



# **basic education**

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**Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA**

## **SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS**

**TOURISM**

**2023**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 15 pages.**

**INFORMATION FOR MARKERS**

<b>TOPICS IN THE TOURISM CAPS</b>		<b>ABBREVIATION</b>
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✓ /daylight saving time. 1.1.2 A✓ /is located on 180° from the UTC. 1.1.3 C✓ /enter the Schengen countries. 1.1.4 D✓ /set times of departure. 1.1.5 B✓ /Gautrain.	MTP MTP MTP MTP MTP
	1.1.6 B✓ /Jerusalem, Israel. 1.1.7 D✓ /Northern Cape 1.1.8 C✓ /Mapungubwe Cultural Landscape 1.1.9 D✓ /Tourist, TOMSA, TBCSA, SATourism 1.1.10 B✓ /ITB Berlin	TA CH CH M M
	1.1.11 C✓ /Department of Labour 1.1.12 A✓ /soft skill 1.1.13 C✓ /repurposing. 1.1.14 B✓ /Fair price 1.1.15 B✓ /work together as a team.	TS TS TS SR SR
	1.1.16 C✓ /Traveller's cheques 1.1.17 A✓ /foreign exchange income. 1.1.18 B✓ /Tsunami 1.1.19 A✓ /internet access. 1.1.20 A✓ /Foreign exchange income	DRI DRI DRI CC DRI
1.2	1.2.1 branded product packaging✓ 1.2.2 slogan✓ /branded product packaging 1.2.3 leave✓ 1.2.4 standard of living✓ 1.2.5 tourists' code of conduct✓	(20 x 1) (20) TS TS TS SR SR
1.3	1.3.1 removal of alien plants✓ 1.3.2 non-financial✓ 1.3.3 conduct✓ 1.3.4 professional judgement✓ 1.3.5 body odour✓	SR SR TS TS TS (5)
1.4	1.4.1 D✓ /global cycling event 1.4.2 C✓ /international sports car race 1.4.3 B✓ /international tennis tournament 1.4.4 E✓ /multiple sports global event 1.4.5 A✓ /world summit on climate change	DRI DRI DRI DRI DRI (5)
1.5	1.5.1 C✓ /Moscow (+3) 1.5.2 A✓ /Rio De Janeiro (-3) 1.5.3 B✓ /Johannesburg (+2) 1.5.4 D✓ /New York (-5) 1.5.5 E✓ /Sydney (+10)	MTP MTP MTP MTP MTP (5)

**TOTAL SECTION A: 40**

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

2.1	2.1.1	(a) Nationality	South African ✓	MTP
		(b) Age group	Under 20 ✓ • U/20 • Junior	
		(c) Special interest	Athletics✓ • Running • Sprinting • Sports	(3)
2.1.2	A valid passport✓ A valid visa ✓ A valid health certificate ✓ • Proof of a Covid-19 vaccination • Covid-19 vaccination certificate			MTP (3)
	<b>NOTE:</b> Accept passport, visa and health certificate.			
2.1.3	Jet lag ✓✓			MTP (2)
2.1.4	The physical condition that arises from crossing many time zones.✓✓			MTP (2)
2.1.5	Drink plenty of fluids especially water to prevent dehydration. ✓✓ • Get lots of rest. • Try to avoid caffeine and alcohol as it affects sleep patterns. • Regularly stretch and walk around the cabin. • Avoid taking sleeping medication on the flight. • Eat light/healthy meals on board. • Watches could be adjusted to the time at the destination. This will help the athletes to adjust to the new time zone.			MTP (2)
2.1.6	(a) <b>Health precaution:</b> Take the compulsory and required vaccinations.✓✓ • Drink bottled water only. • Be cautious when buying street food. • Wear sun block during the day. • Have a sufficient supply of prescribed medication if required. • Sanitise/wash your hands regularly.			MTP (2)

- (b) **Safety Precaution:** MTP (2)
- Do not carry large sums of cash when out and about. ✓✓
- Avoid a public display of expensive phones, cameras, jewellery and other valuables.
  - Keep valuable personal items safely locked away.
  - Never leave your luggage unattended.
  - Carry wallets in an inside pocket and not in a back pocket.
  - Do not walk alone in dark isolated areas.
  - Move around and explore in groups.
  - Avoid using ATMs/withdrawing cash at night.
  - Exchange currency at a reputable FOREX retailer.

2.2	2.2.1	Johannesburg +2	Frankfurt +1	<span style="float: right;">MTP (4)</span>
		Time difference	= 1 hour ✓	
		Time in Frankfurt	18:00 (-✓) 1 hour = 17:00 ✓	
		Date	15 July 2022 ✓	
		<b>OR</b>		
		17:00 ✓✓✓ 15 July 2022 ✓		
2.2.2	In transit means the team will have to wait at the airport before taking the flight to Colombia. ✓✓			<span style="float: right;">MTP (2)</span>
2.2.3	Frankfurt +1	Cali -5		<span style="float: right;">MTP (4)</span>
	Time difference	= 6 hours		
	Departure from Frankfurt	04:00 (+✓) 2 hours (transit time)		
	Time in Cali	= 06:00 (-✓) 6 hours (time difference)		
	Flying time	= 00:00		
	Arrival time	00:00 + 12 hours		
	Arrival date	= 12:00 ✓		
	<b>OR</b>	16 July 2022 ✓		
	12:00 ✓✓✓ 16 July 2022 ✓			
2.2.4	Total duration of flight	11 hours (flying time to Frankfurt) + 2 hours (transit) + 12 hours (flying time to Cali) = 25 hours ✓✓		<span style="float: right;">(2)</span>

2.3	2.3.1	Duty-free means that goods and items within the allowed limits/amounts can be brought into the country without the need for a passenger to pay any additional taxes. ✓✓	MTP	
	2.3.2	Red channel ✓✓	MTP	(2)
	2.3.3	The value of the purchased jewellery exceeded the duty-free allowance in South Africa. ✓✓	MTP	(2)
2.4	South African Revenue Services ✓✓		MTP	(2)
	• SARS			

**[36]**

### QUESTION 3

3.1	3.1.1	Return flights Train transport R1 060 x 4 nights Total	R11 905 R185 <u>R4 240</u> ✓✓ <u>R16 330</u> ✓	FX
				(3)

**OR**

R16 330 ✓✓✓

**NOTE:** Do not penalise candidates if the currency code/symbol is omitted, as it is given in the question.

3.1.2	Meals ✓✓	FX	(2)
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**NOTE:** Accept examples of food/food items/types of meals.

3.2	3.2.1	(a) EUR ✓ (b) GBP ✓ (c) AUD ✓	FX
			(3)

3.2.2	R30 000 (÷✓) 20,69✓ = £1 449,98 ✓	FX	(3)
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**OR**

£1 449,98 ✓✓✓

**Note:** Currency code or symbol to be indicated in the final answer.

3.2.3	£177 (x✓) 19,50✓ = R3 451,50 ✓	FX	(3)
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**OR**

R3 451,50 ✓✓✓

**[14]**

**TOTAL SECTION B: 50**

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

**QUESTION 4**

- 4.1 A – Chichen Itza ✓ TA  
 B – Petra ✓  
 C – Mount Everest ✓  
 D – Mount Fuji ✓  
 E – Taj Mahal ✓ (5)

4.2	LOCATION ON THE MAP	NAME OF THE COUNTRY	TA
A	Mexico ✓		
B	Jordan ✓		
C	Nepal ✓		
D	Japan ✓		
E	India ✓		

- 4.3 4.3.1 The Netherlands ✓✓ TA (2)  
 4.3.2 UNESCO declared it a World Heritage Site to preserve and protect the windmills for future generations. ✓✓ TA  
 It is a symbol of the struggle against water and flooding by the Dutch people. ✓✓ (4)  
  - It is unique to the region and the Netherlands.
  - It preserves the traditional technology used, for example milling grain.

- 4.4 4.4.1 (a) Review 3 ✓ TA (1)  
 (b) All the tour boats have ramps for wheelchair users. ✓✓ (2)  
  - Well-maintained and safe place.
 4.4.2 Effective behaviour of the staff and management ✓  
 Upkeep and maintenance of the site ✓  
 Positive experience of the visitors ✓ (3)  
  - Safety and crime prevention

- 4.5 4.5.1 April to September is spring, summer and autumn months in the Northern hemisphere. ✓✓ TA (2)  
  - Days are warmer and this will lead to a better visitor experience.
  - The tulips are in full bloom and add to the scenery/beautiful landscape.

- 4.5.2 Before 12:00 ✓✓ TA (2)  
  - After 14:00

- 4.5.3 The high number of visitors (600 000) to the site ✓✓ TA (2)  
 • Repeat visits
- 4.5.4 (a) It means that for every one person living at Kinderdijk, the site receives 10 000 tourists per year. ✓✓ TA (2)  
 • Refers to over-tourism/mass tourism
- (b) No privacy for the permanent residents. ✓✓ TA (2)  
 • Tourists damage their private property.  
 • Strain on the resources of the area.  
 • Higher levels of pollution – land, air, water, noise  
 • Degradation of the natural environment by people trampling on natural vegetation.  
 • Traffic/human congestion  
 • Loss/degradation of culture  
 • Elevated prices on items available at local businesses.

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## QUESTION 5

- 5.1 F ✓✓/Maloti-Drakensberg Park CH (2)  
 • A/Mapungubwe Cultural Landscape  
 • B/Barberton Makhonjwa Mountains
- 5.2 **F (Maloti-Drakensberg Park):**  
 It is a mixed site that will comply with the international tourist's preferences. ✓✓ CH (2)  
 • The site has both natural and cultural aspects for which it was declared.
- A (Mapungubwe Cultural Landscape):**  
 • It is a cultural site that shows the remains of an early civilisation and their trading.  
 • Artefacts like the Golden Rhino were found at the site.
- B (Barberton Makhonjwa Mountains):**  
 • It is a natural site that shows signs of early life in rock formations.  
 • The site includes the Geotrail that tourists can follow.
- 5.3 5.3.1 Western Cape province ✓✓ CH (2)  
 • Northern Cape province  
 • North West province  
 • KwaZulu-Natal province

**5.3.2 Western Cape: Cape Floral Region Protected Areas** CH (2)

It is a hotspot for biodiversity of plant species. ✓✓

- Home to the fynbos species that includes the national flower, the King Protea.
- It includes a famous landmark of the region - Table Mountain, one of the New Seven Natural Wonders of the World.

**Northern Cape: Richtersveld Cultural and Botanical Landscape**

- It is a rich diverse botanical landscape and reflects long-standing and persistent traditions of the Nama people.

**North West: Vredefort Dome**

- It is a meteorite impact site showing geological evidence of the impact.

**KZN: iSimangaliso Wetland Park**

- Five ecosystems operating in harmony.

[8]

**QUESTION 6**

6.1 Cape Town ✓✓ M (2)

6.2 **YES** M  
Initiatives at the WTM can be duplicated as initiatives at other events. ✓✓ (2)

- Organisational problems can be limited and not repeated at future events.
- WTM Africa is a dry-run opportunity to prepare for the WTM and similar events hosted abroad.

**OR**

**NO**

Different event organisers have different requirements.

- Each event is unique in its focus.
- SATourism must target their marketing efforts to specific market segments according to the statistics of incoming tourists.

**NOTE:** Do not award marks for Yes/No.

**6.3 Speakers** M

180 speakers will be sharing information. ✓✓

- Many speakers will alert the attendees to many marketing opportunities available.
- Speakers will raise awareness of available products.

**Content sessions**

The content sessions will be about information sharing. ✓✓

- Networking opportunities between the different stakeholders happen during content sessions.

**Participating countries**

100 participating countries increase marketing opportunities. ✓✓

- Increased market share amongst African countries.

**Scheduled meetings**

(6)

- The scheduled meetings involve business networking opportunities.
- Closing of deals and bi-lateral agreements between businesses and/or organisations.

[10]

**TOTAL SECTION C:** **50**

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

- 7.1 They are cabin crew members of a specific airline. ✓✓ TS (2)
- They have a set way of dressing.
  - They portray the company image.
  - They look more professional.
  - They are part of a team.
  - There is a standard to uphold.
  - It is the starting point of standardising all levels of service.
- 7.2 7.2.1 Contract of Employment ✓✓ TS (2)
- Employment agreement/contract
- 7.2.2 Travel benefits ✓✓ TS (2)
- Fringe benefits
- 7.3 7.3.1 service ethics ✓✓ TS (2)
- 7.3.2 All passengers have the right to be treated with respect. ✓✓ TS (2)
- Equal and fair treatment of one's clients is essential.
  - Professionalism is part of excellent customer service.
- 7.4 It is a requirement to ensure the safety of passengers. ✓✓ TS (4)  
They must constantly up-skill their knowledge. ✓✓
- They must stay up-to-date with the latest trends and standards of service.
  - Both their theoretical and practical knowledge and skills are assessed.
  - They must be medically fit for the long hours in the air, on their feet attending to passengers.
  - They must be fit both physically and mentally.

**[14]**

## QUESTION 8

- |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |     |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|
| 8.1 | 8.1.1 environmental pillar ✓✓ /planet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SR | (2) |
|     | 8.1.2 economic pillar ✓✓ /profit <ul style="list-style-type: none"> <li>• social pillar /people</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SR | (2) |
| 8.2 | The local community can receive complimentary treatments. ✓✓ <ul style="list-style-type: none"> <li>• Give discounted rates for individuals from the community.</li> <li>• Family members of staff from the local community can be treated free of charge during not-so-busy times.</li> <li>• Allow job shadowing by individual learners from a local secondary school in the spa with the permission from the guest being treated.</li> <li>• Wellness awareness</li> <li>• Upgrading local schools</li> <li>• Assisting and developing the local community projects.</li> </ul> | SR | (2) |
| 8.3 | The single-use of plastic items are eliminated. ✓✓<br>There is a reduction of plastic going to the landfill. ✓✓ <ul style="list-style-type: none"> <li>• The reuse of water bottles by guests during their stay lessens the need for disposal.</li> <li>• Bottles made of sustainable materials like glass are placed in hotel rooms and at the spa.</li> </ul>                                                                                                                                                                                                                    | SR | (4) |
| 8.4 | The natural ingredients are harvested by the local community. ✓✓ <ul style="list-style-type: none"> <li>• The local communities supplying the lodge with products and services through their micro-enterprises.</li> </ul>                                                                                                                                                                                                                                                                                                                                                         | SR | (2) |
| 8.5 | The lodge invests in solar farms which use ample sunshine in South Africa to generate electricity. ✓✓ <ul style="list-style-type: none"> <li>• Through responsible tourism the lodge generates income which is spent on initiatives generating electricity benefiting many others.</li> <li>• An alternative energy source through solar power can have excess electricity fed into the national grid.</li> </ul>                                                                                                                                                                  | SR | (2) |
| 8.6 | The Mission statement must reflect the FTT principle of <i>Fair Say</i> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | SR |     |
|     | To reflect:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |    |     |
|     | The local community leaders must be involved and consulted. ✓✓ <ul style="list-style-type: none"> <li>• BBBEE partners/stakeholders must be part of the decision-making process in conjunction with owners.</li> <li>• All staff members and management to take collective decisions through meetings, staff surveys etc.</li> <li>• The fairness of having stakeholder participation in decision-making.</li> </ul>                                                                                                                                                               |    | (2) |

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**TOTAL SECTION D:**

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

**QUESTION 9**

- |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |         |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 9.1   | <p>9.1.1 More than 400 players from 227 countries participated. ✓✓</p> <ul style="list-style-type: none"> <li>• Participants, representatives, spectators and media personnel came from all over the world.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | DRI (2) |
| 9.1.2 | <p>Durban has the infrastructure, transportation networks, hotels, restaurants, lively entertainment spots and has among the world's best sporting venues. ✓✓<br/>A unique African experience, perfect climate and the most welcoming people in the world. ✓✓</p> <ul style="list-style-type: none"> <li>• Durban has partnered with the SA Table Tennis Board, KZN Tourism and all their stakeholders to ensure that the world knows KZN is a magnificent and a must-see province.</li> <li>• Durban has everything to ensure a unique visitor experience, such as beautiful scenery and landscapes, flora, fauna, and culture, heritage, Zulu experience, pristine beaches, perfect climate and the friendliest people.</li> </ul> | DRI (4) |
| 9.1.3 | <p>Tourists that attended the event contributed to foreign exchange earnings. ✓✓<br/>The income generated by the event contributed to the GDP of the country. ✓✓</p> <ul style="list-style-type: none"> <li>• Infrastructure could have been improved.</li> <li>• The event put the multiplier effect into motion which benefited the local economy.</li> <li>• Job creation: workers earned money at the event.</li> <li>• Income was generated before, during and after the Championships.</li> <li>• Entrepreneurial opportunities were created for locals.</li> <li>• Good publicity for Durban, locally and internationally.</li> </ul>                                                                                         | DRI (4) |
| 9.2   | <p>9.2.1 Hurricane ✓✓</p> <ul style="list-style-type: none"> <li>• Natural disaster</li> <li>• Hurricane Ian</li> <li>• Flood</li> <li>• Cyclone</li> <li>• Tropical storm</li> <li>• Typhoon</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | DRI (2) |
| 9.2.2 | <p>Flooding ✓<br/>Strong winds ✓</p> <ul style="list-style-type: none"> <li>• Storms</li> <li>• Heavy rainfall</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | DRI (2) |

- 9.2.3 Tourism infrastructure such as hotels and restaurants on the islands had been destroyed and tourists will not be able to visit any of the islands. ✓✓  
 Tourists had to cancel their trips as they will not be able to access any of these islands. ✓✓ (4)
- Tourism businesses on the islands will lose income due to the destruction, as no tourists will visit the islands.
  - Workers at the hotels might have lost their jobs.
  - Tourists visiting the islands before the hurricane struck, had to be rescued. They might have lost their belongings due to the hurricane and the collapse of the causeway.
  - Tourists will not be able to continue with their itineraries due to the collapse and inaccessibility of the causeway.

**NOTE:** Accept perspectives from tourism and tourists.

9.3	9.3.1	41,4% ✓✓	DRI (2)
	9.3.2	Shopping ✓✓	DRI (2)
	9.3.3	Visitors from neighbouring countries crossed the border into South Africa to do shopping. ✓✓ <ul style="list-style-type: none"> <li>• Essential goods were unavailable in some of the neighbouring countries because of Covid-19. Individuals and businesses had to come to South Africa to do their business.</li> <li>• Visitors from neighbouring countries are counted as tourists every time they cross the borders into South Africa, for whatever reason.</li> <li>• Refund scheme for international visitors, allowing them to claim back the VAT paid.</li> <li>• Currency advantage made shopping in South Africa more affordable for visitors from countries with stronger currencies.</li> <li>• During Covid-19, visitors to South Africa were restricted to travel to other international destinations. South Africa was their closest destination.</li> </ul>	DRI (2)

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**QUESTION 10**

10.1	Word of Mouth ✓✓ /WOM • Verbal advertising • Positive customer experiences • Sharing positive customer experiences with friends/relatives	cc (2)
10.2	People tend to react positively to verbal advertising from people they trust. ✓✓ It is a fast and free form of direct advertising.✓✓ • Word-of-Mouth advertising is usually trustworthy. • This type of advertising is aimed at a specific target market such as friends, family or co-workers. • The verbal information is opinion-based on a positive experience and will influence more customers to stay at the hotel. • An increase in income and profit for the hotel.	cc (4)  [6]
	<b>TOTAL SECTION E:</b> <b>GRAND TOTAL:</b>	<b>30</b> <b>200</b>