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GRADE 12

SEPTEMBER 2022

TOURISM MARKING GUIDELINE

MARKS: 200

This marking guideline consists of 12 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|------------------------------|----------|------|
| 1.1 | 1.1.1 | D ✓ | | |
| | 1.1.2 | C ✓ | | |
| | 1.1.3 | B ✓ | | |
| | 1.1.4 | C ✓ | | |
| | 1.1.5 | A ✓ | | |
| | 1.1.6 | A ✓ | | |
| | 1.1.7 | D ✓ | | |
| | 1.1.8 | C ✓ | | |
| | 1.1.9 | B ✓ | | |
| | 1.1.10 | C ✓ | | |
| | 1.1.11 | D ✓ | | |
| | 1.1.12 | A ✓ | | |
| | 1.1.13 | C ✓ | | |
| | 1.1.14 | C ✓ | | |
| | 1.1.15 | D ✓ | | |
| | 1.1.16 | D ✓ | | |
| | 1.1.17 | B ✓ | | |
| | 1.1.18 | C ✓ | | |
| | 1.1.19 | B ✓ | | |
| | 1.1.20 | A ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | Jungfrau-Aletsch ✓ | | |
| | 1.2.2 | Follow-up call ✓ | | |
| | 1.2.3 | Mount Everest ✓ | | |
| | 1.2.4 | SMS message ✓ | | |
| | 1.2.5 | Mount Fuji ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | maximum ✓ | | |
| | 1.3.2 | 30 ✓ | | |
| | 1.3.3 | immigration control ✓ | | |
| | 1.3.4 | Department of Home Affairs ✓ | | |
| | 1.3.5 | transport ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | D ✓ | | |
| | 1.4.2 | F ✓ | | |
| | 1.4.3 | E ✓ | | |
| | 1.4.4 | A ✓ | | |
| | 1.4.5 | B ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | E ✓ | | |
| | 1.5.2 | B ✓ | | |
| | 1.5.3 | A ✓ | | |
| | 1.5.4 | D ✓ | | |
| | 1.5.5 | C ✓ | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 2.1.1 (a) 29 August ✓✓
 • 30 August
 • 31 August (2)

- (b) SA +2
 Dubai +4
 Time difference 2 hours ✓
 Direction EAST +
 $18:50 + \checkmark 2 \text{ hours} = 20:50$
 $20:50 + \checkmark 8\text{h}15\text{m} = 28:65 - 24:00 = 05:05 \checkmark 2 \text{ Sept } \checkmark$

OR

05:05 ✓✓✓✓ 2 Sept ✓ (5)

- 2.1.2 (a) Sydney, Australia +10 (+ 1 DST ✓) = +11
 Dubai +4
 Time difference 7 hours ✓
 Direction EAST +
 $05:15 + \checkmark 7 \text{ hours} = 12:15$
 $12:15 - \checkmark 14\text{h}30\text{m} = 21:45 \checkmark$

OR

21:45 ✓✓✓✓✓ (5)

- (b) This will lead to an increase in outbound travel from Australia to Dubai. ✓✓ (2)

- 2.1.3 (a) Passport ✓✓ (2)

- (b) Dubai +4
 New York, USA -5 (+1 DST) = -4
 Time difference 8 hours ✓
 Direction WEST –
 $08:30 - \checkmark 8 \text{ hours} = 00:30$
 $00:30 + \checkmark 13\text{h}55\text{m} = 14:25 \checkmark 1 \text{ April } \checkmark$

OR

14:25 ✓✓✓✓ 1 April ✓ (5)

- 2.1.4 (a) Americans ✓✓ (2)

- (b) Disturbed / interrupted sleep – such as insomnia, early waking or excessive sleepiness ✓✓
 Headaches ✓✓
- Fatigue, tiredness and a sense of laziness
 - Difficulty concentrating or functioning at your usual level
 - Stomach problems, constipation or diarrhoea
 - Dehydration, leg and feet discomfort and irritability
 - Swollen legs and feet
 - Discomfort in legs and feet
 - Confusion and disorientation
 - Dehydration
 - Nausea
 - Loss of appetite
 - Dizziness
- (2 x 2) (4)

- 2.2 2.2.1 Travellers are kept updated with information about flight delays, gate changes and boarding times. ✓
- Luggage that has been lost will be returned to the passenger within 48 hours or a refund will be given.
 - Information about the airport at which the traveller is located is available on the app.
 - Travellers will save time, getting instant access to VIP lounges and parking.
 - The app provides Covid-19 updates and guidelines for travellers.
- (1)
- 2.2.2 An internet enabled device ✓✓
 Internet connectivity ✓✓
- Download the app
- (2 x 2) (4)
- 2.2.3 Current, up to date information about the status of flights is given. ✓✓
- The information given is not outdated.
- (2)
- 2.2.4 Flight delays can affect accommodation bookings. ✓✓
- Travellers can miss meetings or appointments.
 - Travellers can miss connecting flights.
 - The travellers' budget could be affected.
- (2)
- 2.2.5 Duty-free shops are shops that are located at the point of exit from a country, that sell goods that are exempt from payment of duties and VAT. ✓✓
 This is based on the requirement that the traveller must take the bought goods out of the country. ✓✓
- (2 x 2) (4)
- [40]**

QUESTION 3

3.1 Euro ✓
• EUR (1)

3.2 $R37\,500,00 \div \checkmark 19,49 \checkmark = \pounds 1\,924,06 \checkmark$

OR

$\pounds 1\,924,06 \checkmark \checkmark \checkmark$ (3)

3.3 $R23\,250,00 \div \checkmark 14,73 \checkmark = \$1\,578,41 \checkmark$

OR

$\$1\,578,41 \checkmark \checkmark \checkmark$ (3)

3.4 $\pounds 51 \times \checkmark 15,65 \checkmark = R798,15 \checkmark$

OR

$R798,15 \checkmark \checkmark \checkmark$ (3)
[10]

TOTAL SECTION B: 50

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

QUESTION 4

- 4.1 4.1.1 (a) Parthenon ✓
 (b) Athens ✓
 (c) Blue Mosque ✓
 (d) Istanbul ✓
 (e) Taj Mahal ✓
 (f) Agra ✓
 (g) Petra ✓
 (h) Petra ✓/Wadi Musa (8 x 1) (8)
- 4.1.2 (a) **A** – Dome of the Rock ✓
B – Wailing Wall ✓ (2 x 1) (2)
- (b) **A** – The Dome of the Rock is the third most holy site in the world for Muslims. ✓✓
 • The Prophet Muhammad, the founder of Islam, is believed to have ascended to heaven from this site.
 • It is the oldest Islamic monument in the world.
 • The Dome of the Rock is an Islamic shrine built on a sacred rock.
- B** – The Wailing Wall is the holiest Jewish site in the world. ✓✓
 • It is a place of prayer and pilgrimage for Jews from all over the world.
 • Jews visit the site to mourn the loss of their temple and pray for its restoration.
 • Jews who pray at the wall write their prayers on a piece of paper and insert it into the cracks in the wall. (2 x 2) (4)
- 4.2 4.2.1 Netherlands ✓✓ (2)
- 4.2.2 The windmills of Kinderdijk are a symbol of the Dutch struggle against water. ✓✓
 • The windmills are characteristic of the Dutch landscape.
 • It is a UNESCO World Heritage Site.
 • The windmills of Kinderdijk are the largest concentration of old windmills in the Netherlands.
 • The windmills in the Netherlands date back to the 14th century. (2)
- 4.2.3 Both tour boats are wheelchair accessible. ✓✓
 • The multi-screen film theatre is wheelchair accessible.
 • The film is featured across multiple screens, with English, Japanese, French, and German versions available.
 • Special toilet facilities for the disabled are available in the Visitor Centre.
 • The app features several audio tours. (2)

4.2.4 The Kinderdijk app was launched featuring several audio tours and a digital map of Kinderdijk. ✓✓

A Visitors' Centre was opened in 2019 that forms part of the redevelopment of the Kinderdijk entrance zone. ✓✓

- The new Visitors' Centre offers a visitor's gift shop, the Kinderdijk-café, an outdoor terrace, and toilet facilities.

(4)
[24]

QUESTION 5

5.1 Northern Cape ✓ (1)

5.2 5.2.1 Richtersveld Cultural and Botanical Landscape ✓ (1)

5.2.2 #Khomani Cultural Landscape ✓ (1)

5.2.3 uKhahlamba Drakensberg Park ✓
• Maloti-Drakensberg Park (1)

5.3 World Heritage Site A:

The Richtersveld Cultural and Botanical Landscape is the ancestral land of the nomadic (drifting) Nama cultural group. ✓✓

The Nama cultural group still live in the area and continue to practise the ancient tradition of seasonal pastoral grazing. ✓✓

- The pastoral grazing practised by the Nama people sustains the biodiversity of the area.
- The Nama cultural group migrate with their livestock and traditional mat-roofed houses.

World Heritage Site B:

The #Khomani San living in this area practise a hunting and gathering way of life. ✓✓

Simple, yet highly sophisticated technologies are used to make the most of scarce resources such as water and finding plant foods in an extremely hostile environment. ✓✓

- The #Khomani San have developed skills and methods to deal with natural occurrences such as drought and predators.
- The #Khomani San are still living in this area and continue to practise some of their ancient cultural traditions.
- They respect the environment by taking only what can be replaced and only what they need.
- They are knowledgeable about the use of plants for medicinal purposes.
- They kill animals with a bow and arrow using poison made from plants or snake venom.

(4 x 2) (8)
[12]

QUESTION 6

- 6.1 WTM ✓/World Travel Market
ITB Berlin ✓ (2)
- 6.2 ±21 million visitors attended Expo 2020. ✓✓
±197 million virtual visitors attended Expo 2020. ✓✓
• 192 countries participated in Expo 2020. (2 x 2) (4)
- 6.3 A billboard with an image of a South African tourist attraction was erected on the outside of the pavilion. ✓✓
The brand logo of South Africa was displayed on the outside and inside of the pavilion. ✓✓
• The words 'South Africa' were prominently displayed on the outside of the pavilion.
• A huge image of a South African attraction was displayed inside the pavilion.
• Images reflecting South African cultural groups were displayed on the outside of the pavilion. (2 x 2) (4)
- 6.4 Assisted in promoting South Africa as a destination of choice. ✓✓
Showcased the variety of attractions in each of the nine provinces. ✓✓
• Created awareness of all nine South African provinces as tourist destinations.
• Showcased the country's tourism potential.
• Showcased the standard of tourism facilities and services in all nine provinces.
• Contributed to an increase in the annual volume of foreign arrivals to South Africa.
• Coordinated the marketing activities of role players in the industry.
• Online visitors were able to return to the portal to view the digital content exhibitions more than once.
• Created investment opportunities. (2 x 2) (4)
- [14]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 Waitron ✓✓

- Housekeeper
- Manager
- Baggage porter
- Receptionist
- Concierge

NOTE: *The career identified must come from the extract.* (2)

7.2 Excellent communication skills will enable the staff member to deliver effective service ✓✓

- Effective communication will lead to effective service delivery.

NOTE: *Accept examples referring to the staff members mentioned in QUESTION 7.1.
No matter which of the career opportunities is identified the above statement is relevant to all staff members identified.* (2)

7.3 7.3.1 **Contract of employment:**

An agreement signed by the employer and employee describing basic conditions of employment, such as working hours, uniform allowances, travel benefits, leave, core duties, fringe benefits, remuneration and deductions, termination of service, professional accountability and responsibility and service ethics. ✓✓ (2)

7.3.2 **Code of conduct:**

A document that spells out the expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges. ✓✓ (2)

7.4 Create a good public image for the business ✓✓

- Result in an increase in visitor numbers ✓✓
- Result in an increase in revenue
- Return visits
- Customer loyalty

(2 x 2) (4)
[12]

QUESTION 8

- 8.1 Economic pillar (Profit) ✓
Social pillar (People) ✓ (2 x 1) (2)
- 8.2 Economic pillar: Members of the Mapulana Tribe can make arts and crafts which can be sold at the centre. ✓✓
Social pillar: Members of the Mapulana Tribe will experience upliftment should their locally made arts and crafts be bought by visitors. ✓✓ (2 x 2) (4)
- 8.3 Building of the skywalk will include a garden roof, solar panels and rainwater collection. ✓✓
Pine tree gum poles from the surrounding plantations will be used for building the columns. ✓✓ (2 x 2) (4)
- 8.4 There will be an improvement / upswing in the economy of the area surrounding the Blyde River Canyon. ✓✓ (2)
- 8.5 **Visitors to the Skywalk should:**
not litter ✓✓
conserve water ✓✓
 - remain on demarcated paths
 - treat local residents with respect
 - follow responsible practices suggested by the management (2 x 2) (4)
- 8.6 A sky light/open space in the roof allows light to come through reducing the necessity for electric lights. ✓✓
 - The tree in the middle of the building has been retained to allow for oxygen levels to be kept high in the building. (2)

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

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

QUESTION 9

- 9.1 9.1.1 192 nations took part in Expo 2020. ✓✓
 • The event received worldwide exposure/publicity before, during and after the event.
 • Expo 2020 attracted delegates and visitors from across the world. (2)
- 9.1.2 Half of the energy used by Expo 2020 came from renewable sources. ✓✓
 85% of all waste generated by Expo 2020 was reduced, reused, recycled and repurposed by turning waste into everything from fertiliser to souvenir T-shirts. ✓✓
 • More than 80% of Expo 2020's built environment was retained to create District 2020. (2 x 2) (4)
- 9.1.3 Thousands of job opportunities were created during the pre-Expo 2020 phase to prepare and construct the site and to develop the infrastructure. ✓✓
 Business opportunities for SME owners led to increased spending, boosting the economy. ✓✓
 Increased profits for hospitality and tourism businesses due to the spending by local and international visitors. ✓✓
 • Investment opportunities were created.
 • Increased spending by employees from businesses that directly and indirectly gained from Expo 2020.
 • Increased revenue and spending had a positive effect on GDP growth.
 • International and local businesses relocated to District 2020 during the post-Expo legacy phase. (3 x 2) (6)
- 9.2 9.2.1 (a) South Africa received zero tourist arrivals. ✓✓ (2)
- (b) The government implemented hard lockdown alert level 5. ✓✓
 • All South Africa's borders were closed during the lockdown.
 • International and domestic passenger flights were prohibited, except for flights authorised by the Ministry of Transport, for the evacuation of South African nationals in foreign countries, and for certain repatriations.
 • People could not travel into, out of, or within the country. (2)

- 9.2.2 (a) Tourist arrivals were substantially lower in 2020 than in 2019. ✓✓ (2)
- (b) January ✓
February ✓ (2 x 1) (2)
- [20]**

QUESTION 10

- 10.1 Smartphone ✓✓
• Cellphone
• Tablet (2)
- 10.2 Customer are requested to rate Ubuntu Burger Hut's Ubuntu Burger by scanning the QR code on the food packaging. ✓✓
• The words "How did you like the Ubuntu Burger?" appear on the food packaging.
• The words "Rate us" appear below the QR code on the food packaging. (2)
- 10.3 QR codes enable the establishment to collect feedback from customers without having to approach them. ✓✓
QR codes instantly measure customer satisfaction, as close as possible to the customer experience. ✓✓
QR codes are user-friendly. ✓✓
• Less time will be spent on getting customer data.
• Getting customer feedback is easier and quicker.
• Enables the establishment to get feedback from existing customers and new customers.
• It allows for more accurate feedback from customers because customers can provide their feedback quickly and easily without much effort.
• QR codes allow for collection of feedback without the customers contact details. (2 x 3) (6)
- [10]**

TOTAL SECTION E: 30
GRAND TOTAL: 200