



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

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
 Valid Visa ✓✓ (4)
 • Health certificate

2.2 2.2.1

New York (USA) -5	Accra (Ghana) 0°
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 MTP
 Time Difference = 5 hours ✓
 Time in Accra 21:00 (–✓5) hours' time difference
 Time in New York 16:00 ✓ on 9 August 2023 ✓ (4)
OR
 16:00 on 9 August 2023 ✓✓✓✓
 • 16:00 on 9/08/2023

2.2.2

Ghana 0°	Malawi +2
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 MTP
 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 (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. ✓✓ MTP (2)
- Shopping without having to pay 15% VAT/tax.
- 2.3.2 Cruise ships in international waters ✓✓
Flights in international airspace ✓✓ MTP (4)
- International rail terminals
- 2.3.3 Tourists are not allowed to carry pocket knives onto an aircraft. ✓✓ MTP (2)
- 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.
- 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. ✓✓ MTP (4)
- Regulates the flow of goods into and out of the country.
 - Ensures the correct taxes are paid for goods brought into the country.
- (c) Explosives ✓✓
Poisons ✓✓
Dangerous chemicals ✓✓ MTP (6)
- Compressed gases
 - Weapons or replicas of weapons
 - Illegal drugs
 - Stolen goods
 - Counterfeit goods

NOTE: *Accept examples*

[42]

**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 (4)
Fundraising events can attract sport and conservation tourists. ✓✓
Money raised through sport can be used for the conservation efforts of the park. ✓✓
• 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