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Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

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	D✓/An activity	MTP
	1.1.2	B✓/Jet lag is tiredness due to crossing many time zones and jet fatigue is tiredness due to a long-haul flight.	MTP
	1.1.3	D✓/Banking app	FX
	1.1.4	C✓/5 hours	MTP
	1.1.5	A✓/Daily fluctuation	FX
	1.1.6	B✓/Great Wall of China	TA
	1.1.7	A✓/providing wheelchairs at the entrance.	TA
	1.1.8	C✓/bring tourism infrastructure development to the local community.	CH
	1.1.9	D✓/Accommodation sector	M
	1.1.10	B✓/cultural	CH
	1.1.11	C✓/Give new computers to a local school.	SR
	1.1.12	A✓/FTT.	SR
	1.1.13	D✓/Publish their pledge to sustainable practices on their website	SR
	1.1.14	D✓/Gauteng	TS
	1.1.15	A✓/23:00 to 07:00	TS
	1.1.16	A✓/behaviour	TS
	1.1.17	C✓/Refuse the customer entry into the restaurant	DRI
	1.1.18	C✓/gathering of heads of state	DRI
	1.1.19	B✓/Personal information can be stolen when using a cellphone.	DRI
	1.1.20	C✓/Africa	DRI
			(20)
1.2	1.2.1	adventure✓	TA
	1.2.2	positive✓	TA
	1.2.3	Mpumalanga✓	CH
	1.2.4	buyer✓	M
	1.2.5	Niagara Falls✓	TA
			(5)
1.3	1.3.1	cultural✓	CH
	1.3.2	volume✓	M
	1.3.3	local✓	TA
	1.3.4	Roman✓	CH
	1.3.5	islands✓	TA
			(5)

1.4	1.4.1	C✓/Virtual tour	M	
	1.4.2	E✓/Internet	CC	
	1.4.3	A✓/Biometric scanning	CC	
	1.4.4	B✓/e-visa	MTP	
	1.4.5	D✓/Robotic housekeeping	TS	(5)
1.5		G✓/Own car (self-drive)	MTP	
		A✓/Hired car	MTP	
		H✓/Shosholoza Meyl	MTP	
		F✓/Sleeper coaches	MTP	
		D✓/Air travel	MTP	(5)

NOTE: Accept any order.

TOTAL SECTION A: 40

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

- 2.1 2.1.1 (a) Business tourist ✓✓ MTP (2)
- Leisure tourist
 - Bleisure tourist
 - Adventure tourist
 - Insta-traveller
 - Instagram influencer
 - Celebrity vlogger
- (b) She is travelling for work as a celebrity vlogger and Instagram influencer from which she generates an income. ✓✓ MTP (2)
- Insta-traveller: She uses the social media platform Instagram to post and share videos of her travel experiences.
 - Instagram influencer: She is influencing people all over the world who follow her and who want to visit the destinations on her posts.
 - Adventure tourist: She is adventurous and enjoys outdoor activities
- NOTE:** Reason must link to the type of tourist in 2.1.1 (a)
- 2.1.2 Elgin Valley will ensure she gets beautiful scenery for her videos and photos. ✓✓ MTP (2)
- Airstream trailer units with artist-themed bedrooms are unique and makes for excellent and unique video opportunities.
 - Open spaces, mountain paths, the lake and plenty of outdoor activities ensure she has many opportunities while capturing experiences in videos and photos for her Instagram posts.
- 2.1.3 The trailer is a unique type of accommodation. ✓✓ MTP (4)
- Each artist themed room is different and provides for unique photo and video opportunities. ✓✓
- She is travelling by herself and does not require a big area.
- 2.1.4 R1 895 X 4 nights = R7 580 ✓✓ MTP (2)
- 2.1.5 Day 2: Breakfast is served from 6:00 to 10:00. ✓✓ MTP (4)
- Morning at leisure, either taking photos of your room or the surrounding areas. ✓✓
- Day 2: Choose to take a packed breakfast on an early morning hike up one of the many mountain paths.

- 2.1.6 Unlimited access to Wi-Fi. ✓✓ MTP (2)
- Boost the internet signal strength
 - Provide the latest cloud technology facilities and applications (Apps).
 - Make photo shoot rooms with studio lighting and equipment available.
- 2.1.7 Valid passport ✓✓ MTP (2)
- Certificate showing a negative COVID-19 status
 - Proof of vaccination against COVID-19
- 2.1.8 The airline will check-in the camera equipment as part of her checked luggage and label as fragile. ✓✓ MTP (2)
- The airline will allow her to take the camera equipment as part of the carry-on (hand) luggage.
- 2.2 2.2.1 (a) MI 142 ✓✓ (2)
- 142
- (b) The 'A' refers to a window seat. ✓✓ (2)
- The A refers to a seat next to the window.
- (c) It is summer in South Africa so she must pack clothes to suit the season. ✓✓ (2)
- Pack summer clothes/sun protection to accommodate the weather.
 - The warm clothes she is wearing in Madrid will not be suitable for the South African weather.

2.2.2	Madrid +1		South Africa +2	MTP
	Time difference	= 1 hour✓		
	Time in South Africa	= 17:00 (+✓) 1 hour		
	Flying time	= 18:00✓		
		= 18:00 (-✓) 11 hours		
		= 07:00 ✓		
		15 November 2021✓		
	OR			
	• 07:00 15 November 2021			
	✓✓✓✓✓✓			

(6)

2.3 YES

MTP

Destination countries can now safely re-open their borders for inbound international tourists without fear of mass COVID-19 transmission. ✓✓

Reduce the strain on the health care system of the destination country. ✓✓

(4)

- Will promote freedom of movement without fear of infection and transmission.
- Promote international travel because of wide spread vaccination programmes and campaigns.

OR**NO**

Tourists who do not want to be vaccinated will not be able to travel internationally. ✓✓

The requirement of a COVID-19 passport for international travel can be regarded as discrimination and infringement on human rights. ✓✓

Tourists may not want to get vaccinated because there may be a misconception that it is a fraudulent exercise.

NOTE: No marks are awarded for YES or NO.

[38]**QUESTION 3**

3.1 3.1.1 ZAR50 500 ÷ ✓ 17.88 ✓ = EUR2 824.38 ✓

FX (3)

OR

EUR2 824.38 ✓✓✓

3.1.2 EUR200 (x) ✓ 17.12 ✓ = ZAR3 424.00 ✓

FX (3)

OR

ZAR3 424.00 ✓✓✓

3.2 3.2.1 Foreign currency spending ✓
Port taxes ✓

FX (2)

NOTE: Accept examples for the answers above

3.2.2 South Africa will now be able to generate foreign income earnings that will contribute to stimulating the economy and boosting GDP growth. ✓✓

Foreign income earnings will now set the multiplier effect in motion. ✓✓

(4)

- New jobs are created in South Africa's ports
- Existing workers are being re-instated in their previous positions.

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

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

QUESTION 4

4.1	4.1.1	Icon	Full name of the icon	Country	
		A	The Sphinx✓	Egypt✓	TA
		B	The Leaning Tower of Pisa✓	Italy✓	TA
		C	Ayers Rock ✓ • Uluru Kata Tjuta National Park	Australia✓	TA (6)

- 4.1.2 C✓✓ TA (2)
- Ayers Rock
 - Uluru Kata Tjuta National Park

- 4.1.3 It is the world's largest monolith. ✓✓ TA (2)
- The reddish colour on the sandstone changes as the reflection of the sun changes.
 - It is a sacred site to the Aboriginal people.

- 4.1.4 The face of the Sphinx resembles a Pharaoh's face. ✓✓ TA (2)
- The royal families or kings (Pharaohs) built pyramids as burial chambers and the Sphinx was built nearby as a protector of the area.

- 4.1.5 The tower is leaning ✓✓ TA (2)
- The Tower leans a few degrees to its side due to unstable soil yet has not toppled over for centuries.

- 4.2 4.2.1 Rome ✓ and Italy ✓ TA (2)

NOTE: Accept any order

- 4.2.2 (a) The ancient nature of the Colosseum must be protected and no modern additions should be made. ✓✓ TA (2)
- The historical remains of the site from 2 000 years ago must be left as original, authentic and intact as possible for future generations.

- (b) The site needs to be developed, bringing in modern elements to a historic site like the Colosseum. ✓✓ TA (2)
- Benefits and experiences must be enhanced to give tourists a better understanding of the Colosseum therefore attracting more tourists.
 - The new, modern floor will protect and conserve the ancient building structures underneath the floor.
 - How the site used to be in the past with a wooden floor will be restored in the present.

- 4.2.3 When the actual number of visitors (7.6 million) exceeded the expected numbers for 2019. ✓✓ TA (2)
- When the income generated from 7.6 million tourists exceeded the targeted income.
- 4.2.4 They have taken the initiative to start with the renovations and upkeep of the Colosseum. ✓✓ TA (4)
- Rainwater is collected. ✓✓
- Public bathrooms use rainwater collected onsite.
 - Water damage is minimised by reducing the load of water on the floor when it rains.
 - The wooden planks can be turned to allow natural light and air to flow into the underground spaces.
 - The wooden planks can be closed to protect the underground structures from bad weather conditions.
- 4.2.5 The authorities are expecting tourism visitor numbers to increase in 2023. ✓✓ TA (4)
- The tourist numbers are currently low due to COVID-19 and it is easier to do renovations. ✓✓
- The renovations to the floor will assist in the recovery initiatives to restart, ignite or recover the tourism industry.
 - Construction during peak times can clash with tourism activities but now it can take place concurrently before tourism increases.
 - The new floor will help to increase tourist numbers by giving tourists a better sense of the Colosseum during the times of the gladiators.

[30]**QUESTION 5**

- 5.1 5.1.1 Ten ✓✓ CH (2)
- 10
- 5.1.2 Vredefort Dome ✓✓ CH (2)
- Cape Floral Region Protected Areas
 - Fossil Hominid Sites of South Africa
 - Cradle of Humankind
- 5.1.3 Gives feedback and suggestions to improve nomination information in the file. ✓✓ CH (4)
- Visits and evaluate the site for its universal value. ✓✓
- Meets as a committee to discuss findings and make decisions.
 - Announces newly-declared World Heritage Sites and adds these sites to the list on their website.
 - Regular on-site inspections to ensure standards are being maintained.

- 5.2 5.2.1 The golden rhino is an item crafted by the ancient Mapungubwe civilisation. ✓✓ CH (2)
- It symbolises gold and other trade the Mapungubwe people had with other parts of the world.
 - The golden rhino was buried with the king, showing a civilisation with a social structure.
- 5.2.2 The Nama people were nomadic (moved around seasonally), moving their housing with them. ✓✓ CH (2)
- It is part of the past lifestyle and oral traditions of the Nama people that is still practised and protected.
 - The mats used to build the huts, help to regulate the intense heat that is experienced in the area.
- [12]**

QUESTION 6

- 6.1 Germany ✓✓ M (2)
- 6.2 Market South Africa as a destination of choice. ✓✓ M (2)
- Position South Africa as a safe, affordable, value-for-money destination.
 - Exhibitions to showcase South Africa's tourism offerings to over 180 countries.
 - Give small tourism businesses and emerging entrepreneurs the opportunity to market internationally.
 - Represent South Africa's tourism businesses and organisations.
 - Network with tourism professionals and key players from the global tourism industry.
- 6.3 The tourism businesses that attended the ITB are from across all nine provinces in South Africa. ✓✓ M (2)
- Representation of South Africa's uniqueness and cultural diversity are from all areas in South Africa.
 - Marketing benefits will flow to all nine provinces of South Africa.
- 6.4 Increasing recognition of South Africa as a tourism destination and the packages on offer. ✓✓ M (2)
- Coordinating the various tourism products and offerings under one familiar banner.
 - Always ready to reinvent and reignite the South African tourism industry.

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

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

- 7.1 7.1.1 (a) Behaviour✓ TS
TS
(b) Appearance✓ TS
TS
(c) Verbal communication: ✓ TS
• Face to face TS
(d) Body Language✓ TS
TS
(e) Verbal communication: ✓ TS (5)
• Social Media
• Electronic
- 7.1.2 The customers will take their business elsewhere because they do not trust the image portrayed by the workers. ✓✓ TS
The employee mirrors the image of the business, so the appearance creates customer perceptions that will not meet their expectations. ✓✓ (4)
• Due to customers' negative perception of the tourism business, the customer may decide to scale down on their business transactions with the company.
- 7.1.3 **AGREE/YES** TS
The interviewers will be able to see how serious/committed this applicant is to get the job. ✓✓
The interviewers will see if the person will fit into the profile of the company. ✓✓ (4)
• The applicant will show respect for the company's profile and policies, even before he/she is appointed.
- OR**
- DISAGREE/NO**
The applicant has freedom of expression and can dress anyway they want. ✓✓
The company's dress code must be flexible enough to allow for any expression of individuality. ✓✓
• If the company does not like the appearance of the applicant, he/she has the right to decide whether or not to work for the company.

NOTE: Accept well-motivated answers that reflect a willingness to adhere to the company's profile/policies OR express a need for individuality.

- 7.2 7.2.1 Josephine should have a logo designed that will convey a professional image for the beauty salon. ✓✓ ^{TS} (2)
- Josephine must decide on the focus or theme of her beauty salon which should be reflected in the logo.
 - As the business grows and becomes popular / recognisable, the logo will be associated with the beauty salon.
- 7.2.2 Josephine should select an appropriate name for the spa which makes sense to the customers. ✓✓ ^{TS} (2)
- The name should be easy to remember and must say something about the business.
- [17]**

QUESTION 8

- 8.1 Roots✓ ^{SR} (1)
- Hakatours
- 8.2 A way of doing business in tourism that impacts positively on people, profitability of the business and the planet. ✓✓ ^{SR} (2)
- A way of doing business in tourism that impacts positively on communities (societies), on the economy and on the environment.
- 8.3 Alien species are usually water-intense and will need more water than indigenous species. ✓✓ ^{SR}
- Indigenous species are better adapted to local climate and environment and will grow better. ✓✓ (4)
- Planting indigenous trees are part of their sustainable practises on the farm.
 - Alien species are invasive and impacts negatively on the growth of endemic (indigenous) plants, and are therefore removed rather than planted.
- 8.4 Planting of indigenous trees: Environmental (planet) pillar✓✓ ^{SR}
- Use of local photographers: Social (people) pillar ✓✓
- Creating entrepreneurship opportunities for locals: Social (people) pillar✓✓/ Financial / Economic (profit / money) pillar. (6)
- Responsible use of wood for photo frames: Environmental (planet) pillar

NOTE: Accept reference made to the Hakatours' website.

[13]

TOTAL SECTION D: 30

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

QUESTION 9

- | | | | |
|-----|-------|---|----------------|
| 9.1 | 9.1.1 | England✓
Wales✓
• Ireland | DRI

(2) |
| | 9.1.2 | Delegates from other parts of the world extended their stay and visited the neighbouring countries. ✓✓
These countries also benefitted financially from the COP26 in Scotland when delegates spent money in their countries. ✓✓
• The neighbouring countries may have focused their marketing on the delegates by making special packages available to them.
• These countries received free exposure and publicity because delegates posted photos of their visits on Instagram and other social media platforms. | DRI

(4) |
| | 9.1.3 | The youth are the decision-makers on climate change of the future. Their inputs are invaluable. ✓✓
The youth are the future generation who will be living with the decisions made now and should be part of the decision-making process. ✓✓
• The youth may have a fresh approach to climate change and innovative ideas on how to bring the message across to their generation. | DRI

(4) |
| 9.2 | 9.2.1 | Global travel restrictions were in place in 2020 to limit the spread of the COVID-19 virus. Delegates from other parts of the world could not travel. ✓✓
Attendance numbers were restricted during various levels of lockdown. ✓✓
• The use of digital platforms became an alternative for physical meetings during the COVID-19 period. Some planning meetings went ahead despite lockdown regulations worldwide. | DRI

(4) |

- 9.2.2 All delegates had to adhere to COVID-19 safety protocols, **DRI**
 e.g. social distancing ✓✓
 hand washing ✓✓
 wearing of masks etc. ✓✓ (6)
 • Special arrangements had to be made for meals/drinks to
 comply with regulations pertaining to the capacity of
 venues.
 • Regular sanitation of venues, vehicles and hotel
 rooms.
 • Awareness across all venues to comply with COVID-19
 safety protocols.

Note: Accept details of safety protocols

- 9.3 9.3.1 Digital payments ✓ **DRI** (1)
 • Electronic payments
 • Online payments
 • Cellphone payments

NOTE: Accept EFT (Electronic Funds Transfer)

- 9.3.2 All the technology above is dependent on internet **DRI**
 connectivity. ✓✓ (2)
 • If there is no internet connectivity, no transaction will go
 through immediately.
 • With device /electricity failure no transactions can be
 processed.

Note: Accept disadvantages of using a cellphone to make payments.

- 9.3.3 Pre-paid debit cards ✓ **DRI**
 Credit Cards ✓ (2)
 • Cash
[25]

QUESTION 10

- 10.1 E✓ **CC** (1)
 • D
- 10.2 If all customers are completely satisfied with all aspects of the hotel, **CC**
 the manager will know they are doing everything right. ✓✓ (2)
 • The guests are completely satisfied with the level of service they
 receive from the staff.
 • It can lead to positive word-of-mouth.

- 10.3 Comments and complaints from individual guests can reveal problems managers may not have been aware of. ✓✓ ^{cc} (2)
- Customer feedback can be a barometer for what a hotel does right.
 - Managers are advised to tap into customer feedback as often as possible to plan intervention activities.
 - Hotels depend on honest customer feedback in order to know which practices improve guest satisfaction and which need to be re-evaluated.

[5]

TOTAL SECTION E: 30
GRAND TOTAL: 200