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Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2023

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	B✓ /daylight saving time.	MTP	
	1.1.2	A✓ /is located on 180° from the UTC.	MTP	
	1.1.3	C✓ /enter the Schengen countries.	MTP	
	1.1.4	D✓ /set times of departure.	MTP	
	1.1.5	B✓ /Gautrain.	MTP	
	1.1.6	B✓ /Jerusalem, Israel.	TA	
	1.1.7	D✓ /Northern Cape	CH	
	1.1.8	C✓ /Mapungubwe Cultural Landscape	CH	
	1.1.9	D✓ /Tourist, TOMSA, TBCSA, SATourism	M	
	1.1.10	B✓ /ITB Berlin	M	
	1.1.11	C✓ /Department of Labour	TS	
	1.1.12	A✓ /soft skill	TS	
	1.1.13	C✓ /repurposing.	TS	
	1.1.14	B✓ /Fair price	SR	
	1.1.15	B✓ /work together as a team.	SR	
	1.1.16	C✓ /Traveller's cheques	DRI	
	1.1.17	A✓ /foreign exchange income.	DRI	
	1.1.18	B✓ /Tsunami	DRI	
	1.1.19	A✓ /internet access.	CC	
	1.1.20	A✓ /Foreign exchange income	DRI	
			(20 x 1)	(20)
1.2	1.2.1	branded product packaging✓	TS	
	1.2.2	slogan✓ /branded product packaging	TS	
	1.2.3	leave✓	TS	
	1.2.4	standard of living✓	SR	
	1.2.5	tourists' code of conduct✓	SR	(5)
1.3	1.3.1	removal of alien plants✓	SR	
	1.3.2	non-financial✓	SR	
	1.3.3	conduct✓	TS	
	1.3.4	professional judgement✓	TS	
	1.3.5	body odour✓	TS	(5)
1.4	1.4.1	D✓ /global cycling event	DRI	
	1.4.2	C✓ /international sports car race	DRI	
	1.4.3	B✓ /international tennis tournament	DRI	
	1.4.4	E✓ /multiple sports global event	DRI	
	1.4.5	A✓ /world summit on climate change	DRI	(5)
1.5	1.5.1	C✓ /Moscow (+3)	MTP	
	1.5.2	A✓ /Rio De Janeiro (-3)	MTP	
	1.5.3	B✓ /Johannesburg (+2)	MTP	
	1.5.4	D✓ /New York (-5)	MTP	
	1.5.5	E✓ /Sydney (+10)	MTP	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 (a)

Nationality	South African ✓
(b) Age group	Under 20 ✓ • U/20 • Junior
(c) Special interest	Athletics ✓ • Running • Sprinting • Sports

 MTP (3)
- 2.1.2 A valid passport ✓ MTP
A valid visa ✓
A valid health certificate ✓ (3)
• Proof of a Covid-19 vaccination
• Covid-19 vaccination certificate
- NOTE:** Accept passport, visa and health certificate.
- 2.1.3 Jet lag ✓✓ MTP (2)
- 2.1.4 The physical condition that arises from crossing many time zones. ✓✓ MTP (2)
- 2.1.5 Drink plenty of fluids especially water to prevent dehydration. ✓✓ MTP (2)
• Get lots of rest.
• Try to avoid caffeine and alcohol as it affects sleep patterns.
• Regularly stretch and walk around the cabin.
• Avoid taking sleeping medication on the flight.
• Eat light/healthy meals on board.
• Watches could be adjusted to the time at the destination.
This will help the athletes to adjust to the new time zone.
- 2.1.6 (a) **Health precaution:** MTP (2)
Take the compulsory and required vaccinations. ✓✓
• Drink bottled water only.
• Be cautious when buying street food.
• Wear sun block during the day.
• Have a sufficient supply of prescribed medication if required.
• Sanitise/wash your hands regularly.

(b) **Safety Precaution:**

MTP

Do not carry large sums of cash when out and about. ✓✓

(2)

- Avoid a public display of expensive phones, cameras, jewellery and other valuables.
- Keep valuable personal items safely locked away.
- Never leave your luggage unattended.
- Carry wallets in an inside pocket and not in a back pocket.
- Do not walk alone in dark isolated areas.
- Move around and explore in groups.
- Avoid using ATMs/withdrawing cash at night.
- Exchange currency at a reputable FOREX retailer.

2.2

2.2.1

Johannesburg +2	Frankfurt +1	MTP
Time difference	= 1 hour ✓	
Time in Frankfurt	18:00 (-✓) 1 hour = 17:00 ✓	
Date	15 July 2022 ✓	(4)
OR 17:00 ✓✓✓ 15 July 2022 ✓		

2.2.2

In transit means the team will have to wait at the airport before taking the flight to Colombia. ✓✓

MTP

(2)

2.2.3

Frankfurt +1	Cali -5	MTP
Time difference	= 6 hours	
Departure from Frankfurt	04:00 (+✓) 2 hours (transit time) = 06:00 (-✓) 6 hours (time difference)	
Time in Cali	= 00:00	
Flying time	00:00 + 12 hours	
Arrival time	= 12:00 ✓	
Arrival date	16 July 2022 ✓	(4)
OR 12:00 ✓✓✓ 16 July 2022 ✓		

2.2.4

Total duration of flight	11 hours (flying time to Frankfurt) + 2 hours (transit) +12 hours (flying time to Cali) = 25 hours ✓✓	(2)
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2.3	2.3.1	Duty-free means that goods and items within the allowed limits/amounts can be brought into the country without the need for a passenger to pay any additional taxes. ✓✓	MTP	(2)
	2.3.2	Red channel ✓✓	MTP	(2)
	2.3.3	The value of the purchased jewellery exceeded the duty-free allowance in South Africa. ✓✓	MTP	(2)
2.4	South African Revenue Services ✓✓		MTP	(2)
	• SARS			
[36]				

QUESTION 3

3.1	3.1.1	Return flights Train transport R1 060 x 4 nights Total	R11 905 R185 <u>R4 240</u> ✓✓ <u>R16 330</u> ✓	FX	(3)
OR R16 330 ✓✓✓ NOTE: Do not penalise candidates if the currency code/symbol is omitted, as it is given in the question.					
	3.1.2	Meals ✓✓		FX	(2)
NOTE: Accept examples of food/food items/types of meals.					
3.2	3.2.1	(a) EUR ✓ (b) GBP ✓ (c) AUD ✓		FX	(3)
	3.2.2	R30 000 (÷✓) 20,69✓ = £1 449,98 ✓		FX	(3)
OR £1 449,98 ✓✓✓ Note: Currency code or symbol to be indicated in the final answer.					
	3.2.3	£177 (x✓) 19,50✓ = R3 451,50 ✓		FX	(3)
OR R3 451,50 ✓✓✓					
					[14]

TOTAL SECTION B: 50

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

- 4.1 A – Chichen Itza ✓
 B – Petra ✓
 C – Mount Everest ✓
 D – Mount Fuji ✓
 E – Taj Mahal ✓
- TA (5)

4.2	LOCATION ON THE MAP	NAME OF THE COUNTRY	TA
	A	Mexico ✓	
	B	Jordan ✓	
	C	Nepal ✓	
	D	Japan ✓	
	E	India ✓	(5)

- 4.3 4.3.1 The Netherlands ✓✓
- TA (2)

- 4.3.2 UNESCO declared it a World Heritage Site to preserve and protect the windmills for future generations. ✓✓
 It is a symbol of the struggle against water and flooding by the Dutch people. ✓✓
- It is unique to the region and the Netherlands.
 - It preserves the traditional technology used, for example milling grain.
- TA (4)

- 4.4 4.4.1 (a) Review 3 ✓
- TA (1)
- (b) All the tour boats have ramps for wheelchair users. ✓✓
- Well-maintained and safe place.
- (2)

- 4.4.2 Effective behaviour of the staff and management ✓
 Upkeep and maintenance of the site ✓
 Positive experience of the visitors ✓
- Safety and crime prevention
- (3)

- 4.5 4.5.1 April to September is spring, summer and autumn months in the Northern hemisphere. ✓✓
- TA (2)
- Days are warmer and this will lead to a better visitor experience.
 - The tulips are in full bloom and add to the scenery/beautiful landscape.

- 4.5.2 Before 12:00 ✓✓
- TA (2)
- After 14:00

- 4.5.3 The high number of visitors (600 000) to the site ✓✓ TA (2)
- Repeat visits
- 4.5.4 (a) It means that for every one person living at Kinderdijk, the site receives 10 000 tourists per year. ✓✓ TA (2)
- Refers to over-tourism/mass tourism
- (b) No privacy for the permanent residents. ✓✓ TA (2)
- Tourists damage their private property.
 - Strain on the resources of the area.
 - Higher levels of pollution – land, air, water, noise
 - Degradation of the natural environment by people trampling on natural vegetation.
 - Traffic/human congestion
 - Loss/degradation of culture
 - Elevated prices on items available at local businesses.
- [32]**

QUESTION 5

- 5.1 F ✓✓/Maloti-Drakensberg Park CH (2)
- A/Mapungubwe Cultural Landscape
 - B/Barberton Makhonjwa Mountains
- 5.2 **F (Maloti-Drakensberg Park):** CH (2)
- It is a mixed site that will comply with the international tourist's preferences. ✓✓
- The site has both natural and cultural aspects for which it was declared.
- A (Mapungubwe Cultural Landscape):**
- It is a cultural site that shows the remains of an early civilisation and their trading.
 - Artefacts like the Golden Rhino were found at the site.
- B (Barberton Makhonjwa Mountains):**
- It is a natural site that shows signs of early life in rock formations.
 - The site includes the Geotrail that tourists can follow.
- 5.3 5.3.1 Western Cape province ✓✓ CH (2)
- Northern Cape province
 - North West province
 - KwaZulu-Natal province

5.3.2 Western Cape: Cape Floral Region Protected Areas CH (2)

It is a hotspot for biodiversity of plant species. ✓✓

- Home to the fynbos species that includes the national flower, the King Protea.
- It includes a famous landmark of the region - Table Mountain, one of the New Seven Natural Wonders of the World.

Northern Cape: Richtersveld Cultural and Botanical Landscape

- It is a rich diverse botanical landscape and reflects long-standing and persistent traditions of the Nama people.

North West: Vredefort Dome

- It is a meteorite impact site showing geological evidence of the impact.

KZN: iSimangaliso Wetland Park

- Five ecosystems operating in harmony.

[8]**QUESTION 6**

6.1 Cape Town ✓✓ M (2)

6.2 **YES** M (2)
Initiatives at the WTM can be duplicated as initiatives at other events. ✓✓

- Organisational problems can be limited and not repeated at future events.
- WTM Africa is a dry-run opportunity to prepare for the WTM and similar events hosted abroad.

OR**NO**

Different event organisers have different requirements.

- Each event is unique in its focus.
- SATourism must target their marketing efforts to specific market segments according to the statistics of incoming tourists.

NOTE: Do not award marks for Yes/No.

6.3	<p>Speakers</p> <p>180 speakers will be sharing information. ✓✓</p> <ul style="list-style-type: none">• Many speakers will alert the attendees to many marketing opportunities available.• Speakers will raise awareness of available products. <p>Content sessions</p> <p>The content sessions will be about information sharing. ✓✓</p> <ul style="list-style-type: none">• Networking opportunities between the different stakeholders happen during content sessions. <p>Participating countries</p> <p>100 participating countries increase marketing opportunities. ✓✓</p> <ul style="list-style-type: none">• Increased market share amongst African countries. <p>Scheduled meetings</p> <ul style="list-style-type: none">• The scheduled meetings involve business networking opportunities.• Closing of deals and bi-lateral agreements between businesses and/or organisations.	M
		(6)
		[10]
	TOTAL SECTION C:	50

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

- 7.1 They are cabin crew members of a specific airline. ✓✓ TS (2)
- They have a set way of dressing.
 - They portray the company image.
 - They look more professional.
 - They are part of a team.
 - There is a standard to uphold.
 - It is the starting point of standardising all levels of service.
- 7.2 7.2.1 Contract of Employment ✓✓ TS (2)
- Employment agreement/contract
- 7.2 7.2.2 Travel benefits ✓✓ TS (2)
- Fringe benefits
- 7.3 7.3.1 service ethics ✓✓ TS (2)
- 7.3 7.3.2 All passengers have the right to be treated with respect. ✓✓ TS (2)
- Equal and fair treatment of one's clients is essential.
 - Professionalism is part of excellent customer service.
- 7.4 It is a requirement to ensure the safety of passengers. ✓✓ TS (4)
- They must constantly up-skill their knowledge. ✓✓
- They must stay up-to-date with the latest trends and standards of service.
 - Both their theoretical and practical knowledge and skills are assessed.
 - They must be medically fit for the long hours in the air, on their feet attending to passengers.
 - They must be fit both physically and mentally.

[14]

QUESTION 8

- 8.1 8.1.1 environmental pillar ✓✓ /planet SR (2)
- 8.1.2 economic pillar ✓✓ /profit SR (2)
- social pillar /people
- 8.2 The local community can receive complimentary treatments. ✓✓ SR (2)
- Give discounted rates for individuals from the community.
 - Family members of staff from the local community can be treated free of charge during not-so-busy times.
 - Allow job shadowing by individual learners from a local secondary school in the spa with the permission from the guest being treated.
 - Wellness awareness
 - Upgrading local schools
 - Assisting and developing the local community projects.
- 8.3 The single-use of plastic items are eliminated. ✓✓ SR
- There is a reduction of plastic going to the landfill. ✓✓ (4)
- The reuse of water bottles by guests during their stay lessens the need for disposal.
 - Bottles made of sustainable materials like glass are placed in hotel rooms and at the spa.
- 8.4 The natural ingredients are harvested by the local community. ✓✓ SR (2)
- The local communities supplying the lodge with products and services through their micro-enterprises.
- 8.5 The lodge invests in solar farms which use ample sunshine in South Africa to generate electricity. ✓✓ SR (2)
- Through responsible tourism the lodge generates income which is spent on initiatives generating electricity benefiting many others.
 - An alternative energy source through solar power can have excess electricity fed into the national grid.
- 8.6 The Mission statement must reflect the FTT principle of *Fair Say*. SR
- To reflect:
- The local community leaders must be involved and consulted. ✓✓ (2)
- BBBEE partners/stakeholders must be part of the decision-making process in conjunction with owners.
 - All staff members and management to take collective decisions through meetings, staff surveys etc.
 - The fairness of having stakeholder participation in decision-making.
- [16]**

TOTAL SECTION D: 30

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

- | | | | | |
|-----|-------|---|-----|-----|
| 9.1 | 9.1.1 | <p>More than 400 players from 227 countries participated. ✓✓</p> <ul style="list-style-type: none"> • Participants, representatives, spectators and media personnel came from all over the world. | DRI | (2) |
| | 9.1.2 | <p>Durban has the infrastructure, transportation networks, hotels, restaurants, lively entertainment spots and has among the world's best sporting venues. ✓✓</p> <p>A unique African experience, perfect climate and the most welcoming people in the world. ✓✓</p> <ul style="list-style-type: none"> • Durban has partnered with the SA Table Tennis Board, KZN Tourism and all their stakeholders to ensure that the world knows KZN is a magnificent and a must-see province. • Durban has everything to ensure a unique visitor experience, such as beautiful scenery and landscapes, flora, fauna, and culture, heritage, Zulu experience, pristine beaches, perfect climate and the friendliest people. | DRI | (4) |
| | 9.1.3 | <p>Tourists that attended the event contributed to foreign exchange earnings. ✓✓</p> <p>The income generated by the event contributed to the GDP of the country. ✓✓</p> <ul style="list-style-type: none"> • Infrastructure could have been improved. • The event put the multiplier effect into motion which benefited the local economy. • Job creation: workers earned money at the event. • Income was generated before, during and after the Championships. • Entrepreneurial opportunities were created for locals. • Good publicity for Durban, locally and internationally. | DRI | (4) |
| 9.2 | 9.2.1 | <p>Hurricane ✓✓</p> <ul style="list-style-type: none"> • Natural disaster • Hurricane Ian • Flood • Cyclone • Tropical storm • Typhoon | DRI | (2) |
| | 9.2.2 | <p>Flooding ✓</p> <p>Strong winds ✓</p> <ul style="list-style-type: none"> • Storms • Heavy rainfall | DRI | (2) |

- 9.2.3 Tourism infrastructure such as hotels and restaurants on the islands had been destroyed and tourists will not be able to visit any of the islands. ✓✓ DRI
- Tourists had to cancel their trips as they will not be able to access any of these islands. ✓✓ (4)
- Tourism businesses on the islands will lose income due to the destruction, as no tourists will visit the islands.
 - Workers at the hotels might have lost their jobs.
 - Tourists visiting the islands before the hurricane struck, had to be rescued. They might have lost their belongings due to the hurricane and the collapse of the causeway.
 - Tourists will not be able to continue with their itineraries due to the collapse and inaccessibility of the causeway.

NOTE: Accept perspectives from tourism and tourists.

- 9.3 9.3.1 41,4% ✓✓ DRI (2)
- 9.3.2 Shopping ✓✓ DRI (2)
- 9.3.3 Visitors from neighbouring countries crossed the border into South Africa to do shopping. ✓✓ DRI (2)
- Essential goods were unavailable in some of the neighbouring countries because of Covid-19. Individuals and businesses had to come to South Africa to do their business.
 - Visitors from neighbouring countries are counted as tourists every time they cross the borders into South Africa, for whatever reason.
 - Refund scheme for international visitors, allowing them to claim back the VAT paid.
 - Currency advantage made shopping in South Africa more affordable for visitors from countries with stronger currencies.
 - During Covid-19, visitors to South Africa were restricted to travel to other international destinations. South Africa was their closest destination.

[24]

QUESTION 10

- 10.1 Word of Mouth ✓✓ /WOM cc (2)
- Verbal advertising
 - Positive customer experiences
 - Sharing positive customer experiences with friends/relatives
- 10.2 People tend to react positively to verbal advertising from people they trust. ✓✓ cc
- It is a fast and free form of direct advertising. ✓✓ (4)
- Word-of-Mouth advertising is usually trustworthy.
 - This type of advertising is aimed at a specific target market such as friends, family or co-workers.
 - The verbal information is opinion-based on a positive experience and will influence more customers to stay at the hotel.
 - An increase in income and profit for the hotel.
- [6]**
- TOTAL SECTION E: 30**
- GRAND TOTAL: 200**