



# **basic education**

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

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

**TOURISM**

**2021**

**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	D✓/ intra-provincial	MTP
	1.1.2	C✓/ Yellow fever and malaria	MTP
	1.1.3	C✓/ 22 hours	MTP
	1.1.4	B✓/ put together an expensive and exclusive tour package.	MTP
	1.1.5	D✓/ The worker and the supermarket earn money from the hotel being built.	FX
	1.1.6	B✓ / Chichen Itza	TA
	1.1.7	C✓/ Asia	TA
	1.1.8	A✓/ Accommodation, car rental and tour operators	M
	1.1.9	C✓/ Cape Floral Region Protected Areas	CH
	1.1.10	D✓/ marketing strategy	TA
1.1.11	A✓ / promotes integrity	TS	
1.1.12	C✓ / personal hygiene.	TS	
1.1.13	A✓ / contract of employment	TS	
1.1.14	D✓/ certification of sustainable tourism businesses.	TS	
1.1.15	C✓/ management of waste.	DRI	
1.1.16	D✓/ global event.	DRI	
1.1.17	A✓/ Maintain social distancing by arranging tables two meters apart.	DRI	
1.1.18	C✓/ percentage of foreign tourists to South Africa in relation to other competing destinations.	DRI	
1.1.19	B✓/ decline in the demand for hotel accommodation.	DRI	
1.1.20	D✓/ Face to face complaint.	DRI	
			(20x1) (20)
1.2	1.2.1	hepatitis C vaccination✓	MTP
	1.2.2	special needs✓	MTP
	1.2.3	optional extras✓	MTP
	1.2.4	attractions✓	MTP
	1.2.5	itinerary✓	MTP (5)
1.3	1.3.1	Noise pollution control✓	TS
	1.3.2	logo ✓	TS
	1.3.3	Discounted travel✓	TS
	1.3.4	communication✓	TS
	1.3.5	marketing strategy✓	TS (5)

1.4	1.4.1	F✓ / practise the six principles of Fair Trade Tourism	SR
	1.4.2	E✓ / the social pillar of the Triple Bottom Line	SR
	1.4.3	A✓ / the Responsible Tourism Guidelines	SR
	1.4.4	B✓ / corporate social investment	SR
	1.4.5	C✓ / environmentally friendly gardening	SR (5)
1.5	1.5.1	C✓	MTP
	1.5.2	B✓	MTP
	1.5.3	A✓	MTP
	1.5.4	E✓	MTP
	1.5.5	D✓	MTP (5)

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 The embassies sent out surveys to establish the demand for a repatriation flight. ✓✓ MTP  
DIRCO communicated the travel arrangements via WhatsApp to the stranded South Africans. ✓✓ (4)
- 2.1.2 **(a) Itinerary** MTP  
The rest of the planned itinerary and activities were cancelled when restrictions started. ✓✓ (2)
- Attractions to be visited were closed and travel restrictions meant adhering to local lockdown regulations.
  - Increased length of the original itinerary in terms of days in Mauritius.
  - Continuing with the initial itinerary will have limitations and restrictions due to COVID-19 regulations in Mauritius.
- (b) Hotel accommodation**  
The accommodation had to be extended. ✓✓ (2)
- The couple had to look for cheaper hotel accommodation until their travel arrangements were finalised.
  - Choice of accommodation is compromised and may change depending on limitations and resources.
- (c) Prescription medication**  
Mr Dube was concerned that he may not have enough prescription medication for the duration of his stay. ✓✓ (2)
- Medication had to be sourced from local pharmacies/clinics.
  - Difficult to get medication without a prescription.
- (d) Budget**  
The Dubes had to reconsider all their expenses while in Mauritius. ✓✓ (2)
- Their budget did not cover the extra costs.
  - They had to use money budgeted for activities they could not do, for other expenses.
  - Extra funding from family members had to be deposited into their account.
- (e) Duty free shopping**  
The duty-free shops at the Mauritian airport were closed and no shopping could take place. ✓✓ (2)

**[14]**

- 2.2 2.2.1 The countries are located on two different time zones ✓✓ MTP (2)
- Mauritius is on UTC +4 time zone and South Africa is on UTC +2 time zone.
  - There is a time difference between countries situated on different time zones.

2.2.2	South Africa +2		Mauritius +4	MTP (3)
	Time difference	= 2 hours ✓		
	Time in Mauritius	= 12:00 (+✓) 2 hours = 14:00 ✓		
	<b>OR</b> 14:00 ✓✓✓			

2.2.3	South Africa +2		Mauritius +4	MTP (4)	
	Time difference	= 2 hours			
	Arrival time	= 12:00			
	Flying time	= 4 hours 30 min			
	Time in Mauritius	= 12:00 +2 hours = 14:00 ✓			
	Departure time in Mauritius	14:00 (-✓) 4 hours 30 min ✓ = 09:30 ✓			
	<b>OR</b>				
	South Africa +2		Mauritius +4		
	Time difference	= 2 hours			
	Time in Mauritius	= 12:00 +2 = 14:00 ✓			
Arrival time in South Africa	= 12:00				
Flying time	= 12:00 (-✓) 4 hours 30 min ✓ = 07:30				
Departure in Mauritius	= 07:30 + 2hour time difference = 09:30 ✓				
<b>OR</b> 09:30 ✓✓✓✓					



**QUESTION 3**

3.1 3.1.1 

ZAR50 000 ( $\div$ ✓) 17.65✓ =USD 2 832,86✓
<b>OR</b>
USD2 832,86✓✓✓

 FX (3)

3.1.2 

USD62.70 x✓ 17.33✓ =ZAR1 086,59✓
<b>OR</b>
=ZAR1 086,59✓✓✓

 FX (3)

3.2 They were not able to use any FOREX services at the airport due to the Lockdown. ✓✓ FX  
During the period in quarantine, it was not possible to exchange currency, even though they needed the money urgently. ✓✓ (4)  
• The minibuses would not stop en route to Pretoria because the passengers were high-risk cases.

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



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

- |     |       |   |                        |            |    |     |
|-----|-------|---|------------------------|------------|----|-----|
| 4.1 | 4.1.1 | A | Sydney Opera House✓    | Australia✓ | TA | (2) |
|     |       | B | Leaning Tower of Pisa✓ | Italy✓     |    | (2) |
|     |       | C | Machu Picchu✓          | Peru✓      |    | (2) |
|     |       | D | Buckingham Palace✓     | England✓   |    | (2) |
- 4.1.2 (a) Alcazar of Segovia✓✓ (2)
- (b) Europe ✓✓ (2)
- 4.1.3 Royal palace✓✓ TA (2)
- prison
  - a military academy
  - museum
- 4.2 4.2.1 (a) Great Pyramids of Giza✓✓ TA (2)
- The Sphinx
- (b) Rising groundwater is threatening these icons. ✓✓ (2)
- The saline content in groundwater is eroding the foundations of the ancient structures.
- 4.2.2 Egyptians wish to protect their past and the present for the future generations to enjoy. ✓✓ TA (4)
- Egyptians believe these icons are spiritual representations of their culture and history. ✓✓
- The Egyptians believe these icons are global treasures and future generations must experience them.
  - Attracts many visitors who spread positive word-of-mouth which in turn sustains the revenues received from the icon.
- 4.2.3 Limit the number of daily tourists to the relevant areas. ✓✓ TA (4)
- Inform visitors of the environmental issues by providing guided virtual tours for visitors. ✓✓
- Provide visitors with alternative experiences such as exhibitions showcasing the icon and souvenirs as a reminder of the experience.
  - Measures taken to contain the groundwater for visits to still continue.

**[26]**

**QUESTION 5**

- 5.1 5.1.1 ITB Berlin ✓✓ M  
World Travel Market ✓✓ (4)  
• WTM
- 5.1.2 (a) A 90 second advertisement ✓✓ M (2)  
• “South Africa, the home of humanity”  
• Grow South Africa
- (b) SATourism's videos are known for its attractive images, music and catchy phrases with emphasis on the uniqueness of the South African brand. These videos will attract visitors to South Africa. ✓✓ (2)  
• The video is part of a new campaign, part of a global brand strategy of SATourism for marketing on various platforms.
- 5.1.3 South Africans will serve as brand ambassadors to the country in highlighting what South Africa has to offer. ✓✓ M  
Making tourism everyone's business ✓✓ (4)  
• Using our colourful traditions to draw international tourists to the country.  
• Dependency on our diverse nation as a draw card.  
• The warmth and hospitality of South Africans used as a draw card to attract international tourists to South Africa.  
• Positive word-of-mouth
- [12]**

**QUESTION 6**

- 6.1 6.1.1 UNESCO is responsible for the protection, preservation and development of heritage. ✓✓ CH (2)  
• Encourages international cooperation in the conservation of our heritage.
- 6.1.2 World Heritage Sites are selected by UNESCO for having cultural, historical and scientific significance. They become demarcated protected zones by UNESCO. ✓✓ CH (2)  
• UNESCO provides the support in respect of training/ emergency assistance for World Heritage Sites in danger/ awareness activities for World Heritage Site conservation.
- 6.2 6.2.1 A- Barberton Mkhonjwa Mountains ✓ CH  
B- Fossil Hominid Sites of South Africa ✓ (2)  
• Cradle of Humankind  
• Maropeng  
• Swartkrans  
• Sterkfontein caves  
• Kromdraai

6.2.2	C✓✓	CH	(2)
6.2.3	The facility was used as a prison for political prisoners of South Africa's apartheid regime. ✓✓ The buildings represent freedom and the victory of democracy over oppression. ✓✓ • The island represents resilience and triumph over hardship and adversity.	CH	(4)
			<b>[12]</b>
		<b>TOTAL SECTION C:</b>	<b>50</b>

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

- 7.1 The new manager has tattoos / marks on his arms which do not contribute to a professional image of the business. ✓✓ **TS**  
(2)
- The new manager needs to wear a more formal dress code.
  - The new dress code suits his position at work.

- 7.2 YES. He is the owner and has the right to make the rules. ✓✓ **TS**  
He must ensure customer satisfaction and profitability of the business. ✓✓ (4)
- He must ensure that the appearance of the employees does not scare customers away

**OR**

NO. He should have been informed about the dress code prior to the start of his new job.

He has not set an example in adhering to a dress code.

The owner could be showing prejudice and discrimination towards tattoos

**Note:** Accept examples. Justified responses are required.

- 7.3 The manager could have rejected the request based on freedom of choice. ✓✓ **TS**  
The manager could have lodged a complaint of unfair labour practices against the owner with the CCMA / the Human Rights commission. ✓✓ (4)
- The manager could have defended himself.
  - The manager could have verbally abused the owner.

**Note:** Accept dialogue responses expressing these reactions.

**[10]****QUESTION 8**

- 8.1 8.1.1 Governments ✓ **SR**  
The tourism industry ✓ (2)
- communities
  - tourists
- 8.1.2 (a) Environmental pillar ✓✓ **SR** (2)
- planet
- (b) Social pillar ✓✓ **SR** (2)
- people



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

- 9.1 9.1.1 A – Wildfires ✓✓ DRI
- Natural disaster
  - Animals were killed in the fire
- B – The outbreak of the Corona Virus ✓✓
- Disease
  - Pandemic
  - COVID-19 pandemic
- C – Aircraft was shot down ✓✓ (6)
- Air disaster / crash
  - Missile attack on an aircraft
- 9.1.2 Due to the Lockdown in certain countries, people were unable to travel ✓✓ DRI
- Local and international airports in certain countries were closed.
  - Certain sectors of the tourism industry shut down.
  - Many employees in the tourism and hospitality industries lost their jobs.
  - Tourists were left stranded in another country and could not return home.
- 9.2 9.2.1 Cancellation or delays in all flights. ✓✓ (2)
- 9.2.2 (a) Cancelled - Most countries had closed their borders; airlines were not permitted to land nor was entry of any passengers permitted. ✓✓ DRI
- Countries went into Lockdown due to the COVID-19 pandemic and there was no movement of people.
- (b) Delayed – Some airlines would have had to wait for the necessary authorisation and verification for take-off and landing rights. ✓✓ DRI
- Long queues at the check in counters due to new screening and safety regulations.
- 9.2.3 Some airlines had to shut down due to loss of income and profits from flight cancellations. ✓✓ DRI
- Some airlines had to rely on business rescue packages from their governments or private investors to keep them afloat after mass cancellations of flights. ✓✓
- Some airlines resorted to retrenchment packages / flight crew members lost their jobs. ✓✓ (6)
- Some airlines restructured their business operations as cost saving measures.
  - Flights were grounded due to lockdown regulations resulting in a loss of income to the employees.

- 9.3.1 Netherlands ✓✓ DRI (2)
- 9.3.2 South Africa needs to reassure foreign tourists that the COVID-19 is on the decrease. ✓✓ DRI  
 Gateways into the country, tourist attractions and tourism businesses adhere to the safety protocols that are in place to ensure continuity of a COVID-19 free environment. ✓✓  
 SATourism can structure their marketing initiatives focusing on the success rate of the nation in overcoming the virus. ✓✓ (6)
- Encourage international tourism businesses with a South African link and branches to offer incentive packages for travel to South Africa.
  - South Africa can publicise their successes in overcoming the disease in the key foreign source markets.
  - Enforcing adherence to COVID-19 protocols according to regulations for both South African and international tourists.

*Note: Accept options outlined in learner paragraph responses.*

**[28]**

### QUESTION 10

Feedback using electronic devices ✓✓ CC

- Social media platforms
- Internet
- Cell phone

*Note: Accept examples of web-based methods*

**[2]**

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