



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2019

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 15 pages.

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	C✓/jet lag.	MTP
	1.1.2	C✓/Yellow Fever	MTP
	1.1.3	C✓/insurance	MTP
	1.1.4	A✓/2 litres of wine per person.	MTP
	1.1.5	B✓/positive impact on the buying power of inbound international tourists.	MTP
	1.1.6	B✓/North America	TA
	1.1.7	C✓/Floating Markets	TA
	1.1.8	C✓/Has a positive impact on the local community and the environment.	TA
	1.1.9	B✓/Robben Island	CH
	1.1.10	C✓/“Inspiring New Ways”	M
	1.1.11	A✓/CSI.	SR
	1.1.12	B✓/Social	SR
	1.1.13	D✓/logo	TS
	1.1.14	D✓/Contract of Employment	TS
	1.1.15	C✓/honest activities	TS
1.1.16	C✓/Hurricane	DRI	
1.1.17	D✓/South Africans travel to and spend money at the event.	DRI	
1.1.18	A✓/the bank cannot reverse the payment when the incorrect account number was entered.	DRI	
1.1.19	C✓/international airports	DRI	
1.1.20	B✓/Design an action plan to be implemented.	CC	
			(20 x 1) [20]
1.2	1.2.1	bank notes✓	DRI
	1.2.2	internet payment✓	DRI
	1.2.3	The Statue of Liberty✓	TS
	1.2.4	Spain✓	TS
	1.2.5	diversification✓	DRI (5)
1.3	1.3.1	natural disaster✓	DRI
	1.3.2	yellow fever✓	MTP
	1.3.3	Machu Picchu✓	TA
	1.3.4	Ayers Rock✓	TA
	1.3.5	unethical✓	SR (5)

1.4	1.4.1	E✓ /	About 70 000 people were evacuated in Puerto Rico because of a destructive tropical storm.	DRI	
	1.4.2	D✓ /	A man shot rounds of ammunition from his hotel room into a crowd of 22 000 tourists at a concert in Las Vegas.	DRI	
	1.4.3	A✓ /	In Mexico a tremor violently shook the earth surface for 20 seconds which caused buildings to collapse, leaving 370 people dead and 6 000 injured.	DRI	
	1.4.4	F✓ /	In May 2016 a flight from Paris to Cairo crashed into the Mediterranean Sea due to engine failure.	DRI	
	1.4.5	C✓ /	In Madagascar in 2017 there was an outbreak of the plague.	DRI	(5)
1.5	1.5.1	C✓		MTP	
	1.5.2	B✓		MTP	
	1.5.3	A✓		MTP	
	1.5.4	E✓		MTP	
	1.5.5	D✓		MTP	(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 BA623✓ MTP (1)
 • BA 623
 • British Airlines 623

2.1.2 The UK is already in the DST period and the departure time is reflected as the local time. ✓✓ MTP (2)
 • DST is the official time of the country during this period and displayed times will not revert back to non-DST times.
 • It will be confusing for tourists to have to add DST to departure times.

2.1.3 Original departing time: 19:00 MTP
 Two hour delay: + 2 hours
 New departure time: = 21:00 ✓✓ (2)

2.2 2.2.1

London (+1) DST included	Johannesburg (+2)
Time difference:	1 hour ✓
Departure time:	21:00 (+✓)1 hour time difference = 22:00✓ in South Africa
Flying time:	11 hours 22:00 (+✓) 11 hours = 09:00
Arrival in South Africa:	09:00✓ 11 May 2019✓

MTP (6)
 OR
 09:00 11 May 2019✓✓✓✓✓✓

2.2 2.2.2

Johannesburg (+2)	London (0)
Time difference:	2 hours✓
Time of the call:	17:00 (-)✓2 hour time difference
Daylight Saving time:	= 15:00 (+ 1hour✓) DST = 16:00
His coach will receive the call at 16:00✓ in London.	

MTP (4)
 OR
 16:00✓✓✓✓✓

OR

Johannesburg (+2)	London (0)
Daylight Saving time:	= London (+1) DST included ✓
Time difference:	1 hour ✓
Time of the call:	17:00 (-) ✓ 1 hour time difference
His coach will receive the call at 16:00 ✓ in London	

- 2.3 **Day 2** ✓ (itinerary format) or **11 May 2019** MTP (3)
Award ONE mark for the use of complete sentences in the itinerary ✓
Award ONE mark for paragraph format ✓.
- Land at OR Tambo International Airport in Johannesburg at 09:00. ✓ Proceed to the Domestic Terminal for the Kulula.com flight to Durban at 12:00. ✓ Arrive at King Shaka International Airport in Durban at 13:00. ✓ Transfer and check in to the Blue Waves Hotel using the hotel shuttle. ✓ Start with training session at 16:00. ✓ (5)
- Call the training manager at 17:00 to report on the surfing conditions.
 - All meals included at the hotel.
- 2.4 2.4.1 Unabridged birth certificate ✓ MTP (1)
• Birth certificate reflecting the names of both parents
- 2.4.2 Gareth paid an extra charge to the airline for carrying sporting equipment that had to be placed in the cargo hold ✓ ✓ MTP (2)
• Gareth was charged per kilogram for the sporting equipment.
- 2.4.3 They have to go through the security check point to ensure that no prohibited goods are carried onto the aircraft which could endanger the safety of other passengers. ✓ ✓ MTP (2)
• To ensure they abide by the international airports/aviation laws and regulations.
- 2.4.4 They must ensure that they keep their hand luggage with them at all times and not left unattended. ✓ ✓ MTP (2)
• They must not allow any stranger to have access to their hand luggage.
• They must never carry items in their hand luggage on behalf of other passengers.
• Allow their luggage to be searched by customs officials – it is for the safety of all passengers.
• Put a lock on hand luggage.

- 2.5 2.5.1 Firearms/Weapons✓
Medication ✓
Herbal products✓
• Gold coins
• Unprocessed minerals (e.g. gold, diamonds, etc.)
• Animals, plants and their products
- MTP (3)
- Note:** Do not accept examples of duty-free items
- 2.5.2 They had no prohibited /restricted goods to declare.✓✓
• The goods in their possession fall within the duty-free allowance.
• They are not in possession of any commercial goods (imported for trade purposes)
• They are not in possession of gifts, carried on behalf of others.
• They did not carry gifts in their baggage exceeding the value of R5 000,00.
- MTP (2)
- 2.6 Get vaccinated:
Find out about compulsory/recommended vaccinations before entering South Africa to avoid contracting dangerous diseases.✓✓
• Go to a doctor or travel clinic to be vaccinated before the trip.
• Carry vaccination documents with you on the trip.
- MTP (2)
- Note:** Accept examples of recommended vaccinations
- Eat and drink safely:
To avoid infections, do not eat food that does not look fresh as it could be contaminated. ✓✓
• Do not buy food from un reputable vendors.
- (2)
- Alternative responses:**
Keep away from animals:
Do not touch wild animals or animals that do not look healthy – risk of contacting rabies if bitten.
- Prevent bug bites:
Bugs can cause serious illness or discomfort, use insect repellent to protect against bug bites.
• Sleep under nets.
• Wear long trousers/pants and boots when hiking in long grass.
- Reduce exposure to germs:
• Germs can cause serious illness therefore wash hands regularly with warm water and soap.
• Apply waterless disinfectant to hands
• Apply disinfectant or rim covers to toilet seats
• Refrain from kissing strangers.

Note: Do not award marks for malaria as Durban is not located in a malaria area.

- 2.7 They should only use designated taxis ✓✓ MTP
 They should make sure they are not followed by unknown persons. ✓✓ (4)
- Do not accept help with luggage from anyone.
 - Make use of official help desks at the airport when lost.
 - Do not display money, expensive jewellery or cameras
 - Be aware of pick-pockets and protect bags and backpacks.
- [43]**

QUESTION 3

- 3.1 GBP 4 000,00 (x✓) 18,02✓ = ZAR 72 080,00✓ FX (3)
- 3.2 ZAR 2 000,00 (÷✓) 18,10✓ = GBP 110,50✓ FX (3)
- 3.3 Valid flight tickets✓ FX (1)
- Passport
- [7]**

TOTAL SECTION B: 50

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

4.1	4.1.1	Kremlin✓	TA	(1)
	4.1.2	Sydney✓	TA	(1)
	4.1.3	South America✓	TA	(1)
	4.1.4	Great Wall of China✓	TA	(1)
	4.1.5	Turkey✓	TA	(1)
4.2	4.2.1	Mayan✓	TA	(1)
	4.2.2	The wall was built as protection against enemies.✓✓	TA	(2)
	4.2.3	Disney World does not represent the USA only✓✓ • Some countries now also have a Disney World and it is not exclusive to the USA.	TA	(2)
4.3	4.3.1	Jordan✓	TA	(1)
	4.3.2	It is an ancient city which was only discovered in the last century✓✓ • It was only of recent that visitors were granted access to visit this attraction.	TA	(2)
	4.3.3	Trend The general trend is showing a decline from 2013 to 2015, however there seems to be an increase in 2016✓✓	TA	(2)
		Characteristics of Petra This massive hand-carved metropolis (city) shows rich artwork and provides a view into the ancient Nabatean civilization. ✓✓ • The “Rose City” is a honeycomb of handmade caves, temples, and tombs carved from pink sandstone in the high desert of Jordan some 2,000 years ago		(2)
		Positive impact Petra will generate a lot of income for the local community and set the multiplier effect into motion✓✓ • Increased publicity		(2)
		Threat The fragile structure can be vandalised and destroyed with mass tourism and filming✓ • Petra can be exploited by tourists and filming crews when they use and abuse the site. • Political unrest within the region can destroy the site.		(1)
		TWO ways how Petra can be protected Good responsible tourism signs are available✓✓ Entrance fees are charged to limit numbers✓✓		(2x2)

[24]

QUESTION 5

- | | | | |
|-----|---|----|-------------|
| 5.1 | A✓ | CH | (1) |
| 5.2 | C✓ | CH | (1) |
| 5.3 | KwaZulu Natal✓ | CH | (1) |
| 5.4 | Cape Floral Region ✓ | CH | (1) |
| 5.5 | It is the ancestral land of the nomadic(drifting) Nama cultural group✓✓ | CH | (2) |
| 5.6 | 5.6.1 Mapungubwe Cultural Landscape✓ | CH | (1) |
| | 5.6.2 Cradle of Humankind ✓ | CH | (1) |
| | • Fossil Hominid Site | | |
| | • Sterkfontein caves | | |
| 5.7 | iSimangaliso has natural flora, fauna and marine biodiversity ✓✓while Cape Floral region has only floral biodiversity✓✓ | CH | (4) |
| | | | [12] |

QUESTION 6

- | | | | |
|-----|--|---|-----|
| 6.1 | TOMSA✓ | M | (1) |
| 6.2 | Tourists ✓ | M | (1) |
| 6.3 | All tourism businesses stand to gain when there is an increase in foreign tourist arrivals, so it is only fair that all tourism businesses should be responsible for collecting the 1% tourism levy✓✓
If all tourism businesses collect the 1% tourism levy, it will increase the marketing revenue which means South African Tourism will have more money to market South Africa therefore increased foreign tourist arrivals.✓✓ | M | (4) |
| 6.4 | 6.4.1 Helps them to advertise their businesses on the South African Tourism's website.✓✓ | M | (2) |

- 6.4.2 South African Tourism is the country's national marketing body and therefore advertising on their website carries credibility for the tourism businesses✓✓ M
- Most people searching for information on South Africa will visit the official website for South Africa, therefore advertising on South Africa Tourism's website offers more guarantee that the business will get exposure✓✓ (4)
- South African Tourism advertises South Africa and tourism businesses on many platforms, so tourism businesses are given multiple opportunities to market their business
 - It will be more cost effective for tourism businesses to advertise on South African Tourism's website than in their own capacity.
- 6.5 Be an ambassador for South Africa✓✓ M (2)
- Travel domestically and support local tourism businesses
 - Tourism is everyone's business
- [14]**
- TOTAL SECTION C: 50**

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

- | | | | |
|-----|-------|---|-----------|
| 7.1 | 7.1.1 | <p>(a) Stationery which includes its slogan and logo creates brand awareness/loyalty and recognition. ✓✓</p> <ul style="list-style-type: none"> • It provides relevant, specific and valid information of the business e.g. contact details. • The branded stationery must be original and the information must be clear. • Facilitates communication and presents a sense of identity and pride to the different businesses. | TS
(2) |
| | | <p>(b) A memorable name is associated with trust which is earned over a period of time. ✓✓</p> <ul style="list-style-type: none"> • The name can create a powerful image which can increase the number of customers supporting the product or service. • It can become a household name through association. | TS
(2) |
| | 7.1.2 | <p>Employees who wear uniforms can project a professional image for the business. ✓✓</p> <p>Uniforms create brand awareness ✓✓</p> <ul style="list-style-type: none"> • It dictates quality and uniform standardisation. • Uniforms can save costs for both the employer and employee. | TS
(4) |
| 7.2 | 7.2.1 | <p>Logo ✓</p> <p>Name of the business card holder ✓</p> <ul style="list-style-type: none"> • Job description | TS
(2) |
| | 7.2.2 | <p>Locality of the agency cannot be determined as there is no address provided. ✓✓</p> <p>Customers who are keen to communicate and network with the travel consultant will not be able to contact her as no contact details are found. ✓✓</p> <ul style="list-style-type: none"> • There is no slogan (motto) that projects the ethos (value system) of the business. • Cannot be used as an effective referral tool as it lacks vital information. • No website/social media contact details • No email address | TS
(4) |

[14]

QUESTION 8

- | | | | |
|-----|---|--|---------------|
| 8.1 | 8.1.1 | Information on general operations of the lodge appear on sign boards rather than in information folders so as to limit paper usage. ✓✓ | SR

(2) |
| | 8.1.2 | Guests are given in-house newspapers printed out of recycled paper. ✓✓ | SR

(2) |
| | 8.1.3 | Old cooking oil is donated to a local farmer (who is their vegetable supplier) to produce bio diesel to run the delivery trucks. ✓✓ | SR

(2) |
| 8.2 | Donation of oil to the local farmer to produce diesel to run his delivery trucks. ✓✓ | | SR

(2) |
| | <ul style="list-style-type: none"> • Inclusion of the local craftspeople during the refurbishment of the hotels interiors. • Purchasing vegetables from the local farmer. | | |
| 8.3 | 8.3.1 | They promote and support responsible and sustainable tourism practices of tourism businesses in terms of economic, social and environmental factors in South Africa. ✓✓ | SR

(2) |
| | | <ul style="list-style-type: none"> • Ensures the tourism industry is fair and acts responsibly towards the local community. | |
| | 8.3.2 | (a) The employment of the local people for current and future Mountain Lodge projects must meet the minimum wage agreements. ✓✓ | SR

(2) |
| | | <ul style="list-style-type: none"> • Wage payments must be market related and aligned to the relevant wage bracket. | |
| | | (b) Ensure the health and safety of workers is always top priority. ✓✓ | (2) |
| | | <ul style="list-style-type: none"> • No child labour employment practices • No discrimination • Ensuring that labour practices are in keeping with the Labour Law Act. | |
| | | (c) Sharing of profits, benefits and losses must be clear in all business transactions. ✓✓ | (2) |
| | | <ul style="list-style-type: none"> • Employees must have access to information that concerns their participation in projects. • The ownership of the business transactions must be clearly defined. • Co-ownership with employees | |
| | | | [16] |

TOTAL SECTION D: 30

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

- | | | | |
|-----|-------|--|------------|
| 9.1 | 9.1.1 | <p>Both are sporting global events. ✓✓
Both are held every four years. ✓✓</p> <ul style="list-style-type: none"> • Soccer – the FIFA World Cup is soccer’s most prestigious tournament and is also one of the sporting codes in the Olympic Games. • Rio de Janeiro/Brazil was host to both. • Both bring countries of the world together on the sporting stage to compete and build mutual relationships. • Both belong to BRICS | DRI
(4) |
| | 9.1.2 | <p>Infrastructure improved to world-class standards. ✓✓
Proven organising abilities. ✓✓</p> <ul style="list-style-type: none"> • Improved core values of their societies. • Instilling pride in citizens. • Increase in both domestic and international tourism. | DRI
(4) |
| | 9.1.3 | <p>Increased media coverage and public relations. ✓✓</p> <ul style="list-style-type: none"> • Image benefits and economic spin-offs are gained. • There is a proven track record of hosting global events. • Infrastructure is in place and it will cost less to prepare for events of such magnitude in future for the countries. • More high-earning and -spending managers and ministers will visit the country before, during and after the event. • World leaders, delegations and decision makers that affect the global community will attend the event. | DRI
(2) |
| | 9.1.4 | <p>The safety and security plans of the host country will be scrutinised to ensure a successful event. ✓✓
An alternative BRICS country will be considered with a more stable political environment. ✓✓</p> <ul style="list-style-type: none"> • The additional security measures put in place to deal with unforeseen occurrences. • The viability of hosting the event with regards to safety, terrorism activities and protests/rioting. • Compromising the reputation of the selection committee if an incorrect decision was made. | DRI
(4) |

9.2	9.2.1	14 166 ✓✓ • 77.8% increase.	DRI	(2)
	9.2.2	An increase in income generated. ✓✓ • Because the numbers nearly doubled, it is expected that the income generated will also nearly double. • Increase in GDP • Job creation • Multiplier effect set in motion	DRI	(2)
	9.2.3	Increase the budget for marketing initiatives in Brazil promoting South Africa as a destination based on the increase in numbers. ✓✓ Create tour packages according to the Brazilian profile to attract Brazilians to South Africa and therefore increase expenditure. ✓✓ Negotiate for more direct flights from Brazil to South Africa can get more tourists to South Africa sooner than lengthy lay-over and multiple-stop international flights. ✓✓ • Encourage cheaper and more frequent flights to improve access to South Africa for more tourists from the Brazilian market to travel to South Africa. • Use social media to market South Africa by advertising other Brazilians' experiences in South Africa. • Host more roadshows in Brazil. • Aggressive marketing strategies by SATourism to showcase South Africa as a destination of choice in Brazil. • Tours organised with a Portuguese tour guide.	DRI	(6)
				[24]

QUESTION 10

10.1	It is received electronically as an E-survey/email. ✓✓ • It is received as a web-based response. • It is received as an internet review. • It is received through its website.	CC	(2)	
10.2	The tourist's satisfaction levels are determined. ✓✓ Word-of-mouth advertising can be determined. ✓✓ • Areas of strength can be determined and staff will be motivated. • Areas of weakness can be determined to improve in the tourism business. • To improve service delivery	CC	(4)	
				[6]
TOTAL SECTION E:			30	
GRAND TOTAL:			200	