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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2024

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✓/ Patricia de Lille	MTP
	1.1.2	A✓/east	MTP
	1.1.3	A✓/7 hours.	MTP
	1.1.4	B✓/ Diarrhoea and vomiting	MTP
	1.1.5	D✓/ Available in a variety of currencies	MTP
	1.1.6	A✓/Universal Time Coordinate/UTC.	MTP
	1.1.7	B✓/ North America	MTP
	1.1.8	D✓/ goods from small boats.	TA
	1.1.9	B✓/ Machu Picchu	TA
	1.1.10	C✓/ Richtersveld Cultural and Botanical Landscape	CH
	1.1.11	C✓/ Concern for the environment	CH
	1.1.12	C✓/ efficient and well-trained staff.	TS
	1.1.13	D✓/ is visually pleasing and easy to navigate.	TS
	1.1.14	D✓/staying on designated paths.	SRT
	1.1.15	A✓/ the use of energy efficient light bulbs.	SRT
	1.1.16	A✓/ it allows for payment of small amounts	DRI
	1.1.17	B✓/telegraphic transfer.	DRI
	1.1.18	C✓/1,1 million	DRI
	1.1.19	D✓/ Identify common complaints from customers	CC
	1.1.20	C✓/ customer satisfaction	CC
			(20)
1.2	1.2.1	two hundred thousand rand✓	FX
	1.2.2	fluctuation ✓	FX
	1.2.3	weakening rand ✓	FX
	1.2.4	foreign exchange✓	FX
	1.2.5	BWP✓	FX (5)
1.3	1.3.1	Travel insurance✓	MTP
	1.3.2	visa✓	MTP
	1.3.3	ahead ✓	MTP
	1.3.4	optional tours ✓	MTP
	1.3.5	keep the laptop out of sight ✓	MTP (5)
1.4	1.4.1	D✓/Travel Wallet	DRI
	1.4.2	G✓/Earthquake	DRI
	1.4.3	A✓/War in Russia and Ukraine	DRI
	1.4.4	C✓/Maximum working hours	TS
	1.4.5	E✓/integrity in the work place	TS (5)

1.5		DATE		NAME OF EVENT	
1.5.1	Event 1	19-26 March 2023		Absa Cape Epic ✓	MTP
1.5.2	Event 2	11 June 2023		Comrades Marathon✓	MTP
1.5.3	Event 3	28 July- 6 August 2023		Netball World Cup✓	MTP
1.5.4	Event 4	8 September – 28 October 2023		Rugby World Cup✓	MTP
1.5.5	Event 5	5 October -19 November 2023		Cricket World Cup✓	MTP

(5)

NOTE: Both the date and the event must be correctly indicated to award the mark.

TOTAL SECTION A: 40

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

- 2.1 2.1.1 (a) 0° ✓✓ MTP (2)
- 0/zero
 - 0° of longitude
 - UTC

- (b) The equator ✓✓ MTP (2)

- (c) Tourists must pack clothing suitable for the season during the time in which they travel, e.g. heat, humidity and rain. ✓✓ MTP (2)
- Tourists must protect themselves against all climate conditions when travelling to areas close to the equator.

- 2.1.2 Valid passport ✓✓ MTP (4)
- Valid Visa ✓✓
- Health certificate

- 2.2 2.2.1
- | | |
|-------------------|---------------------------|
| New York (USA) -5 | Accra (Ghana) 0° |
|-------------------|---------------------------|
- Time Difference = 5 hours ✓
- Time in Accra 21:00 (–✓5) hours' time difference
- Time in New York 16:00 ✓ on 9 August 2023 ✓
- OR**
- 16:00 on 9 August 2023 ✓✓✓✓
- 16:00 on 9/08/2023
- MTP (4)

- 2.2.2
- | | |
|-------------------|-----------|
| Ghana 0° | Malawi +2 |
|-------------------|-----------|
- Time Difference
Accra 0° Malawi + 2 = 2 hours ✓
(DST does NOT apply)
- Departure time in Malawi = 20:00 (– ✓) 2 hours
= 18:00 ✓
- Flying time: (+✓) 12 hours flying time
- Arrival Time in Ghana = 06:00 ✓
on 13 August ✓
- OR**
- Arrival at 06:00 on
13 August 2023 ✓✓✓✓✓✓
- 06:00 on 13/08/2023
- MTP (6)

- 2.2.3 Jet fatigue ✓✓ MTP (2)
- 2.3 2.3.1 Shopping for goods at duty-free shops at international airports on which no tax is payable. ✓✓ MTP (2)
- Shopping without having to pay 15% VAT/tax.
- 2.3.2 Cruise ships in international waters ✓✓ MTP (4)
- Flights in international airspace ✓✓
- International rail terminals
- 2.3.3 Tourists are not allowed to carry pocket knives onto an aircraft. ✓✓ MTP (2)
- It is a restricted item and may only be carried as checked luggage.
 - Knives are a potential threat to the safety of other passengers and crew.
- 2.3.4 (a) South African Revenue Services ✓✓ MTP (2)
- (b) SARS protects South Africa's borders from the entry of restricted, harmful and illegal goods. ✓✓ MTP (4)
- Ensuring that travellers comply with the relevant regulations. ✓✓
- Regulates the flow of goods into and out of the country.
 - Ensures the correct taxes are paid for goods brought into the country.
- (c) Explosives ✓✓ (6)
- Poisons ✓✓
- Dangerous chemicals ✓✓
- Compressed gases
 - Weapons or replicas of weapons
 - Illegal drugs
 - Stolen goods
 - Counterfeit goods

NOTE: Accept examples

[42]

QUESTION 3

3.1 ZAR35 500 (\div ✓) 18.75✓ **FX**
 = €1 893.33✓✓ (4)

OR

€1 893.33✓✓✓✓

NOTE: Do not penalise the learners if the currency symbol or code is not indicated as the currency is mentioned in the question.

3.2 €248 (x✓) 18.10 ✓ **FX**
 = R4 488.80✓✓ (4)

OR

R4 488.80✓✓✓✓

NOTE: Do not penalise the learners if the currency symbol or code is not indicated as the currency is mentioned in the question.

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

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

QUESTION 4

4.1 4.1.1 Alcázar of Segovia ✓✓ TA (2)

4.1.2 It is a medieval castle ✓✓ TA (2)

- It is a fortress
- It is a castle shaped like a ship
- It is a ship shaped fortress

4.1.3 Cultural Tourist ✓✓ TA (2)

- Special Interest Tourists

NOTE: Accept examples.

4.1.4 The Algarve ✓✓ TA (2)

4.1.5 It is known for its soft sandy beaches. ✓✓ (2)

- It has warm weather all year round.
- It is well known for its natural beauty
- It is known for its beautiful scenery
- It is known for its world class facilities

NOTE: Accept examples.

4.1.6 (a) **SPAIN:** TA

Alcázar of Segovia

The action of touching walls by many tourists results in dirt build up on these old walls. ✓✓

Crimes like graffiti and vandalism destroy the physical appeal of the structure. ✓✓

- Increased visitor numbers can lead to the degradation of this ancient building.

(4)

NOTE: Accept examples of all forms of degradation caused by human activity.

(b) **PORTUGAL:** TA

The Algarve

Waste and littering causes deterioration of the environment. ✓✓

Visual pollution as the beautiful coastline is affected by the waste generated by the many beach goers. ✓✓

- Noise as beachgoers arrive in numbers and threaten the serenity and tranquillity of a day at the beach.
- Plastic waste being the most common type of litter.
- Increase in crime

(4)

NOTE: Accept examples of all forms of degradation caused by human activity.

4.2	4.2.1	Buckingham Palace ✓✓	TA	(2)
	4.2.2	Big Ben ✓✓ • Tower Bridge • Tower of London	TA	(2)
	4.2.3	The Kremlin ✓✓	TA	(2)
	4.2.4	Moscow ✓✓		(2)
4.3	Historical and cultural significance of both icons:			TA
	They are significant to the history of their countries and may represent some aspects of culture. ✓✓			(2)
	<ul style="list-style-type: none"> Both icons date back through significant historical periods and have been standing for a long time. They draw tourists as they are the official residences of iconic people. 			
	Parades that are associated with each icon:			
	Buckingham Palace			
	The changing of the guards showcases the precision routine of the guards at the palace and attracts many tourists daily. ✓✓			(2)
	The Kremlin (adjacent to the Red Square)			
	Military parades take place on the Red Square as a display of Russian power. Many tourists visit the icons to witness the parades. ✓✓			(2)
	NOTE: Accept any explanation of the value of parades on the grounds of the icons.			
				[32]

QUESTION 5

- 5.1 UNESCO ✓✓ (2)
• United Nations Educational, Scientific and Cultural Organisation

- 5.2 Maloti-Drakensberg Park ✓✓ CH (2)

NOTE: Do not accept uKhahlamba-Drakensberg Park

- 5.3 **Conservation of wildlife** CH
Fundraising events can attract sport and conservation tourists. ✓✓
Money raised through sport can be used for the conservation efforts of the park. ✓✓ (4)
• Events and activities will have a dual purpose of enjoyment and conservation.
• Tourists are interested in supporting activities that will have a benefit to the environment.
• Activities/events can continue to attract responsible tourists.
• Positive word of mouth can be generated about the sustainable and responsible practices of the park.

[8]

QUESTION 6

- 6.1 World Travel Market London ✓✓ M (2)
 • WTM
- 6.2 South African Tourism's core function is to market South Africa locally and internationally as a destination of choice. ✓✓ M (2)
 • Maintaining and enhancing the standard of facilities and services for tourists.
 • Coordinating the marketing activities of role players in the industry.
- 6.3 Marketing initiatives are funded through the collection of a 1% tourism levy. ✓✓ M (2)
 • Funded by TBCSA through the collection of the TOMSA levy.
 • TBCSA administers the funds obtained from the TOMSA levy.
- 6.4 Travel trade shows expose exhibitors to what South Africa has to offer. ✓✓ M (2)
 It showcases unique products and services that are available in South Africa. ✓✓ (2)
 • Creates awareness of the cultural diversity in South Africa
 • Can help to restore the reputation of South Africa caused by negative publicity
 • Creates possible investment/networking opportunities [10]
- TOTAL SECTION C: 50**

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

7.1 Contract of Employment ✓✓ TS (2)

- Job description

7.2 7.2.1 Remuneration ✓✓ TS (2)

- Salary
- Pay
- Wages

7.2.2 Uniform allowance ✓✓ TS (2)

NOTE: Do not accept 'allowance' or 'uniform' only

7.2.3 Annual leave ✓✓ (2)

- Leave
- Holiday

7.3 7.3.1 The manager's response ✓✓ (2)

- Yes – The manager's foul response
- (#@*&?!1)
- Yes (#@*&?!1)

7.3.2 The restaurant manager should have been more polite and courteous towards the customer. ✓✓
He should have offered information about the availability of tables. ✓✓ (4)

- He should not have given one-word answers such as 'yes'
- The manager should not use offensive language when speaking to a customer.

NOTE: Accept examples that demonstrate good communication skills.**[14]**

QUESTION 8

8.1	8.1.1	Waste reduction ✓ Energy conservation ✓ • Reuse • Reduce • Recycle	SR (2)
	8.1.2	Glass bottles are re-usable. ✓✓ Use of plastic bottles is reduced ✓✓ • Less plastic is sent to the landfills • Less pollution • Long term financial benefits	SR (4)
	8.1.3	Local communities can be involved in the collection and recycling process. ✓✓ They can sell the collected plastics. ✓✓ • They can repurpose the plastics, e.g. handicrafts.	SR (4)
8.2	8.2.1	Oil ✓✓ • Crude oil • Petroleum	SR (2)
	8.2.2	The animals mistake the plastic for food and it cannot be digested. ✓✓ Animals get caught/tangled in plastic and this limits their movement. ✓✓ • The plastic gets stuck in their mouths and prevents marine life from feeding. • The beaches can be polluted by plastic. • Plastic takes a long time to degrade. • It is a threat to their ecosystem.	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 July, August and September are summer months in the Northern Hemisphere. ✓✓ DRI (2)
- 9.1.2 The *Olympic Games* are aimed at abled bodied athletes and the *Paralympic Games* caters for participants who are differently abled. ✓✓ DRI (2)
- *Olympic Games* are for participants without physical challenges and the *Paralympic Games* are for participants with physical challenges.
- 9.1.3 (a) B ✓✓ DRI (2)
- (b) Mascot **B** has prosthesis on both legs, indicating it is physically challenged. ✓✓ DRI (2)
- Mascot **B** has a prosthesis on one leg, indicating it is physically challenged.
- 9.1.4 It will bring more foreign income to the country ✓✓ DRI (2)
- It will create awareness of the hosting nation.
 - Publicity for the country helps to attract tourists.
 - Investment in the country boosts economic growth.
 - Tourism creates job opportunities for locals.
 - Increased GDP strengthens the national economy.
 - Tourism sets the multiplier effect into motion, benefiting various sectors.
 - Infrastructure development improves facilities for both locals and tourists.
- 9.2 9.2.1 It refers to tourists who are entering South Africa from other countries. ✓✓ DRI (2)
- 9.2.2 (a) Majority of the visitors from Ghana reach South Africa by air transport. ✓✓ DRI (2)
- (b) Majority of the visitors from Botswana reach South Africa by land transport e.g. road or rail transport. ✓✓ DRI (2)
- 9.2.3 Europe ✓✓ DRI (2)
- 9.2.4 More focused marketing campaigns ✓✓ DRI (2)
- More exposure of what South Africa has to offer for tourists.
 - Packages that will suit the preferences/needs of the people in Australasia and the Middle East.
 - More flights to South Africa

[20]

QUESTION 10

10.1	feedback ✓✓	cc	(2)
10.2	Customer feedback is the information provided by customers about their experiences of a product or service. ✓✓ <ul style="list-style-type: none"> It is an evaluation of a customer's level of satisfaction with a product or service. It is an opinion about a product or service. 	cc	(2)
10.3	Survey It is an easy way to get a response ✓✓ <ul style="list-style-type: none"> Customers may prefer filling in a survey instead of sharing phone details or other contact details. Customers feel as though their comments matter. Do not have to use data. Cell phone Immediate feedback about the company/product/service ✓✓ <ul style="list-style-type: none"> It is an instant response Makes the customers feel like they were heard. 	cc	(2)
10.4	Customer responses will inform the business where their problems are. ✓✓ <ul style="list-style-type: none"> It will inform the business on ways to correct their problems. It will give insight into the company's weak areas or poor service delivery. It will allow the company to adjust its products/services to improve service delivery. 	cc	(2)
			[10]
TOTAL SECTION E:			30
GRAND TOTAL:			200