



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2022

MARKS: 200

TIME: 3 hours

This question paper consists of 30 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

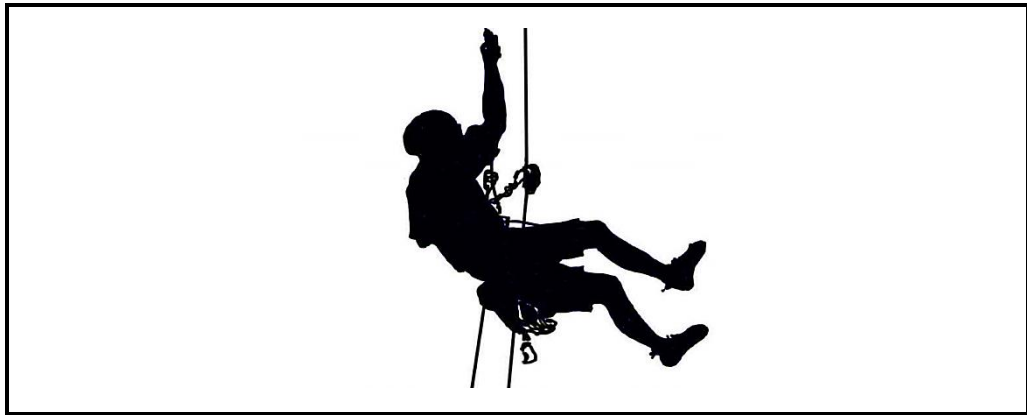
1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of each question as 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**

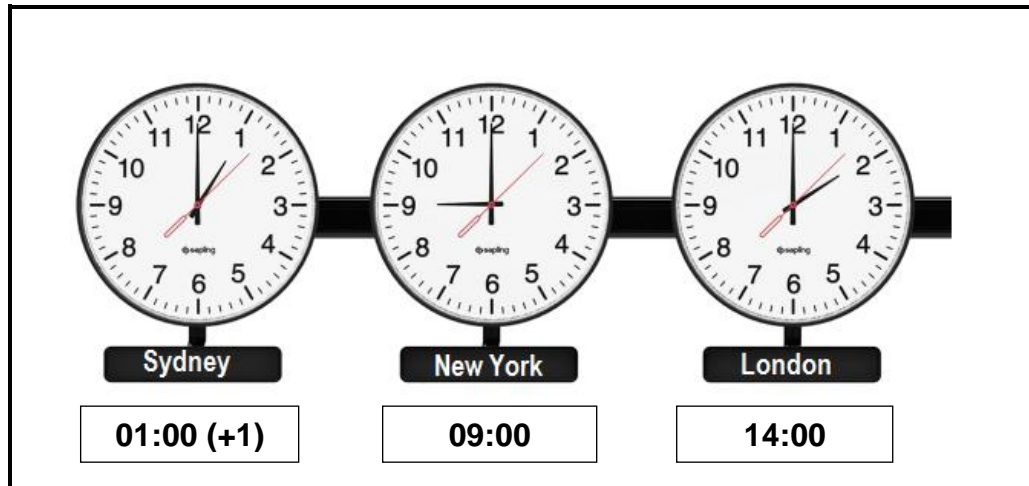
- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

- 1.1.1 The tourism concept which may appear in an itinerary describing the image below:



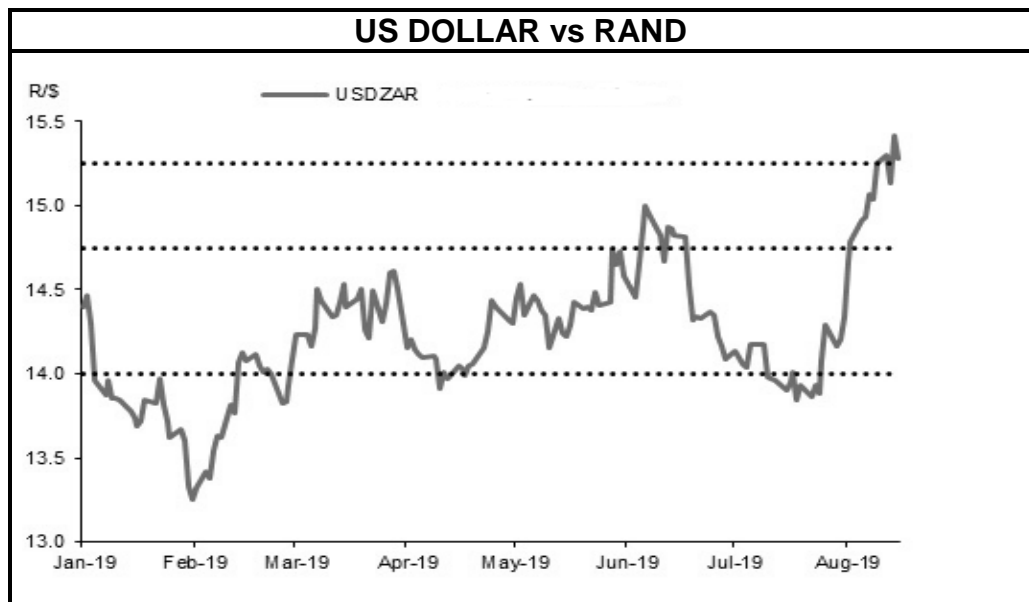
- A Destination
B Route planning
C Timed itinerary
D An activity
- 1.1.2 The difference between jet lag and jet fatigue:
- A Jet lag is travel between two cities within a country and jet fatigue is travel between two cities in a neighbouring country.
B Jet lag is tiredness due to crossing many time zones and jet fatigue is tiredness due to a long-haul flight.
C Jet lag is stress on an aircraft caused by wind speed and jet fatigue is exhaustion during a flight due to the age of the plane.
D Jet lag has limited or no side effects on passengers, while jet fatigue has many symptoms and may require hospitalisation.
- 1.1.3 Tourists now have the benefit of obtaining their foreign currency through this on-line method:
- A Forex
B Stock exchange
C Bitcoin
D Banking app

1.1.4 The time difference between London and New York:



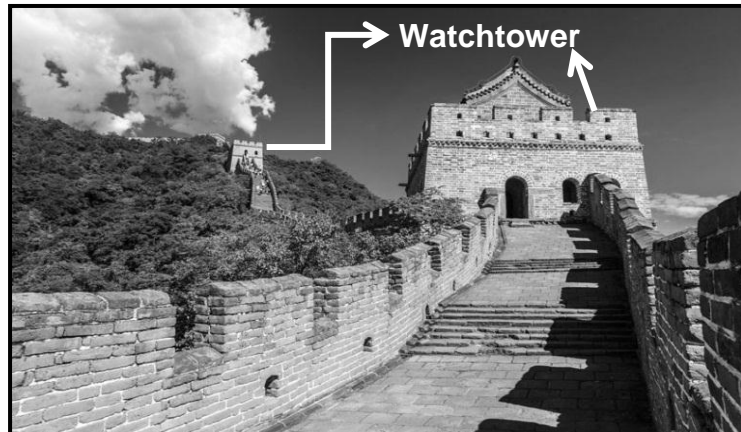
- A 3 hours
- B 4 hours
- C 5 hours
- D 6 hours

1.1.5 The term used to describe the trend shown in the graph below:



- A Daily fluctuation
- B Bank selling rate
- C Foreign currency
- D Bank buying rate

1.1.6 The picture below shows an ancient icon. Identify the ancient icon.



- A Berlin Wall
- B Great Wall of China
- C Sydney Opera House
- D Great Pyramids of Giza

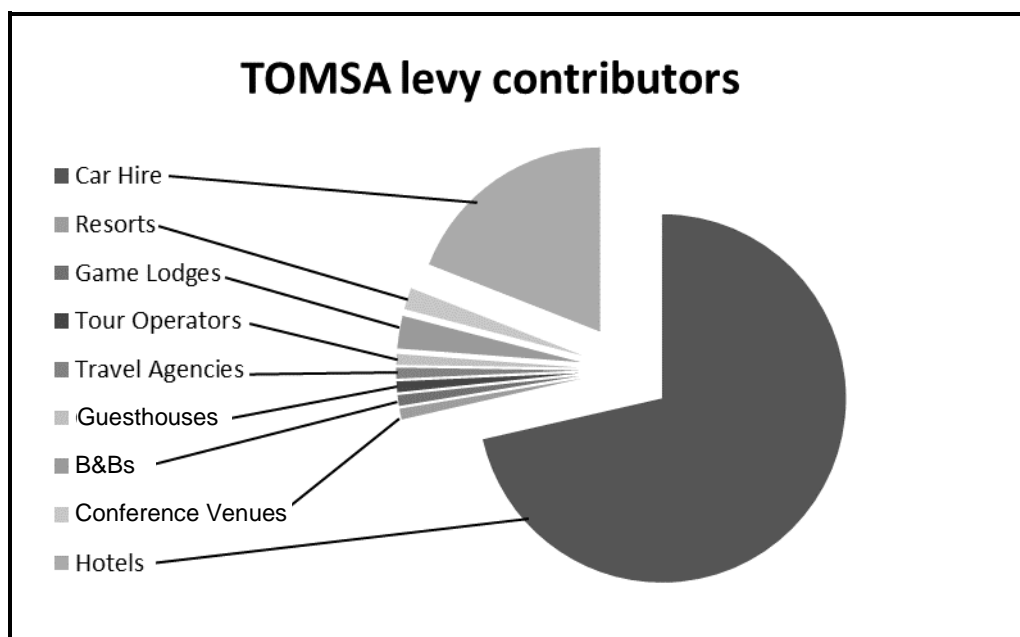
1.1.7 uShaka Marine World caters for people with disabilities by ...

- A providing wheelchairs at the entrance.
- B terminating the services of incompetent staff members.
- C ensuring that all tourists have clean drinking water.
- D using sign language for the benefit of visually challenged tourists.

1.1.8 Declaring a new World Heritage Site in South Africa will ...

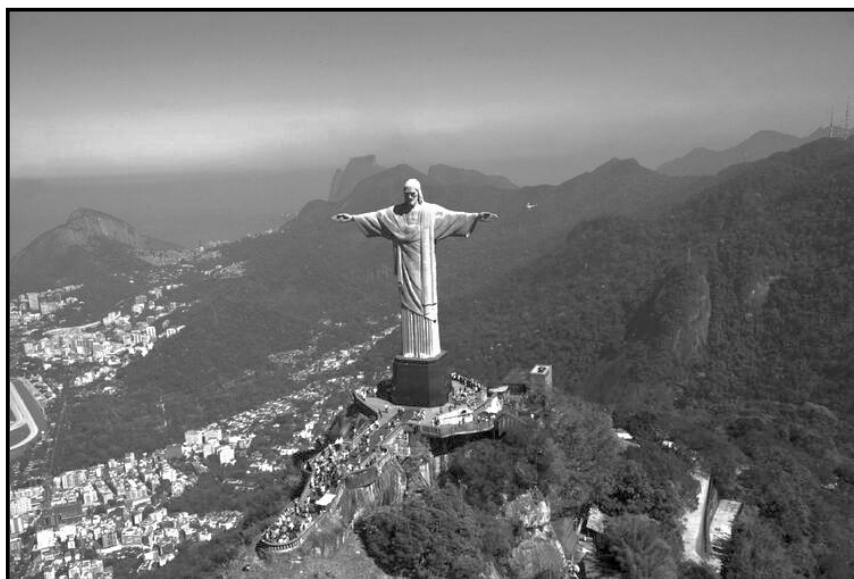
- A eliminate all poverty and unemployment in the local community.
- B give South Africa negative word-of-mouth advertising in the international community.
- C bring tourism infrastructure development to the local community.
- D cause other World Heritage Sites to close down.

1.1.9 The biggest contributors to the TOMSA levy:



- A Transport sector
- B Conference sector
- C Travel booking sector
- D Accommodation sector

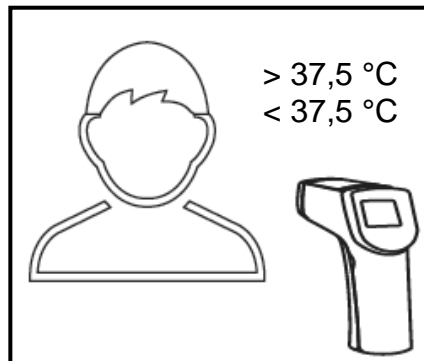
1.1.10 The picture below shows a ... type of World Heritage Site.



- A natural
- B cultural
- C mixed
- D alien

- 1.1.11 An example of how airlines support the local community located close to the airport:
- A Employ workers from a neighbouring province
 - B Import all their uniforms from foreign countries
 - C Give new computers to a local school
 - D Donate aircraft fuel to the local petrol stations
- 1.1.12 Sustainable tourism practices in Southern Africa are accredited by ...
- A FTT.
 - B SAA.
 - C BBR.
 - D USD.
- 1.1.13 A way in which a tourism destination can attract environmentally conscious tourists:
- A Subscribe to online sports magazines
 - B Advertise plastic packaging products on its website
 - C Donate money to international mining companies
 - D Publish their pledge to sustainable practices on their website
- 1.1.14 One of the provinces that receives the highest number of international visitors:
- A Northern Cape
 - B Free State
 - C Limpopo
 - D Gauteng
- 1.1.15 Night shift hours from ... can be considered to be fair working conditions.
- A 23:00 to 07:00
 - B 11:00 to 07:00
 - C 19:00 to 09:00
 - D 00:00 to 23:00
- 1.1.16 The code of conduct gives guidance on the expected ... at work.
- A behaviour
 - B payment
 - C leave
 - D benefits

- 1.1.17 When a customer with a temperature higher than ($>$) $37,5^{\circ}\text{C}$ enters a restaurant, the restaurant is compelled to take this action:



- A Send the customer to the ICU at the nearest hospital
B Have a Covid-19 test done immediately
C Refuse the customer entry into the restaurant
D Get a booster vaccination immediately
- 1.1.18 A summit is a/an ... where matters of international significance are discussed.
- A political situation
B unforeseen occurrence
C gathering of heads of state
D gathering of SADC ministers only
- 1.1.19 Tourists must be aware of these criminal activities when doing financial transactions online:
- A Their credit cards can be damaged or scratched.
B Personal information can be stolen when using a cellphone.
C Personal information can be stolen when paying cash for goods and services.
D Personal information can be stolen when paying by cheque.

- 1.1.20 According to the statistics in the 'Spend' column below, visitors from ... are the biggest spenders when visiting South Africa.

SOUTH AFRICAN SPEND AND ARRIVALS (2019)		
REGION	SPEND (IN RAND)	ARRIVALS
Africa	34 431 514 535	6 602 000
Americas	11 780 832 483	533 000
Asia and the Pacific (APAC)	4 733 653 697	237 000
Australasia	2 490 378 950	128 000
Europe	30 465 971 781	2 400 000
Middle East	51 134 039	3 000
GRAND TOTAL	83 953 485 482	9 903 000

[Source: www.statssa.gov.za]

- A Asia and the Pacific (APAC)
 B Europe
 C Africa
 D Americas

(20 x 1) (20)

- 1.2 Choose ONE word/term from the list below to complete each of the following sentences. 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 bank buying rate.

conference; positive; Limpopo; exhibitor; negative; Mpumalanga; Victoria Falls; buyer; Niagara Falls; adventure
--

- 1.2.1 Many ... tourists stay at a ski resort in the Black Forest.
- 1.2.2 Easy access to an attraction results in a ... visitor experience.
- 1.2.3 The Barberton Makhonjwa Mountains are located in ...
- 1.2.4 A foreign travel agent attends Africa's Travel Indaba as a ... to find newly opened luxury client accommodation.
- 1.2.5 Sheets of ice form over the ... in winter.

(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 Robben Island is classified as a (natural/cultural) World Heritage Site.

1.3.2 An increase in (volume/incentives) refers to higher visitor numbers to South Africa.

1.3.3 Successful tourist attractions in South Africa get their products mainly from (local/global) suppliers.

1.3.4 UNESCO criteria use a (metric/Roman) numbering system.

1.3.5 The city of Venice was built on many (islands/hills). (5 x 1) (5)

- 1.4 Choose a term in COLUMN B that matches the description of the 21st century technological innovations used to enhance tourists' experiences in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	A digital experience of a destination to be visited	A	biometric scanning
1.4.2	Using the World Wide Web and a smartphone to make online bookings and payments for multiple tourism products	B	e-Visa
		C	virtual tour
		D	robotic housekeeping
1.4.3	Entering your hotel room using your fingerprint	E	internet
		F	laptop
1.4.4	A required electronic travel document		
1.4.5	A safe and secure room cleaning service in a hotel		

(5 x 1) (5)

1.5


Travelling within South African borders has increased the risk of Covid-19 infection and transmission.

The Maharajah family in the picture below will be travelling from Durban to Johannesburg for their annual holiday. They will consider the safest transport option in order to prevent the risk of infection for their family. The cost of the transport and the time taken to travel is not an issue. It is all about the **safety** of the family.

Select FIVE transport options below that will be the safest for the Maharajah family. Write only the letters (A–H) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK.

(5)

A New View on Leisure Travel



9 in 10

travellers will make decisions based on health and hygiene protocols when choosing a mode of transport to a destination.

A Hired car	B The Gautrain	C Luxury cruise liner
D Air travel	E Tram	F Sleeper coaches
G Own car (self-drive)	H Shosholoza Meyl	I Microlight aircraft

[Adapted from www.advertising.expedia.com]

TOTAL SECTION A:



40

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

2.1 Read the information below and answer the questions that follow.

Words marked with an asterisk (*) are explained in the glossary on the next page.

NEW TOURISM TRENDS	
INSTA-TRAVEL* Today travellers can instantly broadcast their fun tourism experiences to the masses via Instagram. A new tourism trend is emerging where tourists want to visit these destinations they have seen posted on Instagram. One such place is a little gem tucked away here in South Africa called Old MacDoodle's Farm (@old_macdoodle's_farm) in the Western Cape.	
	MY STORY I am Brie Hart, a Spanish national, and I live in Madrid. I am a celebrity vlogger* and an Instagram influencer*. Insta-travel is my favourite thing to do, so follow me as I travel to Old MacDoodle's Farm near Cape Town, South Africa. My flight departs at 15:00 on 10 November 2021. And I don't even require a visa! I will stay for four nights and return to Madrid on 15 November 2021. I will travel economy class and stay in one of the Airstream trailers*. It sounds so exciting; I cannot wait to share my trip to South Africa with you on my Insta-post* on Instagram.
ABOUT US Old MacDoodle's Farm is part caravan park and part designer farm lodge. This little farm, located in a beautiful mountainous part of the Elgin Valley near Cape Town, is a perfect place to unwind. Old MacDoodle's Farm offers unique accommodation, such as the Airstream trailer units that are permanent caravans on the farm at R1 895 PPPN, as well as comfortable glamping*-style tents. Just an hour out of Cape Town and set amongst apple trees, Old MacDoodle's Farm offers open spaces, mountain paths, a lake and plenty of outdoor activities. Enjoy a delicious farmhouse breakfast in the restaurant, served daily from 06:00 to 10:00, or choose to take a pre-packed breakfast on an early morning hike up one of the many mountain paths. There are open spaces to wander about, appreciate nature, record and share your videos.	

OUTSIDE VIEW OF THE TRAILERS	
	
<div style="border: 2px solid black; padding: 5px; display: inline-block;"> AIRSTREAM TRAILERS </div>	
INSIDE VIEW OF TRAILER 1	INSIDE VIEW OF TRAILER 2
	

[Adapted from www.oldmacdaddy.co.za]

GLOSSARY	EXPLANATION
Celebrity vlogger	A person who posts a video on social media platforms and has a large following on these platforms
Instagram influencer	A person who has the ability to convince people to follow their opinions and behaviour on social media platforms, such as Instagram
Insta-travel	Travel with the purpose of taking photos or videos to post on Instagram
Insta-post	A post on Instagram
Airstream trailers	An American brand of caravans that has all the luxuries of a hotel room
Glamping	Luxury outdoor accommodation in tents

- 2.1.1 (a) Complete the sentence: Brie is a ... type of tourist. (2)
- (b) Give ONE reason for your answer to QUESTION 2.1.1(a). (2)
- 2.1.2 State ONE characteristic of Old MacDoodle's Farm as a destination that would suit Brie's client profile. (2)

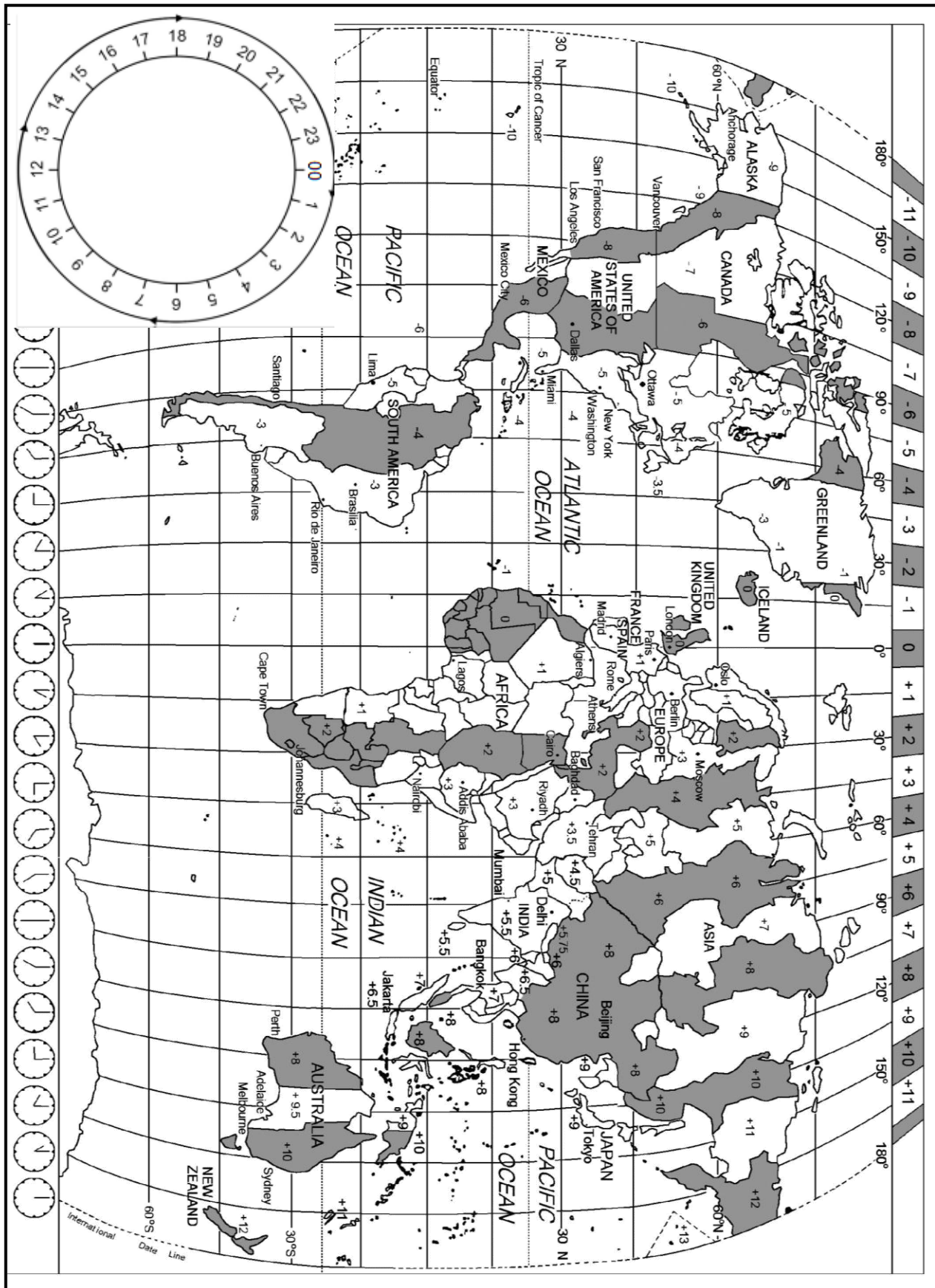
- 2.1.3 Give TWO reasons why Brie chose to stay in the Airstream trailer on the farm. (4)
- 2.1.4 Calculate the total cost of Brie's accommodation for four nights. (2)
- 2.1.5 The underlined words or phrases in the itinerary below are incorrect, as it does not contain sufficient and relevant information.

DAY 2:

Wake up early, have breakfast, after breakfast take photos in your room. A 2 hour long guided mountain hike that starts at 14:00 from the restaurant.

- Rewrite the Day 2 entry in Brie's itinerary in order to supply all the relevant information she might need. (4)
- 2.1.6 Recommend ONE way in which Old MacDoodle's Farm can improve their technology to meet the requirements of their Insta-travellers. (2)
- 2.1.7 Name ONE compulsory travel document Brie would require for her trip to Cape Town. (2)
- 2.1.8 Brie has specialised camera equipment that she wants to take to Cape Town.
- Give her information on how the airline will transport the equipment to the final destination. (2)

- 2.2 Study the World Time Zone map and the travel information given and answer the questions that follow.



MIRATIS AIRLINE Wednesday 10 November 2021 B777 MI 142		 Outbound, Madrid to Cape Town		
MADRID		Seat number: 20A		
CAPE TOWN		Economy Class	Business Class	First Class
15:00		From EUR479.22	From EUR1 669.22	From EUR3 787.22
		?		

2.2.1 (a) Give the flight number for Brie's flight to Cape Town. (2)

(b) Brie has been allocated seat 20A on the aircraft.

Explain what the letter 'A' refers to regarding the location of her seat on the aircraft. (2)

(c) Explain ONE reason why Brie must consider the weather conditions when packing her bags for the trip to Cape Town. (2)

2.2.2 After spending four nights at Old MacDoodle's Farm, Brie will return to Madrid.

Brie's return flight lands in Madrid at 17:00 on 15 November 2021.

Calculate the time and date she departs South Africa. (6)

2.3 Read the information below and answer the question that follows.

THE LAUNCH OF A GLOBAL COVID-19 PASSPORT FOR TOURISM
<p>Global tourism was the hardest hit by Covid-19, causing all movement of people to be restricted. The only solution to restarting global tourism was to have proof of a vaccination in the form of a global Covid-19 passport. The global Covid-19 passport is an additional compulsory health document to be presented with the normal passport and other travel documents.</p>
<p>[Source: Own text]</p>

Do you think the global Covid-19 passport will restore international travel?

Give TWO reasons for your opinion.

(4)
[38]

QUESTION 3

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

RAND/EURO EXCHANGE RATE TABLE			
COUNTRY	CURRENCY CODE	BBR	BSR
Italy	EUR	17,12	17,88

3.1.1 A South African tourist is on his way to Italy. He goes to a foreign exchange bureau at OR Tambo International Airport. He has R50 500 to exchange for euro.

Calculate how much he will receive in euro. (3)

3.1.2 On his return to South Africa, the tourist goes to a foreign exchange bureau at OR Tambo International Airport and exchanges EUR200.

Calculate how much he will receive in rand. (3)

3.2 Read the information below and answer the questions that follow.



The following announcement appeared on the SARS website on 30 September 2020:

**'Opening of ports of entry for
international movement of persons and goods'**

The President of South Africa, Cyril Ramaphosa, on 16 September 2020, announced that travel into and out of South Africa for business, leisure and other purposes will be allowed with effect from 1 October 2020.

[Source: www.sars.gov.za]

3.2.1 This announcement was good news for the cruise liner companies.

State TWO ways in which the return of the cruise liner companies to South African ports will contribute to foreign income earnings for South Africa. (2)

3.2.2 Discuss TWO ways in which the above announcement and the return of the cruise liner companies will positively impact on the GDP growth in South Africa. (4)

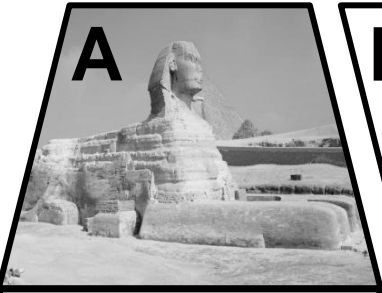

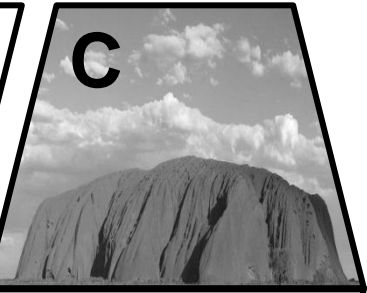
[12]

TOTAL SECTION B: 50

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

QUESTION 4

- 4.1 Study the pictures and descriptions of world icons below and answer the questions that follow.

WORLD ICONS		
<div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;">A</div>  <div style="text-align: left; padding-top: 10px;"> <p>Limestone; statue; ancient structure; near the Nile River; close to the Pyramids; Pharaoh</p> </div>	<div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;">B</div>  <div style="text-align: left; padding-top: 10px;"> <p>Stone and marble; bell tower; church square; unstable soil; Roman style</p> </div>	<div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;">C</div>  <div style="text-align: left; padding-top: 10px;"> <p>Sandstone; monolith; colour changes; desert; Aboriginal people</p> </div>

[Source: Own creation]

- 4.1.1 Redraw the table below in your ANSWER BOOK.

Give the name and the country for icons **A**, **B** and **C**.

ICON	NAME OF ICON	COUNTRY
A		
B		
C		

(6)

- 4.1.2 Identify the natural icon in the pictures above.

Write only the letter next to the question number in the ANSWER BOOK.

(2)

- 4.1.3 Describe ONE unique feature of icon **C** which attracts many tourists.

(2)



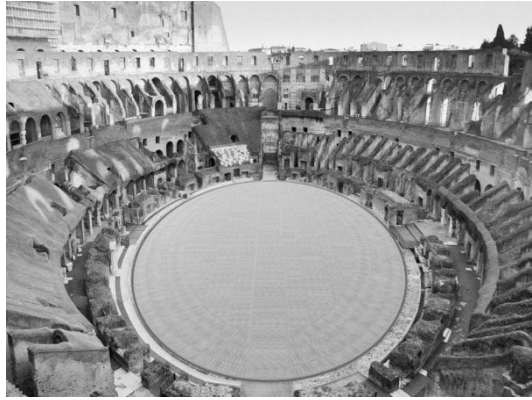
- 4.1.4 Explain ONE way in which icon **A** is linked to the Pharaohs (kings).

(2)

- 4.1.5 State ONE characteristic that forms part of the name of icon **B** that makes it a tourist attraction.

(2)

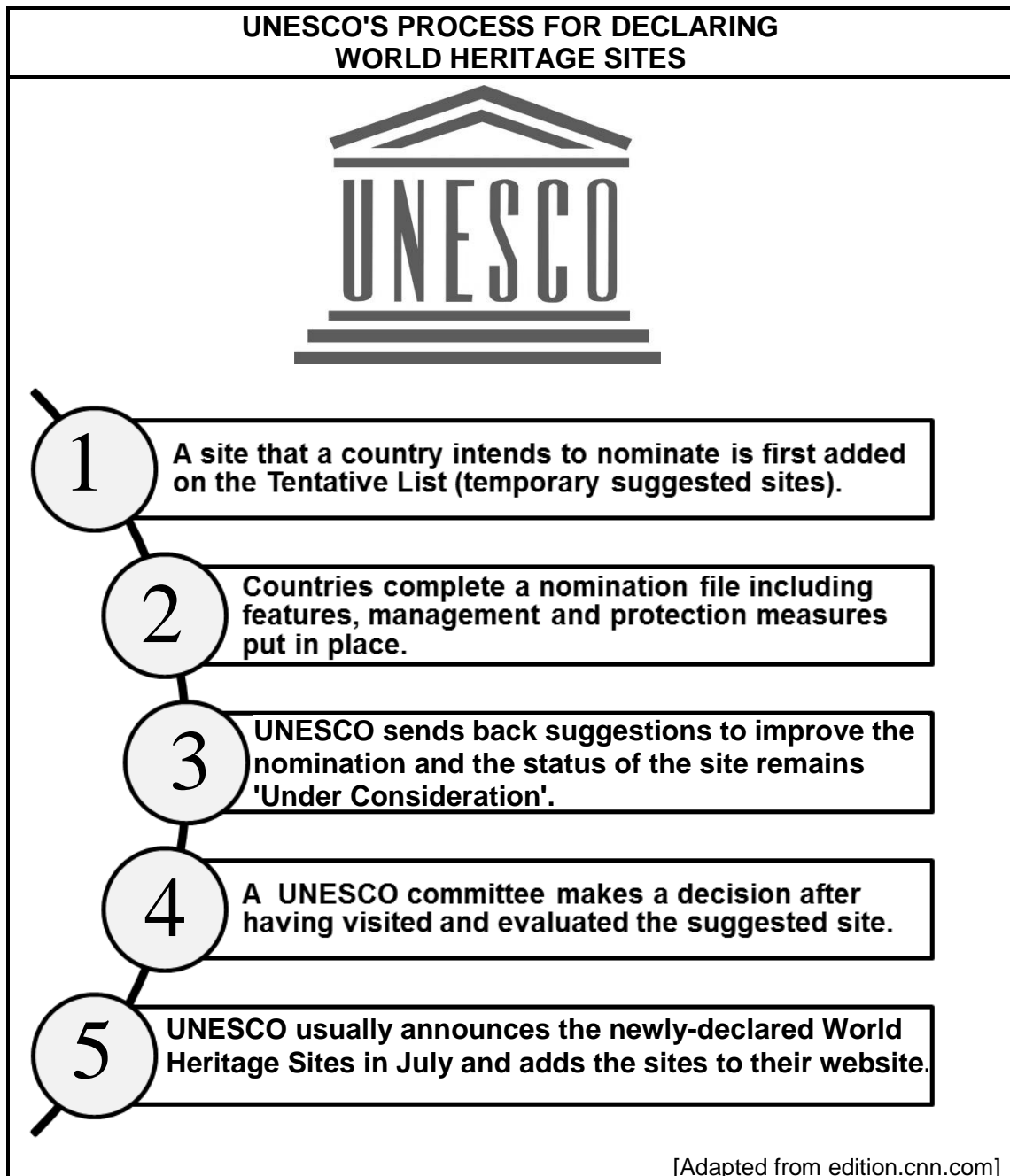
4.2 Read the news article below and answer the questions that follow.

NEW FLOOR FOR THE COLOSSEUM	
	
<p>The current arena inside the Colosseum</p> 	<p>Design of the renovated arena floor of the Colosseum</p> 
<p>The remains of the original wooden arena floor of the Colosseum were removed by archaeologists (historical scientists) in the 19th century. It uncovered all the rooms and tunnels underneath the floor where gladiators (warriors) and animals were kept.</p> <p>In 2021 the government decided to rebuild the wooden floor, which will allow tourists to walk to the centre of the arena where gladiators stood 2 000 years ago. The floor will be made of wooden planks that can be turned (rotated) to open up and let light and air into the underground areas or that can be closed to block out rain. A rainwater collection system will reduce the water load on the floor and the rainwater will be used in the public bathrooms. The new floor will protect the structures and tunnels below from further damage.</p> <p>The renovations are expected to be completed by 2023 and will allow for the hosting of cultural events in the arena.</p> <p>The Colosseum had received a record 7,6 million visitors in 2019 before the worldwide Covid-19 pandemic significantly reduced visitor numbers.</p> <p style="text-align: right;">[Adapted from www.bbc.com]</p>	

- 4.2.1 Name the city and the country where the renovations to the Colosseum are taking place. (2)
- 4.2.2 Many people are divided on whether to conserve or upgrade these ancient sites.
- Argue ONE point in favour of:
- (a) Conserving the site (keep it in its original state) (2)
- (b) Modernising the site (upgrade and improve) (2)
- 4.2.3 The Colosseum received a record number of 7,6 million visitors in 2019.
- State ONE way in which the visitor numbers in 2019 is an indication of the Colosseum as a successful tourist attraction. (2)
- 4.2.4 Discuss TWO ways in which the renovations at the Colosseum will incorporate (include) sustainable and responsible management plans. (4)
- 4.2.5 In view of the Covid-19 pandemic, explain TWO reasons why installing the floor before 2023 can be considered a wise decision. (4)
- [30]**

QUESTION 5

5.1 Read the information below and answer the questions that follow.

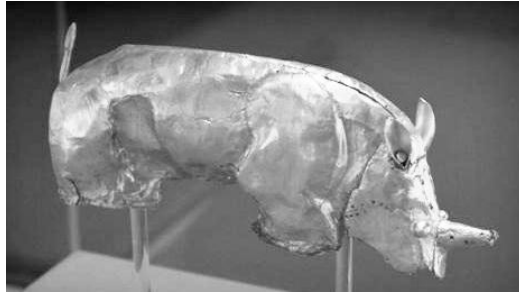


- 5.1.1 Give the total number of World Heritage Sites declared by UNESCO in South Africa. (2)
- 5.1.2 Name ONE World Heritage Site that stretches across provincial borders in South Africa. (2)
- 5.1.3 Discuss TWO ways in which UNESCO is involved in the declaration of World Heritage Sites. (4)

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

5.2.1

Mapungubwe Cultural Landscape



[Source: www.unesco.org]

Explain ONE reason why the golden rhino is significant.

(2)

5.2.2

Richtersveld Cultural and Botanical Landscape



[Source: www.unesco.org]

Explain ONE reason why the hut made by the Nama people is significant.

(2)
[12]

QUESTION 6

Study the information below and answer the questions that follow.

PARTICIPATION IN ITB	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p>ITB BERLIN</p> </div> <div style="text-align: center;"> <p>The World's Leading Travel Trade Show</p> </div> <div style="text-align: center;">  <p><i>South Africa</i></p> <p>Inspiring new ways</p> </div> </div> <p style="text-align: center; margin-top: 10px;">9–13 March 2022</p>	
<p>The ITB South African Tourism (SATourism) participates in the ITB (Internationale Tourismus-Börse) in Berlin every year. The ITB brings together professionals and key players from the global tourism industry.</p>	<p>Participation information</p> <ul style="list-style-type: none"> • 10 000 companies and organisations • Representing over 180 countries • Exhibitions in 26 halls • South Africa's exhibition is in Hall 20 at Stand 138.
<p>The South African delegation Fifty tourism product owners formed part of the South African delegation (group attending). The delegation included small tourism businesses and emerging entrepreneurs from across nine provinces representing South Africa's uniqueness and cultural diversity.</p>	<p>Marketing South Africa ITB offers a platform to boost marketing efforts. South Africa is positioned as safe, affordable, value-for-money with a variety of breath-taking experiences. Top decision-makers and experts from around the world attend the ITB.</p>

[Adapted from www.southafrica.net]

- 6.1 Name the host country of the ITB Berlin. (2)
- 6.2 From the information above, give ONE reason why SATourism participated in ITB Berlin 2022. (2)
- 6.3 Discuss ONE way in which SATourism would have ensured that there was a geographic spread of South African product owners at ITB Berlin. (2)
- 6.4 Explain ONE reason why the South African brand logo pictured above was displayed at all 50 tourism exhibitions at ITB Berlin 2022. (2)

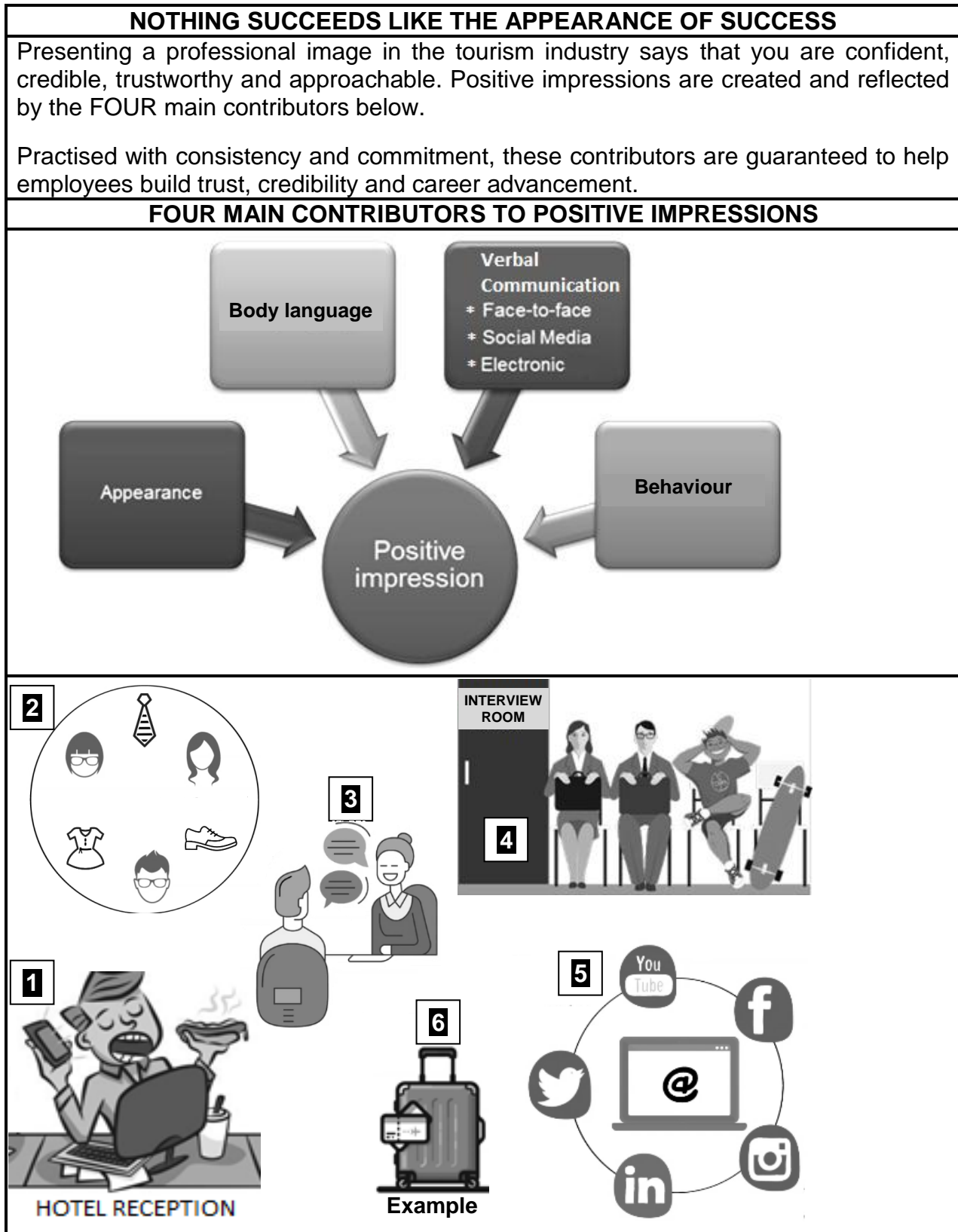
[8]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the infographic below and answer the questions that follow.



[Source: Own creation]

- 7.1 Complete the sentences in QUESTION 7.1.1(a)–(e) by matching pictures 1–5 to the FOUR main contributors in the infographic on the previous page.

EXAMPLE: Picture 6 matches contributor 'Appearance'.


- 7.1.1 (a) Picture 1 matches contributor ...
 (b) Picture 2 matches contributor ...
 (c) Picture 3 matches contributor ...
 (d) Picture 4 matches contributor ...
 (e) Picture 5 matches contributor ... (5 x 1) (5)
- 7.1.2 Discuss TWO ways in which the unacceptable appearance of employees at work can negatively impact business profitability. (4)
- 7.1.3 Read the statement below.

A job applicant should change his/her normal appearance when going for an interview and align his/her appearance to the company's profile.

Justify TWO points which reflect your opinion on the statement above. (4)

- 7.2 Josephine, a young entrepreneur, is planning to start a beauty salon. She has asked for your advice in helping to get the business started.

Respond to Josephine's questions, QUESTION 7.2.1 and 7.2.2, below.



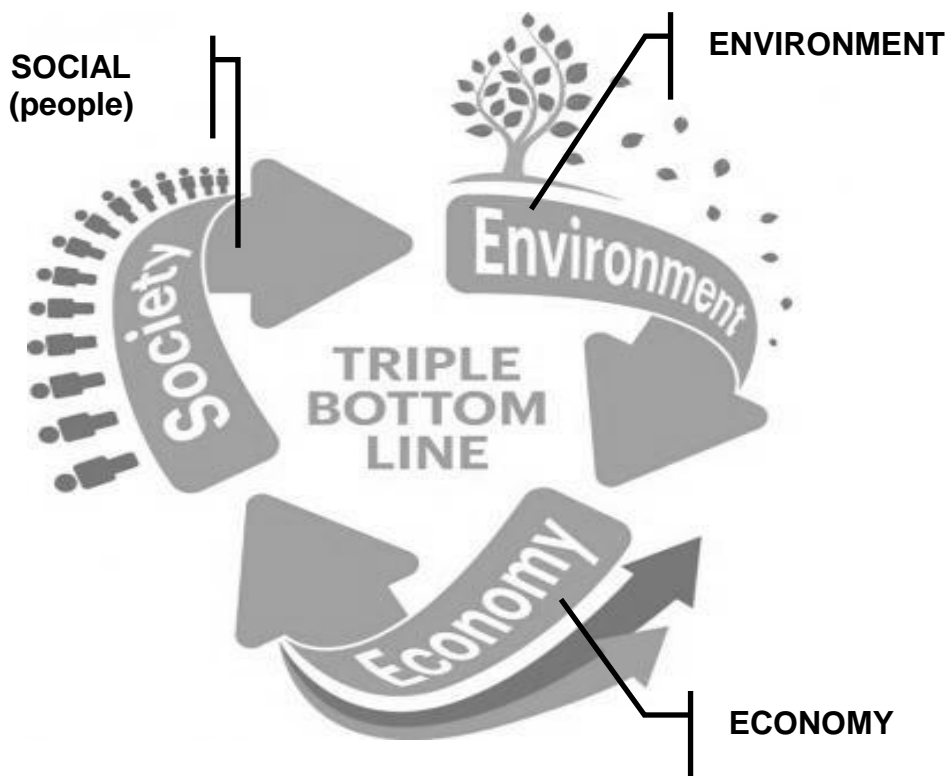
7.2.1 Why should my business have a logo?

7.2.2 What factors must I consider when choosing the name of my business?

(4)
[17]

QUESTION 8

Study the information below and answer the questions that follow.

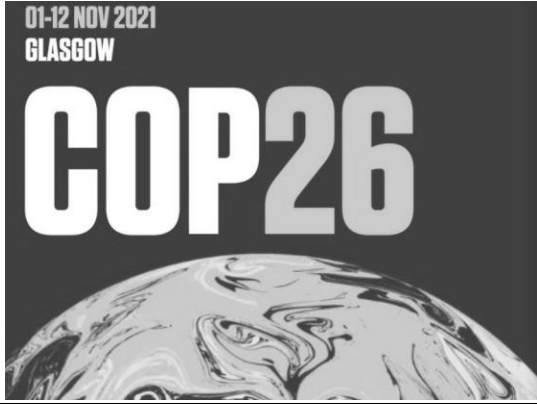
HAKATOURS DIG DEEP INTO OUR ROOTS	
 <p>The diagram illustrates the Triple Bottom Line (TBL) concept. It features three curved arrows forming a circle, each labeled with one of the three pillars: 'Society' (with a group of people icon), 'Environment' (with a tree icon), and 'Economy' (with an upward-pointing arrow icon). In the center of the circle, the words 'TRIPLE BOTTOM LINE' are written. External labels with leader lines point to each pillar: 'SOCIAL (people)' points to Society, 'ENVIRONMENT' points to Environment, and 'ECONOMY' points to Economy.</p>	<p>[Adapted from www.hakatours.com]</p>
<p>Hakatours is a sustainable tour operator specialising in activities that involve tourists in sustainable tourism practices. The tour operator advertises on their website that they practise the triple bottom line in their daily business operations.</p> <p>One of the activities Hakatours offers for environmentally conscious tourists is for each tourist to plant an indigenous tree on the company's farm. The tourists can choose the type of tree they want to plant. The tourists receive a certificate with the exact map reference to where the tree has been planted.</p> <p>Hakatours uses photographers from the local community to take pictures of the planting activity. The photographers also print and frame the photos and sell them to the tourists. The photo frames are made of dry wood taken from alien (not indigenous) trees previously found on the farm.</p>	
<p>[Source: Own creation]</p>	

- 8.1 Write down ONE word from the title above that refers to both the environment and the community. (1)
- 8.2 Explain what Hakatours mean by practising 'the triple bottom line'. (2)
- 8.3 Give TWO reasons why Hakatours only allow the planting of indigenous trees. (4)
- 8.4 Write down THREE of Hakatours' sustainable activities and match ONE of the three pillars of the triple bottom-line approach to EACH. (6)
- [13]**

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.

CONFERENCE OF THE PARTIES (COP26)	
	
<p>COP26 was postponed in 2020 due to the Covid-19 pandemic. In November 2021, the 26th Conference of the Parties on Climate Change took place in Glasgow (Scotland). It was chaired by the United Kingdom in partnership with Italy.</p> <p>Youth4Climate Driving Ambition (September 2021 in Milan, Italy) Four hundred young participants met the representatives from 40 countries and had a discussion with both the Italian and the British governments. The ideas and proposals that emerged in Milan were included in the Youth4Climate Manifesto. This document was then sent to representatives of all the countries that attended COP26 in Glasgow.</p> <p>COP26 supports a green and resilient (strong) recovery of the global tourism industry that promotes sustainable growth and job creation.</p> <p>[Adapted from https://ukcop26.org]</p>	

9.1.1 Scotland is part of the United Kingdom.

Choose TWO other countries that also form part of the UK from the following: England, Greece, Ireland, Wales.

(2)

9.1.2 Discuss TWO advantages of Scotland hosting COP26 for the neighbouring countries chosen in QUESTION 9.1.1.

(4)

9.1.3 Explain TWO reasons why the youth was involved in COP26 through the Milan gathering in September.

(4)

- 9.2 9.2.1 Explain TWO reasons why the Covid-19 pandemic is regarded as the main reason for postponing the conference in 2020. (4)
- 9.2.2 Explain THREE ways in which the organisers had to ensure the protection of all delegates against Covid-19 at COP26 in 2021. (6)
- 9.3 Delegates attending COP26 in Glasgow, Scotland, had many options to pay for their goods and services.





[Adapted from www.fsp.com]

- 9.3.1 Identify the type of technology for payment common in ALL the pictures above. (1)
- 9.3.2 State ONE disadvantage of using this type of technology in QUESTION 9.3.1. (2)
- 9.3.3 Apart from the technology in the pictures above, suggest TWO ways in which customers at COP26 can pay for goods and services. (2)
- [25]**

QUESTION 10

Study the information below and answer the questions that follow.

CUSTOMER FEEDBACK AT THE HOTEL IS VITAL	
Picture 1	Picture 2
	

[Source: Own creation]

- 10.1 As the manager of a hotel, select the level of customer satisfaction from Picture 1 you would like to see most often in feedback from guests. (1)
- 10.2 Give ONE reason for your answer to QUESTION 10.1. (2)
- 10.3 Refer to Picture 2. Explain ONE way in which managers can use the feedback from customers to the advantage of the hotel. (2)
- [5]**

TOTAL SECTION E: 30
GRAND TOTAL: 200



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2022

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	D✓/An activity	MTP
	1.1.2	B✓/Jet lag is tiredness due to crossing many time zones and jet fatigue is tiredness due to a long-haul flight.	MTP
	1.1.3	D✓/Banking app	FX
	1.1.4	C✓/5 hours	MTP
	1.1.5	A✓/Daily fluctuation	FX
	1.1.6	B✓/Great Wall of China	TA
	1.1.7	A✓/providing wheelchairs at the entrance.	TA
	1.1.8	C✓/bring tourism infrastructure development to the local community.	CH
	1.1.9	D✓/Accommodation sector	M
	1.1.10	B✓/cultural	CH
	1.1.11	C✓/Give new computers to a local school.	SR
	1.1.12	A✓/FTT.	SR
	1.1.13	D✓/Publish their pledge to sustainable practices on their website	SR
	1.1.14	D✓ /Gauteng	TS
	1.1.15	A✓/23:00 to 07:00	TS
	1.1.16	A✓/behaviour	TS
	1.1.17	C✓/Refuse the customer entry into the restaurant	DRI
	1.1.18	C✓/gathering of heads of state	DRI
	1.1.19	B✓/Personal information can be stolen when using a cellphone.	DRI
	1.1.20	C✓/Africa	DRI
			(20)
1.2	1.2.1	adventure✓	TA
	1.2.2	positive✓	TA
	1.2.3	Mpumalanga✓	CH
	1.2.4	buyer✓	M
	1.2.5	Niagara Falls✓	TA
			(5)
1.3	1.3.1	cultural✓	CH
	1.3.2	volume✓	M
	1.3.3	local✓	TA
	1.3.4	Roman✓	CH
	1.3.5	islands✓	TA
			(5)

1.4	1.4.1	C✓/Virtual tour	M	
	1.4.2	E✓/Internet	CC	
	1.4.3	A✓/Biometric scanning	CC	
	1.4.4	B✓/e-visa	MTP	
	1.4.5	D✓/Robotic housekeeping	TS	(5)
1.5		G✓/Own car (self-drive)	MTP	
		A✓/Hired car	MTP	
		H✓/Shosholoza Meyl	MTP	
		F✓/Sleeper coaches	MTP	
		D✓/Air travel	MTP	(5)

NOTE: Accept any order.

TOTAL SECTION A: 40

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

- 2.1 2.1.1 (a) Business tourist ✓✓ MTP (2)
- Leisure tourist
 - Bleisure tourist
 - Adventure tourist
 - Insta-traveller
 - Instagram influencer
 - Celebrity vlogger
- (b) She is travelling for work as a celebrity vlogger and Instagram influencer from which she generates an income. ✓✓ MTP (2)
- Insta-traveller: She uses the social media platform Instagram to post and share videos of her travel experiences.
 - Instagram influencer: She is influencing people all over the world who follow her and who want to visit the destinations on her posts.
 - Adventure tourist: She is adventurous and enjoys outdoor activities
- NOTE:** Reason must link to the type of tourist in 2.1.1 (a)
- 2.1.2 Elgin Valley will ensure she gets beautiful scenery for her videos and photos. ✓✓ MTP (2)
- Airstream trailer units with artist-themed bedrooms are unique and makes for excellent and unique video opportunities.
 - Open spaces, mountain paths, the lake and plenty of outdoor activities ensure she has many opportunities while capturing experiences in videos and photos for her Instagram posts.
- 2.1.3 The trailer is a unique type of accommodation. ✓✓ MTP (4)
- Each artist themed room is different and provides for unique photo and video opportunities. ✓✓
- She is travelling by herself and does not require a big area.
- 2.1.4 R1 895 X 4 nights = R7 580 ✓✓ MTP (2)
- 2.1.5 Day 2: Breakfast is served from 6:00 to 10:00. ✓✓ MTP (4)
- Morning at leisure, either taking photos of your room or the surrounding areas. ✓✓
- Day 2: Choose to take a packed breakfast on an early morning hike up one of the many mountain paths.

- 2.1.6 Unlimited access to Wi-Fi. ✓✓ **MTP (2)**
- Boost the internet signal strength
 - Provide the latest cloud technology facilities and applications (Apps).
 - Make photo shoot rooms with studio lighting and equipment available.
- 2.1.7 Valid passport ✓✓ **MTP (2)**
- Certificate showing a negative COVID-19 status
 - Proof of vaccination against COVID-19
- 2.1.8 The airline will check-in the camera equipment as part of her checked luggage and label as fragile. ✓✓ **MTP (2)**
- The airline will allow her to take the camera equipment as part of the carry-on (hand) luggage.
- 2.2 2.2.1 (a) MI 142 ✓✓ **(2)**
- 142
- (b) The 'A' refers to a window seat. ✓✓ **(2)**
- The A refers to a seat next to the window.
- (c) It is summer in South Africa so she must pack clothes to suit the season. ✓✓ **(2)**
- Pack summer clothes/sun protection to accommodate the weather.
 - The warm clothes she is wearing in Madrid will not be suitable for the South African weather.

2.2.2	Madrid +1	South Africa +2	MTP
	Time difference	= 1 hour ✓	
		= 17:00 (+✓) 1 hour	
	Time in South Africa	= 18:00 ✓	
	Flying time	= 18:00 (-✓) 11 hours	
		= 07:00 ✓	
		15 November 2021 ✓	(6)
	OR		
	<ul style="list-style-type: none"> • 07:00 15 November 2021 ✓✓✓✓✓✓ 		

2.3 **YES**

MTP

Destination countries can now safely re-open their borders for inbound international tourists without fear of mass COVID-19 transmission. ✓✓

Reduce the strain on the health care system of the destination country. ✓✓

(4)

- Will promote freedom of movement without fear of infection and transmission.
- Promote international travel because of wide spread vaccination programmes and campaigns.

OR**NO**

Tourists who do not want to be vaccinated will not be able to travel internationally. ✓✓

The requirement of a COVID-19 passport for international travel can be regarded as discrimination and infringement on human rights. ✓✓

Tourists may not want to get vaccinated because there may be a misconception that it is a fraudulent exercise.

NOTE: No marks are awarded for YES or NO.

[38]**QUESTION 3**

3.1 3.1.1 ZAR50 500 ÷ ✓ 17.88 ✓ = EUR2 824.38 ✓

FX (3)

OR

EUR2 824.38 ✓✓✓

3.1.2 EUR200 (x) ✓ 17.12 ✓ = ZAR3 424.00 ✓

FX (3)

OR

ZAR3 424.00 ✓✓✓

3.2 3.2.1 Foreign currency spending ✓
Port taxes ✓

FX (2)

NOTE: Accept examples for the answers above

3.2.2 South Africa will now be able to generate foreign income earnings that will contribute to stimulating the economy and boosting GDP growth. ✓✓

Foreign income earnings will now set the multiplier effect in motion. ✓✓

(4)

- New jobs are created in South Africa's ports
- Existing workers are being re-instated in their previous positions.

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

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

QUESTION 4

4.1	4.1.1	Icon	Full name of the icon	Country	TA TA TA (6)
		A	The Sphinx✓	Egypt✓	
		B	The Leaning Tower of Pisa✓	Italy✓	
		C	Ayers Rock ✓ • Uluru Kata Tjuta National Park	Australia✓	

- 4.1.2 C✓✓ TA (2)
- Ayers Rock
 - Uluru Kata Tjuta National Park

- 4.1.3 It is the world's largest monolith. ✓✓ TA (2)
- The reddish colour on the sandstone changes as the reflection of the sun changes.
 - It is a sacred site to the Aboriginal people.

- 4.1.4 The face of the Sphinx resembles a Pharaoh's face. ✓✓ TA (2)
- The royal families or kings (Pharaohs) built pyramids as burial chambers and the Sphinx was built nearby as a protector of the area.

- 4.1.5 The tower is leaning ✓✓ TA (2)
- The Tower leans a few degrees to its side due to unstable soil yet has not toppled over for centuries.

- 4.2 4.2.1 Rome ✓ and Italy ✓ TA (2)

NOTE: Accept any order

- 4.2.2 (a) The ancient nature of the Colosseum must be protected and no modern additions should be made. ✓✓ TA (2)
- The historical remains of the site from 2 000 years ago must be left as original, authentic and intact as possible for future generations.

- (b) The site needs to be developed, bringing in modern elements to a historic site like the Colosseum. ✓✓ TA (2)
- Benefits and experiences must be enhanced to give tourists a better understanding of the Colosseum therefore attracting more tourists.
 - The new, modern floor will protect and conserve the ancient building structures underneath the floor.
 - How the site used to be in the past with a wooden floor will be restored in the present.

- 4.2.3 When the actual number of visitors (7.6 million) exceeded the expected numbers for 2019. ✓✓ TA (2)
 • When the income generated from 7.6 million tourists exceeded the targeted income.
- 4.2.4 They have taken the initiative to start with the renovations and upkeep of the Colosseum. ✓✓ TA (4)
 Rainwater is collected. ✓✓
 • Public bathrooms use rainwater collected onsite.
 • Water damage is minimised by reducing the load of water on the floor when it rains.
 • The wooden planks can be turned to allow natural light and air to flow into the underground spaces.
 • The wooden planks can be closed to protect the underground structures from bad weather conditions.
- 4.2.5 The authorities are expecting tourism visitor numbers to increase in 2023. ✓✓ TA (4)
 The tourist numbers are currently low due to COVID-19 and it is easier to do renovations. ✓✓
 • The renovations to the floor will assist in the recovery initiatives to restart, ignite or recover the tourism industry.
 • Construction during peak times can clash with tourism activities but now it can take place concurrently before tourism increases.
 • The new floor will help to increase tourist numbers by giving tourists a better sense of the Colosseum during the times of the gladiators.
- [30]**

QUESTION 5

- 5.1 5.1.1 Ten ✓✓ CH (2)
 • 10
- 5.1.2 Vredefort Dome ✓✓ CH (2)
 • Cape Floral Region Protected Areas
 • Fossil Hominid Sites of South Africa
 • Cradle of Humankind
- 5.1.3 Gives feedback and suggestions to improve nomination information in the file. ✓✓ CH (4)
 Visits and evaluate the site for its universal value. ✓✓
 • Meets as a committee to discuss findings and make decisions.
 • Announces newly-declared World Heritage Sites and adds these sites to the list on their website.
 • Regular on-site inspections to ensure standards are being maintained.

- 5.2 5.2.1 The golden rhino is an item crafted by the ancient Mapungubwe civilisation. ✓✓ CH (2)
- It symbolises gold and other trade the Mapungubwe people had with other parts of the world.
 - The golden rhino was buried with the king, showing a civilisation with a social structure.
- 5.2.2 The Nama people were nomadic (moved around seasonally), moving their housing with them. ✓✓ CH (2)
- It is part of the past lifestyle and oral traditions of the Nama people that is still practised and protected.
 - The mats used to build the huts, help to regulate the intense heat that is experienced in the area.
- [12]**

QUESTION 6

- 6.1 Germany ✓✓ M (2)
- 6.2 Market South Africa as a destination of choice. ✓✓ M (2)
- Position South Africa as a safe, affordable, value-for-money destination.
 - Exhibitions to showcase South Africa's tourism offerings to over 180 countries.
 - Give small tourism businesses and emerging entrepreneurs the opportunity to market internationally.
 - Represent South Africa's tourism businesses and organisations.
 - Network with tourism professionals and key players from the global tourism industry.
- 6.3 The tourism businesses that attended the ITB are from across all nine provinces in South Africa. ✓✓ M (2)
- Representation of South Africa's uniqueness and cultural diversity are from all areas in South Africa.
 - Marketing benefits will flow to all nine provinces of South Africa.
- 6.4 Increasing recognition of South Africa as a tourism destination and the packages on offer. ✓✓ M (2)
- Coordinating the various tourism products and offerings under one familiar banner.
 - Always ready to reinvent and reignite the South African tourism industry.

[8]**TOTAL SECTION C: 50**

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

- | | | | | | |
|-----|-------|-----|-------------------------|----|-----|
| 7.1 | 7.1.1 | (a) | Behaviour✓ | TS | |
| | | (b) | Appearance✓ | TS | |
| | | (c) | Verbal communication: ✓ | TS | |
| | | | • Face to face | TS | |
| | | (d) | Body Language✓ | TS | |
| | | (e) | Verbal communication: ✓ | TS | |
| | | | • Social Media | | |
| | | | • Electronic | | (5) |

- | | | | |
|-------|---|----|-----|
| 7.1.2 | The customers will take their business elsewhere because they do not trust the image portrayed by the workers. ✓✓ | TS | |
| | The employee mirrors the image of the business, so the appearance creates customer perceptions that will not meet their expectations. ✓✓ | | (4) |
| | • Due to customers' negative perception of the tourism business, the customer may decide to scale down on their business transactions with the company. | | |

- | | | | |
|-------|--|----|-----|
| 7.1.3 | AGREE/YES | TS | |
| | The interviewers will be able to see how serious/committed this applicant is to get the job. ✓✓ | | |
| | The interviewers will see if the person will fit into the profile of the company. ✓✓ | | (4) |
| | • The applicant will show respect for the company's profile and policies, even before he/she is appointed. | | |

OR**DISAGREE/NO**

The applicant has freedom of expression and can dress anyway they want. ✓✓

The company's dress code must be flexible enough to allow for any expression of individuality. ✓✓

- If the company does not like the appearance of the applicant, he/she has the right to decide whether or not to work for the company.

NOTE: Accept well-motivated answers that reflect a willingness to adhere to the company's profile/policies OR express a need for individuality.

- 7.2 7.2.1 Josephine should have a logo designed that will convey a professional image for the beauty salon. ✓✓ ^{TS} (2)
- Josephine must decide on the focus or theme of her beauty salon which should be reflected in the logo.
 - As the business grows and becomes popular / recognisable, the logo will be associated with the beauty salon.
- 7.2.2 Josephine should select an appropriate name for the spa which makes sense to the customers. ✓✓ ^{TS} (2)
- The name should be easy to remember and must say something about the business.
- [17]**

QUESTION 8

- 8.1 Roots✓ ^{SR} (1)
- Hakatours
- 8.2 A way of doing business in tourism that impacts positively on people, profitability of the business and the planet. ✓✓ ^{SR} (2)
- A way of doing business in tourism that impacts positively on communities (societies), on the economy and on the environment.
- 8.3 Alien species are usually water-intense and will need more water than indigenous species. ✓✓ ^{SR}
- Indigenous species are better adapted to local climate and environment and will grow better. ✓✓ (4)
- Planting indigenous trees are part of their sustainable practises on the farm.
 - Alien species are invasive and impacts negatively on the growth of endemic (indigenous) plants, and are therefore removed rather than planted.
- 8.4 Planting of indigenous trees: Environmental (planet) pillar✓✓ ^{SR}
- Use of local photographers: Social (people) pillar ✓✓
- Creating entrepreneurship opportunities for locals: Social (people) pillar✓✓/ Financial / Economic (profit / money) pillar. (6)
- Responsible use of wood for photo frames: Environmental (planet) pillar

NOTE: *Accept reference made to the Hakatours' website.*

[13]

TOTAL SECTION D: 30

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

- | | | | |
|-----|-------|---|----------------|
| 9.1 | 9.1.1 | England✓
Wales✓
• Ireland | DRI

(2) |
| | 9.1.2 | Delegates from other parts of the world extended their stay and visited the neighbouring countries. ✓✓
These countries also benefitted financially from the COP26 in Scotland when delegates spent money in their countries. ✓✓
• The neighbouring countries may have focused their marketing on the delegates by making special packages available to them.
• These countries received free exposure and publicity because delegates posted photos of their visits on Instagram and other social media platforms. | DRI

(4) |
| | 9.1.3 | The youth are the decision-makers on climate change of the future. Their inputs are invaluable. ✓✓
The youth are the future generation who will be living with the decisions made now and should be part of the decision-making process. ✓✓
• The youth may have a fresh approach to climate change and innovative ideas on how to bring the message across to their generation. | DRI

(4) |
| 9.2 | 9.2.1 | Global travel restrictions were in place in 2020 to limit the spread of the COVID-19 virus. Delegates from other parts of the world could not travel. ✓✓
Attendance numbers were restricted during various levels of lockdown. ✓✓
• The use of digital platforms became an alternative for physical meetings during the COVID-19 period. Some planning meetings went ahead despite lockdown regulations worldwide. | DRI

(4) |

- 9.2.2 All delegates had to adhere to COVID-19 safety protocols, **DRI**
 e.g. social distancing ✓✓
 hand washing ✓✓
 wearing of masks etc. ✓✓ (6)
- Special arrangements had to be made for meals/drinks to comply with regulations pertaining to the capacity of venues.
 - Regular sanitation of venues, vehicles and hotel rooms.
 - Awareness across all venues to comply with COVID-19 safety protocols.

Note: Accept details of safety protocols

- 9.3 9.3.1 Digital payments ✓ **DRI** (1)
- Electronic payments
 - Online payments
 - Cellphone payments

NOTE: Accept EFT (Electronic Funds Transfer)

- 9.3.2 All the technology above is dependent on internet connectivity. ✓✓ **DRI** (2)
- If there is no internet connectivity, no transaction will go through immediately.
 - With device /electricity failure no transactions can be processed.

Note: Accept disadvantages of using a cellphone to make payments.

- 9.3.3 Pre-paid debit cards ✓ **DRI**
 Credit Cards ✓ (2)
 • Cash
- [25]**

QUESTION 10

- 10.1 E✓ **CC** (1)
 • D
- 10.2 If all customers are completely satisfied with all aspects of the hotel, the manager will know they are doing everything right. ✓✓ **CC** (2)
- The guests are completely satisfied with the level of service they receive from the staff.
 - It can lead to positive word-of-mouth.

- 10.3 Comments and complaints from individual guests can reveal problems managers may not have been aware of. ✓✓ ^{cc} (2)
- Customer feedback can be a barometer for what a hotel does right.
 - Managers are advised to tap into customer feedback as often as possible to plan intervention activities.
 - Hotels depend on honest customer feedback in order to know which practices improve guest satisfaction and which need to be re-evaluated.

[5]

TOTAL SECTION E: 30
GRAND TOTAL: 200