

SA's Leading Past Year

Exam Paper Portal

STUDY

You have Downloaded, yet Another Great Resource to assist you with your Studies 😊

Thank You for Supporting SA Exam Papers

Your Leading Past Year Exam Paper Resource Portal

Visit us @ [www.saexampapers.co.za](http://www.saexampapers.co.za)



SA EXAM  
PAPERS



# basic education

---

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

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

**TOURISM**

**2022**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 15 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	D✓/An activity	MTP
	1.1.2	B✓/Jet lag is tiredness due to crossing many time zones and jet fatigue is tiredness due to a long-haul flight.	MTP
	1.1.3	D✓/Banking app	FX
	1.1.4	C✓/5 hours	MTP
	1.1.5	A✓/Daily fluctuation	FX

	1.1.6	B✓/Great Wall of China	TA
	1.1.7	A✓/providing wheelchairs at the entrance.	TA
	1.1.8	C✓/bring tourism infrastructure development to the local community.	CH
	1.1.9	D✓/Accommodation sector	M
	1.1.10	B✓/cultural	CH

	1.1.11	C✓/Give new computers to a local school.	SR
	1.1.12	A✓/FTT.	SR
	1.1.13	D✓/Publish their pledge to sustainable practices on their website	SR
	1.1.14	D✓ /Gauteng	TS
	1.1.15	A✓/23:00 to 07:00	TS

	1.1.16	A✓/behaviour	TS
	1.1.17	C✓/Refuse the customer entry into the restaurant	DRI
	1.1.18	C✓/gathering of heads of state	DRI
	1.1.19	B✓/Personal information can be stolen when using a cellphone.	DRI
	1.1.20	C✓/Africa	DRI

(20)

1.2	1.2.1	adventure✓	TA
	1.2.2	positive✓	TA
	1.2.3	Mpumalanga✓	CH
	1.2.4	buyer✓	M
	1.2.5	Niagara Falls✓	TA

(5)

1.3	1.3.1	cultural✓	CH
	1.3.2	volume✓	M
	1.3.3	local✓	TA
	1.3.4	Roman✓	CH
	1.3.5	islands✓	TA

(5)

1.4	1.4.1	C✓/Virtual tour	M	
	1.4.2	E✓/Internet	CC	
	1.4.3	A✓/Biometric scanning	CC	
	1.4.4	B✓/e-visa	MTP	
	1.4.5	D✓/Robotic housekeeping	TS	(5)
1.5		G✓/Own car (self-drive)	MTP	
		A✓/Hired car	MTP	
		H✓/Shosholozza Meyl	MTP	
		F✓/Sleeper coaches	MTP	
		D✓/Air travel	MTP	(5)

**NOTE:** Accept any order.

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 (a) Business tourist ✓✓ MTP (2)
- Leisure tourist
  - Bleisure tourist
  - Adventure tourist
  - Insta-traveller
  - Instagram influencer
  - Celebrity vlogger
- (b) She is travelling for work as a celebrity vlogger and Instagram influencer from which she generates an income. ✓✓ MTP (2)
- Insta-traveller: She uses the social media platform Instagram to post and share videos of her travel experiences.
  - Instagram influencer: She is influencing people all over the world who follow her and who want to visit the destinations on her posts.
  - Adventure tourist: She is adventurous and enjoys outdoor activities
- NOTE:** Reason must link to the type of tourist in 2.1.1 (a)
- 2.1.2 Elgin Valley will ensure she gets beautiful scenery for her videos and photos. ✓✓ MTP (2)
- Airstream trailer units with artist-themed bedrooms are unique and makes for excellent and unique video opportunities.
  - Open spaces, mountain paths, the lake and plenty of outdoor activities ensure she has many opportunities while capturing experiences in videos and photos for her Instagram posts.
- 2.1.3 The trailer is a unique type of accommodation. ✓✓ MTP (4)
- Each artist themed room is different and provides for unique photo and video opportunities. ✓✓
- She is travelling by herself and does not require a big area.
- 2.1.4 R1 895 X 4 nights = R7 580 ✓✓ MTP (2)
- 2.1.5 Day 2: Breakfast is served from 6:00 to 10:00. ✓✓ MTP (4)
- Morning at leisure, either taking photos of your room or the surrounding areas. ✓✓
- Day 2: Choose to take a packed breakfast on an early morning hike up one of the many mountain paths.

- 2.1.6 Unlimited access to Wi-Fi. ✓✓ MTP (2)
- Boost the internet signal strength
  - Provide the latest cloud technology facilities and applications (Apps).
  - Make photo shoot rooms with studio lighting and equipment available.
- 2.1.7 Valid passport ✓✓ MTP (2)
- Certificate showing a negative COVID-19 status
  - Proof of vaccination against COVID-19
- 2.1.8 The airline will check-in the camera equipment as part of her checked luggage and label as fragile. ✓✓ MTP (2)
- The airline will allow her to take the camera equipment as part of the carry-on (hand) luggage.
- 2.2 2.2.1 (a) MI 142 ✓✓ (2)
- 142
- (b) The 'A' refers to a window seat. ✓✓ (2)
- The A refers to a seat next to the window.
- (c) It is summer in South Africa so she must pack clothes to suit the season. ✓✓ (2)
- Pack summer clothes/sun protection to accommodate the weather.
  - The warm clothes she is wearing in Madrid will not be suitable for the South African weather.

2.2.2	Madrid +1	South Africa +2	MTP
	Time difference	= 1 hour ✓	
	Time in South Africa	= 17:00 (+✓) 1 hour	
	Flying time	= 18:00 ✓	
		= 18:00 (-✓) 11 hours	
		= 07:00 ✓	
		15 November 2021 ✓	(6)
	<b>OR</b>		
	<ul style="list-style-type: none"> <li>• 07:00 15 November 2021 ✓✓✓✓✓✓✓✓</li> </ul>		

- 2.3 **YES** MTP
- Destination countries can now safely re-open their borders for inbound international tourists without fear of mass COVID-19 transmission. ✓✓
- Reduce the strain on the health care system of the destination country. ✓✓ (4)
- Will promote freedom of movement without fear of infection and transmission.
  - Promote international travel because of wide spread vaccination programmes and campaigns.
- OR**
- NO**
- Tourists who do not want to be vaccinated will not be able to travel internationally. ✓✓
- The requirement of a COVID-19 passport for international travel can be regarded as discrimination and infringement on human rights. ✓✓
- Tourists may not want to get vaccinated because there may be a misconception that it is a fraudulent exercise.
- NOTE:** No marks are awarded for YES or NO. [38]

**QUESTION 3**

- 3.1 3.1.1  $ZAR50\,500 \div 17.88 = EUR2\,824.38$  ✓✓ ✓ FX (3)
- OR**
- EUR2 824.38 ✓✓✓
- 3.1.2  $EUR200 \times 17.12 = ZAR3\,424.00$  ✓ ✓ ✓ FX (3)
- OR**
- ZAR3 424.00 ✓✓✓
- 3.2 3.2.1 Foreign currency spending ✓ FX  
Port taxes ✓ (2)
- NOTE:** Accept examples for the answers above
- 3.2.2 South Africa will now be able to generate foreign income earnings that will contribute to stimulating the economy and boosting GDP growth. ✓✓
- Foreign income earnings will now set the multiplier effect in motion. ✓✓ (4)
- New jobs are created in South Africa's ports
  - Existing workers are being re-instated in their previous positions.

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



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

Icon	Full name of the icon	Country	
<b>A</b>	The Sphinx✓	Egypt✓	TA
<b>B</b>	The Leaning Tower of Pisa✓	Italy✓	TA
<b>C</b>	Ayers Rock ✓ • Uluru Kata Tjuta National Park	Australia✓	TA (6)

- 4.1.2 C✓✓ TA (2)
- Ayers Rock
  - Uluru Kata Tjuta National Park

- 4.1.3 It is the world's largest monolith. ✓✓ TA (2)
- The reddish colour on the sandstone changes as the reflection of the sun changes.
  - It is a sacred site to the Aboriginal people.

- 4.1.4 The face of the Sphinx resembles a Pharaoh's face. ✓✓ TA (2)
- The royal families or kings (Pharaohs) built pyramids as burial chambers and the Sphinx was built nearby as a protector of the area.

- 4.1.5 The tower is leaning ✓✓ TA (2)
- The Tower leans a few degrees to its side due to unstable soil yet has not toppled over for centuries.

- 4.2 4.2.1 Rome ✓ and Italy ✓ TA (2)

**NOTE:** Accept any order

- 4.2.2 (a) The ancient nature of the Colosseum must be protected and no modern additions should be made. ✓✓ TA (2)
- The historical remains of the site from 2 000 years ago must be left as original, authentic and intact as possible for future generations.

- (b) The site needs to be developed, bringing in modern elements to a historic site like the Colosseum. ✓✓ TA (2)
- Benefits and experiences must be enhanced to give tourists a better understanding of the Colosseum therefore attracting more tourists.
  - The new, modern floor will protect and conserve the ancient building structures underneath the floor.
  - How the site used to be in the past with a wooden floor will be restored in the present.

- 4.2.3 When the actual number of visitors (7.6 million) exceeded the expected numbers for 2019. ✓✓ TA (2)  
 • When the income generated from 7.6 million tourists exceeded the targeted income.
- 4.2.4 They have taken the initiative to start with the renovations and upkeep of the Colosseum. ✓✓ TA (4)  
 Rainwater is collected. ✓✓  
 • Public bathrooms use rainwater collected onsite.  
 • Water damage is minimised by reducing the load of water on the floor when it rains.  
 • The wooden planks can be turned to allow natural light and air to flow into the underground spaces.  
 • The wooden planks can be closed to protect the underground structures from bad weather conditions.
- 4.2.5 The authorities are expecting tourism visitor numbers to increase in 2023. ✓✓ TA (4)  
 The tourist numbers are currently low due to COVID-19 and it is easier to do renovations. ✓✓  
 • The renovations to the floor will assist in the recovery initiatives to restart, ignite or recover the tourism industry.  
 • Construction during peak times can clash with tourism activities but now it can take place concurrently before tourism increases.  
 • The new floor will help to increase tourist numbers by giving tourists a better sense of the Colosseum during the times of the gladiators.
- [30]**

**QUESTION 5**

- 5.1 5.1.1 Ten ✓✓ CH (2)  
 • 10
- 5.1.2 Vredefort Dome ✓✓ CH (2)  
 • Cape Floral Region Protected Areas  
 • Fossil Hominid Sites of South Africa  
 • Cradle of Humankind
- 5.1.3 Gives feedback and suggestions to improve nomination information in the file. ✓✓ CH (4)  
 Visits and evaluate the site for its universal value. ✓✓  
 • Meets as a committee to discuss findings and make decisions.  
 • Announces newly-declared World Heritage Sites and adds these sites to the list on their website.  
 • Regular on-site inspections to ensure standards are being maintained.

- 5.2 5.2.1 The golden rhino is an item crafted by the ancient Mapungubwe civilisation. ✓✓ CH (2)
- It symbolises gold and other trade the Mapungubwe people had with other parts of the world.
  - The golden rhino was buried with the king, showing a civilisation with a social structure.
- 5.2.2 The Nama people were nomadic (moved around seasonally), moving their housing with them. ✓✓ CH (2)
- It is part of the past lifestyle and oral traditions of the Nama people that is still practised and protected.
  - The mats used to build the huts, help to regulate the intense heat that is experienced in the area.
- [12]**

**QUESTION 6**

- 6.1 Germany ✓✓ M (2)
- 6.2 Market South Africa as a destination of choice. ✓✓ M (2)
- Position South Africa as a safe, affordable, value-for-money destination.
  - Exhibitions to showcase South Africa's tourism offerings to over 180 countries.
  - Give small tourism businesses and emerging entrepreneurs the opportunity to market internationally.
  - Represent South Africa's tourism businesses and organisations.
  - Network with tourism professionals and key players from the global tourism industry.
- 6.3 The tourism businesses that attended the ITB are from across all nine provinces in South Africa. ✓✓ M (2)
- Representation of South Africa's uniqueness and cultural diversity are from all areas in South Africa.
  - Marketing benefits will flow to all nine provinces of South Africa.
- 6.4 Increasing recognition of South Africa as a tourism destination and the packages on offer. ✓✓ M (2)
- Coordinating the various tourism products and offerings under one familiar banner.
  - Always ready to reinvent and reignite the South African tourism industry.

**[8]****TOTAL SECTION C: 50**

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

- |     |       |   |    |     |
|-----|-------|---|----|-----|
| 7.1 | 7.1.1 | (a) Behaviour✓  | TS |     |
|     |       | (b) Appearance✓   | TS |     |
|     |       | (c) Verbal communication: ✓<br>• Face to face                 | TS |     |
|     |       | (d) Body Language✓  | TS |     |
|     |       | (e) Verbal communication: ✓<br>• Social Media<br>• Electronic | TS | (5) |

- |       |  |    |     |
|-------|--|----|-----|
| 7.1.2 | The customers will take their business elsewhere because they do not trust the image portrayed by the workers. ✓✓<br>The employee mirrors the image of the business, so the appearance creates customer perceptions that will not meet their expectations. ✓✓<br>• Due to customers' negative perception of the tourism business, the customer may decide to scale down on their business transactions with the company. | TS | (4) |
|-------|--|----|-----|

- |       |   |    |     |
|-------|---|----|-----|
| 7.1.3 | <b>AGREE/YES</b><br>The interviewers will be able to see how serious/committed this applicant is to get the job. ✓✓<br>The interviewers will see if the person will fit into the profile of the company. ✓✓<br>• The applicant will show respect for the company's profile and policies, even before he/she is appointed. | TS | (4) |
|-------|---|----|-----|

**OR****DISAGREE/NO**

- The applicant has freedom of expression and can dress anyway they want. ✓✓  
The company's dress code must be flexible enough to allow for any expression of individuality. ✓✓  
• If the company does not like the appearance of the applicant, he/she has the right to decide whether or not to work for the company.

**NOTE:** *Accept well-motivated answers that reflect a willingness to adhere to the company's profile/policies OR express a need for individuality.*

- 7.2 7.2.1 Josephine should have a logo designed that will convey a professional image for the beauty salon. ✓✓ TS  
(2)
- Josephine must decide on the focus or theme of her beauty salon which should be reflected in the logo.
  - As the business grows and becomes popular / recognisable, the logo will be associated with the beauty salon.
- 7.2.2 Josephine should select an appropriate name for the spa which makes sense to the customers. ✓✓ TS  
(2)
- The name should be easy to remember and must say something about the business.
- [17]**

**QUESTION 8**

- 8.1 Roots✓ SR (1)
- Hakatours
- 8.2 A way of doing business in tourism that impacts positively on people, profitability of the business and the planet. ✓✓ SR  
(2)
- A way of doing business in tourism that impacts positively on communities (societies), on the economy and on the environment.
- 8.3 Alien species are usually water-intense and will need more water than indigenous species. ✓✓ SR
- Indigenous species are better adapted to local climate and environment and will grow better. ✓✓ (4)
- Planting indigenous trees are part of their sustainable practises on the farm.
  - Alien species are invasive and impacts negatively on the growth of endemic (indigenous) plants, and are therefore removed rather than planted.
- 8.4 Planting of indigenous trees: Environmental (planet) pillar✓✓ SR
- Use of local photographers: Social (people) pillar ✓✓
- Creating entrepreneurship opportunities for locals: Social (people) pillar✓✓/ Financial / Economic (profit / money) pillar. (6)
- Responsible use of wood for photo frames: Environmental (planet) pillar

**NOTE:** *Accept reference made to the Hakatours' website.*

**[13]**

**TOTAL SECTION D: 30**

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

- |     |       |   |                |
|-----|-------|---|----------------|
| 9.1 | 9.1.1 | England✓<br>Wales✓<br>• Ireland   | DRI<br><br>(2) |
|     | 9.1.2 | Delegates from other parts of the world extended their stay and visited the neighbouring countries. ✓✓<br>These countries also benefitted financially from the COP26 in Scotland when delegates spent money in their countries. ✓✓<br>• The neighbouring countries may have focused their marketing on the delegates by making special packages available to them.<br>• These countries received free exposure and publicity because delegates posted photos of their visits on Instagram and other social media platforms. | DRI<br><br>(4) |
|     | 9.1.3 | The youth are the decision-makers on climate change of the future. Their inputs are invaluable. ✓✓<br>The youth are the future generation who will be living with the decisions made now and should be part of the decision-making process. ✓✓<br>• The youth may have a fresh approach to climate change and innovative ideas on how to bring the message across to their generation.  | DRI<br><br>(4) |
| 9.2 | 9.2.1 | Global travel restrictions were in place in 2020 to limit the spread of the COVID-19 virus. Delegates from other parts of the world could not travel. ✓✓<br>Attendance numbers were restricted during various levels of lockdown. ✓✓<br>• The use of digital platforms became an alternative for physical meetings during the COVID-19 period. Some planning meetings went ahead despite lockdown regulations worldwide.  | DRI<br><br>(4) |

- 9.2.2 All delegates had to adhere to COVID-19 safety protocols, e.g. social distancing ✓✓  
hand washing ✓✓  
wearing of masks etc. ✓✓  
  - Special arrangements had to be made for meals/drinks to comply with regulations pertaining to the capacity of venues.
  - Regular sanitation of venues, vehicles and hotel rooms.
  - Awareness across all venues to comply with COVID-19 safety protocols.**Note:** Accept details of safety protocols
- 9.3 9.3.1 Digital payments ✓  
  - Electronic payments
  - Online payments
  - Cellphone payments**NOTE:** Accept EFT (Electronic Funds Transfer)
- 9.3.2 All the technology above is dependent on internet connectivity. ✓✓  
  - If there is no internet connectivity, no transaction will go through immediately.
  - With device /electricity failure no transactions can be processed.**Note:** Accept disadvantages of using a cellphone to make payments.
- 9.3.3 Pre-paid debit cards ✓  
Credit Cards ✓  
  - Cash**[25]**

**QUESTION 10**

- 10.1 E✓  
  - D**CC (1)**
- 10.2 If all customers are completely satisfied with all aspects of the hotel, the manager will know they are doing everything right. ✓✓  
  - The guests are completely satisfied with the level of service they receive from the staff.
  - It can lead to positive word-of-mouth.**CC (2)**

- 10.3 Comments and complaints from individual guests can reveal problems managers may not have been aware of. ✓✓ <sup>cc</sup> (2)
- Customer feedback can be a barometer for what a hotel does right.
  - Managers are advised to tap into customer feedback as often as possible to plan intervention activities.
  - Hotels depend on honest customer feedback in order to know which practices improve guest satisfaction and which need to be re-evaluated.

**[5]**

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