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GRADE 12

**TOURISM
NOVEMBER 2022
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	B✓/Proof of vaccination	MTP	
	1.1.2	A✓/items to be declared.	MTP	
	1.1.3	C✓/8	MTP	
	1.1.4	B✓/on a long-haul flight.	MTP	
	1.1.5	B✓/higher than	FX	
	1.1.6	C✓ /The Wailing Wall	TA	
	1.1.7	B✓ /Jordan	TA	
	1.1.8	C✓/a mountain range popular for skiing holidays.	TA	
	1.1.9	B✓/Both are natural sites.	CH	
	1.1.10	D✓/South Africa – Inspiring new ways	M	
	1.1.11	A✓ /dress code	TS	
	1.1.12	D✓ /core duties	TS	
	1.1.13	D✓ /minimize the impact on the environment.	SR	
	1.1.14	A✓ /travel benefit	TS	
	1.1.15	D✓ /Wooden walkways are built around existing trees.	SR	
	1.1.16	A ✓/global summit	DRI	
	1.1.17	C ✓/ Carrying large amounts of cash	DRI	
	1.1.18	D ✓/Civil wars	DRI	
	1.1.19	B ✓/global	DRI	
	1.1.20	C ✓/unforeseen occurrence	DRI	
			(20 x 1)	(20)
1.2	1.2.1	company stationery✓	TS	
	1.2.2	physical appearance of the business✓	TS	
	1.2.3	grooming✓	TS	
	1.2.4	promotes integrity✓	TS	
	1.2.5	uniform allowances✓	TS	(5)
1.3	1.3.1	re-using✓	SR	
	1.3.2	management of resources✓	SR	
	1.3.3	alien plants✓	SR	
	1.3.4	grey water✓	SR	
	1.3.5	handmade✓	SR	(5)
1.4	1.4.1	D✓ / KwaZulu-Natal	DRI	
	1.4.2	F ✓ / Eswatini	DRI	
	1.4.3	A✓ / Philippines	DRI	
	1.4.4	B✓ / Madagascar	DRI	
	1.4.5	C✓ / Equador	DRI	(5)

1.5	1.5.1	Mapungubwe Cultural Landscape ✓	CH	
	1.5.2	Barberton Makhonjwa Mountains ✓	CH	
	1.5.3	Maloti-Drakensberg Park ✓ • uKhahlamba-Drakensberg Park	CH	
	1.5.4	Cradle of Humankind ✓ • Fossil Hominid Sites of South Africa • Maropeng	CH	
	1.5.5	Robben Island ✓	CH	(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1 2.1.1 He spends time in a flood-affected area to assist the community in rebuilding the tourism infrastructure. ✓✓ (2)
- He wants to make a positive social impact by spending time assisting the local community.
 - He has chosen a destination in need of money that is generated by tourism.
 - He is giving back to the community and contributing to the local economy.

2.1.2 Passport ✓✓ (2)

2.1.3 World Health Organisation ✓✓ (2)

- WHO

2.1.4 Drink bottled water ✓✓ (2)

- Wear a mask
- Sanitise regularly
- Advisable to have taken the Covid-19 vaccine

- 2.2 2.2.1 A flight that requires a passenger to change aeroplanes and take another flight to get to his final destination. ✓✓ (2)
- A flight with a stop and a change of aircraft to get to the final destination.

2.2.2

Vancouver -8	Frankfurt +1	(4)
Time difference	= 9 hours ✓ 18:00 (+✓) 9 hours	
Time in Frankfurt	= 03:00 ✓ on Sunday ✓	
OR		
03:00 on Sunday ✓✓✓✓		

2.2.3

Arrival at Frankfurt	12:00	(2)
Departure to South Africa	16:00	
Time <i>in transit</i>	= 4 hours ✓✓	

2.2.4

Frankfurt +1	Johannesburg +2	(5)
Time difference	= 1 hour ✓	
Departure from Frankfurt	16:00 (+ ✓) 1 hour = 17:00 (+ ✓) 11 hours (flying time)	
Arrival in Johannesburg	= 04:00 ✓ on Monday ✓/next day	
OR		
04:00 on Monday ✓✓✓✓✓		

- 2.3 2.3.1 Green channel ✓✓ (2)
- 2.3.2 He has nothing to declare. ✓✓ (2)
- The goods Mr. Murdock brought into the country are within the duty-free limits.
- 2.3.3 He should use registered transport providers. ✓✓ (4)
- He should get information from the information desk at the airport about registered reputable (trustworthy) transport providers. ✓✓
- He should never ask for help from a stranger about transport.
 - Should Mr. Murdock make use of the B&B's transport, he must ensure beforehand the name of the shuttle company and the contact details of the driver.
- [29]**

QUESTION 3

- 3.1 3.1.1 Great British Pound ✓✓ (2)
- Pound Sterling
 - British Pound
- 3.1.2 R13 000 + R2 950 + R1 456 + R37 850
= R55 256 ✓✓ (2)
- 3.1.3 R75 000 - ✓R55 256
= R19 744 ✓ (2)

OR

R19 744 ✓✓

- 3.1.4 **Yes / I agree** (4)
- All her major expenses were paid and there was enough money left for spending to buy souvenirs and go on short trips ✓✓
- The duration of her stay in London was only for a period of four days. ✓✓

OR**No / I disagree**

London is a very expensive city. ✓✓

This amount is far too little to spend in London once the rand has been converted into British pound. ✓✓

NOTE: No marks are awarded for YES or NO

3.1.5 $R55\,256 \div \checkmark 20.42 \checkmark$
 $= \text{GBP}2\,705.97 \checkmark$ (3)

OR

GBP2 705.97 ✓✓✓

- 3.2 3.2.1 Fluctuation refers to the daily change of the value of one currency against other currencies. ✓✓ (2)
- Fluctuation refers to the rising and falling of the value of currencies over a certain period.

- 3.2.2 **Effects of a weak rand on inbound tourism:**
 Greater influx of inbound international tourists as South Africa will be seen as a value for money destination. ✓✓ (2)
- Tourists will find South Africa an affordable destination to visit.

Multiplier Effect:

More inbound tourists will mean more people would need to be employed in the tourism sector. ✓✓

Much needed revenue will be generated to rebuild destroyed infrastructure, particularly in KwaZulu Natal. ✓✓ (4) (6)

- More employment will mean that more people become tax payers.
- Increased collection of taxes would improve the overall infrastructure.
- Lead to less poverty and criminal activities.
- Will lead to direct and indirect jobs being created.

[21]

TOTAL SECTION B: 50

**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE
TOURISM, MARKETING**

QUESTION 4

4.1	4.1.1	A	Mecca ✓ • Kaabah • Mosque	TA	
		B	The Parthenon ✓	TA	
		C	Dome of the Rock ✓	TA	
		D	Blue Mosque ✓	TA	
		E	Eiffel Tower ✓	TA	
		F	Taj Mahal ✓	TA	(6)

4.1.2 **Icon:** TA
 The country is associated with the icon ✓✓ /Symbolises a country (2)
 • Receives millions of tourists per year.
 • High revenue generator
 • Increased publicity for the icon and the country.
 • Unique features

Attractions:
 Attract visitors to the area ✓✓ (2)
 • Lesser-known by the rest of the world
 • Attract fewer tourists. (2 x 2)

4.1.3 (a) **B – The Parthenon (Athens, Greece)** TA
 The Parthenon is ruins of a temple on top of the Acropolis, a hill in Athens. ✓✓
 It is a building characterised by pillars (columns). ✓✓ (4)
 • Originally built as a temple, it was also used as a treasury, a fortress, a church and a mosque.
 • Built in honour of the Greek goddess Athena.

(b) **D – The Blue Mosque (Istanbul, Turkey)** TA
 It is a mosque with an impressive interior design ✓✓
 The roof is unique with small domes surrounding the bigger dome. ✓✓
 • There are six minarets (small towers) at the Blue Mosque. (4)
 • The name comes from the blue ceramic tiles on the inside walls.

- 4.1.4 **ONE unique feature of icon E:** TA (2)
It is a landmark in the city, Paris ✓✓
 - It is a symbol of France.
 - It is one of the most recognised structures in the world.
 - It used to be the tallest structure in the world – 324m high.
 - The entire tower is built from iron.
 - The whole of Paris can be seen from the top of the tower.
 - There is a radio antenna on top of the tower.
- ONE economic benefit of the icon for France.** TA (2)
Higher revenue and foreign currency earnings. ✓✓
 - Contribution to the country's GDP.
 - Increased job creation.
 - More entrepreneurial opportunities.
 - Increased visitor numbers to France. (2 x 2)
- 4.2 4.2.1 Japan ✓✓ TA (2)
- 4.2.2 **ONE negative impact of mass tourism (over-tourism):** TA (2)
Extra strain on the resources in the area e.g. water, electricity, sanitation. ✓✓
 - Damage to the natural environment.
 - Challenges with access control.
 - Challenges with management of visitors.
 - Increased levels of pollution.
- 4.2.3 Litter bins available along the hiking trails. ✓✓ TA (4)
Hiking trails are well demarcated (marked). ✓✓
 - Clear signage of where hikers may go.
 - Educational presentations on the natural resources, plants and animals that visitors will see.
 - Educational presentations on how to preserve nature and the importance of conservation.
 - Encourage climbers to use the routes out of season to reduce the negative impact of too many visitors.
 - Charging entrance fees to control crowds.
 - Restriction on the number of cars entering the area.
 - Regular clean-up of mountain areas.

[30]

QUESTION 5

- 5.1 A - #Khomani Cultural Landscape ✓✓ CH (2)
- B – Richtersveld Cultural and Botanical Landscape ✓✓ CH (2)
- 5.2 5.2.1 The culture of the San and Nama should be protected for future generations to experience traditions and culture of the San and Nama people ✓✓ CH (2)
- Protection for future generations.
- 5.2.2 They take tourists on hunting expeditions and show them how to track the animals. ✓✓ CH (2)
- The visitors are taken on a tour and are exposed to their simple way of living, their traditions and culture.
- 5.3 Greater publicity for the province. ✓✓ CH (2)
- Revenue generated can be used to upgrade and maintain the infrastructure.
 - Financial benefits for the province, product owners and service providers.
 - Decrease in unemployment, poverty and crime.
 - Creates jobs and entrepreneurial opportunities which will improve their standard of living.

[10]

QUESTION 6

- 6.1 An event where tourism-related businesses are given the opportunity to exhibit and promote their products and services. ✓✓ M (2)
- An event where the major role players in the tourism industry can network in order to establish new business relationships.
 - An event where buyers such as tour operators can negotiate business deals with exhibitors.
- 6.2 Getaway Shows ✓✓ (Cape Town and Johannesburg) M (2)
- Meetings Africa (Johannesburg / Cape Town)
 - Africa's Travel Indaba (KwaZulu-Natal)
 - World Travel Market –WTM (Cape Town)
- 6.3 **Step 1:** M
Participating tourism businesses collect the 1% levy from tourists. ✓✓
- Step 2:**
This money is paid to TOMSA on a monthly basis, who then makes it available to the TBCSA. ✓✓
- Steps 3:**
TBCSA as administrators of the funds then pays the money to SATourism. ✓✓ (6)
- [10]**
- TOTAL SECTION C: 50**

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

- 7.1 7.1.1 Good communication skills ✓✓ TS (2)
- Professional interaction with customers
 - Prompt responses to comments on social media platforms

NOTE: Accept examples of good communication skills.

- 7.1.2 The hotel logo ✓✓ TS (4)
- The hotel has a website @TangoHotelsLtd. ✓✓
- The hotel has social media platforms such as Instagram.
 - The hotel monitors their social media platforms closely and responds quickly.
 - Customer services policies are implemented.

- 7.2 7.2.1 The salary is fair payment for the work completed. ✓✓ TS (4)
- Regular payment of monthly salary/wage. ✓✓
- The salary is competitive within the sector.
 - Working hours / meal breaks and overtime comply within the law
 - Amounts deducted from the salary (e.g. UIF) are according to the law.
 - Paid for overtime

7.2.2 TS (4)

Working hours	Overtime
Maximum working hours are specified, e.g. 45 hours per week. ✓✓	Hours worked over and above the required working hours. ✓✓
<ul style="list-style-type: none"> • Normal working hours are part of contractual obligation. 	<ul style="list-style-type: none"> • Overtime hours are negotiated to a maximum of 10 hours per week.
<ul style="list-style-type: none"> • Working hours are paid at normal rates. 	<ul style="list-style-type: none"> • Overtime is paid at a higher rate than ordinary working hours.

[14]

QUESTION 8

- | | | |
|-------------------------|---|---------------|
| 8.1 | Infrastructure ✓✓
Education ✓✓
• Capacity building
• Health
• Sanitation
• Guest contributions | SR

(4) |
| 8.2 | Economic pillar ✓✓ /profit
Environmental pillar ✓✓ /planet | SR

(4) |
| 8.3 | Local residents are employed by the tourism business. ✓✓
The tourism business buys supplies locally or makes use of local services. ✓✓
• The business procures goods and services from certified Fair Trade Tourism companies. | SR

(4) |
| 8.4 | It encourage tourists to choose the services of tourism businesses that have been FTT certified ✓✓
It assures tourists that the money that they spend at these establishments will benefit the local community. ✓✓
• It shows other tourism businesses that tourists prefer to support FTT certified establishments.
• FTT certified companies collaborate to compile and market packages which will appeal to responsible tourists. | SR

(4) |
| | | [16] |
| TOTAL SECTION D: | | 30 |

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

9.1 9.1.1 northern ✓✓ DRI (2)

9.1.2 Higher fuel price ✓✓ DRI
 • Higher petrol price
 • Increase in the price of crude oil

Limited supply of wheat ✓✓ (4)
 • Availability of wheat flour
 • Increase in bread prices

9.1.3 Increased petrol prices will make long distance travel expensive and unaffordable. ✓✓ DRI
 Car hire will be a less popular option because of the cost of petrol. ✓✓
 Bus/shuttle/taxi industry will suffer – higher ticket prices and availability of fuel. ✓✓ (6)
 • Availability, frequency cancellations and increased cost of flights and other forms of transport will be affect.

9.2 9.2.1 Gauteng ✓✓ DRI
 Western Cape ✓✓
 Mpumalanga ✓✓ (6)

NOTE: Must be in the correct order

9.2.2 Long travel distances from the major gateways of the country. ✓✓ DRI (2)
 • Limited air access/Fewer domestic flights to these provinces.
 • These are lesser-known and marketed provinces.
 • Limited infrastructure to attract major events.
 • Within the province the attractions are situated far apart from each other.

[20]

QUESTION 10

- 10.1 The survey will help identify where and how he can improve his business and increase visitor numbers. ✓✓ cc (2)
- To get a benchmark for incentives for staff
 - To get a sense of how customers regard his business.
- 10.2 Chef and the team ✓✓ cc (2)
- 10.3 The ratings for the chef and the team were the highest. ✓✓ cc
The conduct and communication involving frontline staff received low ratings from the customers. ✓✓ (4)
- The cleanliness and maintenance of the restaurant received low ratings.
 - The waiters do not take their work seriously.
- 10.4 Re-train and up-skill all frontline staff. ✓✓ cc (2)
- Managers to effectively manage and control staff.
 - Make the incentive package attractive to staff.
 - Make a supervisor responsible to control the cleanliness and maintenance of the restaurant.
 - Do everything in his power to create a memorable experience for guests.
- [10]**
- TOTAL SECTION E: 30**
GRAND TOTAL: 200