



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2019**

**TOURISM  
MARKING GUIDELINE**

**MARKS: 200**

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This marking guideline consists of 12 pages.

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**SECTION A: SHORT QUESTIONS****QUESTION 1**

- |     |        |  |          |      |
|-----|--------|--|----------|------|
| 1.1 | 1.1.1  | C ✓                                      |          |      |
|     | 1.1.2  | D ✓                                      |          |      |
|     | 1.1.3  | A ✓                                      |          |      |
|     | 1.1.4  | A ✓                                      |          |      |
|     | 1.1.5  | D ✓                                      |          |      |
|     | 1.1.6  | B ✓                                      |          |      |
|     | 1.1.7  | B ✓                                      |          |      |
|     | 1.1.8  | B ✓                                      |          |      |
|     | 1.1.9  | B ✓                                      |          |      |
|     | 1.1.10 | B ✓                                      |          |      |
|     | 1.1.11 | C ✓                                      |          |      |
|     | 1.1.12 | D ✓                                      |          |      |
|     | 1.1.13 | A ✓                                      |          |      |
|     | 1.1.14 | C ✓                                      |          |      |
|     | 1.1.15 | C ✓                                      |          |      |
|     | 1.1.16 | B ✓                                      |          |      |
|     | 1.1.17 | D  |          |      |
|     | 1.1.18 | C ✓                                      |          |      |
|     | 1.1.19 | D ✓                                      |          |      |
|     | 1.1.20 | A ✓                                      | (20 x 1) | (20) |
| 1.2 | 1.2.1  | Blue Mosque ✓                            |          |      |
|     | 1.2.2  | Berlin Wall ✓                            |          |      |
|     | 1.2.3  | Black Forest ✓                           |          |      |
|     | 1.2.4  | Wailing Wall ✓                           |          |      |
|     | 1.2.5  | Jungfrau-Aletsch ✓                       | (5 x 1)  | (5)  |
| 1.3 | 1.3.1  | BSR ✓                                    |          |      |
|     | 1.3.2  | Multiplier effect ✓                      |          |      |
|     | 1.3.3  | Tokyo, Japan ✓                           |          |      |
|     | 1.3.4  | Limpopo ✓                                |          |      |
|     | 1.3.5  | Provide international payment networks ✓ | (5 x 1)  | (5)  |
| 1.4 | 1.4.1  | D ✓                                      |          |      |
|     | 1.4.2  | E ✓                                      |          |      |
|     | 1.4.3  | B ✓                                      |          |      |
|     | 1.4.4  | C ✓                                      |          |      |
|     | 1.4.5  | G ✓                                      | (5 x 1)  | (5)  |
| 1.5 | 1.5.1  | Prohibited goods ✓                       |          |      |
|     | 1.5.2  | Duty free goods ✓                        |          |      |
|     | 1.5.3  | Prohibited goods ✓                       |          |      |
|     | 1.5.4  | Duty free goods ✓                        |          |      |
|     | 1.5.5  | Goods to declare ✓                       | (5 x 1)  | (5)  |

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 London 0  
Madrid +1

**NOTE:** As both countries will be practicing daylight savings time at the time of the flight it is not necessary to take DST into account in the calculation as it does not make a difference in the answer.

Time difference: 1 hour ✓  
11:35 (+ ✓) 1 hour = 12:35  
12:35 (+ ✓) 2h25m = 15:00 ✓

**OR**

15:00 ✓✓✓✓ (4)

- 2.1.2 (a) South Africa +2  
Switzerland +1 (+1 hour DST ✓) +2  
No time difference ✓  
06:10 (- ✓) 10h45m = 19:25 ✓

**OR**

19:25 ✓✓✓✓ (4)

- (b) Switzerland +1  
Spain +1

**NOTE:** As both countries will be practicing daylight savings time at the time of the flight it is not necessary to take DST into account in the calculation as it does not make a difference in the answer.

No time difference ✓  
07:00 (+ ✓) 2h15m = 09:15 ✓ on 2 April ✓

**OR**

09:15 ✓✓✓ on 2 April ✓ (4)

- 2.1.3 (a) Extreme tiredness ✓ (1)
- (b) The tiredness is caused by sitting for a long period of time in an aeroplane. ✓✓ (2)

- 2.1.4 (a) South Africa ✓  
British ✓ (England) (2)
- (b) MICE ✓  
• MESE  
• Business tourist (1)
- (c) Air transport – flights ✓  
Rail transport – train ✓ (2)
- (d) Delegates most likely made use of hotel accommodation. ✓  
Motivation: Hotels offer business services that suit the profile of a MICE/MESE/business tourist. ✓✓ (3)
- (e) The flight landed on the next day, ✓✓ 2 April (2)
- 2.1.5 Passport ✓  
Visa ✓  
• Schengen visa (2)
- 2.1.6 (a) Red channel ✓ (1)
- (b) The delegate was carrying more alcohol than is allowed when entering a country. ✓✓  
• He was above the limit allowed when taking alcohol into a country.  
• He had to declare the wine at customs. (2)
- 2.1.7 In public places make sure that you ask advice from a trustworthy source. ✓✓  
Do not leave luggage unattended while at the station. ✓✓  
• Do not wear visible jewellery.  
• Carry cameras and bags over your shoulder.  
• Keep valuables tucked away where no one can see them or in a bag worn under your clothes.  
• Try not to carry large amounts of cash with you.  
• Be careful when using ATMs, report stolen/lost bank cards immediately.  
• Do not accept or carry packages for strangers.  
• Adhere to the safety regulations. (2 x 2) (4)

**[34]**

**QUESTION 3**

3.1 3.1.1  $R20\,000,00 \div \checkmark 18,36 \checkmark = \pounds 1\,089,32 \checkmark$

**OR**

$\pounds 1\,089,32 \checkmark \checkmark \checkmark$  (3)

3.1.2  $R15\,500,00 \div \checkmark 16,47 \checkmark = \text{€}941,11 \checkmark$

**OR**

$\text{€}941,11 \checkmark \checkmark \checkmark$  (3)

3.1.3  $\text{€}25 \times \checkmark 15,88 \checkmark = \text{ZAR}397 \checkmark$

**OR**

$\text{ZAR}397 \checkmark \checkmark \checkmark$  (3)

3.2 3.2.1 (a) 2018  $\checkmark$  (1)

- (b) When exchanging rand for euro in 2018 an international traveller would get less euro for his/her rand than in 2017 and 2016.  $\checkmark \checkmark$
- In 2018 a traveller would have had to pay more rand in exchange for one euro than in 2016 and 2017.
  - In 2018 a traveller would have paid R16,27 in exchange for one euro while in 2017 and 2016 he/she would have paid R14,77 and R14,44 respectively. (2)

- 3.2.2 A weakening rand will result in increased inbound tourism from European countries  $\checkmark \checkmark$  as visitors will receive more rand when exchanging their euro for rand.  $\checkmark \checkmark$
- South Africa will be perceived as a cheap destination resulting in an increase in European tourists.
  - Tourists from European countries will have greater buying power when visiting South Africa.
  - Tourists from European countries could consider lengthening their stay in South Africa.
  - Tourists from European countries could take part in more activities when in South Africa. (4)

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

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

### QUESTION 4

- 4.1 4.1.1 A – Statue of Liberty ✓  
B – Buckingham Palace ✓  
E – Taj Mahal ✓  
F – Ayers Rock/Uluru  
G – Sphinx ✓  
H – Chichén Itzá ✓ (6 x 1) (6)
- 4.1.2 C – Italy ✓/Vatican City State/Vatican City  
G – Egypt ✓ (2 x 1) (2)
- 4.1.3 E – Agra ✓  
F – Alice Springs ✓/Northern Territory/Uluru-Kata Tjuta National Park  
H – Yucatán Peninsula ✓ (3 x 1) (3)
- 4.1.4 C – Vatican City ✓  
D – Red Square ✓ (2 x 1) (2)
- 4.2 4.2.1 Game research ✓✓ (2)
- 4.2.2 Guests are offered a variety of safaris and experiences.✓✓  
The cuisine is of a high standard.✓✓  
The chefs take the guest's meal preferences into account.✓✓
- Personal butlers are assigned to guests.✓✓
  - The spa offers extended operating hours.
  - The spa facility has a deck with a view of the surrounding bush.
  - Evening activities are offered to guests.
  - An alternative transport option (via helicopter) is available when travelling to Shambala Private Game Reserve.
  - The accommodation on offer is luxurious.
  - The accommodation is set in picturesque and tranquil surroundings. (4 x 2) (8)

**NOTE:** *Answers should be in the form of a paragraph; bullets have been given for ease of marking.*

**[23]**

**QUESTION 5**

- 5.1 Mpumalanga ✓ (1)
- 5.2 Natural ✓✓ (2)
- 5.3 5.3.1 Criterion viii ✓✓
- “To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.” (2)
- 5.3.2 The site contains among the oldest sequence of volcanic and sedimentary rocks on earth. ✓✓
- The site contains among the best-preserved sequence of volcanic and sedimentary rocks on earth. ✓✓
- The site provides evidence of the earth's earliest life forms.
  - The site provides earliest evidence of the way continents were formed.
  - The physical and chemical characteristics of the rocks provide an unparalleled source of scientific information about the early Earth. (2 x 2) (4)
- 5.4 5.4.1 The site will receive national and international recognition which will result in an increase in visitor numbers. ✓✓
- Influx of visitors to the site will lead to increased tourism revenue. ✓✓
- An increase in tourist numbers will lead to the creation of job opportunities due to increased demand for services.
  - Increased visitor numbers will set the multiplier effect into motion.
  - There will be a boost in the economic activity lending itself to increased GDP and benefiting all tourism businesses in the area.
  - Partnerships will be formed amongst the various stakeholders.
  - The area may attract foreign investment. (2 x 2) (4)

**[13]**

**QUESTION 6**

- 6.1 Safari enthusiasts ✓✓  
 • Wild life enthusiasts (2)
- 6.2 It will increase the awareness of South Africa as a travel destination. ✓✓  
 It will increase the volume of arrivals from the United Kingdom (UK) travel market. ✓✓  
 • Showcasing South Africa as an attractive safari destination will result in increased inbound arrivals from the UK that will in turn set the multiplier effect into motion. (2 x 2) (4)
- 6.3 KLM provides a daily service to Johannesburg via Amsterdam from the targeted cities in the UK resulting in increased inbound tourism. ✓✓  
 Visits to game reserves will increase as, from Johannesburg, holidaymakers are within easy reach of many of South Africa's game reserves, which are home to the Big 5. ✓✓ (2 x 2) (4)
- 6.4 A 1% tourism levy is collected by the accommodation establishment from the paying guest and then paid over to the Tourism Business Council of South Africa (TBCSA) who then hands it over to TOMSA. ✓✓ TOMSA administers the funds and makes them available to South African Tourism who uses the funds to market South Africa as a tourist destination. ✓✓ (2 x 2) (4)
- [14]**

**TOTAL SECTION C: 50**



## SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 7

- 7.1 A contract of employment is an agreement between an employer and an employee outlining the conditions of the person's employment. ✓✓ (2)
- 7.2 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 (3 x 1) (3)
- 7.3 A code of conduct is a document that is unique to each workplace providing guidance to staff about acceptable behaviour. ✓✓  
 It gives guidance to staff about ethical matters. ✓✓
- It guides the relationship staff should have with their colleagues and clients.
  - It creates a co-operative atmosphere.
  - It promotes integrity in the workplace.
  - It ensures that all at the workplace are treated with respect.
  - It acknowledges different religious, cultural and social practices. (2 x 2) (4)
- 7.4 If the staff are professional it will create a good impression to their clients. ✓✓  
 Professional staff instil confidence in the business. ✓✓
- A professional appearance can result in the business being a success/positive word-of-mouth (WOM) advertising.
  - A professional appearance can result in the business gaining a competitive advantage over other businesses. (2 x 2) (4)

**[13]**

**QUESTION 8**

- 8.1 • **3 pillars of sustainable tourism:** people (social), ✓ planet (environment), ✓ profit (economic) ✓ (3)
- **People:** Members of the local community have experienced social upliftment through skills development and life skills support ✓✓
  - **Planet:** Waste reduction is ensured through recycling of tea bags ✓✓
  - **Profit:** Jobs are created; artists receive payment for every finished tea bag ✓✓ (6)

**NOTE:** *Candidates should write in paragraph format. Bullets have been given for ease of marking.*

- 8.2 Original Teabag Designs will purchase the goods that they require to make their finished products in the local community. ✓✓ This will ensure that the local economy is supported and that money generated remains in the local community. ✓✓ The multiplier effect will come into play resulting in an improved local economy. (2 x 2) (4)
- 8.3 Original Teabag Designs could apply for sustainable tourism certification to create an awareness of their business. ✓✓  
Original Teabag Designs could encourage joint socio-economic and environmental programmes to which tourists can contribute. ✓✓
- Original Teabag Designs could market themselves on responsible tourism marketing platforms. (2 x 2) (4)
- [17]**

**TOTAL SECTION D: 30**

## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

### QUESTION 9

- 9.1      9.1.1    Natural disaster ✓✓  
                  • Volcanic eruption (2)
- 9.1.2    • Tourists would cancel their trips due to safety fears. ✓✓  
                  • Tourism businesses would suffer a loss of revenue due to cancellations and a decrease in bookings. ✓✓  
                  • People working in tourism businesses might lose their jobs. ✓✓  
                  • Cruise operators would suspend their stops to the affected area. ✓✓  
                  • Attractions in the affected area would be forced to suspend operations.  
                  • The lava flow would have destroyed infrastructure e.g. roads and electricity supply.  
                  • The toxic gas released during the volcanic eruption would have reduced the air quality resulting in health problems. (4 x 2) (8)

**NOTE:** *Answers should be in the form of a paragraph; bullets have been given for ease of marking.*

- 9.1.3    Many tourists cancelled their trips to Hawaii because they did not realise that the impact of the eruption was isolated and that the rest of the Big Island or the other islands of Hawaii were still a safe travel destination. ✓✓  
                  • Media reports and social media created the impression that all the islands of Hawaii were affected by the eruption resulting in tourist cancellations and a decline in bookings. (2)
- 9.2      9.2.1    R1,7 billion ✓✓  
                  • R1,7 (2)
- 9.2.2    There was a growth in international tourist arrivals in quarter 1 of 2018 compared to quarter 1 of 2017. ✓✓  
                  There was an increase in the length of stay as international tourists stayed on average one night longer in quarter 1 of 2018 compared to quarter 1 of 2017. ✓✓ (2 x 2) (4)
- 9.2.3    The rand strengthened against major currencies in this quarter and this had a negative effect on tourist expenditure. ✓✓  
                  • Tourists received less of the local currency when exchanging their currencies. (2)

- 9.3 9.3.1 Preloaded foreign currency debit card ✓✓
- Cash Passport card
  - Travel Wallet
  - International Travel Card
- (2)
- 9.3.2 This payment method is convenient ✓✓
- Provides debit card functionality without linking to your bank account.
  - Prevents the cardholder from going into debt.
  - Can be reloaded with any amount of money online, over a smartphone or at any ATM worldwide.
  - Is PIN protected and therefore safer than carrying cash.
  - Less risk is involved as the card is not linked to your bank account.
- (2)
- [24]**

### QUESTION 10

- 10.1 Web based response ✓✓
- Internet
- (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 encourage the staff to perform better.
- (2)
- 10.3 Customer loyalty and repeat business ✓✓
- Improved public satisfaction
  - An edge over the competition
  - Reduced marketing budget
  - Increased sales
  - Fewer customer complaints
- (2)
- [6]**

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**