



# basic education

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

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM  
NOVEMBER 2021  
MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 16 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✓/ Route plan                                                   | MTP      |      |
|        | 1.1.2                                                | A✓/ personalised                                                 | MTP      |      |
|        | 1.1.3                                                | B✓/ ensure luggage is securely locked                            | MTP      |      |
|        | 1.1.4                                                | D✓/ Use sunscreen containing a high sun protection factor.       | MTP      |      |
|        | 1.1.5                                                | A✓/ Valid South African driving licence                          | MTP      |      |
|        | 1.1.6                                                | D✓/ Germany                                                      | TA       |      |
|        | 1.1.7                                                | A✓/ have religious significance                                  | TA       |      |
|        | 1.1.8                                                | D✓/ Cradle of Humankind.                                         | CH       |      |
|        | 1.1.9                                                | B✓/ Geological evidence of a meteorite impact structure.         | CH       |      |
|        | 1.1.10                                               | B✓/ increase in tourist volumes.                                 | M        |      |
|        | 1.1.11                                               | D ✓ / Positive interaction with customers                        | TS       |      |
|        | 1.1.12                                               | A ✓ / They will enjoy fringe benefits such as discounted travel. | TS       |      |
|        | 1.1.13                                               | C✓ / social media.                                               | TS       |      |
|        | 1.1.14                                               | D✓ / Code of conduct                                             | TS       |      |
|        | 1.1.15                                               | D✓ / Packaging design                                            | TS       |      |
| 1.1.16 | C✓/ protest action.                                  | DRI                                                              |          |      |
| 1.1.17 | B✓/ Soccer stadiums were empty.                      | DRI                                                              |          |      |
| 1.1.18 | A✓/ The WEF was held by means of a virtual platform. | DRI                                                              |          |      |
| 1.1.19 | D✓/ through South Africa's border posts.             | DRI                                                              |          |      |
| 1.1.20 | D✓/ Liking a Facebook post on a business' web page   | CC                                                               |          |      |
|        |                                                      |                                                                  | (20 x 1) | (20) |
| 1.2    | 1.2.1                                                | transit visa✓                                                    | MTP      |      |
|        | 1.2.2                                                | health certificate✓                                              | MTP      |      |
|        | 1.2.3                                                | passport✓                                                        | MTP      |      |
|        | 1.2.4                                                | Covid-19 test✓                                                   | MTP      |      |
|        | 1.2.5                                                | Schengen Visa✓                                                   | MTP      | (5)  |
| 1.3    | 1.3.1                                                | environmental✓                                                   | SR       |      |
|        | 1.3.2                                                | CSI ✓                                                            | SR       |      |
|        | 1.3.3                                                | FTT ✓                                                            | SR       |      |
|        | 1.3.4                                                | Environmentally ✓                                                | SR       |      |
|        | 1.3.5                                                | economic growth✓                                                 | SR       | (5)  |
| 1.4    | 1.4.1                                                | C✓ / remuneration                                                | TS       |      |
|        | 1.4.2                                                | G ✓ / uniform allowances                                         | TS       |      |
|        | 1.4.3                                                | E✓ / termination of service                                      | TS       |      |
|        | 1.4.4                                                | A✓ / working hours                                               | TS       |      |
|        | 1.4.5                                                | B✓ / core duties                                                 | TS       | (5)  |

|     |        |                                              |         |
|-----|--------|----------------------------------------------|---------|
| 1.5 | STEP 1 | Do research on the countries to be visited ✓ | MTP     |
|     | STEP 2 | Decide on the travel period ✓                | MTP     |
|     | STEP 3 | Buy a flight ticket / Book accommodation ✓   | MTP     |
|     | STEP 4 | Apply for a visa ✓                           | MTP     |
|     | STEP 5 | Buy foreign currency ✓                       | MTP (5) |

**Note:** STEP 1 and STEP 2 can be interchangeable.

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 The WHO is working to contain the spread of the virus. ✓✓ MTP (2)
- They are advising people on measures to take to protect themselves from the virus.
  - Directing people to the organisation's website and social media platforms for additional information on the virus.
- 2.1.2 Google✓✓ MTP (4)
- Facebook✓✓
- Twitter
  - Instagram
- Note:** TikTok is not accepted
- 2.1.3 TikTok has a huge, growing audience and is a popular app used by many. ✓✓ MTP (4)
- The audience is mostly Generation Z's and they can serve as ambassadors to encourage increased action amongst the youth against the virus. ✓✓
- The volume of users is increasing worldwide therefore information on the virus can reach larger audiences, faster.
  - The videos are short and easy to follow with no information over-load making it easier to direct a message to the desired audience.
- 2.2 2.2.1 B✓ C✓ D✓ F✓ MTP (4)
- E
  - Perfume / eau de toilette
  - Cigarettes
  - Wine / spirits
  - Tobacco
  - Gold bangles to the value of R5 000
- Note:** Accept any order
- 2.2.2 B - no more than 50 ml perfume✓✓ MTP (4)
- no more than 250 ml eau de toilette
- C - no more than 200 cigarettes✓✓
- D- no more than 2 litres of wine per person
  - no more than 1 litre of spirits
  - F- no more than 250 g of pipe tobacco per person
  - E- new goods or used goods up to the value of R5 000 (the gold bangles may be subject to this regulation)
- 2.2.3 Green channel✓✓ MTP (2)

- 2.2.4 (a) Refers to goods that travellers are not allowed, by law, to bring into a country. ✓✓ MTP (2)
- They are illegal goods that are not allowed to enter a country

**Note:** Do not accept examples

- (b) A ✓✓ MTP (2)
- dynamite / explosives

|     |       |                   |                                 |     |
|-----|-------|-------------------|---------------------------------|-----|
| 2.3 | 2.3.1 | South Africa +2   | Singapore +8                    | MTP |
|     |       | Time difference   | = 6 hours ✓                     |     |
|     |       | Time in Singapore | 10:00 (+✓) 6 hours<br>= 16:00 ✓ | (3) |
|     |       | <b>OR</b>         |                                 |     |
|     |       | 16:00 ✓✓✓         |                                 |     |

|       |                           |                                              |  |     |
|-------|---------------------------|----------------------------------------------|--|-----|
| 2.3.2 | Arrival time in Singapore | 16:00 (+✓) 10 hours flying time<br>= 02:00 ✓ |  | MTP |
|       | Stopover time             | 02:00 (+✓) 4 hours                           |  |     |
|       | Departure time            | = 06:00 ✓                                    |  | (4) |
|       | <b>OR</b>                 |                                              |  |     |
|       | 06:00 ✓✓✓✓                |                                              |  |     |

|       |                   |                                 |  |     |
|-------|-------------------|---------------------------------|--|-----|
| 2.3.3 | Singapore +8      | Melbourne +10                   |  | MTP |
|       | Time difference   | = 2 hours ✓                     |  |     |
|       | Time in Melbourne | 06:00 (+✓) 2 hours<br>= 08:00 ✓ |  |     |
|       | Flying Time       | 08:00 (+✓) 7 hours              |  |     |
|       | Arrival time      | = 15:00 ✓                       |  | (5) |
|       | <b>OR</b>         |                                 |  |     |
|       | 15:00 ✓✓✓✓✓       |                                 |  |     |

- 2.4 2.4.1 Jet Lag ✓✓ MTP (2)

- 2.4.2 Getting adequate sleep and rest. ✓✓ MTP (2)
- Adjusting the time to the local time.
  - Keeping hydrated with liquids.
  - Avoid caffeinated beverages or alcohol.
  - Exercising on the plane.
  - Wear loose clothing to facilitate adequate blood circulation.
  - Have light meals.
  - Take medication to alleviate jetlag symptoms
- [40]**

**QUESTION 3**

|       |       |                         |                  |        |
|-------|-------|-------------------------|------------------|--------|
| 3.1   | 3.1.1 | ZAR 20 000 ÷ ✓ 16,87 ✓  | = USD 1185, 54 ✓ | FX (3) |
|       |       | <b>OR</b>               |                  |        |
|       |       | USD 1185, 54 ✓ ✓ ✓      |                  |        |
| 3.1.2 |       | USD 303,50 – ✓ USD100 ✓ | = ZAR 203,50     | FX (5) |
|       |       | USD 203,50 x ✓ 15,97 ✓  | = ZAR 3249,90 ✓  |        |
|       |       | <b>OR</b>               |                  |        |
|       |       | ZAR 3249,90 ✓ ✓ ✓ ✓ ✓   |                  |        |

- 3.2 Unemployment leading to a rise in poverty. ✓✓ FX (2)
- Due to lessened productivity of goods and services, unemployment will be on the rise, leading to job losses.
  - Employees will face retrenchments or lower wages meaning less money available to spend on basic needs or job losses.
  - Investors will be less likely to invest in an economy that is not expanding.
  - People will have less money / disposable income to spend.
  - Country can fall into recession with reduced interest rates and higher inflation leading to consumer borrowing and greater debt.
  - Reversal of the multiplier effect.
  - Price increases for goods and services.

**[10]**

**TOTAL SECTION B: 50**

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

- 4.1 4.1.1 (a) A – Niagara Falls ✓ TA  
B – Venice ✓ (3)  
C – Sydney Opera House ✓
- (b) A - North America ✓ TA  
B - Europe ✓ (3)  
C - Australia ✓ / Australasia
- 4.1.2 Domestic tourists ✓✓ TA (2)  
• Canadians
- 4.1.3 Icon **B** has visitor numbers for a whole city (Venice) and the visitor TA  
numbers for icon **C** is for one attraction/icon in the city (2)  
(Sydney). ✓✓  
• Sydney is a long-haul destination.  
• Venice is in close proximity to the countries in Europe.  
• Venice is an ancient city with historical significance.  
• There are unique attractions in the city built on water.  
• Fewer people would go to a harbour (Sydney) than tourists travelling around many attractions in a city (Venice).  
• Venice is seen as a romantic city and might have more couples visit compared to Sydney.
- 4.2 4.2.1 (a) Egypt ✓ TA (1)
- (b) Africa ✓ TA (1)
- 4.2.2 The pyramids were built as tombs for the pharaohs (Egyptian TA  
kings) ✓✓ (2)  
• The embalmed mummies of the royal and noble families of Egypt were buried here.
- 4.2.3 lion ✓✓ TA (2)
- 4.2.4 (a) Vehicles that might damage the site are left at the visitor TA  
centre. ✓✓  
Traditional camel and horse rides have low impact on the environment and are only allowed in certain areas. ✓✓ (4)  
• Electrical vehicles minimise pollution caused by petrol or diesel engines.  
• Stalls will be allocated in designated areas only.

**Note:** Accept examples of sustainable and responsible management plans.



- (b) Workers and vendors operating their businesses will be trained on providing quality products and excellent service delivery. ✓✓  
Plans are in place to ensure quality products and services are provided. ✓✓ (4) TA
- Competitive pricing for local vendors
  - Staff members handle visitors without offending them.
  - Many ticket windows speed up ticket sales reserved for a variety of tourist types.
  - 18 gift shops minimise over-crowding.

**Note:** Accept examples of efficient and ethical staff behaviour.

- 4.2.5 (a) There is a new international airport for international tourists and the road infrastructure has been improved for local visitors. ✓✓ (2) TA
- There are ticket windows for Egyptian citizens (domestic) and foreigners (international) visiting the site.

- (b) Craftsmen and traders from the local community have stalls at the site. ✓✓ (2) TA
- Horse and camel owners are allowed to operate their unusual modes of transport at the Great Pyramid
  - Local community members are photographers that earn money from taking and providing pictures.
  - Local drivers are employed to drive the electric vehicles.
  - Knowledgeable local members work in the visitor and information centres.
  - Entrepreneurship opportunities in the gift shops for local souvenirs.
  - Local community members will receive training (skills development).
  - Improvements in local infrastructure around the Great Pyramids

**[28]**

**QUESTION 5**

- 5.1 KwaZulu Natal ✓  
• KZN CH (1)
- 5.2 natural ✓ CH (1)
- 5.3 5.3.1 UNESCO ✓✓  
• United Nations Educational, Scientific and Cultural Organisation CH (2)
- 5.3.2 The status of iSimangaliso Wetland Park as a World Heritage Site could be threatened. ✓✓ CH (2)  
• It was declared a natural site, and human interference (e.g. use of heavy duty equipment) compromises its natural status.
- 5.3.3 More special interest tourists like anglers will come to fish. ✓✓  
Water-based tourism activities will be able to take place with increased flow of water, marine life and wildlife. ✓✓ CH (4)  
• Ecotourism will increase.  
• Lodges and accommodation establishments will receive more visitors.  
• Promote scientific research and training as well as environmental awareness.
- 5.4 Maloti-Drakensberg Park ✓✓ CH (2)  
• uKhahlamba Drakensberg Park
- [12]**

**QUESTION 6**

- 6.1 South African Tourism ✓✓ M (2)  
• SATourism
- Note:** Do not accept SAT
- 6.2 Partnerships with industry role-players unify the advertising efforts. ✓✓ M (4)  
Media such as Google Arts and Culture assist in exposing what South Africa has to offer to domestic and international markets. ✓✓  
• The use of the Inspiring New Ways logo provides brand identity to attract more tourists to a recognised destination.  
• Bringing together various images, videos, street views and stories shows South Africa's diversity in culture and scenery to the rest of the world.  
• Using an online platform connects SATourism's marketing efforts to virtual reality and the global digital world.  
• It is a cost-effective platform to market South Africa both domestically and internationally

- 6.3 South Africa's brand logo ✓✓ M (2)
- Inspiring new ways slogan
  - Sharing Google Arts and Culture branding – South Africa: An Explorer's Paradise
- 6.4 TBCSA pays money collected from levy contributors quarterly to SATourism ✓✓ M (2)
- 1% TOMSA levy is collected by participating tourism businesses from tourists
- [10]**
- TOTAL SECTION C: 50**

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

- 7.1 7.1.1 The way the business wants to be perceived by its customers. ✓✓ TS (2)
- 7.1.2 Netiquette ✓✓ TS (2)
- e-professionalism
- 7.1.3 The customers will lose confidence and loyalty and take their business elsewhere. ✓✓ TS (2)
- The business will lose customers and income.
  - They may want to look for another business where they can spend their money.
  - They will look for a business that will meet their expectations in terms of professionalism, quality service and customer care.
  - Negative / bad publicity
  - Additional expenses will be incurred for marketing to off-set the negative publicity.
- 7.2 7.2.1 He tarnished the image of the business with his adverse comments on social media. ✓✓ TS (2)
- He negativity influenced other fellow workers.
  - He bullied and harassed a colleague.

- 7.2.2 **YES** TS
- As an employee, I am co-responsible to protect the image of the business and personal information of fellow workers. ✓✓
- I would play a role in ensuring the profitability of the business. ✓✓ (4)
- If I do not report the colleague's conduct, I might be perceived as agreeing with him, thus giving me a bad reputation at work.
  - Mr Williams bullied and harassed his colleague despite having no proof that it was him reporting it to the hotel.
- Note:** Accept any answer that shows integrity / a sense of responsibility
- OR**
- NO**
- Mr Williams practised his right to freedom of speech. The social media page belongs to Mr Williams – he can post whatever he wants.
- Fearful of victimisation at work and on social media.
- Note:**
- Accept any answer that refers to freedom of speech / personal accountability.
  - No marks are awarded for YES or NO
- 7.2.3 Dismissing Mr Williams on the grounds of violating the code of conduct for employees ensures that ... TS
- the professionalism and integrity of the hotel is protected ✓✓
  - it allowed the hotel to discipline employees within a legal framework. ✓✓
  - other employees are protected from repeated verbal personal attacks. ✓✓ (6)
  - it keeps employees accountable for their actions
  - the contravention of the code of conduct can be addressed by written warnings
  - correct labour practices are followed by the business
- [18]**

**QUESTION 8**

- 8.1 8.1.1 Social ✓✓ SR (2)
- Community
  - People
- 8.1.2 RAIN uses a portion of its profit to better the lives of people in communities all over the world. ✓✓ SR (2)
- Note:** Accept examples of CSI initiatives.
- 8.2 8.2.1 **Provide clean drinking water**
- Many schools in South Africa do not have running water. This initiative brought drinking water to the schools, encouraging learners to drink enough water as part of a healthy lifestyle. ✓✓
- Values have to be instilled to act responsibly by saving water.
  - Prevent diseases such as cholera, COVID-19
- Sanitation facilities**
- Schools can now have flushable toilets and hand washing facilities. ✓✓
- Having running water on the school premises, allows for further improvements of infrastructure.
- Hygiene education**
- Being exposed to running water, learners have to be educated on personal hygiene practices and how sanitation facilities have to be utilised. ✓✓ (6)
- Education on the use of sanitation facilities.
  - Education on the responsible use of water.
  - Observing strict hygienic practices when preparing and serving food.
- Note:** Focus areas can be included in any order.
- 8.2.2 Building 5 000 hand washing stations during the Covid-19 pandemic is a more sustainable initiative, as it will last for many years. ✓✓ (2)
- The hand sanitizers will only offer a short-term solution and then the protection of communities will be compromised.

**[12]****TOTAL SECTION D: 30**

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

- 9.1 9.1.1 diseases ✓✓ DRI (2)
- pandemic
  - global pandemic
- 9.1.2 In the midst of the Covid-19 pandemic, TBCSA had to ensure that while supporting tourism businesses from the negative impact of the crisis on the tourism sector, they needed to also ensure adherence to government's policies. ✓✓ DRI (2)
- TBCSA developed a general protocol for all tourism sectors and businesses in keeping with the government's mandate to stop the spread of the disease.
  - The standardised policy was developed to provide guidance and support for the industry to move forward amidst the crisis while still protecting the sector.
- 9.1.3 A health and safety officer must be appointed. ✓ DRI (4)
- Staff will have to undergo training and be informed on Covid-19 safety practises for themselves and customers. ✓
- Staff will have to abide by physical distancing standards. ✓
- All staff will have to ensure they wear proper PPE. ✓
- Staff will have to ensure they have their temperatures checked on entrance to their workplace.
- Note:** Quoting from the text is accepted.
- 9.1.4 Compulsory screening for all guests would have been time consuming and costly as it would have required the purchasing of specific equipment and the training of staff. ✓✓ DRI (4)
- Capacity controls resulted in a limited number of guests at the accommodation establishment. This would have halved the profit margin of the establishment. ✓✓
- Small accommodation establishments such as B&Bs, Airbnbs, etc. chose to temporally shut down
  - Staff was retrenched or took a cut in salary.
  - Inconvenience of screening protocols and safety concerns can have negative cost implications for the accommodation establishment.

- 9.2 This would ensure that people are neither the carriers nor the source of the spread of the virus because they have evidence of a negative Covid-19 test result. ✓✓ DRI  
The host countries will feel confident to allow inbound tourists with a negative Covid-19 test result to move freely without spreading the virus. ✓✓ (4)  
  - Tourists with proof of a negative Covid-19 test result will be allowed access to tourism products, services and destinations of the host country without spreading the virus.
- 9.3 9.3.1 Decline/negative decrease in all inbound tourists to South Africa in the year 2020. ✓✓ (2)
- 9.3.2 A partnership between government and the tourism industry to address all aspects of the Recovery plan. ✓✓ DRI  
Government and commercial banks made funds available for tourism businesses to apply for in order to protect tourism assets, and core infrastructure. ✓✓  
Introduce safety protocols for the industry, to rebuild tourism confidence. ✓✓  
Negotiate with countries to open borders and air routes to reconnect South Africa to the world. ✓✓ (8)  
  - Closely monitoring and advertising the decrease in Covid-19 infections and the current lockdown levels, will stimulate travel.
  - Continue tourism safety programmes in partnership with the police and relevant stakeholders.
  - Encourage domestic travel and experiences by offering innovative, affordable packages.
  - Form partnerships with neighbouring countries to promote a seamless SADC visitor experience.
  - SATourism can use various opportunities for marketing South Africa both locally and internationally.**[26]**

**QUESTION 10**

- 10.1 Eat Safe Certification Programme and Screening App ✓✓ CC (2)  
**Note:** Accept only the full name.
- 10.2 Use of the screening app will reassure tourists that the places on the app will be safe and all Covid-19 protocols will be in place. ✓✓ CC (2)  
**[4]**

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