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education

**MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA**

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

PREPRATORY EXAMINATION 2021

MARKING GUIDELINE

MARKS: 200

TIME: 3 hours

This marking guideline consists of 11 pages

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B✓		
	1.1.2	D✓		
	1.1.3	A✓		
	1.1.4	C✓		
	1.1.5	B✓		
	1.1.6	A✓		
	1.1.7	C✓		
	1.1.8	A✓		
	1.1.9	B✓		
	1.1.10	B✓		
	1.1.11	D✓		
	1.1.12	B✓		
	1.1.13	C✓		
	1.1.14	D✓		
	1.1.15	C✓		
	1.1.16	B✓		
	1.1.17	D✓		
	1.1.18	A✓		
	1.1.19	B✓		
	1.1.20	D✓		(20 x 1)

1.2	1.2.1	valid air ticket✓		
	1.2.2	Zimbabwe✓		
	1.2.3	social✓		
	1.2.4	tennis✓		
	1.2.5	Sydney Opera House✓		(5 x 1)

1.3	1.3.1	A crisis management plan✓		
	1.3.2	foward✓		
	1.3.3	bushfires✓		
	1.3.4	Malaria✓		
	1.3.5	transport & accommodation✓		(5 x 1)

1.4	1.4.1	C✓		
	1.4.2	F✓		
	1.4.3	D✓		
	1.4.4	E✓		
	1.4.5	A✓		(5 x 1)

1.5	1.5.1	D✓		
	1.5.2	E✓		
	1.5.3	B✓		
	1.5.4	C✓		
	1.5.5	A✓		(5 x 1)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 The flight will stop over en-route to the final destination
Los Angeles for re-fueling or re-stocking. ✓✓

The airline may drop off or collect more passengers. ✓✓

- The airline may change the crew.
- The passengers would be intransit / get a connecting flight. (2x2)

(4)

2.1.2	Johannesburg +2	Los Angeles - 8
	Time difference	= 10 hours ✓ = 18:00 (-✓) 10 hours
	Time in Los Angeles	= 08:00 ✓
	Flying time	= 08:00 (+✓) 23 hours <i>22 hours</i> = 07:00 ✓ 3 December ✓
	OR <i>06:00</i> 07:00 ✓✓✓✓✓ 3 December ✓	

(6)

2.1.3	(a)	Los Angeles - 8	New York - 5
		Time difference	= 3 hours ✓ = 08:00 (-✓) 3 hours
		Time in Los Angeles	= 05:00 ✓
		Flying time	= 05:00 (-✓) 4 hours = 01:00 ✓✓
		OR 01:00 ✓✓✓✓✓✓	

(6)

- (b) Yes, because daylight savings time only applies in the summer and New York has summer in July. ✓✓

(2)

- 2.1.4 Arrival at the airport ✓
Passport control ✓
Luggage submission ✓
Customs ✓
Tax recovery ✓

(5)

- 2.1.5 Travellers will be faced with a red and a green channel at customs control. ✓✓ If the traveller has an item/items to declare he/she must choose to pass through the red channel. ✓✓ If the traveller has nothing to declare he/she must choose to pass through the green channel. ✓✓
- Travellers passing through the green channel can be stopped and searched by customs authorities. This means that when going through customs, travellers can be questioned by customs authorities and have their luggage scanned or search for goods that may not be brought into the country. (3x2) (6)
- 2.2 2.2.1 Internet enabled device such as a smart phone or a tablet. ✓
- Internet connection
 - Travellers must download the app. (1)
- 2.2.2 Increase in client base ✓✓
- More graded establishments
 - Positive image for TGCSA (2)
- 2.2.3 The Waze app will assists travellers to find graded accommodation, allowing them to plan their journey. ✓✓ Travellers' budgets can be decreased due to lower fuel consumption as less time is spent driving in traffic searching for accommodation. ✓✓
- Use of the Waze app will assists travellers to enjoy a more positive, relaxed visitor experience. (2x2) (4)
- [36]

QUESTION 3

3.1 3.1.1 (a) EUR ✓

(b) \$ ✓

(2)

3.1.2	$R12\ 800 \times 12\ \text{months} \checkmark$ $= R153\ 600 \checkmark \div \checkmark 21,15 \checkmark$ $= \text{£}7\ 262,41 \checkmark$ OR $\text{£}7\ 262,41 \checkmark \checkmark \checkmark \checkmark \checkmark$	$R12\ 800 \div \checkmark 21,15 \checkmark$ $= \text{£}605,20 \checkmark \times 12\ \text{months} \checkmark$ $= \text{£}7\ 262,41 / \text{£}7\ 262,40 \checkmark$ OR $\text{£}7\ 262,41 / \text{£}7\ 262,40 \checkmark \checkmark \checkmark \checkmark \checkmark$
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(5)

3.1.3 $\text{€}750 \times \checkmark 16.29 \checkmark = R12\ 217,50 \checkmark$ **OR** $R12\ 217,50 \checkmark \checkmark \checkmark$

(3)

3.2

It means that tourism businesses will generate more profits and they need to use these profits to make their business more environmentally friendly. ✓✓

The discerning tourist will support tourism businesses that are eco-friendly. ✓✓

- Although initial costs may be high, environmentally friendly measures will ultimately lower operational costs.
- A strong rand will result in less tourists coming to South Africa. This decrease in tourism will mean less air-pollution by aircraft and less land and sea pollution. It will lead to a more sustainable environment to live in.
- Reduces impact of mass tourism. (2x2)

(4)

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

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

- 4.1 4.1.1 C – Colloseum ✓
D – The Berlyn Wall ✓
E – The Statue of Christ the Redeemer ✓ (3)
- 4.1.2 A – Pisa ✓✓ (2)
- 4.1.3 (a) B✓; C✓; D✓ (3)
- (b) Italy ✓
Germany ✓ (2)
- (c) Euro ✓✓ (2)
- 4.2 4.2.1 Cairo ✓✓ *GIZA* (2)
- 4.2.2 It is a symbol that represents or stand for something else.
✓✓
• Can be a building, structure or physical feature that is closely associated with a particular place, city or country. (2)
- 4.2.3 Constructed over 4 500 years ago. ✓✓ (4)
- Thombs for the Pharaohs. ✓✓
- 4.2.4 Historical ✓✓ (2)
- Cultural
- 4.2.5 White limestone ✓✓
Carve and set heavy blocks by hand. ✓✓ (4)
- 4.2.6 The Sphinx is a 73.5-meter long monument built during the reign of Khafra. ✓✓
• The Sphinx is a mythical creature commonly found in Greek, Egyptian and even South Asian ancient architecture. (2)
- 4.3 4.3.1 Excellent marketing of tourism products locally and/or internationally. ✓✓
Sustainable and responsible management plans. ✓✓
Efficiency and ethical behaviour of staff and management. ✓✓
Positive experience of visitors. ✓✓
• Safety and crime prevention.
• General appearance and upkeep of the attraction.
• Considering the needs of people with disabilities
• Universal access (8)

[36]

QUESTION 5

- 5.1.1 Isimangaliso Wetlands Park ✓✓ (2)
- 5.1.2 The importance of on-going developments in ecosystems and groups of plants and animals. ✓✓
 • Is a unique, important natural environment where biodiversity and threatened species must be protected. (2)
- 5.1.3 "Hippo and crocodile watching tours was under threat." ✓ (1)
- 5.1.4 Ukhahlamba Drakensberg Park ✓✓ (2)
[7]

QUESTION 6

- 6.1 6.1.1 1% ✓ (1)
- 6.1.2 SA Tourism can carry out extensive marketing activities advertising and promotions etc. ✓✓
 Marketing should be directed towards niche segment. ✓✓ (4)
- 6.1.3 Adventure ✓
 Backpacking ✓
 • Business
 • Disabled
 • Medical
 • Cultural (2)
 [7]

TOTAL SECTION C: 50

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

- 7.1 7.1.1 The Basic Conditions of Employment Act ✓✓ (2)
- 7.1.2 The names of the employer and the employee ✓✓
 Job title ✓✓
 Date of commencement of duty ✓✓
 • Core duties
 • Working hours
 • Uniform allowances
 • Travel benefits
 • Leave and holiday entitlement
 • Fringe benefits
 • Details of pension schemes or provident fund
 • Remuneration (salary or wage) and deductions
 • Notice period required from the employee as well as the employer, should either wish to terminate the contract
 • Professional accountability and responsibility
 • Service ethics
 • Signatures of the employer and the employee (6)
- 7.1.3 A code of conduct is a document that is unique to each workplace providing guidance to staff about acceptable behaviour. ✓✓
 It gives guidance to staff about ethical matters. ✓✓
 • It guides the relationship staff should have with their colleagues and clients.
 • It creates a co-operative atmosphere.
 • It promotes integrity in the workplace.
 • It ensures that all employees in the workplace are treated with respect. (4)
- 7.1.4 If the staff are professional it will create a good impression to their clients. ✓
 • Professional staff instil confidence in the business.
 • A professional appearance can result in the business being a success/positive word-of-mouth (WOM) advertising.
 • A professional appearance can result in the business gaining a competitive advantage over other businesses. (1)

[13]

QUESTION 8

8.1 8.1.1 People (social) ✓: Members of the local community have experienced social upliftment through skills development and life skills support. ✓✓

Planet (environment)✓: Waste reduction is ensured through recycling of tea bags. ✓✓

Profit (economic)✓: Jobs are created; artists receive payment for every finished tea bag. ✓✓

(9)

8.1.2 Original Teabag Designs will purchase the goods that they require to make their finished products in the local community. ✓✓

This will ensure that the local economy is supported and that money generated remains in the local community. ✓✓

- The multiplier effect will come into play resulting in an improved local economy.

(4)

8.1.3 Original Teabag Designs can apply for sustainable tourism certification to create an awareness of their business. ✓✓
Original Teabag Designs could encourage joint socio-economic and environmental programmes to which tourists can contribute. ✓✓

- Original Teabag Designs can market themselves on responsible tourism marketing platforms.

(4)

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

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

- 9.1 9.1.1 The Tour de France is a cycling event involving people from different countries around the world e.g. cyclists, spectators, media and sponsors. ✓✓
 • It attracts the interest of people all over the world. (2)
- 9.1.2 Millions of spectators are able to view the event from the roadside without paying. ✓✓
 The event is broadcast internationally on radio and television providing listeners and viewers with a detailed review of the event. ✓✓ (4)
- 9.1.3 The event organisers distribute 100 000 recyclable trash bags along the route of the Tour de France to reduce pollution. ✓✓
 Less carbon emission. ✓✓
Any other relevant answer (4)
- 9.1.4 Job creation ✓✓
 Income generated ✓✓
 • Multiplier effect (4)
- 9.2 9.2.1 Statistics assist the tourism industry to understand and meet the needs of different types of visitors. ✓✓
 • The data enables the tourism industry to identify tourism trends.
 • Statistics enable the tourism industry to adjust their marketing strategies. (2)
- 9.2.2 Europe ✓✓ (2)
- 9.2.3 Good value for money due to weak rand. ✓✓
 • Natural beauty
 • Favourable weather conditions
 • Attractions (2)
- [20]**

QUESTION 10

- 10.1 10.1.1 Client feedback cards ✓✓ (2)
- Comment box
 - Comment cards
- 10.1.2 Results can be obtained in a short period of time ✓✓ (2)
- Allows for the immediate exchange of feedback
 - Low cost implications
 - Effective way of getting feedback
- 10.1.3 Staff should be sent for regular in-service training courses to improve service delivery skills. ✓✓
- Introduce regular supervision by managers, ✓✓
- Have more staff on duty during peak times. ✓✓
- Introduce incentive programmes to motivate employees to improve service delivery.
 - Introduce disciplinary procedures on staff not delivering acceptable service levels.
- (6)
[10]
- TOTAL SECTION E: 30**
GRAND TOTAL: 200