



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2018

**TOURISM
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|---|----------|------|
| 1.1 | 1.1.1 | B ✓ | | |
| | 1.1.2 | B ✓ | | |
| | 1.1.3 | A ✓ | | |
| | 1.1.4 | D ✓ | | |
| | 1.1.5 | D ✓ | | |
| | 1.1.6 | C ✓ | | |
| | 1.1.7 | C ✓ | | |
| | 1.1.8 | D ✓ | | |
| | 1.1.9 | A ✓ | | |
| | 1.1.10 | A ✓ | | |
| | 1.1.11 | D ✓ | | |
| | 1.1.12 | B ✓ | | |
| | 1.1.13 | C ✓ | | |
| | 1.1.14 | C ✓ | | |
| | 1.1.15 | B ✓ | | |
| | 1.1.16 | C ✓ | | |
| | 1.1.17 | A ✓ | | |
| | 1.1.18 | C ✓ | | |
| | 1.1.19 | A ✓ | | |
| | 1.1.20 | B ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | credit card ✓ | | |
| | 1.2.2 | EFT ✓ | | |
| | 1.2.3 | bank draft ✓ | | |
| | 1.2.4 | preloaded foreign currency debit card ✓ | | |
| | 1.2.5 | foreign bank notes ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | code of conduct ✓ | | |
| | 1.3.2 | The Getaway Show ✓ | | |
| | 1.3.3 | prohibited ✓ | | |
| | 1.3.4 | accidents ✓ | | |
| | 1.3.5 | UTC ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | B ✓ | | |
| | 1.4.2 | G ✓ | | |
| | 1.4.3 | A ✓ | | |
| | 1.4.4 | E ✓ | | |
| | 1.4.5 | D ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | Cholera ✓/Hepatitis A | | |
| | 1.5.2 | Tuberculosis ✓/TB | | |
| | 1.5.3 | Bilharzia ✓ | | |
| | 1.5.4 | Malaria ✓/Yellow Fever | | |
| | 1.5.5 | HIV Aids ✓/HIV/Aids | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 2.1.1 Moscow, Russia +3
 England 0 (+ 1 hour DST ✓) = +1
 Time difference: 2 hours ✓
 18:00 (– ✓) 2 hours = 16:00 ✓ on 15 July ✓

OR

16:00 ✓✓✓✓ on 15 July ✓ (5)

- 2.1.2 (a) Johannesburg, South Africa +2
 Frankfurt, Germany +1 (+1 hour DST ✓) = +2 ✓
 Time difference: 0 ✓/ No time difference
 18:55 (+ ✓) 10 hours 35 minutes = 28:90 (29:30) – 24:00 =
 05:30 ✓ on 3 June (2018) ✓

OR

05:30 ✓✓✓✓✓ on 3 June (2018) ✓ (6)

- (b) Johannesburg, South Africa +2
 Moscow, Russia +3
 Time difference: 1 hour ✓
 08:30 (+ ✓) 1 hour (Russia) = 09:30 ✓ (– ✓) 20 hours =
 13:30 ✓✓

OR

13:30 ✓✓✓✓✓✓ (6)

- 2.1.3 (a) They should have applied at the Department of Home Affairs ✓ in South Africa. ✓ (2 x 1) (2)

- (b) A passport is a document issued by the national government of a country that certifies the identity (name, date of birth, gender and place of birth) and nationality of its holder. ✓✓

A visa is a stamp or endorsement in the applicant's passport that gives the traveller permission to travel to, enter, transit or remain in a foreign country. ✓✓ (2 x 2) (4)

- 2.1.4 Duty free goods must be purchased and then taken out of the country. ✓✓
- The purchaser must provide his / her boarding pass when purchasing the goods.
 - Certain limitations are placed on the amounts of certain products that can be purchased at duty free shops. (2)
- 2.1.5 They should have chosen to go through the green channel ✓ as they were within the customs limit for duty free goods. ✓✓
- They had not exceeded the allowed amount of duty free products. (3)
- 2.2 2.2.1 (a) Package B ✓ (1)
- (b) Package B best suits the profile of the SAFA representatives. ✓✓
- The representatives will probably prefer graded accommodation.
 - Aerostar Hotel offers dinner, bed and breakfast.
 - Aerostar Hotel offers a shuttle service.
 - Aerostar Hotel offers 24 hour Wi-Fi.
 - The optional activities will be better suited to people visiting Moscow to attend the World Cup. (2)
- 2.2.2 On arrival at the place of accommodation, determine exactly where you are expected to park before unloading luggage from the car. ✓
- When unloading luggage from the vehicle, always keep it well within sight. ✓
- If someone offers to carry luggage, first verify that the person is a staff member of the place of accommodation.
 - It is advisable to take full responsibility for all valuables by carrying it yourself.
 - Once in the place of accommodation, store valuables in safe storage facilities.
 - Ask to see the designated safe storage facilities offered by your place of accommodation.
 - Keep rooms locked when inside.
 - Do not open unless the person at the door can be identified.
 - Note the emergency number provided or the front desk number.
 - Have your room key ready when going to the room so that you do not have to search for it.
 - The safest spot in a lift is near the door. (2)

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QUESTION 3

3.1 3.1.1 $1\,750\text{ GBP} \times \checkmark 16,62 \checkmark = \text{ZAR } 29\,085,00 \checkmark$

OR

$\text{ZAR } 29\,085,00 \checkmark \checkmark \checkmark$ (3)

3.1.2 (a) The value of the currency can increase or decrease in relation to other currencies. $\checkmark \checkmark$ (2)

(b) $\text{ZAR } 22\,510 \div \checkmark 12,85 \checkmark = \text{USD } 1\,751,75 \checkmark$

OR

$\text{USD } 1\,751,75 \checkmark \checkmark \checkmark$ (3)

(c) $250\text{ USD} \times \checkmark 12,52 \checkmark = \text{ZAR } 3\,130 \checkmark$

OR

$\text{ZAR } 3\,130 \checkmark \checkmark \checkmark$ (3)

3.2 **Tourists from the USA planning to visit South Africa**

Tourists will receive less rands in exchange for their US dollars. $\checkmark \checkmark$

- Tourists may choose another destination where they will get more value for their money.
- If tourists still choose to visit South Africa, they might spend less during their visit.
- They may shorten their stay.
- They might have to participate in fewer activities.

South African outbound tourists

Tourists travelling from South Africa will receive more foreign currency for every rand they exchange. $\checkmark \checkmark$

- South Africans will be able to afford to travel.
- Tourists might spend more during their visit.
- They may lengthen their stay.
- They might participate in more activities.

South African domestic tourists

When the rand is strong, South Africans will be in a better financial position due to improved economic conditions and will therefore be able to afford to travel in South Africa. $\checkmark \checkmark$ (6)

NOTE: *Accept any relevant correct responses.
Answers should be in the form of a paragraph; bullets have been given for ease of marking.
Do not penalise candidates who do not write in paragraph format.*

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

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

QUESTION 4

- 4.1 4.1.1 Big Ben ✓
Leaning Tower of Pisa ✓
Chichen Itza ✓
Eiffel Tower ✓
Colosseum ✓
Statue of Liberty ✓
Pyramids of Giza ✓
(Any order) (7 x 1) (7)
- 4.1.2 United Kingdom/UK/Britain/England ✓
Italy ✓
Mexico ✓
France ✓
United States of America/USA ✓
Egypt ✓
(Any order) (6 x 1) (6)
- 4.1.3 Pisa ✓
Rome ✓
(Any order) (2 x 1) (2)
- 4.1.4 These attractions are world famous. ✓ They have a particular symbolic value. ✓ They are closely associated with a particular town, city, region or country. ✓
• They attract a huge number of visitors each year. (3 x 1) (3)

NOTE: Accept any relevant correct responses.

- 4.2 4.2.1 The majority of retail products are sourced from local suppliers. ✓✓
The company runs a Class in the Clouds Programme to enrich learners from the local community. ✓✓
• The company successfully introduced water saving measures. (2 x 2) (4)
- 4.2.2 Retail shops were renovated to overcome congestion issues. ✓✓
An audio tour provides visitors with facts about the mountain and the company. ✓✓
• Collaboration with other businesses to ensure that visitors have easy access to tickets for Table Mountain. (2 x 2) (4)

[26]

QUESTION 5

- 5.1 Northern Cape ✓✓ (2)
- 5.2 Botswana ✓
Namibia ✓ (Any order) (2 x 1) (2)
- 5.3 They respect the environment by taking only what can be replaced and only what they need. ✓✓
They are excellent trackers. ✓✓
(Examples include: On discovering where a herd has gathered, they immediately test the direction and force of the wind by throwing a handful of dust into the air / if the ground is bare and open, hunters crawl on their bellies, sometimes holding a small bush in front of them)
- They kill animals with a bow and arrow using poison made from plants or snake venom.
 - They are knowledgeable about the use of plants for medicinal purposes.
 - They have developed the skill to gather edible plants for food e.g. edible mushrooms, bulbs, berries and tsamma melons.
 - They have developed skills to utilise water that is a scarce resource. (Examples include: They collect moisture by scraping and squeezing roots / when they are out hunting or travelling, they dig holes in the sand to find water / they carry water in an ostrich eggshell).
- (2 x 2) (4)
- 5.4 Offer visitors guided nature and heritage trails with San guides and trackers. ✓✓
Develop community-owned accommodation establishments to accommodate national and international visitors to the area. ✓✓
- Sell arts and crafts made from natural and locally collected materials such as ostrich eggshell, bone and wood.
 - Offer visitors traditional cultural dancing performances.
 - Offer visitors traditional storytelling told by the elders of the community.
 - Teach visitors about the traditional culture and the original way of living of the San.
 - Offer visitors an opportunity to participate in bow and arrow shooting, craft making and traditional games.
 - Offer visitors an opportunity to undertake a hunt with experienced San hunters.
 - Offer visitors donkey-car rides.
- (2 x 2) (4)

[12]

QUESTION 6

- 6.1 Total estimated views: 282 580 200 ✓✓ (2)
- 6.2 It will increase the awareness of South Africa as a travel destination. ✓✓
It will increase the volume of arrivals from the Chinese travel market. ✓✓
- Showcasing South Africa as an attractive destination will result in increased inbound arrivals from China that will in turn set the multiplier effect into motion. (2 x 2) (4)
- 6.3 1% tourism levy collected by tourism businesses is paid over to the Tourism Business Council of South Africa (TBCSA) and then given to TOMSA who makes the funds available to be used by SATourism for marketing South Africa as a tourist destination. ✓✓ (2)
- 6.4 They should maintain and enhance their standard of facilities and service. ✓✓
Their marketing efforts should support the marketing strategies of SATourism. ✓✓
- Become official Tourism Grading Council of South Africa (TGCSA) star graded establishments to be internationally recognised for quality and service excellence.
 - They should display the brand logo of SATourism and the TGCSA on their websites.
 - Offer attractive travel packages that meet the needs and expectations of the Chinese travel market.
 - Their website should also be available in Mandarin (Chinese language).
 - Train staff to speak Mandarin.
 - Take part in SATourism roadshows in China.
 - Host Chinese travel agents and members of the media on familiarisation trips. (2 x 2) (4)
- [12]**

TOTAL SECTION C: 50

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

- 7.1 Accommodation ✓✓
• Hospitality (2)
- 7.2 The staff has to deal with the challenges of guests with many differing needs and expectations. ✓✓
• Providing quality accommodation while fulfilling the needs of guests can be challenging.
• The service industry can be challenging for service providers.
• Staff have to work long hours and over weekends. (2)
- 7.3 Employment contracts contain details regarding a position and should at least include the following:
The names of the employer and the employee ✓✓
• Job title
• Date of commencement of duty
• Core duties
• Working hours
• Uniform allowances
• Travel benefits
• Leave and holiday entitlement
• Fringe benefits
• Details of pension schemes or provident fund
• Remuneration (salary or wage) and deductions
• Notice period required from the employee as well as the employer, should either wish to terminate the contract
• Professional accountability and responsibility
• Service ethics
• Signatures of the employer and the employee (2)
- 7.4 A backpackers' lodge is an informal type of establishment that does not require employees to wear a uniform. ✓✓
• The informal clothing is part of the corporate identity of the backpackers' lodge. (2)

[8]

QUESTION 8

- 8.1 Social pillar ✓✓
• People (2)
- 8.2 The use of renewable energy sources, like solar panels or heat pumps. ✓✓
Water must be used sparingly ✓✓/ greywater can be reused.
• Waste should be reduced, reused and recycled.
• Litter control and pollution control should take place.
• Indigenous flora must be promoted.
• Alien invasive plants in grounds and gardens must be controlled.
• Measuring and managing of environmental effects is essential.(2 x 2) (4)
- 8.3 When locally manufactured goods and products are bought, this will result in a positive multiplier effect where money is spent and respent in the area. ✓✓
• Local procurement ensures that money spent in the local community remains in the area. (2)
- 8.4 **Responsible tourism marketing platforms:**
Online travel information and booking websites supporting ethical travel, such as responsibletravel.com ✓✓
• Certification websites such as www.fairtourismsa.org.za and green globe www.greenglobe.com ✓✓
• Nature-based tourism websites such as National Geographic and Getaway
• Websites of tour operators who specialise in ethical travel (an example in South Africa is Calabash Tours: www.calabashtours.co.za) (2 x 2) (4)
- 8.5 **Social and cultural examples**
Respect the traditions of the local community ✓✓
Do not engage in socially unacceptable behaviour, e.g. crime, vandalism ✓✓
• Ask for permission before taking photos of local community
• Do not support beggars
• Stay alert and report any suspicious behaviour
• Do not disturb exhibitions
• Follow appropriate tipping practices
• Use designated parking areas
• Support local charities
- Examples of how to benefit the local economy**
• Encourage support of local businesses
• Purchase souvenirs from official vendors

Examples of environmentally responsible behaviour

- Limit water use
- Limit energy use
- Follow environmental policies
- Protect and conserve nature
- Remain on designated pathways
- Do not litter
- Limit your carbon footprint
- Support environmental initiatives (2 x 2) (4)

NOTE: *Answers should be in the form of a paragraph; bullets have been given for ease of marking.
Do not penalise candidates who do not write in paragraph format.*

- 8.6 8.6.1 CSI is the financial or non-financial support businesses give to the communities in which they operate. ✓✓ (2)

NOTE: *Do not award marks if candidate only writes corporate social investment.*

- 8.6.2 **Maropeng could implement their CSI policy by:**
- Providing bursaries to students at educational institutions ✓✓
 - Providing support to sporting activities and cultural projects ✓✓
 - Providing and maintaining facilities
 - Sponsoring school feeding schemes
 - Providing infrastructure or resources for libraries, computer laboratories or textbooks (2 x 2) (4)

NOTE: *Answers should be in the form of a paragraph; bullets have been given for ease of marking.
Do not penalise candidates who do not write in paragraph format.*

[22]

TOTAL SECTION D: 30

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

- 9.1 9.1.1 Terrorism ✓✓
- Political situation
 - Mass shooting
- (2)
- 9.1.2 Travellers felt that Las Vegas was not a safe tourist destination ✓✓
- Potential travellers were advised by their own governments to avoid the destination ✓✓
- Travellers chose to fly to other holiday destinations
 - Travellers postponed their trips
 - Many airlines temporarily cancelled or postponed flights in and out of Las Vegas following the shooting.
 - Negative publicity about safety concerns
- (2 x 2) (4)
- 9.1.3 Decline in domestic and foreign exchange earnings due to a decrease in visitor numbers. ✓✓
- Loss of income generated from hotel room bookings due to a decrease in visitor numbers. ✓✓
- Decline in gambling revenue. ✓✓
- Organisers of conventions may cancel future events resulting in a loss of income.
 - Permanent and temporary job losses due to a decrease in visitor numbers.
 - Decreased GDP contributions.
 - Higher security costs for mega resorts to ensure the safety of their guests.
 - Decline in stock prices of casino and hotel corporations due to concerns about tourists not returning to Las Vegas following the tragedy.
 - Some victims may attempt to hold the Mandalay Bay Resort and Casino liable in court seeking damages for medical expenses or disabilities resulting from the shooting.
 - Additional marketing costs to reassure potential travellers about the safety of the destination.
- (3 x 2) (6)
- 9.2 9.2.1 Northern Cape ✓
- North West ✓
- (2 x 1) (2)

- 9.2.2 Mozambique ✓
Zimbabwe ✓
- Lesotho
 - Botswana
 - Swaziland
 - Zambia
 - Malawi
 - Namibia
- (2 x 1) (2)
- 9.2.3 30 555 ✓✓ (2)
- 9.2.4 Increased international marketing that will encourage tourists to visit more of the country's provinces. ✓✓
Encourage the development of more attractive tourism products and attractions in rural and remote areas. ✓✓
- Continued maintenance of existing attractions
- (2 x 2) (4)
- [22]**

QUESTION 10

- 10.1 E-mail ✓✓
- Website
- (2)
- 10.2 To identify areas that need improvement ✓✓
- To obtain information from customers about their levels of satisfaction with the service or product that they have experienced.
 - To build better relationships with customers.
 - To encourage repeat visits.
 - To ensure increased profits for the business.
 - To identify future opportunities for improvement.
 - To inform and empower staff about ways to improve their customer service delivery.
 - To create opportunities for in-service training in the problem areas as indicated by the feedback received.
 - To compliment staff on their exemplary service delivery.
 - To encourage the staff to perform better.
- (2)
- 10.3 Introduce regular training workshops which will ensure that the staff will be better equipped to deliver excellent customer service. ✓✓
Address the complaint with the relevant department where displeasure was experienced by the customer. ✓✓
- Introduce incentive programmes to motivate employees to improve service delivery.
 - Introduce regular supervision by managers in the relevant department where displeasure was experienced by the customer.
 - Institute disciplinary procedures on staff not delivering acceptable service levels.
- (2 x 2) (4)
- [8]**

TOTAL SECTION E: 30
GRAND TOTAL: 200

