



basic education

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
NOVEMBER 2022
MARKING GUIDELINES**

MARKS: 200

These marking guidelines consist of 15 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	B9 /Proof of vaccination	MTP	
	1.1.2	A9 /items to be declared.	MTP	
	1.1.3	C9 /8	MTP	
	1.1.4	B9 /on a long-haul flight.	MTP	
	1.1.5	B9 /higher than	FX	
	1.1.6	C9 /The Wailing Wall	TA	
	1.1.7	B9 /Jordan	TA	
	1.1.8	C9 /a mountain range popular for skiing holidays.	TA	
	1.1.9	B9 /Both are natural sites.	CH	
	1.1.10	D9 /South Africa ±Inspiring new ways	M	
1.1.11	A9 /dress code	TS		
1.1.12	D9 /core duties	TS		
1.1.13	D9 /minimize the impact on the environment.	SR		
1.1.14	A9 /travel benefit	TS		
1.1.15	D9 /Wooden walkways are built around existing trees.	SR		
1.1.16	A 9/global summit	DRI		
1.1.17	C 9 / Carrying large amounts of cash	DRI		
1.1.18	D 9 /Civil wars	DRI		
1.1.19	B 9 /global	DRI		
1.1.20	C 9 /unforeseen occurrence	DRI		
			(20 x 1)	(20)
1.2	1.2.1	company stationery✓	TS	
	1.2.2	physical appearance of the business✓	TS	
	1.2.3	grooming✓	TS	
	1.2.4	promotes integrity✓	TS	
	1.2.5	uniform allowances✓	TS	(5)
1.3	1.3.1	re-using✓	SR	
	1.3.2	management of resources✓	SR	
	1.3.3	alien plants✓	SR	
	1.3.4	grey water✓	SR	
	1.3.5	handmade✓	SR	(5)
1.4	1.4.1	D9 / KwaZulu-Natal	DRI	
	1.4.2	F 9 / Eswatini	DRI	
	1.4.3	A9 / Philippines	DRI	
	1.4.4	B9 / Madagascar	DRI	
	1.4.5	C9 / Equador	DRI	(5)

1.5	1.5.1	Mapungubwe Cultural Landscape 9	CH	
	1.5.2	Barberton Makhonjwa Mountains 9	CH	
	1.5.3	Maloti-Drakensberg Park 9 • uKhahlamba-Drakensberg Park	CH	
	1.5.4	Cradle of Humankind 9 • Fossil Hominid Sites of South Africa • Maropeng	CH	
	1.5.5	Robben Island 9	CH	(5)

TOTAL SECTION A: 40

- 2.3 2.3.1 Green channel ✓9 (2)
- 2.3.2 He has nothing to declare. 9 9 (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. 9 9 (4)
- 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.
- [29]**

QUESTION 3

- 3.1 3.1.1 Great British Pound ✓9 (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 9 9

- 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

3.1.5 $R55\,256 \div \checkmark 20.42 \checkmark$
 $= \text{GBP}2\,705.97 \checkmark$ (3)

OR

GBP2 705.97 ✓9 9

- 3.2 3.2.1 Fluctuation refers to the daily change of the value of one currency against other currencies. ✓✓ (2)
- 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. 9 9 (4) (6)

- More employment will mean that more people become tax payers.
- 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

- 4.1.4 **ONE unique feature of icon E:** TA (2)
It is a landmark in the city, Paris 9 9
 - 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.** TA (2)
Higher revenue and foreign currency earnings. 9 9
 - 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 9 9 TA (2)
- 4.2.2 **ONE negative impact of mass tourism (over-tourism):** TA (2)
Extra strain on the resources in the area e.g. water, electricity, sanitation. 9 9
 - 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. 9 9 TA (4)
Hiking trails are well demarcated (marked). 9 9
 - 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.

[30]

QUESTION 5

- 5.1 A - Æ . K R P D Q L & X O W X 9 9 O / D Q G V F D S H CH (2)
- B ±Richtersveld Cultural and Botanical Landscape 9 9 CH (2)
- 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 people9 9 CH (2)
- Protection for future generations.
- 5.2.2 They take tourists on hunting expeditions and show them how to track the animals. 9 9 CH (2)
- 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. 9 9 CH (
- 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.

QUESTION 6

6.1

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- 7.1 7.1.1 Good communication skills 9 9 TS (2)
- 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 9 9 TS
 The hotel has a website @TangoHotelsLtd. 9 9 (4)
- 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. 9 9 TS
 Regular payment of monthly salary/wage. 9 9 (4)
- The salary is competitive within the sector.
 - Working hours / meal breaks and overtime comply within the law
 - Amounts deducted from the salary (e.g. UIF) are according to the law.
 - Paid for overtime

7.2.2 TS

Working hours	Overtime
Maximum working hours are specified, e.g. 45 hours per week. 9 9	Hours worked over and above the required working hours. 9 9
<ul style="list-style-type: none"> • Normal working hours are part of contractual obligation. 	<ul style="list-style-type: none"> • Overtime hours are negotiated to a maximum of 10 hours per week.
<ul style="list-style-type: none"> • Working hours are paid at normal rates. 	<ul style="list-style-type: none"> • Overtime is paid at a higher rate than ordinary working hours.

(4)

[14]

QUESTION 8

- 8.1 Infrastructure 9 9 SR
Education 9 9 (4)
• Capacity building
• Health
• Sanitation
• Guest contributions
- 8.2 Economic pillar 9 9 /profit SR
Environmental pillar 9 9 /planet (4)
- 8.3 Local residents are employed by the tourism business. 9 9 SR
The tourism business buys supplies locally or makes use of local services. 9 9 (4)
• 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 9 9 SR
It assures tourists that the money that they spend at these establishments will benefit the local community. 9 9 (4)
• 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 northern9 9 DRI (2)

9.1.2 Higher fuel price 9 9

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QUESTION 10

- 10.1 The survey will help identify where and how he can improve his business and increase visitor numbers. 9 9 **cc** (2)
- To get a benchmark for incentives for staff
 - To get a sense of how customers regard his business.
- 10.2 Chef and the team 9 9 **cc** (2)
- 10.3 The ratings for the chef and the team were the highest. 9 9 **cc**
The conduct and communication involving frontline staff received low ratings from the customers. 9 9 (4)
- 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. 9 9 **cc** (2)
- 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