



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2024

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 17 pages.

INFORMATION FOR MARKERS

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	B✓/optional	MTP
	1.1.2	A✓/destination.	MTP
	1.1.3	C✓/resulting in a date change during travelling.	MTP
	1.1.4	B✓/cholera.	MTP
	1.1.5	B✓/travel clinic.	MTP
	1.1.6	D✓/England	FX
	1.1.7	B✓/Germany	TA
	1.1.8	A✓/The Great Wall of China	TA
	1.1.9	C✓/Niagara Falls	TA
	1.1.10	B✓/It facilitates universal access.	TA
	1.1.11	A✓/'Inspiring new ways'	M
	1.1.12	A✓/'Live South Africa' • C✓/'Alive with possibility'	M
	1.1.13	B✓/hunting with a bow and arrow.	CH
	1.1.14	B✓/responsible	SR
	1.1.15	A✓/Respect for company property	SR
	1.1.16	D✓/South Africa	DRI
	1.1.17	B✓/act of terror.	DRI
	1.1.18	C✓/Stats SA	DRI
	1.1.19	B✓/Shopping	DRI
	1.1.20	C✓/An internet connection and data are required.	CC
			(20 x 1) (20)
1.2	1.2.1	political✓	DRI
	1.2.2	recession✓	DRI
	1.2.3	money spent✓	DRI
	1.2.4	publicity✓	DRI
	1.2.5	land✓	DRI (5)
1.3	1.3.1	reduced✓	SR
	1.3.2	FTT✓	SR
	1.3.3	CSI✓	SR
	1.3.4	glass✓	SR
	1.3.5	the triple bottom line✓	SR (5)
1.4	1.4.1	B✓/ Mapungubwe Cultural Landscape	CH
	1.4.2	D✓/ Vredefort Dome	CH
	1.4.3	F✓/ Barberton Makhonjwa Mountains	CH
	1.4.4	C✓/ iSimangaliso Wetland Park	CH
	1.4.5	A✓/ Fossil Hominid Sites of South Africa	CH (5)

1.5	1.5.1	H✓	TS
	1.5.2	B✓	TS
	1.5.3	G✓	TS
	1.5.4	E✓	TS
	1.5.5	D✓	TS

(5)

TOTAL SECTION A: 40

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

2.1	2.1.1	<table><tr><td>London: 0 (+1 DST) +1</td><td>Paris: +1 (+1 DST) +2</td></tr><tr><td>Time difference</td><td>= 1 hour ✓✓</td></tr></table>	London: 0 (+1 DST) +1	Paris: +1 (+1 DST) +2	Time difference	= 1 hour ✓✓	MTP (2)
London: 0 (+1 DST) +1	Paris: +1 (+1 DST) +2						
Time difference	= 1 hour ✓✓						

2.1.2	Johannesburg: +2		Paris +1 (+1 DST✓) +2	MTP
	Time difference	= 0 hours		
	Local time in Paris	= 20:00 + 0 hours = 20:00		
	Departure time from Johannesburg	= 20:00		
	Flying time	= 11 hours		
	Arrival time and date in Paris	= 20:00 (+ ✓) 11 hours = 07:00 ✓ 19 July 2024 ✓		
	OR			
07:00 ✓✓✓ 19 July 2024 ✓			(4)	

2.1.3	The team had to adjust their watches ONE hour forward. ✓✓	MTP (2)
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OR

The team had no need to adjust their watches (no time difference between South Africa and France). ✓✓

2.1.4	(a) Jet fatigue ✓✓	MTP (2)
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	(b) It was a flight that did not cross many time zones. ✓✓	MTP (2)
	<ul style="list-style-type: none"> There is only one time zone difference between Johannesburg and Paris. 	

2.2	2.2.1	Schengen visa ✓	MTP (1)
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2.2.2	France was the first point (country) of entry into Europe. ✓✓	MTP (2)
	<ul style="list-style-type: none"> This is the country where they will spend most of their time. 	

2.2.3	This visa grants access to all the countries to be visited. ✓✓	MTP (4)
	It is convenient to apply for one visa that can be used for the three countries to be visited. ✓✓	
	<ul style="list-style-type: none"> It saves time to apply for a Schengen visa only instead of applying for three separate visas. It saves money to apply for a Schengen visa as only a single payment is made. Biometrics only need to be done once when applying for the visa. 	

- 2.3 2.3.1 Their official travel documents, e.g. passports, flight tickets ✓ MTP
Money (cash/cards) ✓ (2)
- Items of value e.g. jewellery, medication
 - Personal documentation
 - Electronic devices
- 2.3.2 **PARAGRAPH format:** MTP
Take personal responsibility against sun exposure. ✓✓
Use sunblock with a high sun protection factor (SPF). ✓✓
Wear protective hats/clothing/sunglasses ✓✓ (6)
- Limit exposure to the sun during the hottest part of the day.
Hire umbrellas or other protective structures, e.g., gazebos or tents where available.
 - Stay hydrated
- NOTE:** Award ONE mark for full sentences and paragraph format. (1)
- 2.3.3 Do not walk alone – commit to staying in groups. ✓✓ MTP
Avoid poorly lit areas. ✓✓ (4)
- Avoid isolated areas
 - Inform someone about their whereabouts.
 - Enquire from the hotel about safe places to explore.
 - Do not engage with or ask strangers for directions on the streets.
 - Keep emergency contact details on hand on a charged cell phone.
 - Keep valuables out of sight.
 - Do not display cell phones.
- 2.4 He carried items that needed to be declared. ✓✓ MTP
The items he carried exceeded the duty-free allowances. ✓✓ (4)
- He needed to pay tax on the items that exceeded the duty-free allowances.

NOTE: Accept examples and quantities of permissible items.

[36]

QUESTION 3

3.1 3.1.1 GBP ✓ FX (1)

3.1.2 EUR ✓ FX (1)

3.2 R 50 000 (\div ✓) 20.55✓ = €2 433,09 ✓ FX (3)

OR

€2 433,09 ✓✓✓

3.3 €75 (\times ✓) 20.52✓ = R1 539,00 ✓ FX (3)

OR

R1 539,00 ✓✓✓

3.4 3.4.1 Gross Domestic Product (GDP) is a measure of all the goods and services produced domestically over a specific time, usually in a year. ✓✓ FX (2)

3.4.2 The Olympic Games brought many tourists to France, resulting in an increase in foreign income earnings. ✓✓ FX (4)
The tourists made use of tourism products and services which generated income. ✓✓

- The demand for more products and services led to an increase in entrepreneurial opportunities.
- Increased employment opportunities, improved standard of living of the local people and infrastructural development.
- The multiplier effect was set into motion.

[14]

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING

- 4.1 4.1.1 (a) The Statue of Christ the Redeemer ✓ TA
The Great Pyramids of Giza ✓
Ayers Rock/Uluru ✓
• Uluru-Kata Tjuta National Park
Sydney Opera House ✓ (4)
- NOTE:** Accept any order
The full names of the icons must be identified with all the words in the correct order.
Do not accept partial names
Errors in the spelling of icons' names are acceptable if the names of the icons are recognizable.
- (b) Brazil ✓ TA
Australia ✓
Egypt ✓ (3)
- NOTE:** Accept any order
- 4.1.2 (a) Sydney Opera House ✓✓ TA (2)
- (b) Operas and music concerts/shows are held in the building. ✓✓ TA (2)
- 4.1.3 The Great Pyramids of Giza are located on the outskirts of Giza, Egypt. ✓✓ TA
The Great Pyramids of Giza were built more than 1 200 years before the rule of King Tutankhamen. ✓✓
The Great Pyramids of Giza were built as tombs for the pharaohs. ✓✓ (6)
- Pharaohs were buried with their valuable possessions in the tombs of the Great Pyramids of Giza.
 - The Great Pyramid of Giza is 147m tall.
 - The Egyptian people built the Great Pyramids of Giza.
 - The Great Pyramids of Giza is easy to access as there is well-developed road infrastructure leading to the icon.
- NOTE:** Accept all relevant facts in reference to **location and reasons why it is an icon.**
- 4.1.4 The **Statue of Christ the Redeemer** has become a symbolic protector of people. ✓✓ TA
- Like Jesus Christ, the statue protects the urban environment, the city and the people of Rio de Janeiro.
- Uluru/Ayers Rock** is a sacred place for the indigenous people. ✓✓ (4)
- The icon has spiritual significance for the local people.

- **Great Pyramids of Giza** is a sacred place for the indigenous people.
- The Great Pyramids of Giza is the burial site for the Egyptian pharaohs who are revered as gods.

NOTE: Accept any **reasons for visits to sacred and religious sites**. The names of the icons do not have to be mentioned.

- | | | | |
|-----|-------|--|---------------|
| 4.2 | 4.2.1 | A – Colosseum ✓
B – Leaning Tower of Pisa ✓
C – Venice ✓ | TA

(3) |
|-----|-------|--|---------------|

- 4.2.2 **A - Colosseum** TA

Ancient building with a large amphitheatre that could seat between 50 000 and 80 000 spectators. ✓✓

 - Built with many levels and arches

B - The Leaning Tower of Pisa

It is leaning (tilting) tower because it was built on unstable soil / foundation. ✓✓

 - The tower is mainly built of white marble, but limestone was also used in the construction.

C - Venice

Venice is a city built on water with bridges and canals connecting the buildings. ✓✓

 - The city was built with long wooden poles that were driven deep into the ground.
 - The poles went down through the soft silt and dirt to a layer of hard clay that was strong enough to hold up the buildings above.

(6)

NOTE: Accept all relevant facts in reference to the **design and build** of the icons.

[30]

QUESTION 5

- 5.1 A: Robben Island ✓✓ CH
B: Cape Floral Region Protected Areas ✓✓ (4)

NOTE: *The full names of the World Heritage Sites must be given in the correct order.*

Do not accept partial names

Errors in the spelling of World Heritage Sites' names are acceptable if the names of the World Heritage Sites are recognizable.

- 5.2 Nelson Mandela was imprisoned at Robben Island as a political prisoner. ✓✓ CH
Robben Island served as South Africa's maximum-security political prison from 1960 -1991. ✓✓ (4)
• It housed a prison, a hospital for socially unacceptable groups, and a military base.

NOTE: *Accept alternative responses about the South African history relating to Robben Island.*

- 5.3 UNESCO seeks to encourage the identification of global sites of outstanding value to humanity. ✓✓ CH (2)
• UNESCO is responsible for declaring and facilitating financial support to the identified sites worldwide.
• UNESCO facilitates the protection, preservation and education of people on the importance of global cultural and natural heritage.
• UNESCO monitors the condition of World Heritage Sites and compiles regular reports on the state of conservation.

[10]

QUESTION 6

- 6.1 6.1.1 He is a well-known rugby player and the captain of the Springbok rugby team. ✓✓ ^M (2)
- After the success of the World Cup, he became recognisable across the world.
 - Siya is an inspiring sports star.
- 6.1.2 To increase the annual volume of foreign arrivals to SA resulting in economic growth. ✓✓ ^M (4)
- To increase international awareness of South Africa as a destination of choice. ✓✓
- 6.2 6.2.1 ITB ✓✓ ^M (2)
- ITB (Berlin)
 - *Internationale Tourismus-Börse*
- 6.2.2 TOMSA collects the 1% levy from the contributors, hands it to TBCSA who administers it. The funds are made available to SATourism for international marketing. ✓✓ ^M (2)
- TBCSA administers the tourism levy collected and then makes it available to SATourism for marketing.
- [10]**

TOTAL SECTION C: 50

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

7.1 7.1.1 A contract of employment ✓✓ TS (2)

7.1.2 (a) 9 hours per day ✓✓ TS (2)
• 45 hours per week

NOTE: *Accept any 9-hour time frame*

(b) Lydia must be paid 1,5 times the regular rate for hours worked. ✓✓ TS (2)
• Overtime work is voluntary/agreed upon

7.2 7.2.1 The code of conduct will regulate how staff should behave while working on a cruise ship. ✓✓ TS (2)
• It also helps create a positive workplace environment as staff is aware of the rules.
• It guides employees on how to react/deal with sensitive situations in the workplace.
• It minimizes incidents of misconduct that could harm the cruise liner's image or reputation.

7.2.2 If a crew member does not show respect for cultural differences, they could face disciplinary action. ✓✓ TS (2)
• This might include a warning or reprimand from the management.
• Teamwork will be compromised.
• The crew member can face dismissal depending on the severity of the offence, thus impacting negatively on future employment opportunities.

7.2.3 Respecting the code of conduct encourages teamwork by setting clear rules for behaviour. ✓✓ TS (2)
• This creates trust and cooperation among team members.
• It reduces conflict and allows staff to focus on their work.
• It also boosts morale and productivity, making the work environment more positive and supportive.

[12]

QUESTION 8

- 8.1 8.1.1 Solar power uses sunlight to generate electricity. ✓✓ SR (2)
- Solar panels capture sunlight and convert it into electricity that can be used to power homes, buildings, and other things.
 - It is a clean and renewable energy source that helps reduce pollution and the reliance on fossil fuels.

- 8.1.2 (a) Environmental ✓✓ SR (2)
- Planet

OR

Economic

- profit

- (b) Social ✓ SR
- people

Economic ✓ (2)

- profit

OR

Environmental

- planet

NOTE: The pillar identified in QUESTION 8.1.2 (a) must not be repeated in QUESTION 8.1.2 (b).

- 8.1.3 It reduces the impact on the environment. ✓✓ SR
- Solar power is generated from sunlight and is a vast, renewable and cost effective resource. ✓✓ (4)
- The airport operations will not be affected by load shedding.
 - Solar energy is endless and produces no harmful pollutants when generating electricity.
 - Using solar panels instead of fossil fuels e.g. coal, oil and gas, will reduce the carbon footprint.
 - By harnessing sunlight, it preserves fossil fuels for the future and reduces the environmental impact of extracting fossil fuels and burning them.
 - Solar power is a sustainable and eco-friendly alternative to traditional energy sources.
 - It helps combat climate change, lessen air pollution, and conserve natural resources.

8.2	8.2.1	Business Operations	SR
		Reduces the business' reliance on fossil fuels through sustainable practices. ✓✓	
		Business operations can be cost-effective and partnerships with like-minded businesses can be fostered. ✓✓	(4)
		<ul style="list-style-type: none"> • Load shedding will not affect business operations. • The use of energy-saving lighting as well as smart building technologies sets an example thereby enhancing the public image and competitive edge of the business. 	
	8.2.2	Responsibility regarding climate change	SR
		Airports can use efficient technology that supports green initiatives. ✓✓	
		Use alternative fuels and electric vehicles on the tarmac and elsewhere at airports. ✓✓	(4)
		<ul style="list-style-type: none"> • Incorporate green initiatives at the airports giving them a competitive edge. • Enhancing environmental responsibility and awareness to climate change. 	
			[18]
		TOTAL SECTION D:	30

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

- 9.1 9.1.1 Summit ✓✓ DRI (2)
- 9.1.2 South Africa can develop trade relations with oil rich nations contributing to economic growth. ✓✓
These countries can assist in decreasing South Africa's reliance on fossil fuel sources. ✓✓ (4)
- It can promote partnerships so that challenges can be solved.
 - It can promote investment opportunities to increase economic growth.
 - Access to expert knowledge and skills development.
 - Apply for funding from BRICS Development Bank.
- 9.2 9.2.1 Flooding ✓✓ DRI (2)
- Storm
 - Natural disaster
- 9.2.2 (a) Damage to water treatment facilities or distribution facilities can lead to contamination of drinking water sources. ✓✓ DRI (2)
- Infrastructure damage, such as broken pipes can result in interruptions to the supply of clean water.
 - It can also affect the quality of water by allowing soil, debris, or harmful substances to enter the water supply.
- (b) Damage to infrastructure can delay emergency response efforts. ✓✓ DRI (2)
- It can cause communication problems and hinder the flow of information and coordination efforts between emergency responders.
 - It can disrupt the delivery of emergency supplies to the affected communities leading to the loss of lives.
 - It can limit access for relief workers to provide aid.

- 9.3 9.3.1 The need for actual cards is eliminated, resulting in a convenient, quick and an easy payment experience. ✓✓ DRI
Digital wallets allow for contactless and paperless payments globally. ✓✓ (4)
- Customers prefer using digital forms of payment for security, convenience, tracking of expenditure and addressing hygiene concerns.
 - Internet online-shopping made simple
 - Some digital payment apps offer you rewards such as discounts, cashback or points.
- 9.3.2 Using cash has become a security concern with the risk of theft or loss. ✓✓ DRI
Once lost/stolen it cannot be replaced. ✓✓ (4)
- Some businesses do not accept cash as a form of payment which lessens the receipt of counterfeit bank notes.
 - Cash handling fees are high.
 - Handling of cash is unhygienic.
- [20]

QUESTION 10

- 10.1 A customer survey is a method of collecting customer feedback. ✓✓ cc (2)
- It helps companies to identify areas of concern that needs to be corrected or improved.
 - It measures customer satisfaction after a tourism product or service has been used.
 - A tool that measures the level of service experienced by customers.
- 10.2 Analyse and capture the feedback to determine the level of service to the customers. ✓✓ cc (4)
- Group all the common complaints to identify the problem areas. ✓✓
- Initiate the intervention process to implement the action plan.
- 10.3 Analysing the survey responses will assist the company in improving service delivery. ✓✓ cc (4)
- The findings from the surveys will assist in developing an action plan to correct/improve products and services. ✓✓
- Positive word of mouth will lead to an increased number of customers.
 - Brand loyalty resulting in repeat customer visits to the tourism business.

[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200