These marking guidelines consist of 15 pages.
# INFORMATION FOR MARKERS

<table>
<thead>
<tr>
<th>TOPICS IN THE TOURISM CAPS</th>
<th>ABBREVIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic 1 Tourism sectors</td>
<td>TS</td>
</tr>
<tr>
<td>Topic 2 Map work and tour planning</td>
<td>MTP</td>
</tr>
<tr>
<td>Topic 3 Tourism attractions</td>
<td>TA</td>
</tr>
<tr>
<td>Topic 4 Sustainable and responsible tourism</td>
<td>SR</td>
</tr>
<tr>
<td>Topic 5 Domestic, regional and international tourism</td>
<td>DRI</td>
</tr>
<tr>
<td>Topic 6 Culture and heritage tourism</td>
<td>CH</td>
</tr>
<tr>
<td>Topic 7 Foreign exchange</td>
<td>FX</td>
</tr>
<tr>
<td>Topic 8 Communication and customer care</td>
<td>CC</td>
</tr>
<tr>
<td>Topic 9 Marketing</td>
<td>M</td>
</tr>
</tbody>
</table>
SECTION A: SHORT QUESTIONS

QUESTION 1

1.1

<table>
<thead>
<tr>
<th>1.1.1</th>
<th>B✓ / Proof of vaccination</th>
<th>MTP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.2</td>
<td>A✓ / items to be declared.</td>
<td>MTP</td>
</tr>
<tr>
<td>1.1.3</td>
<td>C✓ / 8</td>
<td>MTP</td>
</tr>
<tr>
<td>1.1.4</td>
<td>B✓ / on a long-haul flight.</td>
<td>MTP</td>
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<tr>
<td>1.1.5</td>
<td>B✓ / higher than</td>
<td>FX</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>1.1.6</th>
<th>C✓ / The Wailing Wall</th>
<th>TA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.7</td>
<td>B✓ / Jordan</td>
<td>TA</td>
</tr>
<tr>
<td>1.1.8</td>
<td>C✓ / a mountain range popular for skiing holidays.</td>
<td>TA</td>
</tr>
<tr>
<td>1.1.9</td>
<td>B✓ / Both are natural sites.</td>
<td>CH</td>
</tr>
<tr>
<td>1.1.10</td>
<td>D✓ / South Africa – Inspiring new ways</td>
<td>M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.1.11</th>
<th>A✓ / dress code</th>
<th>TS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.12</td>
<td>D✓ / core duties</td>
<td>TS</td>
</tr>
<tr>
<td>1.1.13</td>
<td>D✓ / minimize the impact on the environment.</td>
<td>TS</td>
</tr>
<tr>
<td>1.1.14</td>
<td>A✓ / travel benefit</td>
<td>TS</td>
</tr>
<tr>
<td>1.1.15</td>
<td>D✓ / Wooden walkways are built around existing trees.</td>
<td>SR</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.1.16</th>
<th>A✓ / global summit</th>
<th>DRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.17</td>
<td>C✓ / Carrying large amounts of cash</td>
<td>DRI</td>
</tr>
<tr>
<td>1.1.18</td>
<td>D✓ / Civil wars</td>
<td>DRI</td>
</tr>
<tr>
<td>1.1.19</td>
<td>B✓ / global</td>
<td>DRI</td>
</tr>
<tr>
<td>1.1.20</td>
<td>C✓ / unforeseen occurrence</td>
<td>DRI</td>
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</tbody>
</table>

(20 x 1) (20)

1.2

<table>
<thead>
<tr>
<th>1.2.1</th>
<th>company stationery✓</th>
<th>TS</th>
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<tbody>
<tr>
<td>1.2.2</td>
<td>physical appearance of the business✓</td>
<td>TS</td>
</tr>
<tr>
<td>1.2.3</td>
<td>grooming✓</td>
<td>TS</td>
</tr>
<tr>
<td>1.2.4</td>
<td>promotes integrity✓</td>
<td>TS</td>
</tr>
<tr>
<td>1.2.5</td>
<td>uniform allowances✓</td>
<td>TS</td>
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</table>

(5)

1.3

<table>
<thead>
<tr>
<th>1.3.1</th>
<th>re-using✓</th>
<th>SR</th>
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</thead>
<tbody>
<tr>
<td>1.3.2</td>
<td>management of resources✓</td>
<td>SR</td>
</tr>
<tr>
<td>1.3.3</td>
<td>alien plants✓</td>
<td>SR</td>
</tr>
<tr>
<td>1.3.4</td>
<td>grey water✓</td>
<td>SR</td>
</tr>
<tr>
<td>1.3.5</td>
<td>handmade✓</td>
<td>SR</td>
</tr>
</tbody>
</table>

(5)

1.4

<table>
<thead>
<tr>
<th>1.4.1</th>
<th>D✓ / KwaZulu-Natal</th>
<th>DRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4.2</td>
<td>E✓ / Eswatini</td>
<td>DRI</td>
</tr>
<tr>
<td>1.4.3</td>
<td>A✓ / Philippines</td>
<td>DRI</td>
</tr>
<tr>
<td>1.4.4</td>
<td>B✓ / Madagascar</td>
<td>DRI</td>
</tr>
<tr>
<td>1.4.5</td>
<td>C✓ / Equador</td>
<td>DRI</td>
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</table>

(5)
1.5

<table>
<thead>
<tr>
<th>1.5.1</th>
<th>Mapungubwe Cultural Landscape ✓</th>
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</thead>
<tbody>
<tr>
<td>1.5.2</td>
<td>Barberton Makhonjwa Mountains ✓</td>
</tr>
<tr>
<td>1.5.3</td>
<td>Maloti-Drakensberg Park ✓</td>
</tr>
<tr>
<td></td>
<td>• uKhahlamba-Drakensberg Park</td>
</tr>
<tr>
<td>1.5.4</td>
<td>Cradle of Humankind ✓</td>
</tr>
<tr>
<td></td>
<td>• Fossil Hominid Sites of South Africa</td>
</tr>
<tr>
<td></td>
<td>• Maropeng</td>
</tr>
<tr>
<td>1.5.5</td>
<td>Robben Island ✓</td>
</tr>
</tbody>
</table>

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. ✓✓
- 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 ✓✓

2.1.3 World Health Organisation ✓✓
- WHO

2.1.4 Drink bottled water ✓✓
- 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. ✓✓
- A flight with a stop and a change of aircraft to get to the final destination.

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

OR
03:00 on Sunday ✓✓✓✓

2.2.3 Arrival at Frankfurt
Departure to South Africa | 12:00
| 16:00
| = 4 hours ✓✓

Time in transit

2.2.4 Frankfurt +1 | Johannesburg +2
| 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. ✓✓
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. (4)

[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
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. ✓✓ (4)

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
3.2.1 Fluctuation refers to the daily change of the value of one currency against other currencies. ✓ ✓✓
- 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)
- More employment will mean that more people become taxpayers.
- 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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Mecca ✓</td>
</tr>
<tr>
<td></td>
<td>• Kaabah</td>
</tr>
<tr>
<td></td>
<td>• Mosque</td>
</tr>
<tr>
<td>B</td>
<td>The Parthenon ✓</td>
</tr>
<tr>
<td>C</td>
<td>Dome of the Rock ✓</td>
</tr>
<tr>
<td>D</td>
<td>Blue Mosque ✓</td>
</tr>
<tr>
<td>E</td>
<td>Eiffel Tower ✓</td>
</tr>
<tr>
<td>F</td>
<td>Taj Mahal ✓</td>
</tr>
</tbody>
</table>

4.1.2 **Icon:**

The country is associated with the icon ✓ ✓ /Symbolises a country

• 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 ✓ ✓

• Lesser-known by the rest of the world
• Attract fewer tourists. (2 x 2)

4.1.3  

(a) **B – The Parthenon (Athens, Greece)**

The Parthenon is ruins of a temple on top of the Acropolis, a hill in Athens. ✓ ✓

It is a building characterised by pillars (columns). ✓ ✓

• 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)**

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.
• The name comes from the blue ceramic tiles on the inside walls.
4.1.4 **ONE unique feature of icon E:**

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.**

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 ✓✓

4.2.2 **ONE negative impact of mass tourism (over-tourism):**

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. ✓✓

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.
QUESTION 5

5.1 A - #Khomani Cultural Landscape ✓✓

B – Richtersveld Cultural and Botanical Landscape ✓✓

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 ✓✓
- Protection for future generations.

5.2.2 They take tourists on hunting expeditions and show them how to track the animals ✓✓
- 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. ✓✓
- 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. □ □ (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) (2)
- Meetings Africa (Johannesburg / Cape Town)
- Africa’s Travel Indaba (KwaZulu-Natal)
- World Travel Market – WTM (Cape Town)

6.3 Step 1: 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)

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

QUESTION 7

7.1 7.1.1 Good communication skills ✓✓
- 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 ✓✓
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. ✓✓
Regular payment of monthly salary/wage. ✓✓
- The salary is competitive within the sector.
- Working hours / meal breaks and overtime comply with the law
- Amounts deducted from the salary (e.g. UIF) are according to the law.
- Paid for overtime

7.2.2

<table>
<thead>
<tr>
<th>Working hours</th>
<th>Overtime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum working hours are specified, e.g. 45 hours per week. ✓✓</td>
<td>Hours worked over and above the required working hours. ✓✓</td>
</tr>
<tr>
<td>• Normal working hours are part of contractual obligation.</td>
<td>• Overtime hours are negotiated to a maximum of 10 hours per week.</td>
</tr>
<tr>
<td>• Working hours are paid at normal rates.</td>
<td>• Overtime is paid at a higher rate than ordinary working hours.</td>
</tr>
</tbody>
</table>
QUESTION 8

8.1 Infrastructure ✓✓
   Education ✓✓
   • Capacity building
   • Health
   • Sanitation
   • Guest contributions

8.2 Economic pillar ✓✓/profit
   Environmental pillar ✓✓/planet

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.

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.

[16]

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

QUESTION 9

9.1 9.1.1 northern

9.1.2 Higher fuel price
- Higher petrol price
- Increase in the price of crude oil

Limited supply of wheat
- Availability of wheat flour
- Increase in bread prices

9.1.3 Increased petrol prices will make long distance travel expensive and unaffordable. 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.

- Availability, frequency cancellations and increased cost of flights and other forms of transport will be affected.

9.2 9.2.1 Gauteng
Western Cape
Mpumalanga

NOTE: Must be in the correct order

9.2.2 Long travel distances from the major gateways of the country.
- 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. ✔ ✔
   • To get a benchmark for incentives for staff
   • To get a sense of how customers regard his business.

10.2 Chef and the team ✔ ✔

10.3 The ratings for the chef and the team were the highest. ✔ ✔
   The conduct and communication involving frontline staff received low ratings from the customers. ✔ ✔
   • 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. ✔ ✔
   • 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