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MARKING GUIDELINES

EXAMINATION NATIONAL SENIOR CERTIFICATE	
GRADE	12
DATE	MAY/JUNE 2023
SUBJECT	TOURISM
PAPER	1
MARK TOTAL	200
DURATION (HOURS)	3
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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

	SOURCES:
1	Topklas Toerisme Graad 12 Leerderboek
2	Suksesvolle Toerisme Graad 12 Leerderboek
3	Via Afrika Toerisme Graad 12 Leerderboek
4	https://en.wikipedia.org/wiki/2023_Netball_World_Cup
5	https://www.doi.gov/blog/13-things-you-didnt-know-about-grand-canyon-national-park
6	https://whc.unesco.org/en/list/
7	https://www.fairtradetourism.org/
8	https://www.bbc.com/news/science-environment-64540696
9	https://mybroadband.co.za/news/energy/470217-scary-load-shedding-statistic-revealed.html



SECTION A: SHORT QUESTIONS

QUESTION 1

1.1.1	C✓	FE
1.1.2	C✓	DRI
1.1.3	B✓	TA
1.1.4	B✓	FE
1.1.5	B✓	DRI
1.1.6	A✓	MTP
1.1.7	C✓	CH
1.1.8	C✓	DRI
1.1.9	D✓	MTP
1.1.10	A✓	TS
1.1.11	D✓	MTP
1.1.12	D✓	TA
1.1.13	C✓	MTP
1.1.14	B✓	DRI
1.1.15	D✓	TS
1.1.16	B✓	MTP
1.1.17	A✓	M
1.1.18	D✓	SRT
1.1.19	C✓	CH
1.1.20	B✓	DRI
		[20]
1.2.1	F✓	
1.2.2	A✓	
1.2.3	E✓	CH
1.2.4	B✓	
1.2.5	C✓	[5]



1.3.1	10 years✓	
1.3.2	British✓	
1.3.3	Yellow fever✓	MTP
1.3.4	2 litter✓	
1.3.5	Department of Home affairs✓	[5]
1.4.1	ITB✓	
1.4.2	SA Tourism✓	TS
1.4.3	TBCSA✓	
1.4.4	EU✓	
1.4.5	WHO✓	[5]
1.5.1	Environment✓	
1.5.2	Economical✓	SRT
1.5.3	Economical✓	
1.5.4	Social✓	
1.5.5	Environment✓	[5]

TOTAL SECTION A: [40]

SECTION B: MAPWORK AND TOUR PLANNING, FOREIGN EXCHANGE

QUESTION 2

- 2.1 Passport✓
 Visa✓
 International driving permit✓
 Flight ticket
 (any THREE) MTP
 (3)
- 2.2.1 5hours✓ + 4hours✓ + 15hours✓ = 24 hours MTP
 (3)
- 2.2.2 08:00 + 24 (5+4+15) ✓ = 32 – 24 = 8:00 (27Jul)
 LA 08:00 -8 (+1)dst = -7
 CT ? +2 MTP
 9 hours difference
 08:00 +✓ 9✓ = 17:00✓ 27 July✓ (5)
- OR
- 08:00 + 5hours = 13:00
 LA 13:00 -8+1 = -7
 Virginia ? -4+1 = -3
 4 hours difference
 13:00 + 4hours = 17:00
 17:00 + 4hours (stopover) = 21:00
 21:00 + 15hours = 36 – 24 = 12:00 (Virginia time)
 Virginia 12:00 -3
 Cape T ? +2
 5 hours difference
 12:00 +✓ 5 = 17:00✓ 17 July✓ (✓ for showing +5/+4/+15) / (✓ hours difference)
- 2.2.3 Yes ✓ It start only the next day / 28 July✓ MTP
 (2)
- 2.3 Medication e.g. sleeping pills✓
 Drink a lot of water✓
 Eat healthy, light meals
 Avoid alcohol and caffeine
 Try to sleep during the flight MTP
 Stretch your legs by standing up and moving in the aircraft
 Set your watch to your destination's time when you board
 (any TWO) (2)



- 2.4 Keep your windows closed✓
 Lock your doors✓
 Know where you going / use a map or GPS✓
 Look around when standing at a robot
 Ensure your vehicle is road worthy
 Ensure that your vehicle has enough petrol MTP
 Stay in well-lit streets
 Don't pick-up strangers
 (any THREE) (3)
- 2.5 Green channel✓ MTP
 All the items are duty free / has nothing to declare✓ (2)
- 2.6 $19:00 + 12\text{hours} \checkmark = 31 - 24 = 07:00$
 SA 07:00 +2
 Lond ? $0 + 1\text{dst} = +1$
 1-hour difference
 $07:00 - \checkmark 1 \checkmark = 06:00 \checkmark$ 10 August✓
- OR MTP
- SA 19:00 +2
 Lond ? $0 + 1\text{dst} = +1$
 1-hour difference
 $19:00 - \checkmark 1 \checkmark = 18:00 + 12\text{hours} \checkmark = 30 - 24 = 06:00 \checkmark$ 10 August✓ (5)
- [25]



QUESTION 3

- 3.1 3.1.1 $R1\ 000 \times 14 = R14\ 000\checkmark$ FE
 $R14\ 000 \div \checkmark 17.48\checkmark = \$800.92\checkmark$ (4)
- 3.1.2 $R3\ 500 \div \checkmark 21.08\checkmark = \pounds 166.03\checkmark$ FE
 (3)
- 3.1.3 Cash / bank notes $\checkmark$
 Preloaded foreign currency card $\checkmark$ FE
 Credit card $\checkmark$ (3)
- 3.2 Euro $\checkmark$ FE
 (1)
- 3.3 Yen $\checkmark$ FE
 (1)
- 3.4 Strikes $\checkmark$
 Labour unrest $\checkmark$
 Investor confidence $\checkmark$
 Poor economy
 Decreasing GDP
 Strength of other currencies FE
 Inflation rate
 Interest rate
 Bad management by governments
 (any THREE) (3)
- 3.5 The difference is the profit that the bank / establishment make $\checkmark\checkmark$ FE
 (2)
- 3.6 3.6.1 • The flow of money into other sectors than the tourism sector. $\checkmark\checkmark$ FE
 • Phillip and his wife stay in an accommodation establishment / eat (2)
 at a restaurant / hire a car and that establishment get income. $\checkmark\checkmark$
 • The employees of establishments get their salaries and spend it at (2)
 other suppliers e.g. clothing store etc. (4)
 (TWO examples for FOUR marks) $\checkmark\checkmark\checkmark\checkmark$

[25]

TOTAL SECTION B: [50]



SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE

TOURISM

QUESTION 4

- | | | |
|-------|---|-----------------------|
| 4.1 | Circular route✓
She starts and ends at the same place✓ | TA
(2) |
| 4.2 | Australia / Australasia✓
Antarctica✓ | TA
(2) |
| 4.3.1 | Machu Picchu✓, Peru✓ | TA |
| 4.3.2 | Statue of Liberty✓, VSA✓ | TA |
| 4.3.3 | Alcazar of Segovia✓, Spain✓ | TA |
| 4.3.4 | Aushwitz✓, Poland✓ | TA |
| 4.3.5 | Floating markets✓, Thailand✓ | TA |
| | | (5x2) = (10) |
| 4.4 | 4.4.1 USA✓
North America✓ | TA
(2) |
| | 4.4.2 Eco tourist✓
Cultural tourist✓
Leisure tourist
Adventure tourist
(any TWO) | TA

(2) |
| | 4.4.3 Hiking trails✓
Rock climbing✓
Visit the Hualapai tribe
Walk on the Skywalk
(any TWO) | TA

(2) |
| | 4.4.4 The other caves are inaccessible✓✓
The other caves caved in
Maybe too dangerous to walk to the other caves
(learner's own opinion) | TA

(2) |
| | 4.4.5 They get job opportunities✓
They get a chance to earn an income✓
Their culture gets good exposure
(any TWO / learner's own ideas) | TA

(2) |



- | | | |
|-------|--|-------------------|
| 4.4.6 | Yes✓
It is the biggest Canyon in the world✓
(any other unique reason) | TA

(2) |
| 4.4.7 | Only allow a restricted number of visitors✓
Only allow guided tours✓
Fine visitors that damage the area
Spend money to preserve the canyon
(Learner's own TWO ideas) | TA

(2) |
| 4.4.8 | Yes / No✓
Own motivation✓ | TA
(2) |
| | | [30] |

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**QUESTION 6**

- | | | | |
|-----|-------|---|---------------------|
| 6.1 | 6.1.1 | Indaba✓ | M
(1) |
| | 6.1.2 | Set up a stall, handing out brochures of the sites✓
Nama or Khomani people can attend the show (show and tell)✓
Present specials for people at the trade show to visit sites
(learner's own ideas) - TWO | M

(2) |
| | 6.1.3 | Own slogan for each of the sites:
Richtersveld ✓
Khomani ✓ | M
(2)

[5] |

TOTAL SECTION C: [50]

SECTION D: SUSTAINABLE AND RESPONSIBLE TOURISM; TOURISM SECTORS

QUESTION 7

7.1 7.1.1 Hotel A ✓ TS
(1)

7.1.2

A	B	
Neat appearance	Very shabby	✓
Beautiful gardens	No gardens	✓
Looks safe and strongly build	Looks like falling apart	✓
Inviting	Not inviting	

(any THREE differences / ONE mark for ONE difference where both hotels are mentioned)

TS
(3)

7.1.3 Name logo, slogan ✓✓
Stationary ✓✓
Promotions, websites, social media
Marketing material like brochures
Awards won
Staff appearance
Environmental awareness
Customer care policy
(any TWO in full sentences) TS
(2x2) = (4)

7.1.4 New customers ✓
Repeat visitors ✓
More income
Happy staff members
(any TWO or similar) (2)

[10]



QUESTION 8

- | | | | |
|-----|-------|--|------------------------|
| 8.1 | 8.1.1 | Economic / Profit✓
Social / People✓
Environment / Planet✓ | SRT
(3) |
| | 8.1.2 | Fair wages / purchases / working environment✓
Reasonable distribution of benefits✓
Respect for human rights / culture / environment✓
Democracy
Reliability
Transparency
Sustainability
(Any THREE) | SRT

(3) |
| | 8.1.3 | Redirect grey water for re-use✓
Use energy saving light bulbs✓
Switch off any appliance that is not in use
Use slow flowing shower heads
(any TWO or similar – must focus on saving water or electricity) | SRT

(2) |
| | 8.1.4 | Staff are treated fairly✓
Sustainable job creation✓
Respect for cultures
Local people receive shares
Training of local people
(any TWO or similar) | SRT

(2) |
| | | | [10] |
| 8.2 | 8.2.1 | The way in which tourism establishments give back to the local community / way in which the establishments help / uplift local community ✓✓ | SRT
(2) |
| | 8.2.2 | A: The hotel is helping the community to build a school✓✓
B: The hotel is helping to feed the community / soup kitchen✓✓
D: The hotel sponsor clothes for the local sports team✓✓
E: The hotel collect money for the local hospital✓✓ | SRT

(4x2) = (8) |
| | | | [10] |

TOTAL SECTION D: [30]



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

QUESTION 9

9.1	9.1.1	Natural disaster✓	DRI (1)
	9.1.2	Turkey✓ Syria✓	DRI (2)
	9.1.3	Lost their lives / loved ones✓ Homes are destroyed✓ Job losses✓ Food shortages Maybe no electricity (Any THREE or similar)	DRI (3)
	9.1.4	Decrease of incoming tourists✓ Loss of income due to decrease of visitors✓ Destinations are destroyed – visits must be cancelled (any TWO or similar)	DRI (2)
	9.1.5	Floods✓ Wildfires✓ Tsunami's Volcanic eruptions Avalanches Droughts Tornado's Hurricane's (any TWO)	DRI (2)
			[10]
9.2	9.2.1	Increase✓	DRI (1)
	9.2.2	Destinations loose visitors✓ Loss of income✓ Job losses Must spend a lot of money to install alternative energy sources. (any TWO or similar)	DRI (2)



9.2.3	International tourist forms a negative perception of South Africa / nothing works in South Africa✓✓ (any ONE in full sentence)	DRI (2)
9.2.4	Can provide alternative experiences for customers e.g. candle light dinners✓ Can offer activities like star gazing✓ Use alternative methods of cooking e.g. on outside fire (Learner's own TWO ideas)	DRI (2)
9.3	9.3.1 Land market	DRI (1)
	9.3.2 Air market	DRI (1)
	9.3.3 Air market	DRI (1)
		[10]

**QUESTION 10**

10.1	10.1.1	Facilities✓	CC (1)
	10.1.2	Friendliness✓	CC (1)
	10.1.3	Employees must be reprimanded, ask to be more friendly✓ Appoint the correct type of people that works well with customers✓ (Learner's own ideas)	CC (2)
	10.1.4	So that they know what they are doing right and can build on that✓ So that they know what they are doing wrong and can improve on that ✓	CC (2)
	10.1.5	Feedback card✓ Surveys✓ Follow up calls Web based reactions Social media feedback Questionnaires (any TWO)	CC (2)
	10.1.6	Yes✓ Their service looks good enough for me✓ or No✓ Their service looks very bad✓ (learner's own opinion)	CC (2)
			[10]

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