



# basic education

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM  
NOVEMBER 2023  
MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 14 pages.**

**INFORMATION FOR MARKERS**

<b>TOPICS IN THE TOURISM CAPS</b>		<b>ABBREVIATION</b>
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	C✓/Schengen	MTP
	1.1.2	D✓/ Valid passport	MTP
	1.1.3	B✓/Cholera	MTP
	1.1.4	A✓/Accommodation	MTP
	1.1.5	B✓/Use a registered company's app to make the booking.	MTP
	1.1.6	D✓/to apply for an IDP	MTP
	1.1.7	D✓/The Kremlin and the Red Square	TA
	1.1.8	B✓/Poland	TA
	1.1.9	A✓/an attraction being successful.	TA
	1.1.10	C✓/Keeping visitors safe from criminals.	TA
	1.1.11	B✓/promote South Africa as a leading sports destination.	M
	1.1.12	D✓/TBCSA.	M
	1.1.13	B✓/diversity	CH
	1.1.14	B✓/core duties, fringe benefits and uniform allowances.	TS
	1.1.15	C✓/wears a clean, neatly ironed uniform.	TS
	1.1.16	D✓/ownership and participation by the local community	SR
	1.1.17	B✓/cycle race	DRI
	1.1.18	A✓/Cape Town	DRI
	1.1.19	B✓/natural disaster.	DRI
	1.1.20	C✓/length of stay at accommodation establishments.	DRI
			(20 x 1) (20)
1.2	1.2.1	UTC ✓	MTP
	1.2.2	prohibited goods ✓	MTP
	1.2.3	expiry date ✓	MTP
	1.2.4	jet lag ✓	MTP
	1.2.5	euro ✓	FX (5)
1.3	1.3.1	WHO ✓	MTP
	1.3.2	Yellow fever ✓	MTP
	1.3.3	malaria ✓	MTP
	1.3.4	Travel clinics ✓	MTP
	1.3.5	Covid-19 ✓	MTP (5)
1.4	1.4.1	G✓/corporate social investment (CSI)	SR
	1.4.2	E✓/environmental pillar	SR
	1.4.3	B✓/economic pillar	SR
	1.4.4	A✓/Fair Trade Tourism	SR
	1.4.5	D✓/social pillar	SR (5)

1.5	1.5.1	D ✓ • B	DRI	
	1.5.2	A ✓	DRI	
	1.5.3	C ✓	DRI	
	1.5.4	F ✓	DRI	
	1.5.5	E ✓	DRI	(5)

**TOTAL SECTION A: 40**

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

**QUESTION 2**

2.1 2.1.1 London 0 Cape Town +2 MTP  
Time difference is: 2 hours ✓✓ (2)

2.1.2

London 0	Cape Town +2	MTP
Departure time in London:	= 19:00	
Time in Cape Town:	= 21:00✓	
Flying time: 11 hours	= 19:00 (+✓) 11 hours = 06:00	
Time difference:	= 06:00 (+✓) 2 hours	
Arrival time in Cape Town	= 08:00✓	(4)

**OR**

<b>Alternative Method</b>	
Departure time in London:	=19:00 (+ ✓) 2 hours
Time in Cape Town:	= 21:00 ✓
Flying Time	= 21:00 (+✓) 11 hours flying time
Arrival time in Cape Town	= 08:00✓
<b>OR</b>	
08:00✓✓✓✓	

2.1.3 They wanted to go on sightseeing tours.✓✓ MTP  
They want to do shopping in Cape Town.✓✓ (4)

- They wanted Gordon to get some rest before the race and overcome jet fatigue.
- To acclimatise to the weather/altitude in Cape Town.
- They wanted to see the route before the race.
- To complete the formalities of the race registration and to collect the race number.
- To explore the Cape Town International Convention Centre.
- To get his equipment ready for the race e.g. buying a new bicycle and to train with the new bicycle.

2.2 2.2.1 (a) The green channel ✓ MTP (1)

(b) They had nothing to declare ✓✓ MTP  
Everything they carried was within the allowed limit according to customs regulations.✓✓ (4)

- They did not have anything illegal or prohibited items with them.

- 2.2.2 (a) South African Revenue Services ✓ MTP (1)
- SARS
  - Customs and Excise
  - Customs

**NOTE:** Do not accept police or security services

- (b) Control that visitors do not carry illegal and/or prohibited goods into the country. ✓✓ MTP  
 Ensure that restricted goods are within the permissible limits. ✓✓ (4)
- Ensure visitors pay customs duties as required.

2.3	South Africa: +2	New York: - 5	MTP
	Apply DST in New York	= (+1 ✓hour) DST	
		= - 4	
	Time difference:	= 6 hours	
		14:00 – 6 hours	
	Message received:	= 08:00✓	(2)
	<b>OR</b>		
	08:00✓✓		

- 2.4 Day 2: One adventure activity in Cape Town ✓✓ MTP  
 Day 5: One adventure activity in Cape Town ✓✓  
 Shopping: the new bicycle / cycling accessories on either day 1, 2 or 3 ✓✓ (6)

**NOTE:** Accept any example of adventure activities in Cape Town.  
 Do not accept the names of attractions, only the activities.

**[28]**

**QUESTION 3**

- 3.1 3.1.1 (a) Weak ✓ (1)

- (b) It is very expensive for South Africans to buy 1 USD/GBP ✓✓ FX (2)
- The USD/GBP is strong against the rand
  - The rand is weak against the USD/GBP

- 3.1.2 The exchange rate is very favourable for the British visitors. ✓✓ FX  
 The bicycle will be cheaper in South Africa as compared to a similar bicycle in London. ✓✓  
 They will save on airline charges to transport the bicycle from London to South Africa. ✓✓ (6)
- It is comforting for him not to worry about his bicycle getting lost /damaged *in transit*.
  - The British pound has more buying power than the rand.

3.1.3 The amount of money that a unit of currency can buy in another country, as compared to the value in one's own country. ✓✓ FX (2)

3.1.4 GBP3 000 (x ✓) 21.98 ✓ = ZAR65 940,00 ✓ FX (3)

**OR**

ZAR65 940,00 ✓✓✓

**NOTE:** Accept answers without indication of two decimal places or currency symbol or code

3.2 3.2.1 R18.80 ✓ on 15 March 2023 ✓ FX (2)

3.2.2 R16.80 ✓ on 14 January 2023 ✓ FX (2)

3.2.3 Political / Economic instability ✓✓  
High levels of corruption ✓✓ FX (4)

- Frequency of load shedding
- High levels of crime
- Low investor confidence / high inflation rates
- Distrust of leadership

**NOTE:** Accept examples of the reasons

**[22]**

**TOTAL SECTION B: 50**

**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE  
TOURISM, MARKETING****QUESTION 4**

- 4.1 4.1.1 (a) Bullfights ✓ TA (1)
- (b) The Statue of Liberty ✓ TA (1)
- (c) Floating Markets ✓ TA (1)
- (d) The Grand Canyon ✓ TA (1)

**NOTE:** Accept the name only

- 4.1.2 (a) The Statue of Liberty ✓ TA  
 • Icon A (2)  
 The Grand Canyon ✓  
 • Icon B
- (b) These sites are important for cultural, social and TA  
 economic benefits. ✓✓ (4)  
 They protect the historic and natural environment for  
 future generations. ✓✓  
 • Supports the social and cultural importance of the  
 local people which instils a sense of pride.  
 • They are sites that are considered as irreplaceable.  
 • They are judged as having significant value to a  
 nation or culture.
- 4.1.3 Vendors sell fresh fruit and vegetables on small wooden rowing TA  
 boats on the canals. ✓✓ (2)  
 • It offers an insight to Thai culture as it has been operating for  
 over 100 years.  
 • A unique shopping experience where a variety of fresh fruit  
 and vegetables can be bought from the boats.
- 4.1.4 It is one of the major tourist attractions. ✓✓ TA  
 People believe that it is a form of entertainment. ✓✓ (4)  
 • It is part of a centuries- old cultural practice.  
 • It is a traditional sport that should continue.  
 • It is unique to Spanish culture.  
 • It generates income and job opportunities.  
 • It contributes to the GDP of the country.
- 4.2 4.2.1 Continent – South America ✓ TA  
 Country – Peru ✓ (2)

**NOTE:** The continent must be written first OR it must be specified.



- 4.2.2 It is an ancient fortress city in the Andes Mountains. ✓✓ TA (2)
- It is a ruined city of the Inca Empire.
  - It is shaped like a sacred animal to the Inca people.
  - The site is known for its agricultural terraces which was designed by the Inca civilization.
  - The icon is considered as a masterpiece of architecture.
- 4.2.3 Local guides dependent on the revenue generated by tourism suffered. ✓✓ TA (4)
- Tour operators and other businesses dependent on tourism will suffer due to the lack of tourists. ✓✓
- The country can be seen as unsafe even after the protests have subsided.
  - Violent protests can damage the infrastructure which will hamper tourism.
  - Cost of repairing damaged infrastructure may delay the opening of the site to tourists.
  - Decrease in the Gross Domestic Product (GDP)

**[24]****QUESTION 5**

- 5.1 5.1.1. Cape Floral Region Protected Areas ✓✓ CH (2)
- Cape Floral Region
- 5.1.2 natural ✓✓ CH (2)
- 5.1.3 Western Cape ✓✓ CH (2)
- Eastern Cape
- 5.1.4 Robben Island ✓✓ CH (2)
- None
- NOTE:** Only accept “none” if the answer in QUESTION 5.1.3 is Eastern Cape.
- 5.2 5.2.1 Fynbos is unique to this region and tourists are drawn to see the fynbos. ✓✓ CH (2)
- As it is special to this WHS, it will be protected and tourists can be sure that it will continue to exist. It is a draw card for tourists to the area.
  - Different types of tourists will be attracted to this biome.
  - It can generate income for businesses operating in and around the area.

- 5.2.2 **Fires threaten the fynbos** CH
- The loss of fynbos will have a negative impact on tourism as many tourists will no longer be attracted to the area. ✓✓  
 Fires can destroy the nature trails, tourism infrastructure and neighbouring communities in this area. ✓✓  
 Irresponsible tourist behaviour can lead to loss of life. ✓✓ (6)
- As it takes many months to regrow, tourists will not be able to visit this area. This will lead to a loss of income.
  - Air quality is negatively affected.
  - Destruction of vegetation can lead to erosion.
- [16]**

**QUESTION 6**

- 6.1 South African Tourism ✓✓ M (2)
- SATourism
- NOTE:** Do not accept SAT
- 6.2 Meetings, Incentive, Conferences and Exhibitions tourists ✓✓ M (2)
- MICE tourists
  - MESE - Meetings, Exhibitions and Special Events
  - Business tourists
  - Education tourists
  - Bleisure tourist
- 6.3 ITB Berlin ✓ M  
 World Travel Market ✓ (2)
- WTM
- 6.4 International travel trade shows will increase networking opportunities. ✓✓ M  
 It will create awareness of South Africa as a travel destination. ✓✓ (4)
- Internationally South Africa will be seen as a welcoming host and a great value for money destination.
  - South Africa will be considered as a host country for other international events.
  - A positive experience can lead to positive publicity for South Africa.
  - Exhibitors at international travel trade shows will be exposed to all South Africa has to offer, which will persuade them to visit the country.
  - International travel trade shows will encourage investment opportunities for the country.
- [10]**

**TOTAL SECTION C: 50**

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

7.1 While in uniform, employees may not display any inappropriate behaviour that will bring an airline into disrepute. ✓✓  
It creates a sense of pride. ✓✓ TS (4)

- The company ensures that the employees wear clothes that suit the line of work (location and occupation)
- The design of the uniform is appropriate for the different cultures, religions or age groups.
- Uniforms are elegant, sophisticated and represent the airline.

7.2 Cabin crew ✓✓ TS (2)

- Flight attendant
- Pilot
- First officer

7.3 7.3.1 **Punctuality:** TS  
Cabin crew must:  
Report for duty on time. ✓✓ (2)

- Be able to manage their time
- Not be late as it will have an effect on the rest of the airline operation.

7.3.2 **The treatment of passengers:** TS  
The crew members may not be rude to passengers ✓✓ (2)

- Passengers should always be treated with respect
- Crew members should not become too familiar with passengers.
- Crew must be firm towards unruly passengers who threaten the safety of other passengers.

**NOTE:** Accept examples of the treatment of passengers

**[10]**

**QUESTION 8**

8.1 Sustainability ✓✓ SR (2)

**NOTE:** Do not accept the words 'sustainable tourism'

8.2 8.2.1 **Water management:** SR  
Capture and harvest rainwater in tanks ✓✓  
Dual-flush toilets in the bathrooms ✓✓ (4)

- Low flow shower heads in the showers
- Reuse grey water
- Use energy efficient appliances such as dishwashers and washing machines
- Re-use bath towels

**NOTE:** Accept examples of water management practices.

- 8.2.2 **Energy management:** SR
- The use of alternative energy sources and devices. ✓✓  
The use of trees and plants to create cool areas for guests to relax. ✓✓ (4)
- The use of electronic key cards that regulates electricity usage in the room
  - Using energy saving light bulbs
  - Use local products and services to save on fuel costs
  - Encourage tourists to use bicycles when exploring surrounding areas.
  - The use of large windows and skylights to allow for natural light during the day.
  - Use energy efficient appliances such as dishwashers, washing machines and cooling systems.
- NOTE:** Accept examples of energy management practices.
- 8.3 **Discussion on THREE positive impacts of tourism on the global economy** SR
- Tourism can generate job opportunities across all sectors. ✓✓  
Tourism generates income and it contributes to the GDP. ✓✓ (6)  
Tourism assists in the development of new infrastructure. ✓✓
- Maintaining and improving the existing infrastructure.
  - It can drive social and economic development.
  - Tourism can create entrepreneurial opportunities in many sectors in the economy.
  - Tourism can set the multiplier effect into motion.
  - Tourism business can adopt sustainable practices leading to a growth in the global economy.
- 8.4 If a business is aware of its carbon footprint, solutions can be found to lessen the impact on the environment. ✓✓ SR
- The businesses will become more serious about sustainability and will make the effort to change their operations thereby reducing the impact on the environment. ✓✓ (4)
- The business may qualify for certification as a green business that will give them the competitive edge.
  - The business will attract environmentally conscious tourists.
  - Facilitate collaboration amongst tourism businesses to share best practices.
  - Businesses must be given a trial period to test and integrate the Weeva system.
- [20]**
- TOTAL SECTION D: 30**

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

- 9.1 9.1.1 The extract refers to a continent as the event will jointly be hosted by three countries on the same continent, i.e. North America. ✓✓ DRI (2)
- 9.1.2 It will be the first time that three countries jointly host the event. ✓✓  
It will be the first time that 48 teams will be competing. ✓✓ DRI (4)
- 9.1.3 It attracts spectators and participants from across the globe. ✓✓  
The event will have a positive economic impact on all three host countries. ✓✓ DRI (4)
- It will attract interest from the media, sponsors and support staff travelling with all teams.
  - The event can reach millions of people through the broadcasting of the event worldwide.
- 9.1.4 More visitors will visit the countries ✓✓ DRI (2)
- Foreign exchange will be generated and shared by all countries.
  - More products and services will be needed
  - Jobs / entrepreneurial opportunities will be created
  - Increase in GDP for all host nations
  - Exposure and publicity of the countries will result in repeat visits
  - The multiplier effect will be put into motion
- 9.1.5 A multiple-entry visa will allow tourists to visit the three countries more than once, whilst the visa is valid. ✓✓ DRI (2)
- They will only need to apply for one visa to enter three countries.
- 9.2 9.2.1 United States ✓✓ DRI (2)
- USA
  - United States of America
- NOTE:** Accept the name of the market only.
- 9.2.2 The KNP is located within the borders of Mpumalanga and Limpopo. ✓✓ DRI (2)
- It is in close proximity to the park
  - It is the main attraction in both provinces.
  - People can enter the KNP from one province and leave the park through the other province.

- 9.2.3 It is more realistic to compare the numbers from 2018/2019 as these years reflect pre Covid-19 visitor numbers. ✓✓ DRI (2)
- The visitor numbers for the 2020/2021 season were not realistic because of the Covid-19 pandemic
- [20]**

**QUESTION 10**

- 10.1 10.1.1 The findings are valuable to all tourism business to retain its customer base. ✓✓ CC (4)  
The findings will show the company's weaknesses and serve as a guide for the business to develop its plan of action. ✓✓
- The findings will show the company where it can improve its level of service.
  - The findings will result in increased profitability.
- NOTE:** Accept examples from the infographic.
- 10.1.2 It means that it is much harder to win back a customer as it will take many attempts to do so. ✓✓ CC (2)
- These attempts will place extra strain on the company's financial resources.
  - Bad service can lead to a loss of customers. It will take time and effort to win back a customer.
  - A negative experience may result in the spreading of negative word of mouth, which can cost the company its reputation.
- 10.2 10.2.1 Apologise to the customer for the poor service and excuses. ✓✓ CC (2)
- Reassure the customer of his/her value to the business.
  - Assure the customer that it will not happen again.
- 10.2.2 The company can offer a form of compensation to the customer. ✓✓ CC (2)
- A manager can follow up with a personal call to the customer and apologise on behalf of the company.
  - The company can ask the customer to suggest ways on how to win back their loyalty.
- [10]**

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