



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2018

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	B✓/Tourist visa	MTP	
	1.1.2	D✓/Carry copies of travel documents	MTP	
	1.1.3	C✓/customs	MTP	
	1.1.4	A✓/Daily	MTP	
	1.1.5	D✓/the economic recession in South Africa	FX	
	1.1.6	C✓/Eiffel Tower	TA	
	1.1.7	C✓/Mount Everest	TA	
	1.1.8	D✓/Mexico	TA	
	1.1.9	C✓/Auschwitz	TA	
	1.1.10	A✓/Machu Picchu limits the number tourists visiting the attraction	TA	
	1.1.11	B✓/treating all individuals in a respectful and fair manner	TS	
	1.1.12	D✓/the saving of resources for future generations	SR	
	1.1.13	A✓/chef's uniform	TS	
	1.1.14	D✓/core duties	TS	
	1.1.15	A✓/Environmental policies	TS	
	1.1.16	A✓/civilian conflict	DRI	
	1.1.17	C✓/Great eight countries	DRI	
	1.1.18	B✓/Game viewing and traditional dancing	DRI	
	1.1.19	C✓/satisfaction level of guests at the establishment	CC	
	1.1.20	D✓/Multiplier effect	DRI	
			(20 x 1)	[20]
1.2	1.2.1	UNWTO✓	MTP	
	1.2.2	Tower of London✓	TA	
	1.2.3	global sporting event✓	DRI	
	1.2.4	UTC✓	MTP	
	1.2.5	Brazil✓	DRI	(5)
1.3	1.3.1	Meals✓	DRI	
	1.3.2	air✓	DRI	
	1.3.3	London✓	DRI	
	1.3.4	gain ✓	DRI	
	1.3.5	climate change ✓	DRI	(5)
1.4	1.4.1	F✓	TA	
	1.4.2	D✓	TA	
	1.4.3	E✓	TA	
	1.4.4	A✓	TA	
	1.4.5	C✓	TA	(5)

1.5

1.5.1	1%✓
1.5.2	marketing✓
1.5.3	accommodation establishments✓
1.5.4	voluntary✓
1.5.5	tourists✓

M
M
M
M
M

(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1 2.1.1 Schengen ✓ Visa MTP
 • French Schengen Visa (1)
- 2.1.2 Valid passport ✓ MTP
 Bank statements / proof of sufficient funds ✓
 Proof of employment ✓ (3)
- Proof of accommodation
 - Proof of residence
 - Paid flight ticket
 - Proof of travel insurance
 - Completed visa application form
 - Letter of invite
 - Unabridged birth certificate (for minors)
 - Letter of consent from parents (for minors)

Note: Do not accept “passport” only.

2.1.3 (a)

France +1	Perth +8
Time difference	= 7 hours ✓
Opening ceremony in Perth	= 18:00 (+✓) 7 hours
	= 01:00 ✓
DST in France:	= 01:00 (-✓) 1hour DST = 00:00 ✓
OR 00:00 ✓✓✓✓ ✓	
NOTE: Do not accept 24:00	

Alternative method

France +1	Perth +8	
DST in France:	+1 (+1✓) hour DST = +2 ✓	MTP
Time difference	= 6 hours ✓	
Opening ceremony in Perth	= 18:00 (+✓) 6 hours = 00:00 ✓	
OR 00:00 ✓✓✓✓ ✓		(5)
NOTE: Do not accept 24:00		

(b)	South Africa +2	France +1	MTP
	Time difference	= 1 hour✓ = 20:00 (-✓) 1 hour	
	Time in South Africa	= 19:00✓	
	Flying time	= 19:00 (+✓) 11 hours = 06:00✓	
	DST in France:	= 06:00 + (1 hour✓)	
	Arrival time in France	07:00✓	(7)
	OR 07:00 ✓✓✓✓✓✓✓		

Alternative method

	South Africa +2	France +1	MTP
	Add DST in France	+1 (+1 hour DST)✓ = +2✓	
	Time difference	= 0 hours✓ = 20:00 (-✓) 0 hours	
	Time in France	= 20:00✓	
	Flying time	= 20:00 (+✓) 11 hours	
	Arrival time in France	07:00✓	
	OR 07:00 ✓✓✓✓✓✓✓		

- 2.2 2.2.1 France is practising DST, thus moving clocks one hour ahead. Therefore, there is no time difference between the two countries.✓✓
MTP (2)
- France is practising DST and both countries will be (+2) from UTC.
 - France is practising DST during this period, both countries will have the same time.

- 2.2.2 The fans do not have to adjust their watches to the local time.✓✓
The fans do not have to consider time differences when calling home.✓✓
MTP (4)
- Business operating hours in both countries would be the same.

- 2.3 2.3.1 Belgium ✓
Luxembourg ✓
Germany ✓
MTP (1)
(1)
(1)
- Switzerland
 - Italy

NOTE: Accept any combination of three countries that share borders with France, where rail can be used as a mode of transport.

- 2.3.2 Switzerland✓
MTP (1)

- 2.4 2.4.1 **Jet Lag: Long distances crossing multiple time zones** MTP
- Jet lag is caused by crossing multiple time zones travelling from east to west and vice versa on long haul flights. ✓✓
- Interference with the natural rhythm of the body due to crossing multiple time zones.
- Jet Fatigue: Long distances (no or few time zones)**
- Jet fatigue is caused by travelling long distances on long haul flights crossing no or only a few time zones. ✓✓ (4)
- General tiredness of the body due to a long haul flight.
- 2.4.2 (a) Fatigue/tiredness/sleepiness✓✓ MTP
- Swollen legs and feet✓✓ (4)
- Disorientation/confusion
 - Interruption of sleeping patterns/lack of sleep
 - Aching muscles
 - Headaches
 - Loss of appetite
- (b) Use sleeping aids - Blindfolds, ear plugs, neck rests and blow-up pillows are useful in getting quality sleep while flying✓✓ MTP
- Get enough exercise during the flight ✓✓ (4)
- Limit the use of alcohol/heavy meals
 - Get enough sleep before departure
 - Shower during stopovers
 - Drinking enough water during the flight

[38]

QUESTION 3

- 3.1 3.1.1 Euro ✓ FX (1)
 • EUR
 • €
- 3.1.2 (a) 30 Euros ✓ FX (1)
 (b) $30 (x \checkmark) (13.60 \checkmark) = \text{ZAR } 408.00 \checkmark$ (3)
- 3.2 3.2.1 $27 (x \checkmark) (16.00 \checkmark) = \text{ZAR } 432.00 \checkmark$ FX (3)
- 3.2.2 (a) He received more value in rand from the British tourist than the European tourist. ✓✓ FX (2)
 • The amount he received in tips in euro was more than the amount in tips he received in British pounds.
- (b) The gratuities received by the waitron set the multiplier effect in motion and gives the waitron more spending power in the local community, benefitting many business and households. ✓✓ FX (2)
- Note:** Accept examples related to the application of the multiplier effect

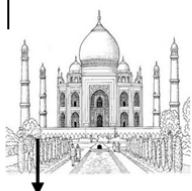


[12]**TOTAL SECTION B: 50**

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

QUESTION 4

- | | | | |
|-----|-------|--------------|--------|
| 4.1 | 4.1.1 | Taj Mahal✓ | TA |
| | 4.1.2 | Berlin Wall✓ | TA |
| | 4.1.3 | Ayers Rock✓ | TA |
| | 4.1.4 | Algarve✓ | TA |
| | 4.1.5 | New York✓ | TA |
| | 4.1.6 | Australia✓ | TA (6) |

OR

		4.1.2 B	E	R	L	I	N	W	4.1.3 A	L	L
									Y		
									E		
4.1.1 T					4.1.4 A	L	G	A	R	V	E
A									S		
J				4.1.5 N	E	W	Y	O	R	K	
M									O		
A									C		
H									K		
4.1.6 A		U	S	T	R	A	L	I	A		
L											

- | | | | | |
|-----|-------|--|----|-----|
| 4.2 | 4.2.1 | Incas✓ | TA | (1) |
| | 4.2.2 | South America✓ | TA | (1) |
| | 4.2.3 | It was built as a city for human settlement. ✓✓ | TA | (2) |
| | 4.2.4 | It would have been built high up in the mountains as a protective measure against other invading forces. ✓✓ | TA | (2) |
| | | <ul style="list-style-type: none"> The height of the mountains would have had a religious significance and therefore the positioning at the top of the mountains. | | |

- 4.2.5 They have renovated and upgraded their museum near Machu Picchu. ✓✓ TA
They are trying to get the artefacts back from Yale University. ✓✓
• They threatened a lawsuit against Yale University if they do not return the artefacts. (4)
- 4.2.6 **The disagreement surrounding the icon between Yale and Peru mentioned in the article.** TA
The Peruvians believe that they are the rightful owners of the artefacts as it was found in their country. ✓✓
Yale University believes they are the legal owners of the artefacts as they were the ones who bought the right to it from the Peruvian government. ✓✓
• The issue is over ownership of the artefacts. (4)

Note: *Two perspectives must be indicated – one from the Peruvian government and one from Yale university.*

ONE argument in favour of Peru's point of view

It is part of the Peruvian's ancient heritage and needs to be protected and sustained for their future generations. ✓✓

- At the time it was found, the Peruvians lacked knowledge on the value of the artefacts.
- They did not know about ownership rights.
- It is unfair to hold them now to something they had little or no knowledge about. (2)

Paragraph format

Complete well-constructed sentences were used, written as a complete paragraph without bullets or numbers. ✓ (1)

[23]

QUESTION 5

- 5.1 Cultural World Heritage Site ✓ CH (1)
• Cultural
- 5.2 Limpopo ✓ CH (1)
- 5.3 UNESCO was responsible for declaring the site a World Heritage Site. ✓✓ CH (2)
• It is inscribed as a World Heritage Site by UNESCO
• UNESCO is the controlling body of this site.
• UNESCO can be contacted with regards to the site
• Gives the site status and credibility

- 5.4 Evidence of an early human settlement in the form of a kingdom including palaces was discovered. ✓✓
An advanced early civilisation with evidence of iron age tools and artefacts showing economic prosperity. ✓✓
• Evidence of trading as an economic activity. (4) ^{CH}
- 5.5 The future generations will earn an income from tourist guiding or other economic activities at Mapungubwe Cultural Landscape. ✓✓
It traces the history of human development from iron age to present age enabling the future generations to reflect on the past and prepare for the future. ✓✓
• It can be used as a resource for scientific study by the future generations and development of skills. (4) ^{CH}
- [12]**

QUESTION 6

- 6.1 South African Tourism ✓
• SATourism M (1)
- 6.2 Addressing tourist safety in South Africa, will increase the number of tourists to the country. ✓✓
Change negative perceptions about the crime in SA and thereby increase profits of tourism businesses. ✓✓ (4) M
- 6.3 6.3.1 South African Police Services ✓
• SAPS
• Police services M (1)
- 6.3.2 TBCSA ✓
• Tourism Business Council of South Africa M (1)
- 6.4 The money collected from the levy is used to support and grow tourism in South Africa. ✓✓
Strengthening the potential of tourism businesses. ✓✓
• It offers incentives for tourism businesses.
• It provides viable platforms for marketing and networking opportunities for tourism businesses. (4) M
- 6.5 6.5.1 ITB ✓ M (1)
- 6.5.2 INDABA ✓ M (1)
- 6.6 Social media platforms ✓
Television ✓
• Radio broadcasts M
- Note:** Accept examples of social media platforms (2)
- [15]**

TOTAL SECTION C: 50

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

- 7.1 It guides employees on acceptable behaviour at the workplace to maintain order. ✓✓ TS
- To ensure that the company's operations run smoothly and the company remains profitable.
 - It is used by the travel agency to defend themselves in cases of legal action by employees. (2)
- 7.2 7.2.1 Increase in resignations resulting in additional recruiting, hiring and training costs for the company. ✓✓ TS
Increased absenteeism resulting in decreased production. ✓✓
- Reduced productivity from employees, as a loss of motivation will lead to no extra effort or extended working hours.
 - Poor service delivery to clients owing to disruptions when dealing with staff complaints.
 - Poor employee relationships. (4)
- 7.2.2 Low productivity levels amongst staff members. ✓✓ TS
They easily influence co-workers to adopt their same poor work ethics. ✓✓
- Other employees will have to carry the extra workload.
 - These employees will not be able to function effectively within a team
 - Creates feelings of animosity (bitterness) amongst employees. (4)
- 7.3 Refer the employees to the code of conduct. ✓✓ TS
Should the behaviour not improve, gather evidence on the unprofessional behaviour, in order to take it to the next level of intervention. ✓✓
- Set up a meeting with the offenders to discuss and resolve their unprofessional behaviour.
 - Termination of services in severe cases.
- NOTE:** Accept examples of different types of interventions. (4)

QUESTION 8

8.1	8.1.1	Swopping points for goods ✓✓ • trading	SR	(2)
	8.1.2	Teaching them trading skills. ✓✓ Teaching them to save to be able to afford their basic living expenses. ✓✓ Teaching them to make responsible choices in life. ✓✓ • Teaching them to practice sustainable living by earning an income.	SR	(6)
8.2	8.2.1	Buy locally made handcrafts and products. ✓✓ Respect the livelihood of local vendors by paying fair prices for their products. ✓✓ • Do not buy counterfeit (fake) products/ items prohibited by the destination's laws and regulations. • Support local businesses. • Empowering the local community to be self-sufficient.	SR	(4)
		<i>Note: Accept specific examples of ways to support local communities.</i>		(4)
	8.2.2	Reducing water and energy consumption whenever possible. ✓✓ Leave only a minimum footprint (no littering). ✓✓ • Respecting wildlife in their natural habitats. • Purchasing products that are not made from endangered plants or animals. • In protected areas, accessing only places that are open to visitors. • Remaining on designated hiking trails. • Make donations to support conservation programmes. • Volunteering in environmental projects. • Recycle, Reduce and Re-use	SR	(4) [16]
TOTAL SECTION D:				30

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

- 9.1 9.1.1 A hurricane is a natural disaster in the form of tropical storms with extreme wind, rain and weather conditions. ✓✓ DRI
- Tropical storms that cause damage to the environment and loss of life
 - It is an unforeseen natural disaster. (2)
- 9.1.2 The transport infrastructure (roads, airports, railway lines etc.) necessary for tourists to travel to the area needs to be repaired and rebuilt. ✓✓ DRI
- Accommodation infrastructure that was damaged needs to be reconstructed. ✓✓
- Funds are needed to repair damage to attractions in the affected areas.
 - The telecommunication and power networks need to be restored for the tourism industry to function optimally. (4)
- 9.2 Encouraging and promoting existing tourism events to generate income from the tourism industry for example the Oyster Festival. ✓✓ DRI
- Knysna was declared a disaster area by the government and as a result received extra funding for financial support in the recovery process. ✓✓
- The funding received can be used to rebuild priority infrastructure. ✓✓
- Local businesses can take the initiative to start the rebuilding process as soon as possible without giving up.
 - Local structures can be established to manage and control contributions made (financially and in kind) for rebuilding and alleviation initiatives.
 - Rebuilding of businesses can give them opportunities to improve the existing business. (6)
- 9.3 9.3.1 MasterCard ✓ DRI (1)
- 9.3.2 Credit card payment ✓✓ DRI (2)
- Debit card payment
- 9.3.3 (a) visitor volumes ✓ DRI (1)
- (b) The column on visitor volume is arranged from highest to the lowest number of visitors. ✓✓ DRI (2)

- 9.3.4 (a) Mozambique✓
• Maputo DRI (1)
- (b) United Kingdom✓
• London DRI (1)
- 9.3.5 Increase tourist volumes✓✓ DRI (2)
- Increase length of stay
 - Increase geographical spread
 - Aggressive marketing
 - Offer more affordable attractions/activities for tourists.

[22]**QUESTION 10**

- 10.1 When planning to travel, many tourists read reviews of other tourists and their experiences at these destinations. ✓✓ CC
- Customer reviews are listed alongside rates and booking options on online platforms.
 - Online feedback influences a tourist's choice of accommodation and other travel related products. (2)
- 10.2 10.2.1 Acknowledge (recognise) the positive feedback. ✓✓ CC (2)
- Express gratitude.
 - Reward the tourist for their written efforts.
- 10.2.2 Apologise for the inconvenience caused. ✓✓ CC (2)
- Indicate what the hotel has done since the visitor experience.
 - Offer compensation.
- Note:** Accept examples of different types of compensation.
- 10.3 It is an intervention process to restore the hotel's credibility and reputation. ✓✓ CC
- It shows potential tourists that the hotel deals with problems quickly and efficiently.
 - It demonstrates to tourists that the hotel values its customers and their opinions and acts accordingly.
 - A reputation of improved service delivery will draw more tourists.
 - If the reviews are left unattended on online platforms, the hotel will get fewer online bookings influencing their profitability.
 - The hotel shows tourists that they are serious about maintaining their professional image. (2)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200