(a) Itinerary** MTP
The rest of the planned itinerary and activities were cancelled when restrictions started. ✓✓ (2)
- Attractions to be visited were closed and travel restrictions meant adhering to local lockdown regulations.
 - Increased length of the original itinerary in terms of days in Mauritius.
 - Continuing with the initial itinerary will have limitations and restrictions due to COVID-19 regulations in Mauritius.
- (b) Hotel accommodation**
The accommodation had to be extended. ✓✓ (2)
- The couple had to look for cheaper hotel accommodation until their travel arrangements were finalised.
 - Choice of accommodation is compromised and may change depending on limitations and resources.
- (c) Prescription medication**
Mr Dube was concerned that he may not have enough prescription medication for the duration of his stay. ✓✓ (2)
- Medication had to be sourced from local pharmacies/clinics.
 - Difficult to get medication without a prescription.
- (d) Budget**
The Dubes had to reconsider all their expenses while in Mauritius. ✓✓ (2)
- Their budget did not cover the extra costs.
 - They had to use money budgeted for activities they could not do, for other expenses.
 - Extra funding from family members had to be deposited into their account.
- (e) Duty free shopping**
The duty-free shops at the Mauritian airport were closed and no shopping could take place. ✓✓ (2)

[14]

- 2.2 2.2.1 The countries are located on two different time zones✓✓✓ MTP (2)
- Mauritius is on UTC +4 time zone and South Africa is on UTC +2 time zone.
 - There is a time difference between countries situated on different time zones.

2.2.2	South Africa +2	Mauritius +4	MTP
	Time difference	= 2 hours✓	
	Time in Mauritius	= 12:00 (+✓) 2 hours = 14:00✓	(3)
	OR		
	14:00✓✓✓		

2.2.3	South Africa +2	Mauritius +4	MTP
	Time difference	= 2 hours	
	Arrival time	= 12:00	
	Flying time	= 4 hours 30 min	
	Time in Mauritius	= 12:00 +2 hours = 14:00✓	
	Departure time in Mauritius	14:00 (-✓) 4 hours 30 min✓ = 09:30✓	(4)
	OR		
	South Africa +2	Mauritius +4	
	Time difference	= 2 hours	
	Time in Mauritius	= 12:00 +2 = 14:00✓	
	Arrival time in South Africa	= 12:00	
	Flying time	= 12:00 (-✓) 4 hours 30 min✓ = 07:30	
	Departure in Mauritius	= 07:30 + 2hour time difference = 09:30 ✓	
	OR		
	09:30✓✓✓✓		

2.2.4 No, they only crossed 2 time zones✓✓

MTP (2)

2.2.5	London 0		South Africa +2	
	DST applies in London +1✓			
	Time difference		= 1 hour✓	
			= 19:00(-✓) 1 hour	
	Time in London		= 18:00✓	
	Flying time		= 18:00 (+11 hours)✓	
	Arrival time		= 5:00✓ on 25 April 2020✓	
	OR			
	London 0		South Africa +2	
	Time difference		= 2 hour✓	
		= 19:00(-✓) 2 hour		
Time in London		= 17:00✓		
Flying time		= 17:00 (+11 hours)✓		
DST applies in London		= 4:00 +1 hour✓		
Arrival time		= 5:00✓ on 25 April 2020✓		
OR				
= 5:00✓✓✓✓✓✓ on 25 April 2020✓				

(7)

[18]

2.3 2.3.1 **Contact with other people:** so that the South African passengers did not come into contact with any other people at the airport. ✓✓

MTP

(2)

- **Time constraints:** passengers had to get to their quarantine hotel as quickly as possible
- **Social distancing:** they were transported in different mini buses.
- **Avoiding contamination:** passengers had to use the same sanitized minibus throughout the process to avoid contamination.
- Due to the risk of spreading COVID-19

2.3.2 **Contact with other people:** were limited at the airports to avoid the risk of spreading the COVID-19 virus. .✓✓

MTP

Quarantine: The passengers were placed in isolation for the required period after entering South Africa to ensure they are not COVID-19 positive.✓✓

Control for tracking and tracing: passengers were handled as a group on one flight and transported together within and from the airport and accommodated together in a hotel in Pretoria to make tracking and tracing easier. ✓✓

- The inbound flight was handled with the strictest health and safety protocols to ensure the South Africans did not compromise their own safety and that of others.

(6)

[8]

QUESTION 3

3.1 3.1.1

ZAR50 000 (\div ✓) 17.65✓ =USD 2 832,86✓
OR
USD2 832,86✓✓✓

 FX (3)

3.1.2

USD62.70 x✓ 17.33✓ =ZAR1 086,59✓
OR
=ZAR1 086,59✓✓✓

 FX (3)

3.2 They were not able to use any FOREX services at the airport due to the Lockdown. ✓✓ FX
During the period in quarantine, it was not possible to exchange currency, even though they needed the money urgently. ✓✓ (4)
• The minibuses would not stop en route to Pretoria because the passengers were high-risk cases.

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

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

- 4.1 4.1.1
- | | | | | |
|---|------------------------|------------|----|-----|
| A | Sydney Opera House✓ | Australia✓ | TA | (2) |
| B | Leaning Tower of Pisa✓ | Italy✓ | | (2) |
| C | Machu Picchu✓ | Peru✓ | | (2) |
| D | Buckingham Palace✓ | England✓ | | (2) |
- 4.1.2 (a) Alcazar of Segovia✓✓ (2)
- (b) Europe ✓✓ (2)
- 4.1.3 Royal palace✓✓ TA (2)
- prison
 - a military academy
 - museum
- 4.2 4.2.1 (a) Great Pyramids of Giza✓✓ TA (2)
- The Sphinx
- (b) Rising groundwater is threatening these icons. ✓✓ (2)
- The saline content in groundwater is eroding the foundations of the ancient structures.
- 4.2.2 Egyptians wish to protect their past and the present for the future generations to enjoy. ✓✓ TA
- Egyptians believe these icons are spiritual representations of their culture and history. ✓✓ (4)
- The Egyptians believe these icons are global treasures and future generations must experience them.
 - Attracts many visitors who spread positive word-of-mouth which in turn sustains the revenues received from the icon.
- 4.2.3 Limit the number of daily tourists to the relevant areas. ✓✓ TA
- Inform visitors of the environmental issues by providing guided virtual tours for visitors. ✓✓ (4)
- Provide visitors with alternative experiences such as exhibitions showcasing the icon and souvenirs as a reminder of the experience.
 - Measures taken to contain the groundwater for visits to still continue.

[26]

QUESTION 5

- 5.1 5.1.1 ITB Berlin✓✓ M (4)
World Travel Market✓✓
• WTM
- 5.1.2 (a) A 90 second advertisement ✓✓ M (2)
• “South Africa, the home of humanity”
• Grow South Africa
- (b) SATourism's videos are known for its attractive images, music and catchy phrases with emphasis on the uniqueness of the South African brand. These videos will attract visitors to South Africa. ✓✓
• The video is part of a new campaign, part of a global brand strategy of SATourism for marketing on various platforms. (2)
- 5.1.3 South Africans will serve as brand ambassadors to the country in highlighting what South Africa has to offer. ✓✓ M (4)
Making tourism everyone's business✓✓
• Using our colourful traditions to draw international tourists to the country.
• Dependency on our diverse nation as a draw card.
• The warmth and hospitality of South Africans used as a draw card to attract international tourists to South Africa.
• Positive word-of-mouth
- [12]**

QUESTION 6

- 6.1 6.1.1 UNESCO is responsible for the protection, preservation and development of heritage. ✓✓ CH (2)
• Encourages international cooperation in the conservation of our heritage.
- 6.1.2 World Heritage Sites are selected by UNESCO for having cultural, historical and scientific significance. They become demarcated protected zones by UNESCO. ✓✓ CH (2)
• UNESCO provides the support in respect of training/ emergency assistance for World Heritage Sites in danger/ awareness activities for World Heritage Site conservation.
- 6.2 6.2.1 A- Barberton Mkhonjwa Mountains✓ CH (2)
B- Fossil Hominid Sites of South Africa ✓
• Cradle of Humankind
• Maropeng
• Swartkrans
• Sterkfontein caves
• Kromdraai

6.2.2	C✓✓	CH	(2)
6.2.3	The facility was used as a prison for political prisoners of South Africa's apartheid regime. ✓✓ The buildings represent freedom and the victory of democracy over oppression. ✓✓ <ul style="list-style-type: none">• The island represents resilience and triumph over hardship and adversity.	CH	(4)
			[12]
TOTAL SECTION C:			50

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

- 7.1 The new manager has tattoos / marks on his arms which do not contribute to a professional image of the business. ✓✓ TS (2)
- The new manager needs to wear a more formal dress code.
 - The new dress code suits his position at work.

- 7.2 YES. He is the owner and has the right to make the rules. ✓✓ TS (4)
He must ensure customer satisfaction and profitability of the business. ✓✓
- He must ensure that the appearance of the employees does not scare customers away

OR

NO. He should have been informed about the dress code prior to the start of his new job.

He has not set an example in adhering to a dress code.

The owner could be showing prejudice and discrimination towards tattoos

Note: Accept examples. Justified responses are required.

- 7.3 The manager could have rejected the request based on freedom of choice. ✓✓ TS (4)
The manager could have lodged a complaint of unfair labour practices against the owner with the CCMA / the Human Rights commission. ✓✓
- The manager could have defended himself.
 - The manager could have verbally abused the owner.

Note: Accept dialogue responses expressing these reactions.

[10]**QUESTION 8**

- 8.1 8.1.1 Governments✓ SR (2)
The tourism industry✓
- communities
 - tourists
- 8.1.2 (a) Environmental pillar✓✓ SR (2)
- planet
- (b) Social pillar ✓✓ SR (2)
- people

8.1.3	It will ensure tourists behave responsibly when visiting communities. ✓✓	SR	(6)
	It will ensure tourists pay fair prices for local produce and services ✓✓		
	It will ensure the community perceive tourism as a contributor to economic development in the region ✓✓		
	<ul style="list-style-type: none"> • The cultures and religion of the local communities will be respected and protected. • They will learn to protect the environment. • Policies are put in place and applied. 		
8.2	8.2.1 Corporate Social Investment / Corporate Social Responsibility ✓✓	SR	(2)
	<ul style="list-style-type: none"> • CSI / CSR • the social pillar of the Triple Bottom Line • sustainable tourism practices • team building • Triple Bottom Line approach • ethical business practice 		
8.2.2	Promotes sustainable development ✓✓	SR	(6)
	Serves to uplift the community ✓✓		
	Provides opportunities for local communities ✓✓		
	Note: Accept examples of CSI/CSR initiatives		[20]
			30
			TOTAL SECTION D:

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

- 9.1 9.1.1 A – Wildfires ✓✓ DRI
- Natural disaster
 - Animals were killed in the fire
- B – The outbreak of the Corona Virus ✓✓
- Disease
 - Pandemic
 - COVID-19 pandemic
- C – Aircraft was shot down ✓✓ (6)
- Air disaster / crash
 - Missile attack on an aircraft
- 9.1.2 Due to the Lockdown in certain countries, people were unable to travel ✓✓ DRI
- Local and international airports in certain countries were closed.
 - Certain sectors of the tourism industry shut down.
 - Many employees in the tourism and hospitality industries lost their jobs.
 - Tourists were left stranded in another country and could not return home.
- 9.2 9.2.1 Cancellation or delays in all flights. ✓✓ (2)
- 9.2.2 (a) Cancelled - Most countries had closed their borders; airlines were not permitted to land nor was entry of any passengers permitted. ✓✓ DRI
- Countries went into Lockdown due to the COVID-19 pandemic and there was no movement of people.
- (b) Delayed – Some airlines would have had to wait for the necessary authorisation and verification for take-off and landing rights. ✓✓ DRI
- Long queues at the check in counters due to new screening and safety regulations.
- 9.2.3 Some airlines had to shut down due to loss of income and profits from flight cancellations. ✓✓ DRI
- Some airlines had to rely on business rescue packages from their governments or private investors to keep them afloat after mass cancellations of flights. ✓✓
- Some airlines resorted to retrenchment packages / flight crew members lost their jobs. ✓✓ (6)
- Some airlines restructured their business operations as cost saving measures.
 - Flights were grounded due to lockdown regulations resulting in a loss of income to the employees.

- 9.3.1 Netherlands ✓✓ DRI (2)
- 9.3.2 South Africa needs to reassure foreign tourists that the COVID-19 is on the decrease. ✓✓ DRI
 Gateways into the country, tourist attractions and tourism businesses adhere to the safety protocols that are in place to ensure continuity of a COVID-19 free environment. ✓✓
 SATourism can structure their marketing initiatives focusing on the success rate of the nation in overcoming the virus. ✓✓ (6)
- Encourage international tourism businesses with a South African link and branches to offer incentive packages for travel to South Africa.
 - South Africa can publicise their successes in overcoming the disease in the key foreign source markets.
 - Enforcing adherence to COVID-19 protocols according to regulations for both South African and international tourists.

Note: Accept options outlined in learner paragraph responses.

[28]

QUESTION 10

- Feedback using electronic devices ✓✓ CC
- Social media platforms
 - Internet
 - Cell phone

Note: Accept examples of web-based methods

[2]

TOTAL SECTION E: 30
GRAND TOTAL: 200