MARKS:  200

These marking guidelines consist of 15 pages.
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# SECTION A: SHORT QUESTIONS

## QUESTION 1

### 1.1

| 1.1.1 | A ✓ / route of the tour |
| 1.1.2 | B ✓ / Backpacker hostel |
| 1.1.3 | B ✓ / multiplier |
| 1.1.4 | D ✓ / Get a good night’s sleep before departure |
| 1.1.5 | A ✓ / ahead of |
| 1.1.6 | A ✓ / Jungfrau-Aletsch |
| 1.1.7 | D ✓ / Israel |
| 1.1.8 | C ✓ / Grand Canyon |
| 1.1.9 | A ✓ / roof structure |
| 1.1.10 | B ✓ / South America and North America |
| 1.1.11 | D ✓ / Department of Labour |
| 1.1.12 | B ✓ / marketing material |
| 1.1.13 | D ✓ / professional accountability |
| 1.1.14 | C ✓ / disaster |
| 1.1.15 | B ✓ / Environmental responsibility |

### 1.2

| 1.2.1 | credit card ✓ |
| 1.2.2 | Electronic Fund Transfer/EFT ✓ |
| 1.2.3 | feedback ✓ |
| 1.2.4 | expenditure ✓ |
| 1.2.5 | climate change ✓ |

### 1.3

| 1.3.1 | code of conduct ✓ |
| 1.3.2 | a fringe benefit ✓ |
| 1.3.3 | itineraries ✓ |
| 1.3.4 | jet fatigue ✓ |
| 1.3.5 | ACSA ✓ |

### 1.4

| 1.4.1 | F ✓ / diseases |
| 1.4.2 | A ✓ / unrest |
| 1.4.3 | D ✓ / civil war |
| 1.4.4 | B ✓ / global recession |
| 1.4.5 | C ✓ / terrorism |

### 1.5

| 1.5.1 | transport ✓ |
| 1.5.2 | travel documents ✓ |
| 1.5.3 | travel insurance ✓ |
| 1.5.4 | entertainment ✓ |
| 1.5.5 | additional expenses ✓ |

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**TOTAL SECTION A:** 40
SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 South African Revenue Services (SARS)✓
    • Department of Home Affairs

2.1.2 He had nothing to declare.✓✓
    The goods in his possession fall within, the duty free allowance.✓✓
    • He is not in possession of any prohibited goods.
    • He is not in possession of any goods imported for trade purposes.
    • Not in possession of gifts carried on behalf of others as such goods are subject to the payment of import duties and other taxes.

2.1.3 (a) To ensure that the drinking water is safe and he avoids the risk of becoming ill. ✓✓
    To prevent dehydration ✓✓

(b) To protect him against sunburn ✓✓
    To prevent too much exposure to the sun to avoid health related issues✓✓

2.2 2.2.1 Transport✓
    Accommodation✓
    • Attractions
    • Activities
    • Time
    • Date
    • Tours and excursions / optional tours
    • Cities and countries to be visited
    • Additional information

2.2.2 They believe a carefully planned itinerary would ensure that the needs and expectations of the client are met. ✓✓
    It would ensure smooth running of the holiday to create a valuable and memorable experience. ✓✓
    • It includes all the essentials that suit the tourist profile and in return ensure they get excellent value for money.
    • It can assist the tourist in planning their expenditure in advance making it a cost effective and structured holiday.
2.3 2.3.1

(a) Johannesburg +2  Rome +1
Time difference = 1 hour ✓ ✓

(b) Johannesburg +2  Rome +1
Time difference = 1 hour
Time in Rome
Flying time

14:00 (–) ✓ 1 hour
13:00 ✓
13:00 (+) ✓ 14 hours
03:00 ✓ (7 February 2018) ✓
OR
03:00 ✓ ✓ ✓ ✓
(7 February 2018) ✓

(c) Rome +1  New York -5
Time difference = 6 hours ✓ ✓
Time in New York

08:00 (–) ✓ 6 hours
02:00 ✓
OR
02:00 ✓ ✓ ✓ ✓

2.3.2

(a) A practice of turning the clock one hour ahead of standard time at the beginning of summer to gain extra daylight hours. ✓ ✓

(b) More daylight time available to spend outdoors ✓ ✓
More time to participate in leisure activities, e.g. shopping ✓ ✓
• Less crime.
• Save electricity
• Attractions opened for longer hours
• Economic benefits due to longer shopping hours

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QUESTION 3

3.1 R610 (÷) ✓ 17,18 ✓ £ ✓ 35,51 ✓
• £35,51 ✓ ✓ ✓ ✓

3.2 GBP26,35 (x) ✓ 16,09 ✓ R ✓ 423,97 ✓
• R423,97 ✓ ✓ ✓ ✓

3.3 Political unrest ✓ / instability
Natural disasters ✓ / drought/water crisis
Negative Credit Ratings ✓ / junk status
Corruption in government ✓
Discovery of new/large amounts of mineral resources ✓
Lack of investor confidence ✓
• Hosting of successful global events
• Impact of major currencies (positive and negative)
• Interest rates
• Acts of terrorism

[6]
- Reshuffling of cabinet ministers
- Economic recession
- High crime rates
- Positive / negative image of the country in media reporting

TOTAL SECTION B: 50
SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING

QUESTION 4

4.1 4.1.1 A – Sphinx ✓ Egypt ✓

4.1.2 B – Great Wall of China ✓ China ✓

4.1.3 C – Black Forest ✓ Germany ✓

4.1.4 D – Machu Picchu ✓ Peru ✓

4.1.5 E – Pyramids ✓ Egypt ✓

4.2 4.2.1 Five/5 ✓ ✓

4.2.2 North America ✓ ✓

4.2.3 Australia/Peru ✓ ✓

QUESTION 5

5.1 5.1.1 E ✓ ✓

5.1.2 B ✓ ✓

5.1.3 C ✓ ✓

5.1.4 A ✓ ✓

5.1.5 F ✓ ✓

5.2 5.2.1 Eastern Cape ✓ and Mpumalanga ✓

5.2.2 Sites must be of outstanding universal value. ✓ ✓
Sites must meet at least one out of ten of UNESCO’s selection criteria. ✓ ✓

5.2.3 Mapungubwe Cultural Landscape ✓ ✓
• Ukahlamba Drakensberg Park
• Richtersveld Cultural and Botanical Landscape
• Khomani San Cultural Landscape
• Cradle of Humankind
• Robben Island

NOTE: Only accept the correct official name of the WHS
5.2.4 Will attract more special interest tourists to South Africa. ✓ ✓
More exposure/publicity for South Africa internationally. ✓ ✓
Increased visitor numbers to the province/area where the new WHS is located.

- Local traditions and cultures at the new site will be showcased.
- More opportunities for entrepreneurship at the new site.
- Multiplier effect will come into motion.
- Increase in the GDP
- More sites of significance are protected for future generations.
- Job opportunities are created
- Positive impact on the geographical spread
QUESTION 6

6.1 SATourism/South African Tourism ✓✓

NOTE: Do not accept SAT

6.2 The provinces of South Africa ✓✓
WOW South Africa ✓✓
- 23 amazing South African facts
- Spectacular South Africa

6.3 Reasons for using YouTube for marketing ✓✓
Real-life experience – a video clip does more justice to a destination than pictures in a book or brochure. ✓✓
- Many people across the world prefer to watch videos rather than paging through books or brochures.
- Takes potential tourists on a virtual tour of South Africa.
- Easily accessible on many different electronic devices.
- Easy to share with others.
- The video remains on YouTube.
- Can be downloaded and re-watched at a later stage.
- Length: is short enough to reach the attention of people who are very busy.
- YouTube is a very popular digital platform.

Appropriateness of the title of the new brand video
Very appropriate – the title creates a sense of personal involvement and warmth by inviting viewers to 'meet' South Africa. ✓✓
- The tile is short and easy to remember.
- The title is simple and will be understood by most viewers.
- The word 'meet' in the title creates a sense of curiosity.

Viewership
Very successful in reaching audience. Looking at the number of views – exceeding 2, 3 million views. ✓✓
- Taking into account that not all viewers 'like' a video, this received 3 948 'likes' (large number of likes)
- Viewership is not static – grows on a daily basis.
- The ability of viewers to 'share' the video creates a bigger viewer base.

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TOTAL SECTION C: 50
SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 Contract of employment ✓ ✓

7.1.2 The owner has every right to take disciplinary action against the manager as he is not fulfilling his core duty as a manager to deal with customer complaints ✓ ✓
- He brings the image of the business into disrepute.
- He should address the issues raised by the customer and not make excuses.
- He speaks ill of the business.
- He is not adhering to the customer service policy as depicted in the slogan, “We put you first.”

7.1.3 To establish whether the hotel’s delivery of service puts the customer first as promised in the slogan. ✓ ✓

7.1.4 (a)  Hi ✓
WHAT DO YOU EXPECT!!! ✓ ✓
- Use of emoticons
- i am sorry
- Poor punctuation and informal written communication
- No subject for the e-mail
- ’i’ in small letters
- Cheers

(b) Good day ✓
We try to meet the requirements of a three star hotel. ✓
- Do not use emoticons
- I apologise
- I regret
- Correct the e-mail with formal punctuation and by using formal business language
- Subject should always contain the title of the message
- Yours truly/sincerely
- Kind regards

7.2 7.2.1 Hard working ✓
Results oriented ✓
- Ambitious
7.2.2 e-communication✓
interpersonal communication✓
• verbal communication
• computer skills
• written skills
• presentation skills

QUESTION 8

8.1 Sanctuaries have good intentions in wanting to help orphaned animals but in many cases cubs are separated deliberately from their mothers. ✓✓
• Animal sanctuaries should adhere to conservation practices, but are often exploiting animals.
• Animals should be protected and not be exploited for medicinal purposes.
• Animals should be rehabilitated into the wild and not sent to farms for canned hunting.

8.2 Ethical business practice✓
Respect for human rights, culture and environment ✓
• Sustainable practises

8.3 Ethical business practice:
It is unethical to attract tourists to a wildlife sanctuary under the pretence of helping the lions when the lions are actually being abused. ✓✓

Respect for human rights, culture and environment:
• There is no respect for the environment when lions are taken out of their natural habitat for tourism and profit purposes. ✓✓
• There is no respect for the environment when lions are abused and exploited as is indicated in the documentary.

• Sustainable practices:
• Interferes with the natural breeding process and may cause a drop in lion numbers.
• Unable to survive in the wild, removal of their natural instincts.

8.4 To attract tourists at the expense of the defenceless animals. ✓✓
• To make a profit at the expense of the defenceless animals.

8.5 According to Fair Trade Tourism, since 1 June 2016, any organisation wanting to be certified by FTT may not allow any physical interaction between tourists and captive animals. ✓✓
8.6 Eco tourists will not want to be a part of this type of abuse and exploitation and will therefore not visit the wild life reserves in South Africa. ✓ ✓
They will question even the wildlife reserves that have responsible and sustainable tourism practises in place – creating a negative perception. ✓ ✓
- Reserves that are making valuable contributions to the environment by conducting research will also be negatively affected by these practices.
- Every tourism business becomes suspect in terms of unethical business practice.

TOTAL SECTION D: 30
SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

QUESTION 9

9.1 9.1.1 Construction of new and existing infrastructure that will support the event.✓✓
- Income generation
- Investment
- Job creation
- FOREX income
- Multiplier effect

9.1.2 Host countries use the event to show their capacity to host and market an event of this magnitude. ✓✓
- The host country receives worldwide exposure/publicity before, during and after the event.
- Events of this magnitude create a sense of unity/belonging/pride amongst citizens of the host country.
- The event has the ability to change negative perceptions of the host country.

9.1.3 The stadiums must be utilised for events other than sporting events and future events ✓✓
- The facilities at the stadiums can be hired out for other events.

NOTE: Accept examples of other types of events/activities

9.2 9.2.1 (a) Natural disaster ✓✓
- Avalanche
- Earthquake
- Snow storm

9.2.2 Pre-booked ski holidays will be cancelled ✓✓
The hotel will not do business until it has been rebuilt. ✓✓
- Tourists will be reluctant to book ski holidays and rather experience other types of holidays.
- People will lose their jobs.
- No tourists will result in loss of revenue for the hotel.
9.3  9.3.1 Tourists will not be able to use any cards for cash withdrawals. ✓✓
- Tourists will not be able to withdraw cash
- Tourists will be stranded in Zimbabwe without cash.

9.3.2 The tourist should carry US dollars for emergencies when entering the country. ✓✓
Pay with credit cards where card facilities are available. ✓✓
- Make pre-payments (vouchers) for activities and meals where possible before the trip to Zimbabwe.
- EFT payments where possible
- Tourists should carry sufficient cash with them and not rely on withdrawals from ATMs.
9.4 9.4.1 The UK/United Kingdom ✓ ✓

9.4.2 Germany ✓ ✓

9.4.3 More tourists from Germany and neighbouring European countries will visit South Africa. ✓ ✓
  • Higher income will be generated from tourists travelling during the peak season.
  • Cheaper flights from the budget airline will increase the German market to South Africa.
  • Competition among airlines will keep ticket prices down benefitting South Africa’s tourism industry and the tourists.

QUESTION 10

10.1 The restaurant can get immediate feedback after the dining experience. ✓ ✓
  The restaurant gets the opportunity to respond immediately to complaints. ✓ ✓
  • The restaurant can change the negative perceptions of customers by giving discounts.

10.2 Comments on social media platforms like Twitter, Facebook, etc. ✓ ✓
  • Reviews on Tourism websites like TripAdvisor.
  • Web-based responses
  • Online surveys

TOTAL SECTION E: 30
GRAND TOTAL: 200