

MARKING GUIDELINES

EXAMINATION	NATIONAL SENIOR CERTIFICATE
GRADE	12
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SUBJECT	TOURISM
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SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE
SUID-AFRIKAANSE KOMPREENSIEWE ASSESSERINGSINSTITUUT



TOPICS IN THE TOURISM CAPS	ABBREVIATION
Tourism sectors	TS
Map work and tour planning	MTP
Tourism attractions	TA
Sustainable and responsible tourism	SRT
Domestic, regional and international tourism	DRI
Cultural and heritage tourism	CH
Foreign exchange	FE
Communication and customer care	CC
Marketing	M

RESOURCES	
1	Topklas Toerisme Graad 12 Leerderboek
2	Suksesvolle Toerisme Graad 12 Leerderboek
3	Via Afrika Toerisme Graad 12 Leerderboek
4	https://www.paris2024.org/en/
5	https://www.britannica.com/place/Uluru-Ayers-Rock
6	https://www.whc.unesco.org/en/list/985/
7	www.tomsa.co.za
8	www.go2africa.com/african-travel-blog/sustainable-travel-our-best-eco-friendly-lodges-in-southern-africa
9	https://www.hindustantimes.com/cricket/india

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1.1	C	TS
1.1.2	D	DRI
1.1.3	B	SRT
1.1.4	A	TS
1.1.5	C	FE
1.1.6	C	M
1.1.7	D	DRI
1.1.8	C	MTP
1.1.9	D	TA
1.1.10	B	FE
1.1.11	B	CH
1.1.12	B	MTP
1.1.13	C	MTP
1.1.14	A	CC
1.1.15	D	SRT
1.1.16	B	TS
1.1.17	C	DRI
1.1.18	B	MTP
1.1.19	D	MTP
1.1.20	B	DRI

(10 x 1) = **[20]**

1.2.1	D	
1.2.2	B	
1.2.3	C	CH
1.2.4	A	
1.2.5	F	

(5 x 1) = **[5]**

1.3.1	Code of Conduct	TS
1.3.2	Transparency	SRT
1.3.3	Solar panels	SRT
1.3.4	Core duties	TS
1.3.5	21 days	TS
		(5 x 1) = [5]
1.4.1	Climate change	DRI
1.4.2	Political situation	DRI
1.4.3	World Health Organisation	MTP
1.4.4	International driving permit	MTP
1.4.5	Red	MTP
		(5 x 1) = [5]
1.5.1	Vatican City	
1.5.2	Leaning Tower of Pisa	
1.5.3	Berlin wall	TA
1.5.4	Colosseum	
1.5.5	Venice	
		(5 x 1) = [5]

TOTAL SECTION A: [40]

SECTION B: MAPWORK AND TOURPLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1 20:00 +√ 13hours= 33 – 24 = 09:00
 SA 09:00 +2
 Paris ? +1 +1(dst)√ = +2
 0 hours difference MTP
 He will arrive at **09:00**√ on **21 July**√ in Paris (4)
- 2.2 Paris 19:00 +1
 NY ? -5 (both use dst, cancel each other out)
 6 hours difference MTP
 19:00 -√6√ = **13:00**√ (3)
- 2.3 Jetlag√ MTP
 Fly over many (2) time zones√ / many time zones (2)
- 2.4 **TWO travel documents:**
 • Passport√
 • Visa√
 • Flight ticket MTP
 (any TWO) (2)
- 2.5 **Safety on international airport:**
 • Always keep your luggage where you can see it√√
 • Don't offer to watch another person's luggage√√
 • Don't help to take anything for a stranger through customs√√
 • Don't ask a stranger to look after your luggage
 • Lock your luggage / plastic wrap
 • Travel with certified transport from the airport MTP
 (any THREE) (6)
- 2.6 a) Red channel√ MTP
 b) Prescription / doctors letter / medical certificate√ (NOT medical card) (2)
- 2.7 **Duty free items:**
 • Cigarettes√
 • Wine / liquor√
 • Cigars√
 • Perfume
 • Luxury items e.g. watches / sunglasses / technological devices /
 souvenirs / books / post cards MTP
 (any THREE) – if learners give exact quantities – it must be correct. (3)

2.8 **Universal accessible:**

- Disabled parking√√
 - Disabled toilets√√
 - Wheelchair ramps√√
 - Signs for hearing impaired tourists
- (any THREE or similar)

MTP
3 x 2
(6)

2.9 13:30 +√ 17hours = 30:30 – 24 = 06:30

Paris 06:30 +1 + 1(dst) = +2

Sydney? +10

8 hours difference

06:30 +√ 8hours√ = **14:30√ 31 August√**

OR

Paris 13:30 +1 +1(dst) = +2

Sydney? +10

8hours difference

13:30 +√ 8hours√ = 21:30

21:30 + 17hours√ = 38:30 – 24 = **14:30√ 31 August√**

(5 marks if only the correct answer were given)

MTP
(5)

2.10 **ONE reason to take note of DST**

- Be informed of the correct arrival time√√
 - Maybe traveller has a appointment at the destination and needs to be on time
 - Must maybe phone someone in another country and must know the exact time
 - Must know the correct time to know if shopping can still be done after arrival
 - Can be late for your flight
- (any ONE reason for TWO marks)

MTP
(2)

[35]

QUESTION 3

- 3.1.1 British Pound Sterling[✓] (NOT just POUND) FE
 The most Rand must be paid for ONE pound – R23.05 / highest exchange rate (2)
- 3.1.2 $\$2\ 000 \times 18.97^{\checkmark} = \mathbf{R37\ 940.00}^{\checkmark}$ FE
 (3)
- 3.1.3 $R3\ 000 \times 8^{\checkmark} = R24\ 000 \div 20.14^{\checkmark} = \mathbf{\text{€}1\ 191.66}^{\checkmark}$
OR FE
 $R3\ 000 \div 20.14^{\checkmark} = \text{€}148.95729 \times 8^{\checkmark} = \mathbf{\text{€}1\ 191.66}^{\checkmark}$ or $\mathbf{\text{€}1\ 191.68}$ (rounded (4)
off)
- 3.1.4 **Factors impacted the exchange rates:**
- Strikes[✓]
 - Labour unrest[✓]
 - Investor confidence
 - Economic results
 - GDP
 - Strength of other currencies
 - Conflict / war / political situations
 - Inflation rates
 - Interest rates
- (any TWO or similar) FE
 (2)
- 3.1.5 **Domestic tourism increase:**
- Citizens have more money to travel more^{✓✓} FE
 - Fuel prices decrease – tourists can travel more (2)
- Domestic tourism decrease:**
- Citizens travel overseas and not domestically because they can afford it^{✓✓} (2)
- [15]**

TOTAL SECTION B: [50]

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

QUESTION 4

4.1	FULL NAME OF ICON	COUNTRY
4.1.1	Pyramids of Giza ✓	Egypt✓
4.1.2	Great wall of China✓	China✓
4.1.3	Christ the Redeemer (statue)✓	Brazil✓
4.1.4	Black forest✓	Germany✓
4.1.5	Sydney Opera house✓	Australia✓

TA

(5 x 2) = (10)

4.2.1 Australia✓ TA
(1)

4.2.2

- Cultural tourist✓
- Eco tourist✓
- Educational tourist✓
- Religious tourist

(any THREE) TA
(3)

4.2.3 **Why must there be rules:**

- To protect the place from damage✓✓
- So that nature will be undamaged / clean
- To protect the icon
- So that it will be beautiful and attract tourists
- It is a holy site for the indigenous people – must be respected

(Any ONE for TWO marks) TA
(2)

4.2.4 **ONE advantage for tourism industry:**

- The icon is famous and attract international / domestic tourists✓✓
- More tourists lead to bigger income for the tourism industry
- Promote the country's tourism through this famous and unique icon
- Economic growth

(any ONE for TWO marks) TA
(2)

4.2.5 **Universal accessible:**

Yes✓

Disabled people can move around the icon✓

Regular tours to the icon

OR

No✓

Located in the dessert and difficult to reach the icon✓

TA

(2)

[20]

QUESTION 5

5.1

	FULL NAME	TYPE OF SITE	PROVINCE
5.1.1	≠Khomani Cultural Landscape✓	Cultural✓	Northern Cape✓
5.1.2	Vredefort dome✓	Natural✓	Free state✓
5.1.3	Barberton Makhonjwa Mountains / Mountain landscape✓	Natural✓	Mpumalanga✓

CH

(3 x 3) = (9)

5.2.1 Lesotho

CH
(1)

5.2.2 Kwazulu-Natal

CH
(1)

5.2.3 iSimangaliso Wetland Park / Sibhudu cave

CH
(1)

5.2.4 **Natural:**

- Scenic beauty✓✓
- Great variety of landscapes / habitats
- Home of a number of endangered species

CH

Cultural:

- Greatest concentration of rock art in Africa, south of the Sahara✓✓

(2 x 2) = (4)

5.2.5 **Importance of the San rock art:**

- Show how the San lived✓✓
- Oldest form of art / creativity
- Give perspective on the lives and convictions of our ancestors

CH

Reasons why it must be protected:

- Represents SA's ancient history✓✓
- Forever gone, if its damaged
- Must be protected for future generations
- Its part of our country's history

(2 x 2) = (4)

[20]

QUESTION 6

- 6.1.1 SA Tourism✓ M
(1)
- 6.1.2 **Target market:**
The specific group of people that will be interested in the product✓✓
The group of people who will want to buy the product M
(any ONE for TWO marks) (2)
- 6.1.3 **Steps for TOMSA collection**
1. Every tourism service provider charge 1% levy on services bought by the clients
 2. The TBCSA✓ collects all the 1% levies from the service providers
 3. The TBCSA gives the money to SA Tourism✓ so they can promote South Africa M
(3)
- 6.1.4 ITB✓ M
World Travel Market (WTM)✓ (2)
- 6.1.5 **Unique reasons to visit SA**
- Sunny climate
 - Value for money / weak Rand / affordable
 - Scenic beauty
 - Wildlife
 - Adventure activities / attractions
 - Cultural diversity / Rich history / a variety of cultures M
(any TWO or similar) (2)

[10]

TOTAL SECTION C: [50]

SECTION D: SUSTAINABLE AND RESPONSIBLE TOURISME; TOURISM SECTORS

QUESTION 7

- 7.1.1 Chef / Cook
- 7.1.2 Pilot TS
- 7.1.3 Game ranger
- (3 x 1) = (3)
-
- 7.2.1 Yes✓
 Logo on all stationary✓
 Name of the business on all stationary✓ TS
 Colour of stationary looks professional (3)
 (any TWO and additional answer that may be correct)
- 7.2.2 **THREE factors contributing to professional image of establishment (except stationary):**
- Name of the establishment
 - Logo
 - Slogan
 - Physical appearance
 - Websites / social media
 - Brochures
 - Testimonials and awards
 - Environmental awareness
 - Client service policy
 - Employee appearance TS
- (any THREE) (3)
-
- 7.3.1 No✓
- Expects employer to work overtime TS
 - Without payment✓ (3)
 - Does not provide transport for employees late at night to get home✓
- 7.3.2 45 hours per week✓ TS
(1)
-
- 7.3.3 Yes✓
 The Basic Employment Act protects the rights of the workers✓
 She can use the Act to speak to the Hotel Manager on getting overtime payment TS
 (any ONE or similar) (2)

[15]

QUESTION 8

8.1.1 Anti-poaching units:

- People trained to stop poachers√√ / help protect animals
 - Soldiers that protect the animals against poaching
- (any ONE for TWO marks)

SRT
(2)

8.1.2 THREE examples of Planet pillar:

- 90% solar√
- Eco friendly building material√
- Anti-poaching units√

SRT
(3)

ONE example of Profit pillar:

- Employment of local guides√

(1)

ONE example of People pillar:

- Free Cooking school for local residence√

(1)

**8.1.3 Free cooking school for local residence√√
Employment of local guides**

SRT
(2)

8.1.4 Code of Conduct:

- Do not litter / no foreign materials in nature
 - Do not remove anything from the natural environment
 - Don't feed the animals
 - Do not make a loud noise that will startle the animals
 - Don't waste natural resources like water
- (any THREE or similar)

SRT
(3)

8.1.5 Slogan for Singita Lebombo:

- Appropriate for a wildlife reserve
- Focus on sustainability
- Sweet and short

SRT
(3)

[15]

TOTAL SECTION D: [30]

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

QUESTION 9

9.1.1 Yes✓ DRI
 “Cricket is the world’s second most watched sport” ✓ (2)

9.1.2 **TWO advantages for India’s Tourism sector:**

- Increase in international visitors
- Increase in domestic travellers that go to other cities to watch the games
- More tourist leads to increase in income
- Free marketing through the media
- Upgrading of infrastructure
- Improve GDP or economy

(any TWO or similar)

DRI
(2)

9.1.3 **Multiplier effect:**

- International tourists bring their currencies into the country✓✓
- Money spend in the country will benefit other sectors
- International tourists spend their money on accommodation, after which the workers will get paid and can spend their money in other sectors

(Learner can give his own examples similar that the above)

DRI
(2)

9.1.4 **Local residence: (must be in table format or clear distinction between advantages and disadvantages)**

ADVANTAGE	DISADVANTAGE
<ul style="list-style-type: none"> • Job opportunities✓ • Skills development • Culture is showcased • Income can be earned (entrepreneurs) • Feel part of the event 	<ul style="list-style-type: none"> • Culture shock✓ • Not all people respect the local cultures • Some communities are excluded from the benefits • Prices increase • Increase in crime • Pollution

(ENE advantage and ONE disadvantage)

DRI
(2)

- 9.1.5 Yes✓
- One of the best in cricket✓ / Big on cricket
 - Have good stadiums / infrastructure
 - Supporters love their cricket – will support the games
- No✓
- India is a third-world country✓
 - Don't have the necessary infrastructure
 - Don't have enough room for visitors
- (Learner's own opinion and motivation) DRI
(2)
- 9.2.1 **THREE natural disasters:**
- Volcanic eruptions✓
 - Floods✓
 - Wild fires
 - Hurricanes✓
- DRI
(3)
- 9.2.2 **THREE negative consequences for local communities:**
- Loss of life / loved ones
 - Job losses – workplaces are wiped out
 - Houses are destroyed – homeless
 - Maybe no electricity
 - Clean water difficult to come by
 - Roads are destroyed – can't get to shops / safety / no produce or services available
- (any THREE or similar) DRI
(3)
- 9.2.3 a) Domestic tourism:
- Infrastructure e.g. roads are destroyed and people can't travel✓✓
 - Income must be use for repairs
 - Attractions are destroyed and can't be visited
- DRI
(2)
- b) International tourism
- Attractions are destroyed – tourists must cancel their holidays✓✓
 - Airports damaged – flights cancelled
 - Accommodation establishment damaged
- (ONE for TWO marks each) (2)
- 9.3.1 2019✓ DRI
(1)

9.3.2 **TWO air markets:**

- England✓
 - USA✓
 - France
 - Germany
 - African countries that fly to SA e.g. Egypt
- (any TWO countries that have to fly to South-Africa)
- DRI
(2)

9.3.3 Covid-19 pandemic / borders was closed ✓

DRI
(1)

9.3.4 $7.3 \div 18.6 \times 100 = 39.2\%$ ✓✓
(TWO or ZERO marks)

DRI
(2)

[26]

QUESTION 10

10.1.1 Follow-up calls✓ / phone calls / call

CC
(1)

10.1.2

ADVANTAGE	DISADVANTAGE
<ul style="list-style-type: none"> • Very personal✓ • Client feels important • Can get a lot of information / detail • Immediate response 	<ul style="list-style-type: none"> • Time consuming✓ • Small pool of feedback • Clients do not always answer unknown numbers • Client can maybe not be 100% honest

(ONE advantage and ONE disadvantage)

CC
(2)

10.1.3 **ONE feedback method: (except Follow-up calls)**

- Survey✓
- Feedback cards
- Questionnaire
- SMS messages
- Web based responses

CC
(1)

[4]

TOTAL SECTION E: [30]

GRAND TOTAL: [200]