

Confidential



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

MAY/JUNE 2024

MARKS: 200

TIME: 3 hours

This question paper consists of 27 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTION 3.1 and 3.2, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPICS	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	200	180

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1 The Minister of Tourism appointed in March 2023:



- A Lindiwe Sisulu
 - B Patricia de Lille
 - C Derek Hanekom
 - D Fish Mahlalela
- 1.1.2 Nairobi in Kenya is located ... of the UTC.
- A east
 - B west
 - C south
 - D north
- 1.1.3 The time difference between Cape Town (+2) and Washington (-5), is ...
- A 7 hours.
 - B 3 hours.
 - C 6 hours.
 - D 8 hours.
- 1.1.4 The main symptoms of cholera:
- A Irritation of the eyes
 - B Diarrhoea and vomiting
 - C Severe coughing
 - D Excessive thirst

- 1.1.5 An advantage of using a preloaded foreign currency debit card:
- A Can serve as proof of identity
 - B Gives tourists unlimited spending
 - C Can be used by street vendors
 - D Available in a variety of currencies
- 1.1.6 The 0° line of longitude is also known as ...
- A Universal Time Coordinate.
 - B Greenwich Prime Time.
 - C Prime Time.
 - D World Time.
- 1.1.7 The Statue of Liberty and the Grand Canyon are located on this continent:
- A South America
 - B North America
 - C Europe
 - D Australia
- 1.1.8 A unique feature of the floating markets in Thailand is vendors selling ...
- A goods on the banks of the river.
 - B fruit and vegetables online.
 - C goods from donkey carts.
 - D goods from small boats.
- 1.1.9 An icon located in Peru:
- A Petra
 - B Machu Picchu
 - C Mecca
 - D Mount Everest
- 1.1.10 The World Heritage Site that showcases the culture of the Nama people:
- A Barberton Makonjwa Mountains
 - B Mapungubwe Cultural Landscape
 - C Richtersveld Cultural and Botanical Landscape
 - D #Khomani Cultural Landscape ...

- 1.1.11 The picture below represents an aspect contributing to the success of an attraction:



- A Good staff benefits
B Poor experience of visitors
C Concern for the environment
D No litter bins provided
- 1.1.12 The positive professional image of a tourism business is characterised by ...
- A a poorly maintained building.
B substandard products.
C efficient and well-trained staff.
D staff with a poor attitude.
- 1.1.13 The website of a business is considered professional when it ...
- A gives insufficient information about the business.
B contains language and spelling mistakes.
C contains offensive content.
D is visually pleasing and easy to navigate.
- 1.1.14 Responsible tourist behaviour at Table Mountain National Park:
- A Leaving empty cans on the mountain
B Breaking pieces of plants as souvenirs
C Making a fire on the mountain
D Staying on designated paths
- 1.1.15 Sustainable environmental practices by a hotel:
- A The use of energy-efficient light bulbs
B A garden consisting of invasive (alien) plants
C A generator running all day
D No litter bins on the premises

1.1.16 An advantage of using cash when travelling abroad:

- A It allows for payment of small amounts
- B Carrying large amounts of money
- C Cannot be insured against theft
- D Notes can be counterfeit (fake)

1.1.17 A SWIFT transaction is an example of a/an ...

- A electronic funds payment.
- B telegraphic transfer.
- C credit card payment.
- D debit card payment.

1.1.18 The difference in tourist arrivals between 2021 and 2022 is ...



NOTE: No data available for 2020 due to Covid-19.

- A 1 million.
- B 2 million.
- C 1,1 million.
- D 2,1 million.

1.1.19 A step in analysing customer satisfaction:

- A Ignoring a customer complaint
- B Complimenting a customer
- C Rewarding a staff member
- D Identify common complaints from customers

1.1.20 The quote below refers to the importance of feedback to improve ...

'We all need people who will give us feedback. That is how we improve.'

- **Bill Gates**
Founder: Microsoft

- A excellent working conditions.
- B successful sustainable practices.
- C customer satisfaction.
- D successful marketing initiatives.

(20 x 1)

(20)

- 1.2 Give ONE word/term for EACH of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 colour map.

weakening rand; fluctuation;
two hundred thousand rand; two million rand; BBR; BWP;
strengthening rand; foreign exchange

- 1.2.1 The annual travel allowance for a child under 18, according to the *April 2023 Currency and Exchanges Guidelines for Individuals*
- 1.2.2 The daily changes in the value of a currency
- 1.2.3 When the rand shows a steady decline in comparison to the euro
- 1.2.4 The term used when converting local currency into foreign currency
- 1.2.5 The currency code for the Botswana pula (5 x 1) (5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 passport.

- 1.3.1 (Travel insurance/Complimentary transport) is a cost to consider when compiling a tour budget.
- 1.3.2 Applying for a/an (itinerary/visa) requires different types of biometric scanning.
- 1.3.3 At the beginning of summer, countries that implement DST, move their clocks one hour (ahead/back).
- 1.3.4 (Shore excursions/Optional tours) is an element to be considered when compiling an itinerary for a tourist visiting the Kruger National Park.
- 1.3.5 A general safety precaution when driving, is (to place the laptop on the front seat/to keep the laptop out of sight). (5 x 1) (5)

- 1.4 Choose an example from COLUMN B that matches the term in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 H.

COLUMN A		COLUMN B	
1.4.1	Pre-loaded foreign currency debit card	A	war in Russia and Ukraine
1.4.2	Natural disaster	B	Visa credit card
1.4.3	Political situation	C	maximum working hours
1.4.4	Basic Conditions of Employment Act	D	Travel Wallet
1.4.5	Code of conduct	E	integrity in the workplace
		F	aircraft accident
		G	earthquake

(5 x 1)

(5)

- 1.5 In 2023, Mr Jackson, a sports tourist, attended all the sporting events below.
Re-arrange the sporting events Mr Jackson attended in 2023 in a logical order according to the dates.
Write only the date and name of the event next to the question numbers (1.5.1 to 1.5.5).



[Adapted from www.sasportspress.co.za; www.rugbyworldcup.com; www.commonswikimedia.org; www.comrades.com and www.facebook.com]

	DATE	NAME OF EVENT
	Example	12 March 2023
		Cape Town Cycle Tour
1.5.1	Event 1	
1.5.2	Event 2	
1.5.3	Event 3	
1.5.4	Event 4	
1.5.5	Event 5	

(5)

TOTAL SECTION A: 40

HOMOWO – A FESTIVAL OF FOOD IN GHANA

The Homowo Festival is one of the largest cultural harvest festivals of its kind in Africa and is celebrated in the capital city Accra. The 2023 festival took place from August to September. These months normally produce the largest harvest of grain and fish.



Homowo festival celebrations start with the blessing of crops. They are followed by a series of dances and ceremonies until the harvest is reaped.

[Adapted from <https://micyamoah.wordpress.com>]

2.1 A South African family flew to Accra in Ghana to attend the **Homowo** Festival. Ghana is a high-risk yellow fever area and South African tourists require an entry document in their passports to enter Ghana.

- 2.1.1 (a) Identify the time zone where Ghana is located. (2)
- (b) Name the 0° line of latitude located close to Ghana. (2)
- (c) Give ONE reason why the line of latitude in QUESTION 2.1.1(b) is considered important for travel planning. (2)
- 2.1.2 Name TWO official travel documents the South Africans needed when they travelled to Ghana. (4)

- 2.2 2.2.1 Visitors from New York used their cellphones to do a live broadcast of the festival. This was broadcast from Accra at 21:00 to family and friends in New York on 9 August 2023.

Calculate the time and date the family and friends in New York watched the live broadcast from Accra.

Show ALL calculations. (4)

- 2.2.2 A Malawian music group was invited to the 2023 Homowo Festival in Ghana. They departed from Lilongwe, Malawi at 20:00 on 12 August 2023.
The flying time was 12 hours (including a stopover).

Calculate the local time and date that this flight arrived in Accra, Ghana.

Show ALL calculations. (6)

- 2.2.3 After the long flight, the Malawian group felt disorientated.

Name the travel condition the group suffered from. (2)

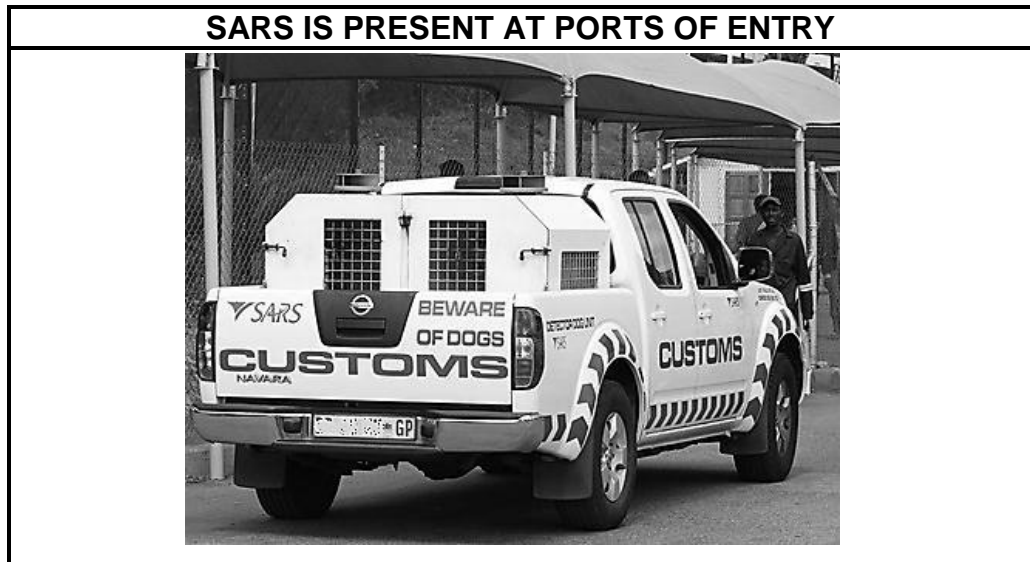
- 2.3 International airports offer a variety of shopping opportunities for travellers.



[Source: www.dutyfree.com]

- 2.3.1 Explain the term *duty-free shopping*. (2)
- 2.3.2 Apart from international airports, give TWO other examples where tourists can do duty-free shopping. (4)
- 2.3.3 Give ONE reason why a pocket knife carried in the hand luggage will be confiscated (taken) by South African customs officials. (2)

- 2.3.4 Vehicles like the one in the picture below is often seen at international ports of entry into South Africa.



[Adapted from www.sars.co.za]

- (a) Write out the acronym SARS in full. (2)
- (b) SARS is committed to making passage through customs control at ports of entry as quick and hassle-free as possible.
- Give TWO functions of SARS at ports of entry into South Africa. (4)
- (c) Give THREE examples of prohibited goods that will NOT be allowed on any aircraft. (6)
- [42]

QUESTION 3

Study the exchange rate table below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
Portugal	EUR	18,10	18,75

- 3.1 Mr Da Sousa, a South African outbound tourist, is going to Portugal. Before his departure from South Africa, he exchanges ZAR35 500,00 at a forex kiosk at the OR Tambo International Airport.

Calculate how much he will receive in euro when he exchanges his foreign currency.

(4)

- 3.2 On his return to South Africa, Mr Da Sousa exchanges the remaining 248 euro for rand at the OR Tambo International Airport.

Calculate the amount that he will receive in rand.

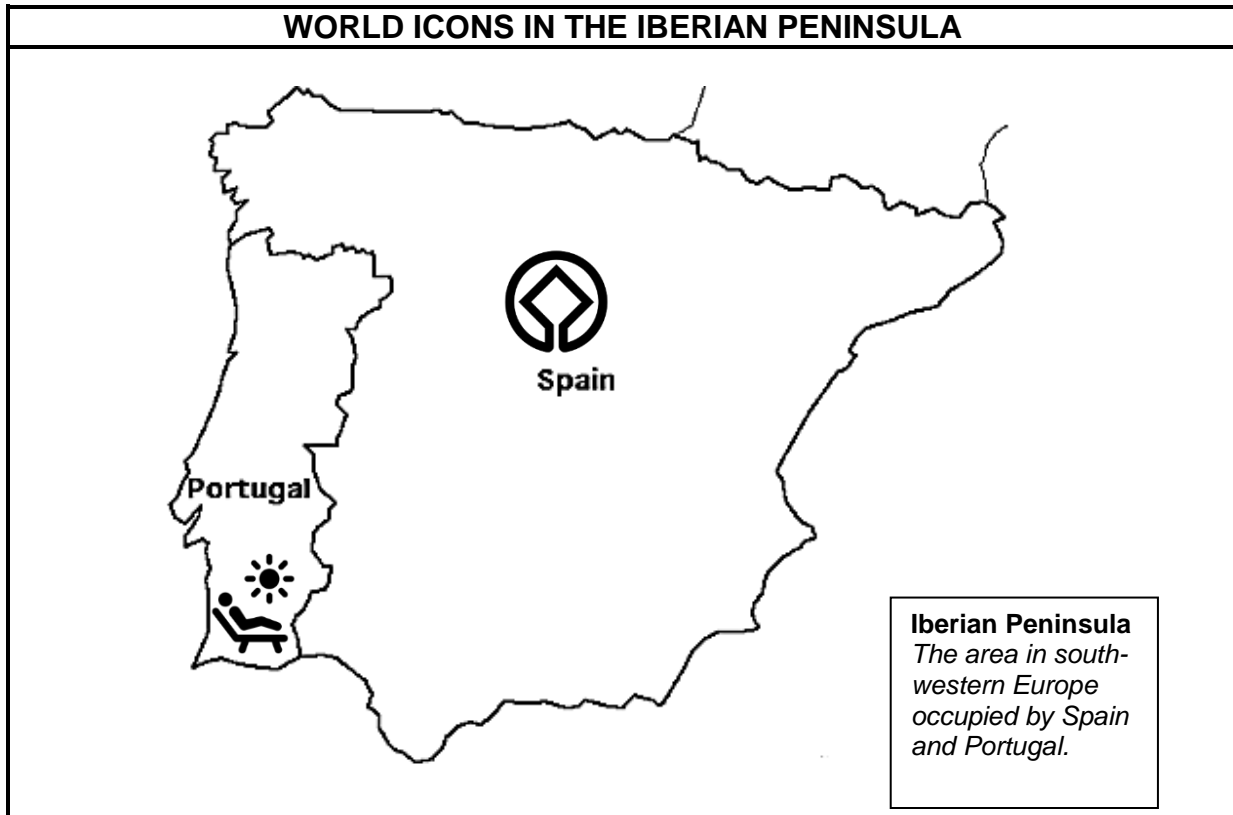
(4)

[8]

TOTAL SECTION B: 50

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

Study the map and information below and answer the questions that follow.

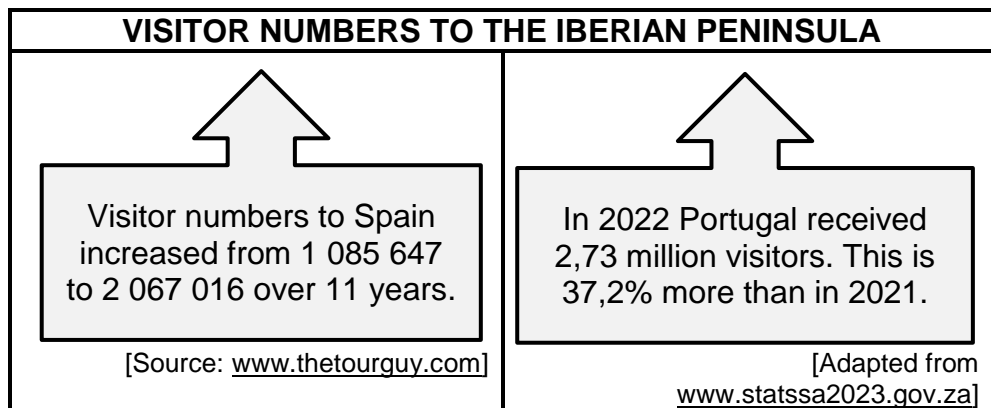


[Adapted from www.enchantedlearning.com]

- | | | | |
|-----|-------|---|-----|
| 4.1 | 4.1.1 | Name the iconic ancient building in Spain that is also a World Heritage Site. | (2) |
| | 4.1.2 | Describe ONE unique feature of the icon named in QUESTION 4.1.1. | (2) |
| | 4.1.3 | Identify the type of tourist that will be interested in visiting this icon in Spain. | (2) |
| | 4.1.4 | The Iberian Peninsula consists of Portugal and Spain, and is a popular tourist destination.

Identify the icon in Portugal. | (2) |
| | 4.1.5 | Give ONE reason why the icon in QUESTION 4.1.4 attracts many visitors annually. | (2) |

- 4.1.6 An increase in visitor numbers can have an impact on a destination.



Discuss TWO negative impacts of high visitor numbers on each of the following:

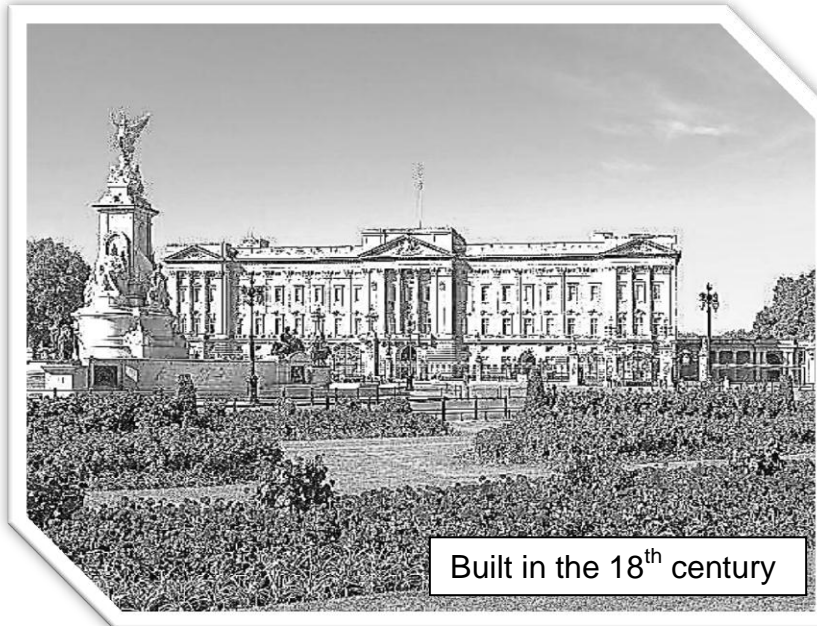
- (a) The icon in Spain identified in QUESTION 4.1.1 (4)
- (b) The icon in Portugal identified in QUESTION 4.1.4 (4)

4.2 Study the pictures below and answer the questions that follow.

OFFICIAL RESIDENCES

The two icons below are the official residences of the leaders of the United Kingdom and Russia. Both residences attract millions of tourists every year.

A



[Adapted from www.goldentours.com]

B



[Adapted from www.istockphoto.com]

- 4.2.1 Identify the icon in **A** above. (2)
- 4.2.2 Name ONE other icon located in the same city as the one identified in QUESTION 4.2.1. (2)
- 4.2.3 Identify the icon in **B** above. (2)
- 4.2.4 Name the city where icon **B** is located. (2)

- 4.3 Write a paragraph to discuss the importance of the icons **A** and **B** for the tourism industry of the two countries named on the previous page.

The paragraph must focus on:

- The historical and cultural significance of both icons **A** and **B** (2) (2)
 - Parades that are associated with each icon (2 x 2) (4)
- [32]**

QUESTION 5

Study the information below and answer the questions that follow.

CYCLISTS EXPERIENCE ISIMANGALISO WETLAND PARK

This mountain bike ride is part of the fundraiser for the eco-series events which contributes to the conservation efforts at the iSimangaliso Wetland Park. The mountain bike trail crosses into eight different eco systems where rhinos and giraffes are seen on one day and whales and hippos can be seen the next day. Cyclists have raised funds for the purchase of tracking equipment to assist rangers in their conservation efforts.

[Adapted from www.isimangalisowetlandpark.com]


- 5.1 Name the body responsible for declaring World Heritage Sites. (2)
- 5.2 Name ONE other World Heritage Site located in the same province. (2)
- 5.3 Events that raise funds for conservation can have a positive impact on the iSimangaliso Wetland Park.

Explain TWO ways in which fundraising events can attract tourists interested in conservation. (2 x 2)

(4)
[8]

QUESTION 6

Study the picture below and answer the questions that follow.

ITB BERLIN 2023 – NUMBERS	
	<p>5 500 exhibitors from 161 countries</p> <p>90 127 attendees from more than 180 countries</p> <p>400 speakers took part in 200 panel discussions and lectures</p>
[Source: www.tourismupdate.co.za]	

- 6.1 Name ONE other international travel trade show where South Africa is showcased as a destination of choice. (2)
- 6.2 Give ONE core function of South African Tourism (SATourism). (2)
- 6.3 Explain ONE way in which SATourism receives the funding to fulfil its core functions referred to in QUESTION 6.2. (2)
- 6.4 The presence of South African Tourism at travel trade shows is an attempt to grow tourist arrival numbers and position South Africa as a destination of choice.
- Explain TWO ways in which travel trade shows position South Africa as a destination of choice. (2 x 2) (4)
- [10]**

TOTAL SECTION C: 50

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

Study the information below and answer the questions that follow.

VACANCY!! JOB AVAILABLE	
	<p>A vacancy is available for a skilled restaurant manager with high energy and a passion for the hospitality industry. The following qualities are required:</p> <ul style="list-style-type: none"> • Punctuality • Hardworking • Excellent communication skills • Very good social skills • Must work flexible hours and weekends

[Adapted from www.gumtree.co.za]

7.1 Name the document in which the core duties of a restaurant manager will be outlined. (2)

7.2 The document named in QUESTION 7.1, includes subsections such as working hours and fringe benefits. This will be important information for the new manager.

Name the subsections where the new manager will find the following information:

7.2.1 The amount of money the new manager will receive in return for work done (2)

7.2.2 The amount of money paid to the manager to buy clothes which will adhere to the dress code of the restaurant (2)

7.2.3 The number of days per year the manager is entitled to be away from work (2)

7.3 Refer to the cartoon below and answer the question that follow.

COMMUNICATION SKILLS	
It is expected of a restaurant manager to have very good communication and social skills.	
<p>The cartoon depicts a customer on the left asking, "Do you have any tables available for tonight?". A restaurant manager on the right, behind a counter labeled "RESTAURANT", responds with a speech bubble saying "YES! (#@*&?!!)". A third speech bubble from the customer says, "Okay... Please tell me what times are available?".</p>	
<p>NOTE: In cartoons (#@*&?!!) usually refers to the speaker being rude or using foul language, e.g. swearing.</p>	


[Adapted from www.hyken.com]

- 7.3.1 Identify the unacceptable response shown in the cartoon. (2)
- 7.3.2 Suggest TWO ways in which the manager could have responded differently to show good communication skills. (2 x 2) (4)
- [14]**

QUESTION 8

8.1 Study the information below and answer the questions that follow.

SUSTAINABILITY AT THE HIGHWAY HOTEL
Getting rid of single-use plastic bottles



Hydration station at the Highway Hotel

Water filling stations (hydration stations) were installed at the Highway Hotel to eliminate (remove) the use of single-use plastic water bottles. On check-in, guests receive reusable glass bottles. These glass bottles can be refilled at the hydration stations. Guests have unlimited access to free, clean, safe water during their stay.

Other initiatives

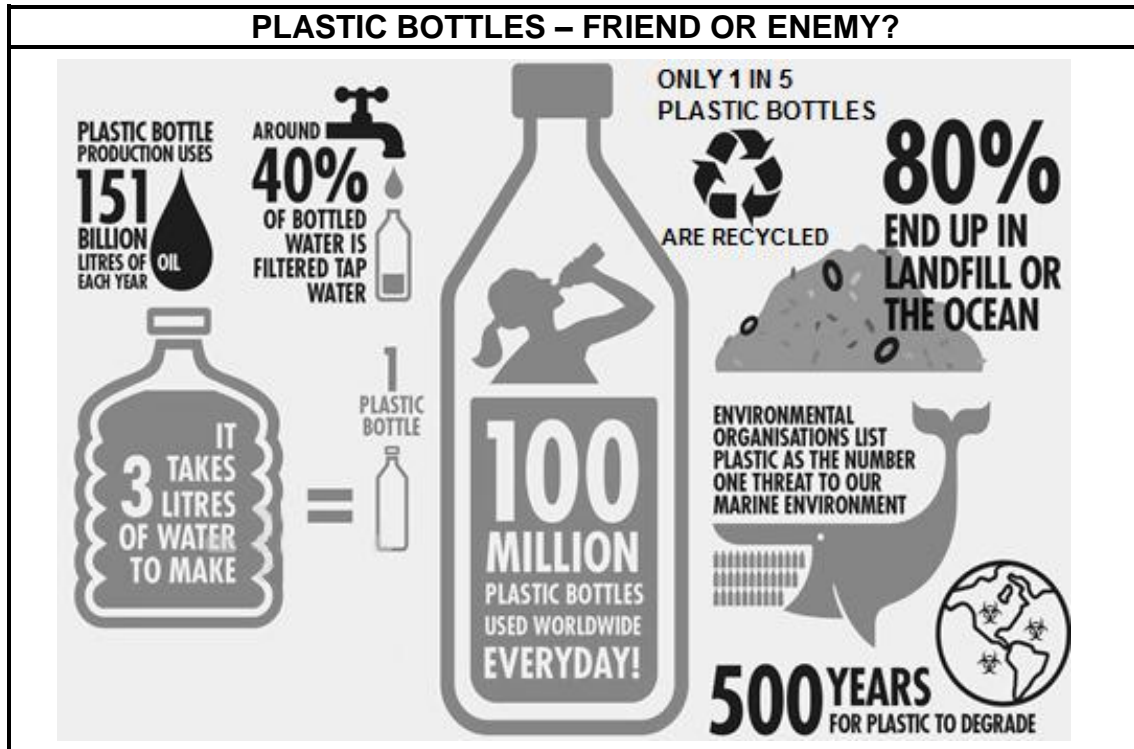
- Energy conservation
- Community upliftment
- Support of local businesses
- Entrepreneurship opportunities
- Reuse, reduce, recycle

Single-use plastics
Any plastic item that can only be used once and is then discarded (thrown away).

[Source: www.marriott.com]

- 8.1.1 From the extract, state TWO ways in which the hotel reduces its carbon footprint. (2)
- 8.1.2 Explain TWO ways in which the use of the hydration stations has a positive impact on the waste management practices of the hotel. (4)
- 8.1.3 Discuss TWO ways how the discarding of single-use plastics at the hotel can create entrepreneurial opportunities for local communities. (4)

8.2 Refer to the infographic below and answer the questions that follow.



[Adapted from www.waecorp.com]

8.2.1 Identify ONE fossil fuel used in the production of plastic bottles. (2)

8.2.2 Environmental organisations list plastic as the number one threat to our marine environment.

Give TWO examples of how plastics can threaten our marine environment.


(4)
[16]

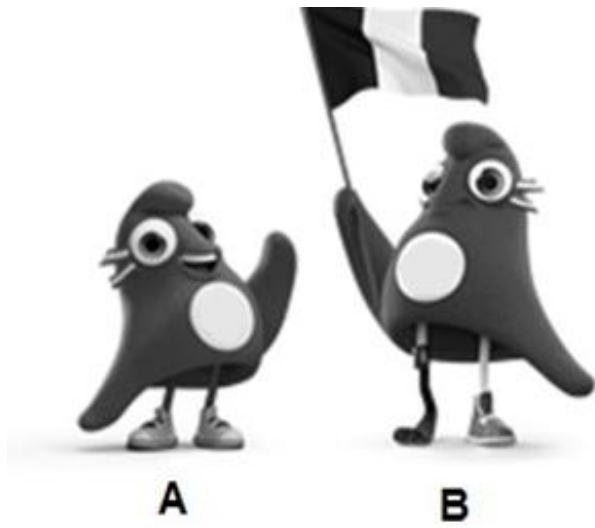
TOTAL SECTION D: 30

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

QUESTION 9

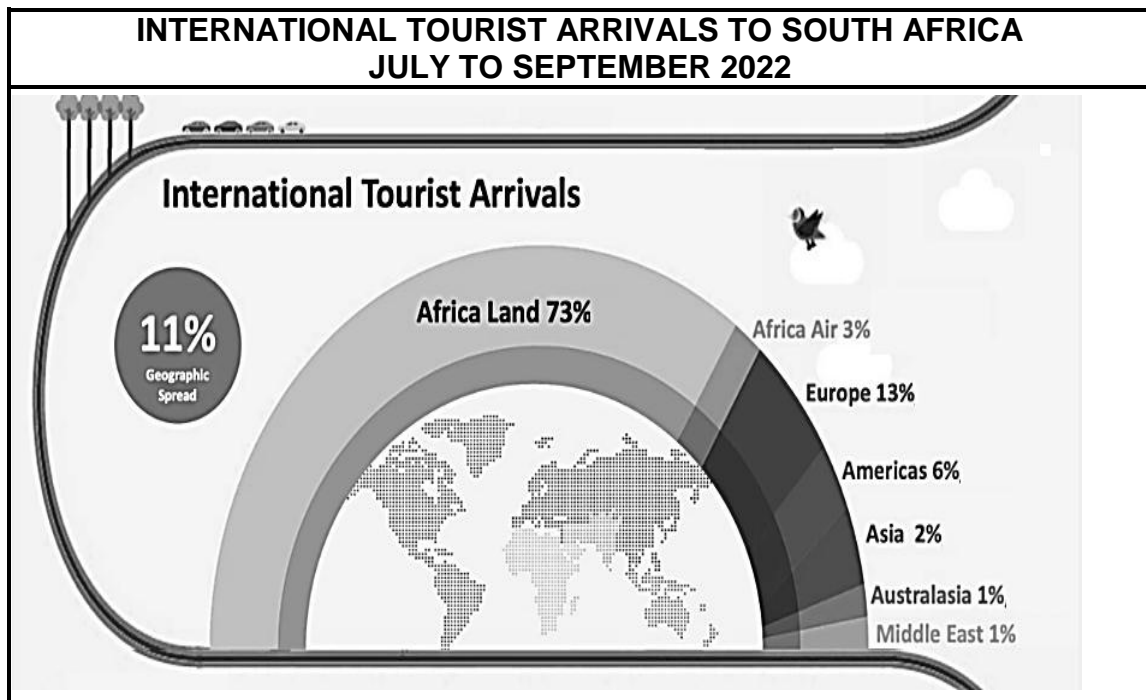
9.1 Study the information below and answer the questions that follow.

PARIS 2024 – 'GAMES WIDE OPEN'	
The Olympic Games will take place from 26 July to 11 August 2024.	
The Paralympic Games will take place from 28 August to 8 September 2024.	
The slogan for the Paris 2024 Summer Olympic Games is 'Games wide open'.	

MASCOTS OF THE 2024 OLYMPIC GAMES
 <div style="display: flex; justify-content: space-around; margin-top: 10px;"> A B </div>
<p>Mascot: A symbolic figure considered to bring luck to an event or a game.</p> <p style="text-align: right;">[Adapted from www.olympics.com]</p>

- 9.1.1 Refer to the dates of the 2024 Olympic Games.
Give ONE reason why it is called the Summer Olympics. (2)
- 9.1.2 Differentiate between the *Olympic Games* and the *Paralympic Games* in terms of participants. (2)
- 9.1.3 (a) The mascots for the Olympic Games and the Paralympic Games are marked **A** and **B**.
Identify the mascot that represents the Paralympic Games. (2)
- (b) Give ONE reason for your answer to QUESTION 9.1.3(a). (2)
- 9.1.4 Discuss ONE economic benefit for a country hosting a global event. (2)

9.2 Study the information below and answer the questions that follow.




[Adapted from www.southafrica.net]



- 9.2.1 Explain the meaning of *international tourist arrivals to South Africa*. (2)
- 9.2.2 (a) Give ONE reason why a country such as Ghana is considered an *African air market*. (2)
- (b) Give ONE reason why a country such as Botswana is considered an *African land market*. (2)
- 9.2.3 Excluding the African markets, identify the continent with the highest percentage of arrivals. (2)
- 9.2.4 Suggest ONE way in which the visitor numbers from Australasia and the Middle East (at 1%) can be increased. (2)
- [20]**

QUESTION 10

Study the picture below and answer the questions that follow.

LET YOUR FINGERS DO THE TALKING	
<p style="text-align: center;">Tourists use different methods to rate services they receive.</p> <div style="text-align: center; margin: 10px 0;">  </div> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> Rating Scale: 1 = poor 5 = excellent </div>	
[Source: www.projectmanager.com]	

- 10.1 Choose the correct word given in brackets:
 The picture above shows a form of customer (rewards/feedback). (2)
- 10.2 Explain the method identified in QUESTION 10.1. (2)
- 10.3 There are several methods used to rate customer services.
 Compare the effectiveness of the TWO methods of responses indicated below.

SURVEY	CELLPHONE
	

[Source: www.flaticon.com]

- 10.4 Explain ONE positive impact of customer responses on a business. (2)
[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200



basic education

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	(20)
	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	
1.2	1.2.1	two hundred thousand rand✓	FX	(5)
	1.2.2	fluctuation ✓	FX	
	1.2.3	weakening rand ✓	FX	
	1.2.4	foreign exchange✓	FX	
	1.2.5	BWP✓	FX	
1.3	1.3.1	Travel insurance✓	MTP	(5)
	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	
1.4	1.4.1	D✓/Travel Wallet	DRI	(5)
	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	

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. ✓✓ • Shopping without having to pay 15% VAT/tax.	MTP (2)
	2.3.2	Cruise ships in international waters ✓✓ Flights in international airspace ✓✓ • International rail terminals	MTP (4)
	2.3.3	Tourists are not allowed to carry pocket knives onto an aircraft. ✓✓ • 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.	MTP (2)
	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. ✓✓ 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.	MTP (4)
		(c) Explosives ✓✓ Poisons ✓✓ Dangerous chemicals ✓✓ • Compressed gases • Weapons or replicas of weapons • Illegal drugs • Stolen goods • Counterfeit goods	(6)

NOTE: Accept examples

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QUESTION 3

3.1 ZAR35 500 ($\div \checkmark$) 18.75 \checkmark FX
= €1 893.33 $\checkmark\checkmark$ (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. ✓✓ (4)

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

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. ✓✓ (4)

- 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

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. 	cc	(2)
	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. 		(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