



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2020



**TOURISM
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 12 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|--|----------|------|
| 1.1 | 1.1.1 | B ✓ | | |
| | 1.1.2 | B ✓ | | |
| | 1.1.3 | C ✓ | | |
| | 1.1.4 | D ✓ | | |
| | 1.1.5 | A ✓ | | |
| | 1.1.6 | A ✓ | | |
| | 1.1.7 | A ✓ | | |
| | 1.1.8 | D ✓ | | |
| | 1.1.9 | A ✓ | | |
| | 1.1.10 | C ✓ | | |
| | 1.1.11 | D ✓ | | |
| | 1.1.12 | D ✓ | | |
| | 1.1.13 | B ✓ | | |
| | 1.1.14 | B ✓ | | |
| | 1.1.15 | A ✓ | | |
| | 1.1.16 | C ✓ | | |
| | 1.1.17 | C ✓ | | |
| | 1.1.18 | C ✓ | | |
| | 1.1.19 | A ✓ | | |
| | 1.1.20 | B ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | Tower Bridge ✓ | | |
| | 1.2.2 | The Red Square ✓ | | |
| | 1.2.3 | The Great Wall of China ✓ | | |
| | 1.2.4 | Mount Everest ✓ | | |
| | 1.2.5 | The Sphinx ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | Yellow fever ✓ | | |
| | 1.3.2 | place copies of their passports in the check-in luggage ✓ | | |
| | 1.3.3 | www.greenglobe.com ✓ | | |
| | 1.3.4 | including big windows in the rooms ✓ | | |
| | 1.3.5 | transport and accommodation ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | B ✓ | | |
| | 1.4.2 | A ✓ | | |
| | 1.4.3 | F ✓ | | |
| | 1.4.4 | G ✓ | | |
| | 1.4.5 | D ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | B ✓/AARoadwatch.ie | | |
| | 1.5.2 | C ✓/travelstart | | |
| | 1.5.3 | E ✓/World Health Organisation | | |
| | 1.5.4 | A ✓/Google Street View | | |
| | 1.5.5 | D ✓/tripadvisor | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 2.1.1 South Africa +2
 Japan +9
 Time difference: 7 hours ✓
 18:00 – ✓ 7 hours = 11:00 ✓

OR

11:00 ✓✓✓ (3)

- 2.1.2 England 0
 Japan +9
 Time difference: 9 hours ✓
 13:50 + ✓ 9 hours = 22:50 ✓ on 8 September 2019
 22:50 + ✓ 11h40m = 10:30 ✓ on 9 September 2019 ✓

OR

10:30 ✓✓✓✓✓ on 9 September 2019 ✓ (6)

- 2.1.3 New Zealand +12 (+ 1 hour DST) +13
 Japan +9
 Time difference: 4 hours ✓
 16:50 + ✓ 4 hours = 20:50 ✓ on 9 September 2019
 20:50 – ✓ 11 hours = 09:50 ✓ on 9 September 2019 ✓

OR

09:50 ✓✓✓✓✓ on 9 September 2019 ✓ (6)

- 2.1.4 (a) Jet lag ✓ (1)

(b) Jet lag is caused by crossing many time zones when flying east to west or west to east. ✓✓ (2)

- (c) The management of the England rugby team could have ensured that all members of the travelling party:
 Got enough rest before departing from England. ✓✓
- Exercised on the airplane by walking up and down, standing and stretching.
 - Drank non-alcoholic beverages, especially water, before and during the flight.
 - Avoided consumption of caffeine and alcohol before and during the flight.
 - Tried to sleep during the flight.
 - Spend time in sunlight to reset the body's internal clock. (2)

- 2.1.5 Valid passport ✓✓
- Completed application form
 - Passport-size photograph
 - Complete flight schedule
 - Return air ticket
- (2)
- 2.1.6 Travellers will be faced with a red and a green channel at customs control. ✓✓ If the traveller has an item/items to declare he/she must choose to pass through the red channel. ✓✓ If the traveller has nothing to declare he/she must choose to pass through the green channel. ✓✓
- Travellers passing through the green channel can be stopped and searched by customs authorities. This means that when going through customs, travellers can be questioned by customs authorities and have their luggage scanned or searched for goods that may not be brought into the country.
- (3 x 2) (6)
- 2.2 2.2.1 Internet enabled device such as a smart phone or a tablet. ✓✓
- Internet connection
 - Travellers must download the app.
- (2)
- 2.2.2 The Waze app will encourage more travellers to stay in TGCSA graded establishments resulting in an increased awareness of the TGCSA. ✓✓
- Use of the app by travellers will result in a positive image for the TGCSA.
 - Non-graded establishments will be encouraged to have their establishments graded.
 - The TGCSA's client base will be increased.
- (2)
- 2.2.3 The Waze app will assist travellers to find graded accommodation, allowing them to plan their journey. ✓✓
- Travellers' budgets can be decreased due to lower fuel consumption as less time is spent driving in traffic searching for accommodation.
 - Use of the Waze app will assist travellers to enjoy a more positive, relaxed visitor experience.
- (2)

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QUESTION 3

3.1 $R22\,500,00 \div \checkmark 15,99 \checkmark = \text{€}1\,407,13 \checkmark$

OR

$\text{€}1\,407,13 \checkmark \checkmark \checkmark$ (3)

3.2 $R37\,800 \div \checkmark 14,22 \checkmark = \$2\,658,23 \checkmark$

OR

$\$2\,658,23 \checkmark \checkmark \checkmark$ (3)

3.3 $\text{£}17 \times \checkmark 18,07 \checkmark = \text{R}307,19 \checkmark$

OR

$\text{R}307,19 \checkmark \checkmark \checkmark$ (3)

3.4 3.4.1 Gross Domestic Product \checkmark (1)

3.4.2 If the GDP of South Africa is high, it is an indicator that the economy of South Africa is in a stable condition. $\checkmark \checkmark$

- If the GDP of South Africa is low, it is an indication that the economy of the country is unstable/declining. (2)

3.4.3 If the value of the Rand declines it means that inbound international tourists will receive more Rand when exchanging their currency. $\checkmark \checkmark$

This will result in more inbound international tourists visiting South Africa. $\checkmark \checkmark$

- When visiting South Africa these tourists will be in a position to spend more money and also lengthen their stay in South Africa.

(2 x 2) (4)

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

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

QUESTION 4

- 4.1 4.1.1 **C** – Mount Fuji ✓
D – Eiffel Tower ✓
E – Leaning Tower of Pisa ✓ (3 x 1) (3)
- 4.1.2 **F** – Rio de Janeiro ✓ (1)
- 4.1.3 (a) Mecca ✓✓ (2)
(b) Saudi Arabia ✓ (1)
(c) The Hajj ✓✓ (2)
- 4.2 4.2.1 Peru ✓ (1)
- 4.2.2 The number of visitors to Machu Picchu has increased significantly over the years. ✓✓
 - Visitor numbers to Machu Picchu continue to grow.
 - The actual number of visitors has exceeded the target number of visitors.
 - The increased number of visitors has caused damage to the site. (2)
- 4.2.3 Tripods ✓✓
Selfie sticks ✓✓
 - Baby cars
 - Backpacks not bigger than 40x35x25 cm (2 x 2) (4)
- 4.2.4 The prohibition of smoking will assist in the protection of the ecosystem of the Inca City. ✓✓
 Prohibiting tourists to walk on illegal routes will prevent damage to the environment. ✓✓
 Prohibiting the use of drones at the site will lessen noise pollution. ✓✓
 The prohibition of the feeding of animals will prevent their domestication. ✓✓
 - The prohibition of tripods will prevent damage to the surface of the Inca site.
 - The prohibition of heels will prevent damage to the surface of the Inca site.
 - The banning of plastic objects will help to prevent pollution at the Inca site.

NOTE: *Answers should be in the form of a paragraph; bullets have been given for ease of marking.* (4 x 2) (8)

[24]

QUESTION 5

- 5.1 A – Mapungubwe Cultural Landscape ✓✓
B – #Khomani Cultural Landscape ✓✓ (2 x 2) (4)
- 5.2 5.2.1 Climate change ✓✓
• Drought (2)
- 5.2.2 They have developed skills to find water that is a scarce resource.
(Examples include: They collect moisture by scraping and squeezing roots / when they are out hunting or travelling, they dig holes in the sand to find water / they carry water in an ostrich eggshell). ✓✓
They kill animals with a bow and arrow using poison made from plants or snake venom on the tip of the arrow. ✓✓
• They are excellent trackers.
• They are knowledgeable about the use of plants for medicinal purposes.
• They have developed the skill to gather edible plants for food.
• They respect the environment by taking only what can be replaced and only what they need. (2 x 2) (4)
- 5.3 Mining operations would result in damage to the environment ✓✓
• Mining operations would result in water, dust and noise pollution.
• Mining operations will result in damage to the infrastructure.
• Mining operations will result in a decline of visitors to the site.
• A decrease in visitors to the site will lead to a decline in tourism revenue.
• A decline in tourist numbers will lead to job losses due to a decrease in the demand for services.
• A decline in tourist numbers will have a negative impact on the multiplier effect.
• A decline in the tourism economy will lead to a decreased contribution to the GDP.
• The site will not attract foreign investment.
• Partnerships between various stakeholders might be threatened.
• UNESCO could place the Mapungubwe Cultural Landscape on its threatened or endangered list. (2)

[12]

QUESTION 6

- 6.1 An application (app) ✓✓
• Digital
• Electronic
• Internet
• Online (2)
- 6.2 The travel agents will become more knowledgeable about South Africa in order to create an awareness in their countries of South Africa as a travel destination. ✓✓
The travel agents who won the competition would be able to give their clients first-hand knowledge of South Africa as a destination of choice. ✓✓
It will encourage travel agents to sell South African travel packages to their clients designed by the wholesaler, MWTours. ✓✓
• It will encourage travel agents to promote the services of South African Airways to their clients. (3 x 2) (6)
- 6.3 Marketing South Africa internationally as a tourism destination of choice. ✓✓
Coordinating the marketing activities of role-players in the industry. ✓✓ (2 x 2) (4)
- 6.4 SATourism has used the logo designed by Brand South Africa in the marketing material for the campaign. ✓✓ (2)

[14]**TOTAL SECTION C: 50**

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

- 7.1 7.1.1 (a) C ✓✓ (2)
- (b) B ✓✓ / D (2)
- (c) A ✓✓ (2)
- 7.1.2 The readiness programme assists learners with school subject choices, career and lifestyle choices thus enabling them to make an informed choice about the career that they will follow and the type of life that they will lead. ✓✓ (2)
- 7.2 7.2.1 Visit the world class !Khwa ttu San Heritage Centre. ✓✓
Enjoy a San-Guided tour eBike tour to a San cultural village. ✓✓
(2 x 2) (2)
- 7.2.2 Sustainability ✓✓
Fair share ✓✓
- Democracy
 - Respect
 - Transparency
 - Reliability
- (2 x 2) (4)
- 7.2.3 Skills development through the ||Kabbo Academy can assist members of the San community to obtain employment in the hospitality industry. ✓✓
Artists and craftsmen from the local San community can earn an income from the sales of their products at the !Khwa ttu San Heritage Centre. ✓✓
Members of the San community can be employed to lead eBike tours. ✓✓
- Members of the San community can be employed at the !Khwa ttu San Heritage Site. (3 x 2) (6)
- 7.2.4 (a) The management of !Khwa ttu should consider renewable energy sources such as solar panels or wind turbines. ✓✓
Electrical devices should be switched off when not in use. ✓✓
- Water must be used sparingly; businesses can use greywater.
 - Leaking taps should be repaired, visitors should be encouraged to reuse towels and not have them washed after each use.
 - Visitors should be encouraged to shower, not bath.
 - Low flow shower heads should be introduced. (2 x 2) (4)



- (b) !Khwa ttu should market their destination on responsible tourism marketing platforms. ✓✓
Management of !Khwa ttu should ensure that their destination sets good examples in terms of environmental, social and economic practices. ✓✓
- Management of !Khwa ttu should ensure that their natural assets are well protected and conserved.
 - Management of !Khwa ttu should ensure that they uphold the three pillars of sustainable tourism. (2 x 2) (4)
- [30]

TOTAL SECTION D: 30



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

QUESTION 8

- 8.1 8.1.1 General unrest ✓✓
 • Anti-government protests (2)
- 8.1.2
- Increasing tourist concerns about safety led to hotel booking cancellations and a slump in bookings. ✓✓
 - Business tourists chose safer, more stable destinations to attend conferences and meetings, leading to a decrease in tourists. ✓✓
 - Festivals, sports competitions, conferences, exhibitions and trade fairs were cancelled due to the ongoing protests. ✓✓
 - Cancellation of flights at Hong Kong International Airport and other transport services that were disrupted had a negative impact on the hotel industry. ✓✓
 - Foreign governments advised their citizens to avoid travelling to Hong Kong.
 - Global media reports and social media posts of the anti-government protests influenced tourists to avoid Hong Kong.
- (4 x 2) (8)
- 8.1.3
- Reduce the number of staff members. ✓✓
 - Force hotel workers to work less days per week.
 - Introduce unpaid leave for staff. (2)
- 8.2 8.2.1 Australasia ✓
 Central and South America ✓
 Europe ✓
 North America ✓ (4 x 1) (4)
- 8.2.2 The trade relationship between South Africa and China has grown significantly. ✓✓
- The number of Chinese companies now operating in South Africa contributes to an increase in business travel.
 - The number of Chinese business travellers attending conferences in South Africa has risen.
 - There has been an increase in the number of individual Chinese investors visiting South Africa seeking business opportunities.
 - The South African government issues Chinese business travellers with a 10-year multiple entry visa within five days of their application.
 - China and South Africa's relationships are strengthened due to their BRICS membership. (2)

8.2.3 Statistics assist the tourism industry to understand and meet the needs of different types of visitors. ✓✓

- The data enables the tourism industry to identify tourism trends.
- Statistics enable the tourism industry to adjust their marketing strategies.

(2)
[20]

QUESTION 9

9.1 Feedback cards ✓✓

- Comment cards
- Comment box

(2)

9.2 Customers are kept waiting for long periods without receiving service from the staff member on duty. ✓✓

- The staff member on duty is not efficient.
- The staff member is ignoring the guests.
- Too few staff members are on duty.

(2)

9.3 Staff should be sent for regular in-service training courses to improve service delivery skills. ✓✓

Introduce regular supervision by managers. ✓✓

Have more staff on duty during peak times. ✓✓

- Introduce incentive programmes to motivate employees to improve service delivery.
- Introduce disciplinary procedures on staff not delivering acceptable service levels.

(3 x 2) (6)
[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200