



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE/ NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2020

MARKS: 200

TIME: 3 hours

This question paper consists of 24 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 steps for the 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	TOPIC	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 A compulsory vaccination for tourists entering or leaving high-risk areas:

- A Bilharzia
- B Diarrhoea
- C Yellow fever
- D Diabetes

1.1.2 When flying across many time zones, passengers are advised to adjust the time on their watches to ...

- A two hours ahead of local time.
- B one hour ahead of local time.
- C one hour behind local time.
- D the local time of the destination city.

1.1.3 GDP is the total value of ...

- A tourism services provided and experienced in a country.
- B manufactured goods produced and supplied in a country.
- C goods and services produced in a country annually.
- D the annual net profit of the services industry in a country.

1.1.4 The IDL is an imaginary line that ...

- A splits countries into three different climatic regions.
- B causes changes to the day and date of a country.
- C divides the earth into the Northern and Southern Hemispheres.
- D runs from east to west on the globe.

1.1.5 The reason why the time zones of the United States of America (USA) stretches from -4 to -8 on a time zone map:

- A Because the USA is divided into many districts.
- B It is a decision taken by the people of the USA.
- C Because of the position of the moon.
- D Because of the size of the country.

- 1.1.6 The icon below is regarded as one of man's greatest architectural accomplishments of the Ancient World:



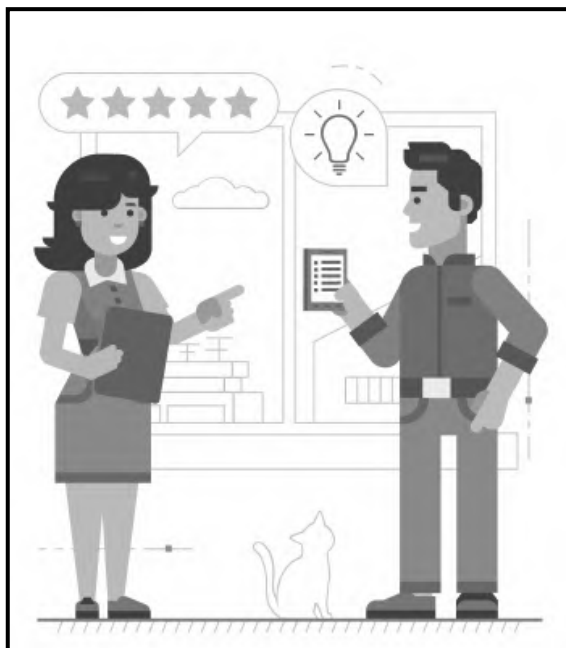
- A Taj Mahal
B Brandenburg Gate
C Great Wall of China
D Great Pyramids of Giza
- 1.1.7 The ... is located between Canada and the United States of America.
- A Niagara Falls
B Victoria Falls
C Angela Falls
D Tugela Falls
- 1.1.8 The Dome of the Rock and the Wailing Wall are two world-famous icons found in ...
- A Turkey.
B India.
C Israel.
D Jordan.
- 1.1.9 The picture below shows that the attraction provides ... access for tourists with special needs.



- A free
B employment
C universal
D beach

- 1.1.10 The main role of UNESCO:
- A Protection and development of World Heritage Sites
 - B Protection of the South African economy and its people
 - C Promote cruelty against animals in captivity
 - D Promote ethical behaviour amongst staff
- 1.1.11 An employee has the right to receive this document upon his/her termination of employment:
- A Tax refund slip
 - B Certificate of service
 - C List of fringe benefits
 - D Receipt for legal fees
- 1.1.12 Regulations relating to the use of strong perfumes at work:
- A Personal hygiene
 - B Personal aura
 - C Emotional integrity
 - D Emotional stamina
- 1.1.13 When an employee in the tourism industry works on a public holiday, the employee is entitled to ...
- A five days additional leave.
 - B time off equivalent to two months.
 - C payment at double the normal rate.
 - D reduced annual bonuses.
- 1.1.14 The boutique hotel in the Cradle of Humankind attracts tourists because its roofs are planted with grass to blend into the surrounding Highveld.
- This accommodation establishment is ...
- A shopping friendly.
 - B socially friendly.
 - C economically friendly.
 - D environmentally friendly.
- 1.1.15 The staff of a tourism IT company provided gifts and clothes to a children's home. This donation is regarded as ...
- A environmental conservation.
 - B a corporate social investment.
 - C infrastructure development.
 - D cultural preservation.

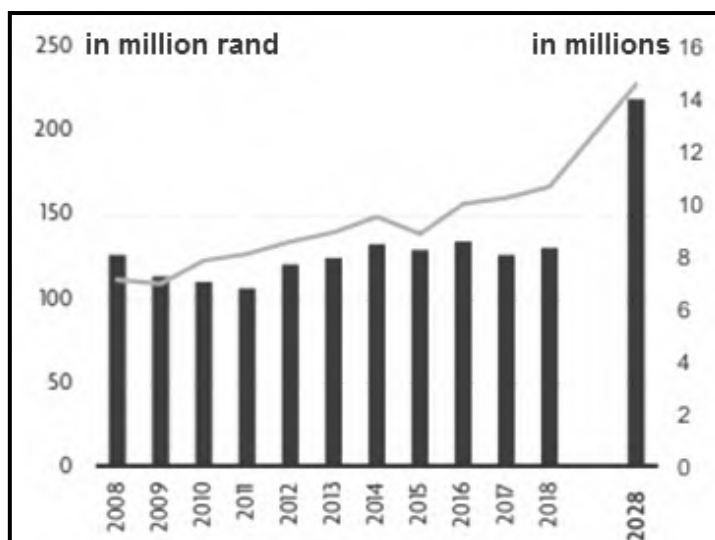
1.1.16 The level of customer satisfaction shown below:



- A Poor
- B Average
- C Good
- D Excellent

1.1.17 According to the WTTC, the expected number of foreign tourist arrivals to South Africa in 2028 is...

WTTC TOURIST ARRIVALS



- A 14 million.
- B 8 million.
- C 10 million.
- D 2 million.

1.1.18 An example of an unforeseen occurrence:

- A A royal wedding
- B Outbreak of COVID-19
- C World Travel Market
- D The Olympic Games

1.1.19 Foreign market share refers to the ...

- A number of local businesses that sell branded products to domestic tourists in South Africa.
- B number of domestic tourists who visit the nine South African provinces in a one-year period.
- C percentage of the industry earned through inbound tourism to South Africa.
- D length of stay per tourist in Gauteng over a specified time period.

1.1.20 Technology that will give tourists quick access to travel-related information:

- A Photocopier
- B Fax machine
- C Internet
- D Pocket calculator

(20 x 1) (20)

1.2 Give ONE reason for the decline in inbound arrivals to South Africa by choosing from the list below. Write only the reason next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

negative perceptions; inadequate flights;	severe droughts; canned hunting;	visa processing; film permits
--	-------------------------------------	----------------------------------

1.2.1 A serious shortage of water, resulting in water restrictions in certain major tourism cities in South Africa

1.2.2 Limited air transport to South Africa from certain African and overseas destinations

1.2.3 Difficulty to obtain rights to make movies and documentaries in South Africa

1.2.4 Killing wild animals for the purpose of trophies in a confined area, such as a fenced-in camp

1.2.5 International tourists choose not to visit South Africa due to bad publicity in foreign media (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 A conference venue should (sell/brand) its stationery, like pens, writing paper and folders, provided to conference goers.

1.3.2 Brainstorming is used when (choosing a name/opening a bank account) to ensure brand recognition.

1.3.3 The (slogan/logo) forms part of the trademark of a tourism business.

1.3.4 (Itinerary cancellation/Marketing material) is a factor that contributes to the professional image of a tour operator.

1.3.5 The procedures to follow when dealing with complaints in a tourism business will be found in the (customer service policy/contract of employment). (5 x 1) (5)

1.4 Choose a customer feedback method in COLUMN B that matches the description 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	Customers use Facebook to give feedback on their experiences	A	feedback cards
		B	social media
1.4.2	Customers write their complaints down and leave them in their hotel rooms after check out	C	e-mail responses
		D	interviews
		E	snail mail
1.4.3	Face-to-face customer feedback between two people	F	SMS messaging
1.4.4	Real-time (Immediate) feedback using cellphones in a restaurant		
1.4.5	Written replies to questions sent to the customer via the internet		

(5 x 1) (5)

- 1.5 Arrange the cities in the CORRECT order from west to east. Write the five cities in the correct order next to the question number (1.5) in the ANSWER BOOK.

- Cape Town (+2)
- London (0)
- San Francisco (-8)
- Delhi (+5.5)
- Rio de Janeiro (-3)

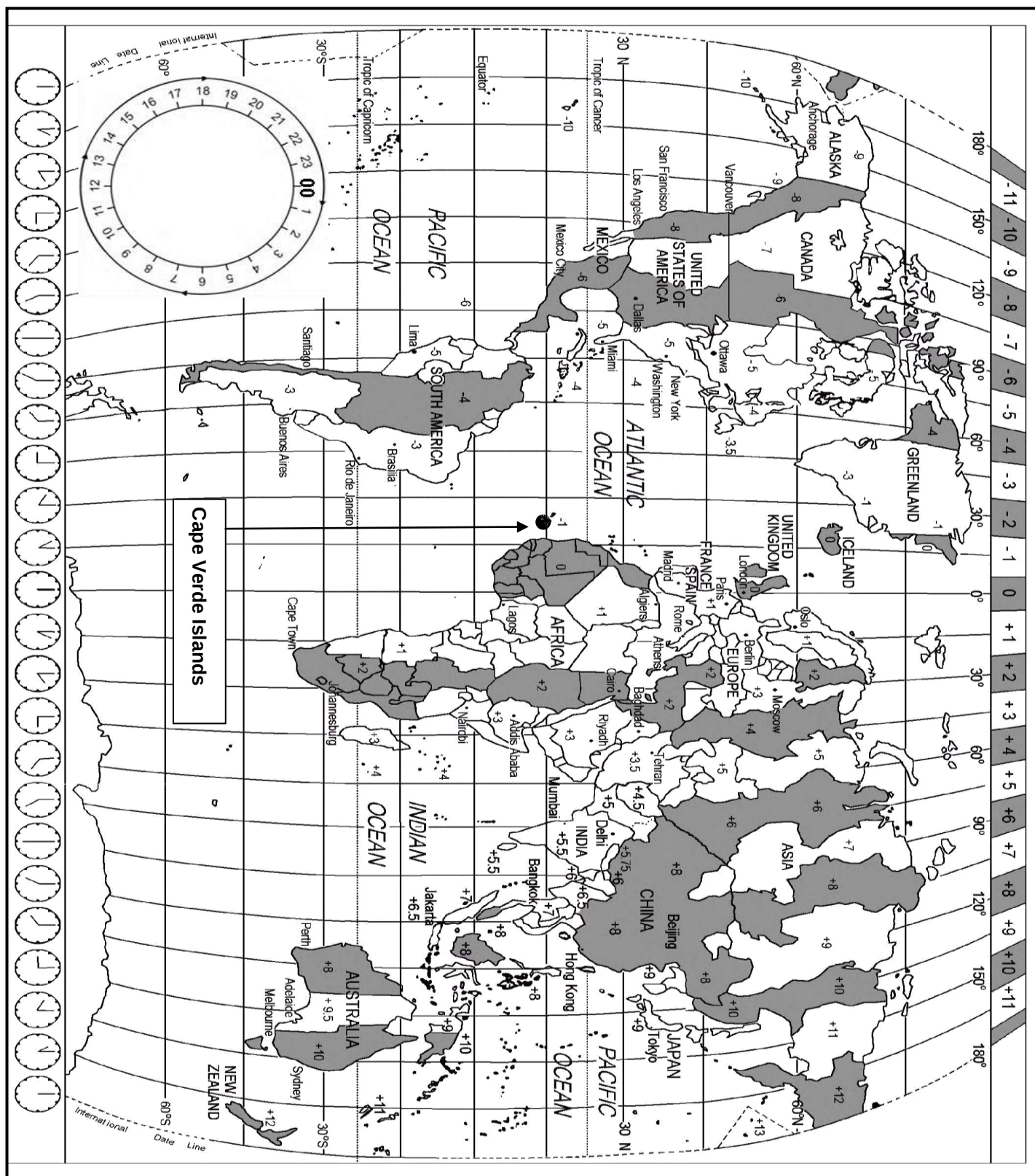
(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1 Study the World Time Zone Map and the given information and answer the questions that follow.



Mr and Mrs Vermaak got married recently and travelled to France for their honeymoon. They consulted Tripadvisor before planning their honeymoon. The couple are not arts and culture enthusiasts.

Tripadvisor is a website where travellers can search for and book multiple tourism products and services.

WEB PAGE FROM TRIPADVISOR'S WEBSITE

- 2.1.1 Identify FOUR tourism products or services found on the Tripadvisor website. (4)
- 2.1.2 The Vermaaks have decided to visit the Eiffel Tower.
- Identify the tour they will choose. (2)
 - From the web page, give the cost of the tour that you identified in QUESTION 2.1.2(a). (2)
 - State ONE advantage for the couple for choosing this tour. (2)
 - Recommend ONE other attraction to the couple that will suit their profile. (2)
- 2.1.3 Suggest TWO reasons why the Vermaaks decided to use Tripadvisor to plan for their trip. (4)

2.2

The couple purchased a laptop to the value of R6 500 from a duty-free shop at Charles De Gaulle Airport in France.

They were unsure of which channel they should proceed through when they arrived at OR Tambo International Airport.

2.2.1 Advise the couple on the correct channel they should choose. (2)

2.2.2 Give ONE reason for your answer to QUESTION 2.2.1. (2)

2.2.3 Name the government department responsible for controlling declared items brought into the country. (2)

2.2.4 Name the type of tax the couple will pay. (2)

2.3

Study the information below and use the World Time Zone Map to answer the questions that follow.

ANGELA FLIES TO THE USA

Below is Angela's flight information for her trip from Cape Town to San Francisco.



- Angela flew from Cape Town International Airport to San Francisco.
- Her flight departed from Cape Town at 17:00 on 21 October.
- The flight stopped at the Cape Verde Islands *en route* to San Francisco.
- The total flying time, including the stopover time in the Cape Verde Islands, was 23 hours.

2.3.1 Give ONE reason why the flight stopped at the Cape Verde Islands. (2)

2.3.2 Calculate Angela's time and date of arrival in San Francisco. (6)

2.3.3 After spending some time with family in San Francisco, Angela continued on her trip to Dallas. She arrived in Dallas at 08:00 on 8 January.

Calculate at what time Angela's flight departed from San Francisco if the flight was 3 hours long.

(6)
[38]

QUESTION 3

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

FOREIGN EXCHANGE RATES			
Rand per foreign currency unit			
CURRENCY	CODE	BANK SELLING RATE	BANK BUYING RATE
US dollar	USD	14.73	14.12
Pound sterling	GBP	19.28	18.29

- 3.1.1 A South African tourist returns from the United Kingdom with £2 500.

Calculate how much the South African will receive in rand.

(3)

- 3.1.2 You have a friend who is studying in the United States of America. It is your friend's birthday and you would like to transfer R1 800 into his account as a gift.

Calculate how much your friend will receive in US dollars.

(3)

- 3.2 It is important for sustainable tourism to find a balance between the impact on the environment and the economic benefit to the tourism industry.

Write a paragraph to explain how a strong rand would be able to achieve this balance.

Your paragraph must include:

- Sustainable tourism practices
- A balance between economic and environmental benefits for the tourism industry
- Job creation

(3 x 2)

(6)

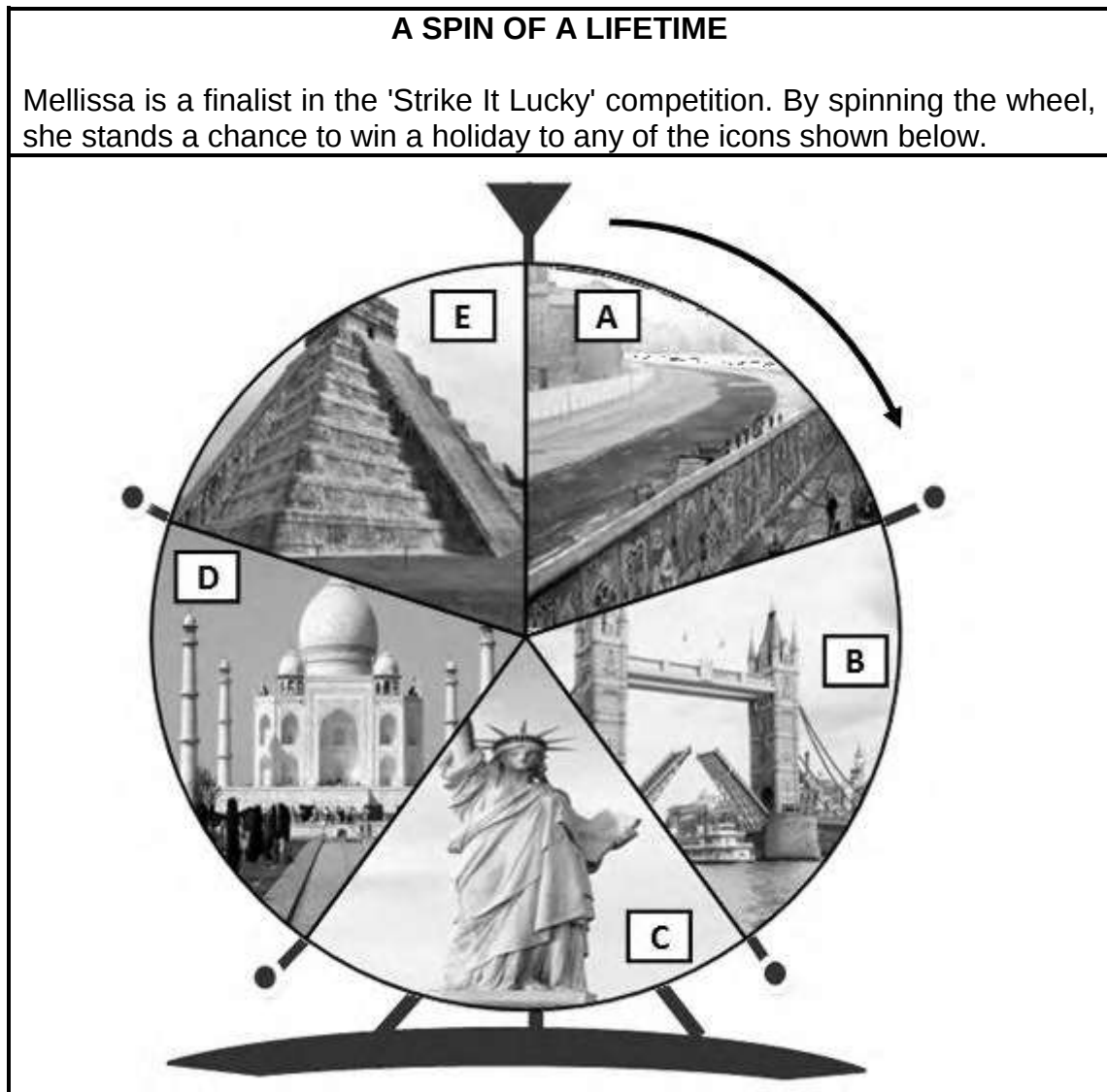
[12]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 Study the image below and answer the questions that follow.



4.1.1 Identify world icons **A** to **E**.

Write down only the letter (**A–E**) and the name of the icon next to the question number (4.1.1) in the ANSWER BOOK.

(5)

4.1.2 Icons **A** and **B** are found on the same continent.

Give the name of the continent.

(2)

- 4.1.3 World-famous icons are important for the country or city where they are located.

Give ONE reason why each of the icons **A**, **C** and **D** were built.

Write only the answer next to the letter (**A**, **C** and **D**) in the ANSWER BOOK.

(6)

- 4.2 Read the case study below and answer the questions that follow.

CAN AUSCHWITZ BE SAVED?

Many survivors cannot forget the hardships they suffered at Auschwitz. What was thought to be a working camp with showers and doctors to care for the sick, eventually became a death camp with gas chambers and doctors experimenting on humans.

Auschwitz has a very sad and depressing past; however, today the attraction has its own problems with maintenance. Many of the buildings have cracked walls and sinking foundations. Leaking roofs have damaged wooden bunk beds.

Visitor numbers have doubled. On peak days, as many as 30 000 visitors move through the camp's buildings.

Auschwitz is a place of memory; it is not just about history – it is also about the future. The last survivors of the camp will soon die, taking with them memories of what happened at the camp.

[Adapted from www.survivor.com]

- 4.2.1 Name the country where the Auschwitz concentration camp is located.

(2)

- 4.2.2 Discuss TWO factors in the extract that contributed to Auschwitz's:

(a) Sad and depressing past

(4)

(b) Problems in the present

(4)

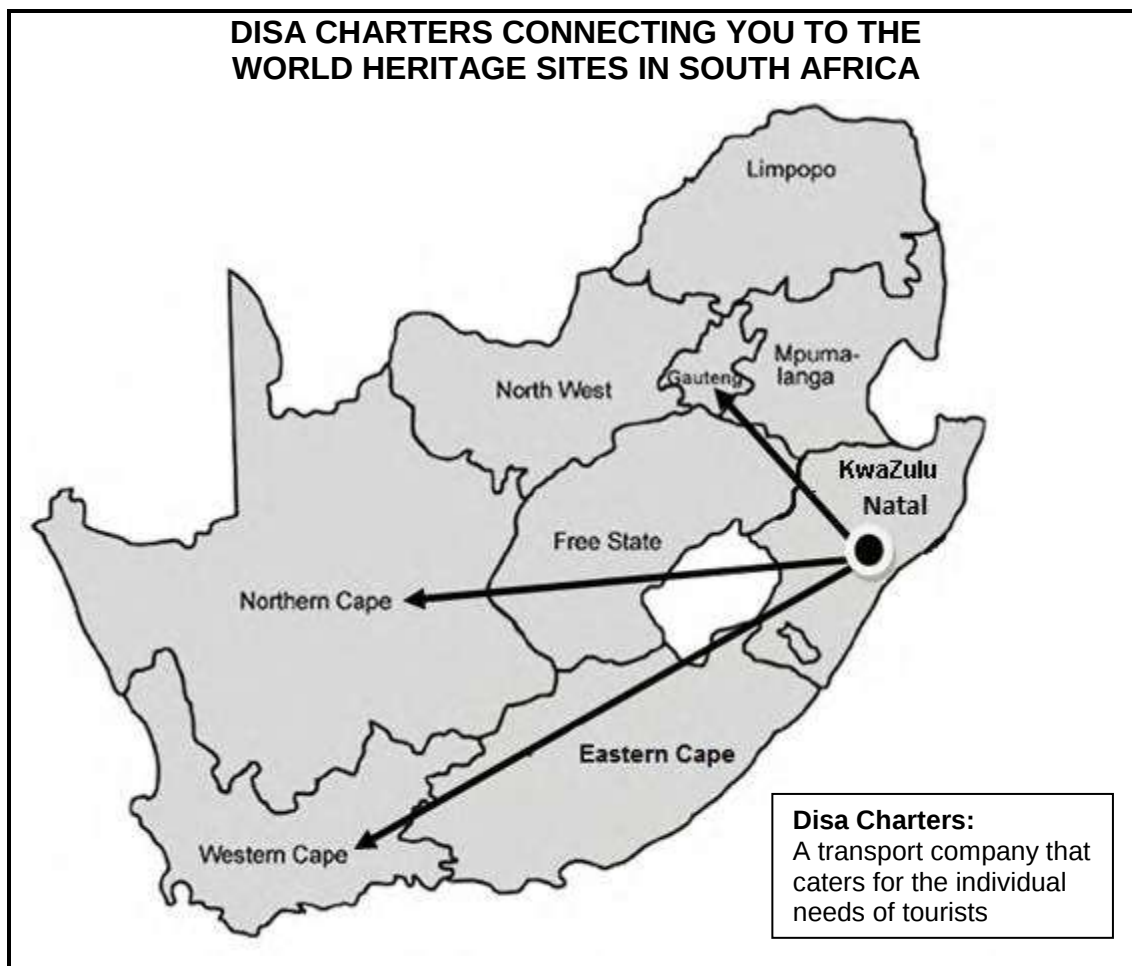
- 4.2.3 Recommend TWO ways in which Auschwitz can be maintained as a tourist attraction.

(4)

[27]

QUESTION 5

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



[Source: www.GlobalSecurity.org]

Disa Charters offers daily flights from KwaZulu Natal to Gauteng, the Northern Cape and the Western Cape.

Name TWO World Heritage Sites tourists will visit when they travel with Disa Charters to EACH of the following provinces:

- 5.1.1 Gauteng (2)
- 5.1.2 Northern Cape (2)
- 5.1.3 Western Cape (2)

5.2 In July 2018 UNESCO declared a new World Heritage Site in South Africa. Disa Charters now needs to add a new route to their existing flight schedule.

Using the map, identify the province where this World Heritage Site is located. (2)

- 5.3 Disa Charters are offering discounted prices on their airfares to the World Heritage Sites in South Africa. Travel agents are taking advantage by making different tour packages available to the World Heritage Sites.

Discuss TWO ways in which the tour packages to the World Heritage Sites will benefit these travel agencies.

(4)
[12]

QUESTION 6

Refer to the 2019 calendar below and answer the questions that follow.

2019 OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4 	5 
6 	7	8	9	10	11	12
13	14	15 TBCSA Business Breakfast	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

[Source: www.myplanner.org]

- 6.1 Nhlanhla, a tour operator, blocked out 4–6 October 2019 to attend the travel trade show displayed on the calendar above.

Name the main sponsor of this travel trade show.

(2)

- 6.2 Name ONE other trade show hosted by SATourism in South Africa annually.

(1)

- 6.3 Explain THREE objectives of the tourism trade shows held in South Africa annually.

(6)

- 6.4 Name ONE organisation responsible for South Africa's local and international tourism marketing who will send representatives to attend the meeting on 15 October 2019.

(2)
[11]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

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

SERVICE ON TRACK

The waitrons below are employed by Exquisite Rail Luxury Train Company in South Africa. One of the conditions of employment is to portray a professional image at all times.



[Source: www.istockphoto.com]

- 7.1.1 In the picture, identify TWO ways in which the waitrons display professionalism in the workplace. (4)
- 7.1.2 The contract of employment specifies the dress code for the waitrons but does not include compensation (money) for uniforms. The waitrons in the above picture feel the only way they can adhere to the dress code is if they receive a uniform allowance.
- Explain ONE reason why the two employees feel entitled to a uniform allowance. (2)

7.2 Read the dialogue below and answer the questions that follow.

DOING RIGHT BY OUR VALUED PASSENGERS	
Passengers on Exquisite Rail deserve excellent standards. This includes the conduct of crew members employed by the company. The conversation below is about the do's and don'ts for crew members working on a luxury train.	
Trainee:	How should crew members conduct themselves with the guests when working on a luxury train?
Trainer:	1. A crew member should never argue with a guest. Instead, any complaints lodged by a guest need to be reported to the supervisor immediately. 2. Never invite a guest into the crew quarters and never accept invitations to socialise with guests. 3. Be aware that parents with young children may misinterpret crew interaction with their children. 4. A crew member must be careful not to give too much attention to one particular guest when it comes to service delivery, as this can be misinterpreted.

- | | | |
|-------|--|--------------------|
| 7.2.1 | Choose the correct option within brackets.
The training above forms part of the company's (code of conduct/
annual service bonus). | (2) |
| 7.2.2 | Explain ONE reason why Exquisite Rail conducts this type of
training session regularly. | (2) |
| 7.2.3 | Identify TWO examples of crew behaviour in the dialogue that
could be considered a violation of the code of conduct. | (4)
[14] |

QUESTION 8

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

VOLUNTEER AFRICA Fair Trade Tourism certified  INBOUND SKILLS SECURING A BETTER FUTURE International volunteers and interns become involved in volunteer programmes in rural schools in the Eastern Cape.	
Various voluntours available Combining travel with a week of volunteering	The volunteer programme Teaching computer skills in rural schools; assisting learners to become more employable after completing school
Volunteers take part in Community development initiatives: • Adult computer literacy • Youth sports development	Other programmes include • Community preschool programme • Orphanage project

[Adapted from www.volunteerforever.com]

8.1.1 Explain the term *voluntourism*. (2)

8.1.2 Identify the pillar of the triple bottom line highlighted in the volunteer programmes. (2)

8.1.3 Explain the role of Fair Trade Tourism in this programme. (2)

8.1.4 In a paragraph, discuss the impact of voluntourism on community development.

The paragraph must include:

- Education
- Skills development
- In the Spirit of *Ubuntu*

(3 x 2) (6)

8.2 Read the code of conduct for responsible tourism below and answer the questions that follow.

CODE OF CONDUCT FOR INBOUND INTERNATIONAL TOURISTS	
A 	• Research South Africa before arrival. • Learn a few words in the local language. • Learn about the cultures of the area.
 B	• Support locally made crafts. • Support community outreach programmes. • Support local businesses.

- 8.2.1 Explain ONE way in which a tourist shows responsible behaviour by learning a few basic words in the local language. (2)
- 8.2.2 Give ONE reason why supporting local businesses in **B** is economically responsible. (2)
- [16]**

TOTAL SECTION D: 30

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

QUESTION 9

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

THE YOUTH OLYMPIC GAMES 2020
Lausanne, Switzerland
9–22 January 2020

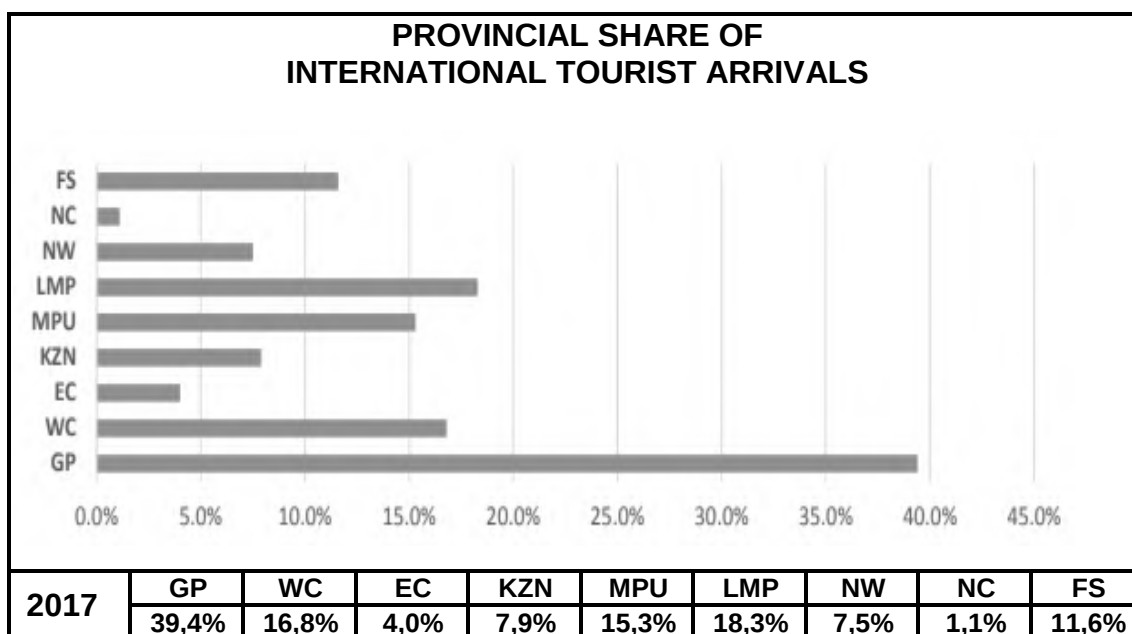
The Youth Olympic Games (YOG) is a major international multisport event and cultural festival for teenagers held every four years. At the heart of this project are the main concepts of sustainability and responsibility. It also focuses on involving the youth between the ages of 15 and 18.



[Source: <https://www.lausanne2020.sport>]

- 9.1.1 Identify the major sports code teenagers will participate in at the winter Youth Olympic Games. (2)
- 9.1.2 Give ONE reason why this event is held in the European winter every year. (2)
- 9.1.3 Explain TWO characteristics of this event that makes it unique in comparison with other Olympic Games. (4)
- 9.1.4 The event attracts young people from across the world.
Recommend TWO ways in which the host city can manage such large numbers of international teenage visitors. (4)
- 9.1.5 Suggest TWO ways in which the young visitors can be made aware of the importance of sustainability when visiting environmentally sensitive areas in the Lausanne area. (4)

- 9.2 Study the statistics in the bar graph and table below and answer the questions that follow.

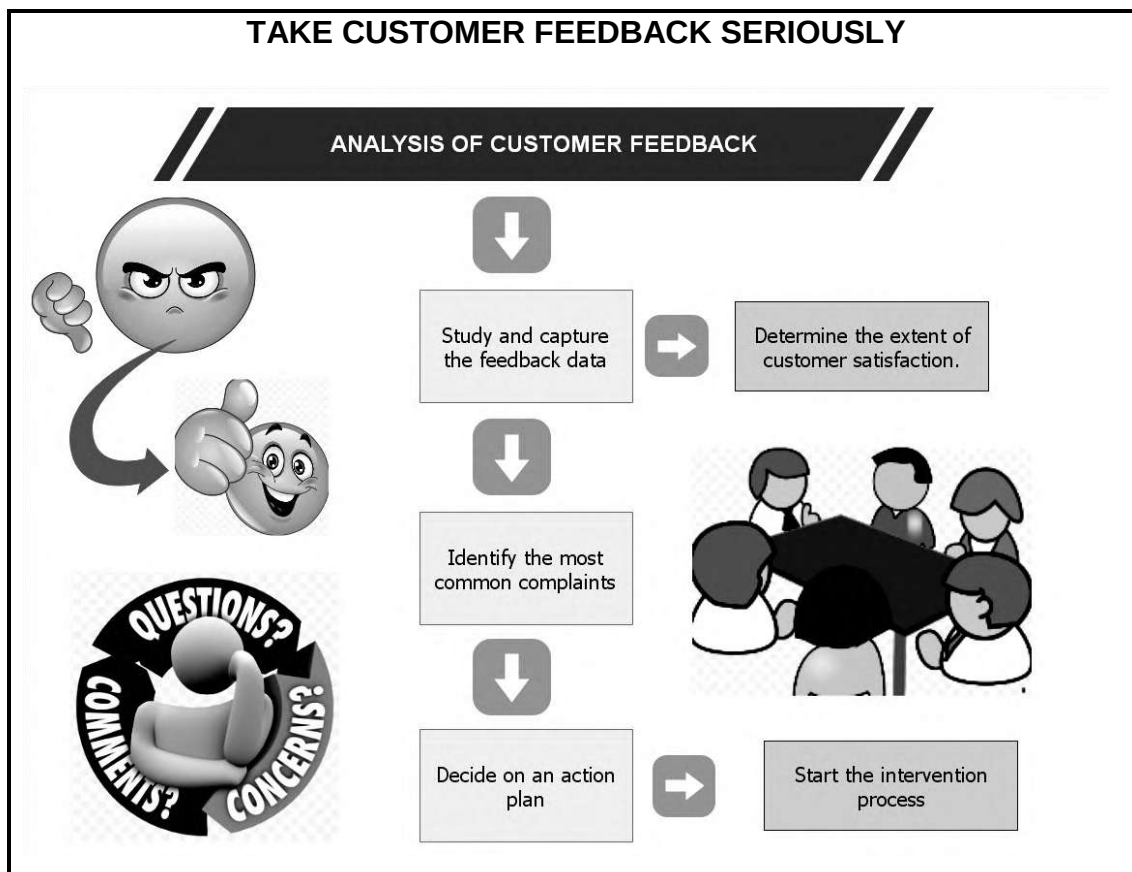


[Source: <http://www.statssa.gov.za>]

- 9.2.1 Identify in the graph above the province that received the largest volume of tourists in 2017. (2)
- 9.2.2 Give ONE reason for the trend in QUESTION 9.2.1. (2)
- 9.2.3 Give the percentage of visitors to Limpopo. (2)
- 9.2.4 Limpopo shares a border with Zimbabwe.
Explain why Limpopo's location attracts high visitor numbers in comparison to other provinces. (2)
- [24]**

QUESTION 10

10.1 Study the infographic below and answer the questions that follow.



[Source: Own graphics]

Give ONE reason why tourism product owners must NOT ignore customer complaints.

(2)

10.2 Explain the difference between the *action plan* and the *intervention process*.

(2 x 2)

(4)

[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200



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SENIOR CERTIFICATE/ NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2020

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 16 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	C✓/Yellow fever	MTP	
	1.1.2	D✓/the local time of the destination city.	MTP	
	1.1.3	C✓/goods and services produced in a country annually.	FX	
	1.1.4	B✓/causes changes to the day and date of a country.	MTP	
	1.1.5	D✓/Because of the size of the country.	MTP	
	1.1.6	D✓/Great Pyramids of Giza	TA	
	1.1.7	A✓/Niagara Falls	TA	
	1.1.8	C✓/Israel.	TA	
	1.1.9	C✓/universal	TA	
	1.1.10	A✓/ Protection and development of World Heritage Sites	CH	
	1.1.11	B✓/Certificate of service	TS	
	1.1.12	A✓/Personal hygiene	TS	
	1.1.13	C✓/payment at double the normal rate.	TS	
	1.1.14	D✓/environmentally friendly.	SR	
	1.1.15	B✓/a corporate social investment.	SR	
	1.1.16	D✓/Excellent	CC	
	1.1.17	A✓/14 million.	DRI	
	1.1.18	B✓/Outbreak of COVID-19	DRI	
	1.1.19	C✓/percentage of the industry earned through inbound tourism to South Africa.	DRI	
	1.1.20	C✓/Internet	DRI	
			(20 x 1)	(20)
1.2	1.2.1	severe droughts✓	DRI	
	1.2.2	inadequate flights✓	DRI	
	1.2.3	film permits✓	MTP	
	1.2.4	canned hunting✓	SR	
	1.2.5	negative perceptions✓	DRI	(5)
1.3	1.3.1	brand✓	TS	
	1.3.2	choosing a name✓	TS	
	1.3.3	logo✓ / slogan	TS	
	1.3.4	Marketing material✓	TS	
	1.3.5	customer service policy✓	TS	(5)

1.4	1.4.1	B✓/social media	CC	
	1.4.2	A✓/feedback cards	CC	
	1.4.3	D✓/interviews	CC	
	1.4.4	F✓/SMS messaging	CC	
	1.4.5	C✓/e-mail responses	CC	(5)
1.5	San Francisco✓ / -8		MTP	
	Rio de Janeiro✓ / -3		MTP	
	London✓ / 0		MTP	
	Cape Town✓ / +2		MTP	
	Delhi✓ / +5.5		MTP	(5)

Note: Marks to be awarded for the correct order from west to east (or from left to right).

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- | | | | | |
|---|-------|---|-----|-----|
| 2.1 | 2.1.1 | Transport✓
Restaurants ✓
Hotels✓
Things to do✓
<ul style="list-style-type: none"> • Holiday homes • Car hire • Booking tours • Booking flights | MTP | (4) |
| Note: Accept examples as given in the information. | | | | |
| | 2.1.2 | (a) Skip the Line Eiffel Tower tour ✓✓
<ul style="list-style-type: none"> • Hop on Hop off bus | MTP | (2) |
| | | (b) €99✓✓ | MTP | (2) |
| | | (c) The Vermaaks will not have to waste time standing in a long line as they have made prior arrangements with the attraction to skip the line. ✓✓
<ul style="list-style-type: none"> • Advance bookings and on-line check-in. • They would also see other attractions of the city when on the hop on hop off bus. • It suits the preferences of the couple. | MTP | (2) |
| | | (d) Romantic Cruise on the River Seine ✓✓ | MTP | (2) |
| | 2.1.3 | It saves time, they can do all their travel bookings on-line. ✓✓
It is much cheaper than using a travel agent as all their bookings are done by themselves on-line through the use of technology. ✓✓
<ul style="list-style-type: none"> • It gives them an opportunity to do comparisons and choose what suits them best in all respects of their travel. • They can consult reviews of other travellers. • TripAdvisor is a reputable on-line provider. | MTP | (4) |
| 2.2 | 2.2.1 | Red channel✓✓ | MTP | (2) |
| | 2.2.2 | They have bought electronic equipment worth more than R5 000 and will have to declare it to customs according to South Africa's custom regulations. ✓✓ | MTP | (2) |
| | 2.2.3 | Customs and Immigration✓✓
<ul style="list-style-type: none"> • SARS • National treasury | MTP | (2) |

- 2.2.4 Customs duty ✓✓ MTP (2)
 • Excise duty

[24]

- 2.3 2.3.1 The flight will stop over en-route to the final destination at Cape Verde airport for re-fuelling or re-stocking. ✓✓ MTP (2)
 • The airline may drop off or collect more passengers.
 • The airline may change the crew.
 • The passengers would be in transit / get a connecting flight.

2.3.2	Cape Town +2	San Francisco - 8	MTP
	Time difference	= 10 hours ✓ = 17:00(-✓) 10 hours	
	Time in San Francisco	= 07:00 ✓	
	Flying time	= 07:00 (+✓) 23 hours	
	Arrival time	= 06:00 ✓ 22 October ✓	(6)
	OR		
	06:00 ✓✓✓✓✓ 22 October ✓		

2.3.3	Dallas - 6	San Francisco -8	MTP
	Time difference	= 2 hours ✓ = 08:00(-✓) 2 hours	
	Time in San Francisco	= 06:00 ✓	
	Flying time	= 06:00 (-✓) 3 hours = 03:00 ✓✓	(6)
	OR		
	03:00 ✓✓✓✓✓		

[12]

QUESTION 3

3.1	3.1.1	GBP2500 x ✓ 18,29 ✓	= ZAR45 725 ✓	FX	(3)
		OR			
		ZAR45 725 ✓✓✓			
	3.1.2	ZAR1 800 ÷ ✓ 14,73 ✓	= USD122,20 ✓	FX	(3)
		OR			
		USD122,20 ✓✓✓			

3.2

Sustainable tourism practises

FX

Businesses can upgrade the facilities and buildings by ploughing the profits back and make their tourism business more competitive and thus more sustainable in the long term. ✓✓

- A strong rand will generate more profit locally to encourage aggressive marketing locally and globally for sustainability of the tourism sector.
- The strong rand sets the multiplier effect into motion thereby expanding business opportunities for sustainability of the tourism sector.
- A strong rand creates opportunities for domestic travel. Fewer international tourists visiting South Africa; however, tourism becomes more sustainable through domestic income / prevents leakages.

A balance between economic and environmental benefits for the tourism industry.

A strong rand means that tourism businesses will generate more profits and they need to use these profits to make their businesses more environmentally friendly. ✓✓

- The discerning tourist will support tourism businesses that are eco-friendly.
- Although initial costs may be high, environmentally friendly measures will ultimately lower operational costs.
- A strong rand will result in less tourist coming to South Africa. This decrease in tourism will mean less air-pollution by aircraft and less land and sea pollution. It will lead to a more sustainable environment to live in (reduces impact of mass tourism).

Job creation

A strong rand means South Africans have more disposable income to spend on tourism products setting the multiplier effect in motion creating more jobs. ✓✓

- Increase in investor confidence will result in more employment opportunities. (3 x 2)

(6)

Note: Consider answers from international and domestic perspectives.

[12]

TOTAL SECTION B:

50

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

QUESTION 4

- | | | | | |
|-----|-------|---|-----|-----|
| 4.1 | 4.1.1 | A- Berlin Wall✓
B- Tower Bridge✓
C- Statue of Liberty✓
D- Taj Mahal✓
E- Chichen Itza✓ | MTP | |
| | | | | (5) |
| | 4.1.2 | Europe✓✓ | MTP | (2) |
| | 4.1.3 | A- Divides Germany into two parts, east and west. ✓✓
• The wall represents a lack of freedom of movement between East and West Germany.
• It represents the Cold War.
• Capitalism versus communism.

C- Represents the freedom and the democracy of the United States of America.✓✓
• The statue represents a new beginning in the lives of the North Americans and immigrants to the USA.
• It was a gift from France.

D- A symbol of love built by an emperor in honour of his wife.✓✓ | | (6) |
| 4.2 | 4.2.1 | Poland✓✓ | MTP | (2) |
| | 4.2.2 | (a) Sad and depressing past
Many Jews thought they were moving to a work camp only to realise it was in fact a death camp where several prisoners were exterminated (killed) daily.✓✓
Showers disguised as gas chambers which expelled lethal gas killed the prisoners.✓✓
• Doctors carried out fatal medical experiments on the prisoners. | MTP | (4) |
| | | (b) Problems in the present
The buildings are deteriorating.✓✓
Increased visitor numbers / mass tourism contributes to the deterioration of the attraction.✓✓
• Cracked walls
• Sinking foundations
• Leaking roofs have damaged the bunk beds. | MTP | (4) |

- 4.2.3 Have the icon closed for certain parts of the year allowing for recovery time. ✓✓ MTP
Limit the number of visitors to the attraction. ✓✓ (4)
• Intensify global campaigns to donate money towards restoration projects at Auschwitz.

Note: Accept examples that can be linked to factors that contribute to the success of an attraction.

Factors contributing to the success of a tourist attraction:

- Excellent marketing of tourism products locally and / or internationally
- Sustainable and responsible management plans
- Efficiency and ethical behaviour of staff and management
- Positive experience of visitors
- Safety and crime prevention
- General appearance and upkeep of the attraction
- Considering the needs of people with disabilities
- Universal access

[27]

QUESTION 5

- 5.1 5.1.1 Cradle of Humankind ✓✓ CH (2)
• Fossil Hominid Sites of South Africa
• Swartkrans
• Sterkfontein caves
• Kromdraai
• Maropeng
- 5.1.2 Richtersveld Cultural and Botanical Landscape ✓ CH
#Khomani Cultural Landscape ✓ (2)
Note: Accept any order
- 5.1.3 Cape Floral Region Protected Areas ✓ CH
Robben Island ✓ (2)
Note: Accept any order
- 5.2 Mpumalanga Province ✓✓ CH (2)
- 5.3 Increase in profitability for the travel agency. ✓✓ CH
There will be an increase in demand for tourism products and services in turn expanding the business. ✓✓ (4)
• Expansion of their business and their profile / increase in repeat visits.
• Increase in local and international awareness / marketing.
• More opportunities for special interest tourists.

[12]

QUESTION 6

- 6.1 Getaway Magazine ✓✓ M (2)
- 6.2 Africa's Travel INDABA ✓ M (1)
- Tourism Indaba
- 6.3 They serve as marketing opportunities to promote South Africa. ✓✓ M
To showcase the Southern African region to the world. ✓✓
Create platforms to discuss tourism industry trends. ✓✓ (6)
- Getaway Shows advertise outdoor products.
 - Serves as networking opportunities for all visiting stakeholders.
 - Attract potential investors and grow the economy.
- 6.4 SATourism ✓✓ M (2)
- Provincial tourism authorities
 - The national/provincial Departments of Tourism
- [11]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- | | | | | |
|-----|-------|---|----|-----|
| 7.1 | 7.1.1 | <p>Well groomed – cleanly shaven, hair tied back. ✓✓</p> <p>A neat and tidy dress code as prescribed by their employer. ✓✓</p> <ul style="list-style-type: none"> • Formal dress code with a bow tie. • They are smiling indicating friendliness with good eye contact. • Both use a tray to serve drinks on. • A dish cloth hangs loosely over the arm, meeting the specifications of the job. • Their appropriate physical appearance. | TS | (4) |
| | | <p>Note: Accept examples of professional image.</p> | | |
| | 7.1.2 | <p>The dress code is part of their contractual agreement and there should be some form of compensation to continually maintain the professional look. ✓✓</p> <ul style="list-style-type: none"> • It should not be expected of employees to purchase their own uniform for work as they have to comply to the uniform dress code. • They might feel if the restaurant wants to uphold its good image, they must ensure the waitrons are appropriately dressed by giving them a subsidised amount for clothing. • They are on duty many consecutive nights and need more sets of uniform. • Washing and cleaning the uniform so often can be very costly. • Wear and tear of the uniforms must be considered. | TS | (2) |
| 7.2 | 7.2.1 | Code of Conduct ✓✓ | TS | (2) |
| | 7.2.2 | <p>The service industry requires constant up-skilling and training. ✓✓</p> <ul style="list-style-type: none"> • The training is personalised addressing individual skills needs. • There is a constant reminder of the do's and the don'ts. • Maintains the professional image of Exquisite Rail. • To minimise legal issues. | TS | (2) |
| | 7.2.3 | <p>Arguing with a guest. ✓✓</p> <p>Inviting a guest into a crew area. ✓✓</p> <ul style="list-style-type: none"> • Accepting invitations to socialise with a guest. • Inappropriate interaction with children. • Being overly attentive (giving too much attention) to one particular guest. | TS | (4) |

[14]

QUESTION 8

- 8.1.1 They are tourists who spend part of their holiday time offering their services without compensation and skills to the area they are visiting. ✓✓ SR (2)
- Tourists give back to the local community as part of their social responsibility.
- 8.1.2 Social pillar ✓✓ SR (2)
- People pillar
- 8.1.3 They are an accreditation body that provides certification to businesses that comply with the triple bottom line. ✓✓ SR (2)

Note: Accept any examples linked to the 6 principles of FTT.

- **Fair share:** all participants involved in a tourism activity should get their fair share of the income
- **Democracy:** all participants in a tourism activity should have the right and the opportunity to participate in decisions that concern them.
- **Respect:** both host and visitor should have respect for human rights. (Safe working conditions, protection of children, promoting gender equity, protect environment, HIV awareness)
- **Reliability:** Service delivered should be reliable (quality and value for money)
- **Transparency:** Ownership of tourism activities must be clearly defined, equal access to information, sharing of profits.
- **Sustainability:** Increase knowledge through capacity-building; improve use of available resources through networking and partnerships.

- 8.1.4 **Education:** SR
- A program to teach pre-schoolers in the community is implemented. ✓✓
- Teaching scholars computer skills.

Skills development:

The computer literacy levels of adults in the community are raised through basic computer skills. ✓✓

- Skills levels of teenagers are improved in sport.
- Computer skills are taught to children.

In the Spirit of Ubuntu:

Support is given to the local orphanage. ✓✓

(3 x 2) (6)

- Being part of a community pre-school programme.
- Supporting the youth through sports development.

Note: Accept intangible examples.

8.2	8.2.1	Learning a few basic words in the local language It shows respect towards the local community.✓✓ • Facilitates communication with members of the local community. • Create a positive rapport (connection) with the local community members. • Contributes to an authentic tourist experience.	SR	(2)
	8.2.2	There will be a flow of foreign investment into the rural community.✓✓ • The local community will earn a higher income to support their families. • The multiplier effect will see money circulate within the local economy. • Avoid leakages from the local community. • Minimises exploitation of the local people.	SR	(2)
				[16]
TOTAL SECTION D:				30

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

QUESTION 9

- 9.1 9.1.1 Skiing✓✓ DRI (2)
- Snow / ice / alpine sports
 - Bobsleigh / sledging / tobogganing
 - Ice hockey / Ice skating
 - Snow boarding
 - Speedskating
 - Curling
 - Cross-country skiing
 - Ski jumping
- Note: Accept any examples related to snow/ice sport.*
- 9.1.2 This is when there is enough snow on the mountains in Switzerland to host the games.✓✓ DRI (2)
- There is enough snow and ice during this time.
 - Many countries across Europe experience snow in the winter months, therefore hosting of the event can be shared by multiple countries.
- 9.1.3 It is focussing on the youth from the ages of 15 to 18.✓✓
The games include a cultural festival and instil cultural pride.✓✓ DRI (4)
- The event helps to make the youth aware of sustainable practices and responsible tourism.
 - The event ensures that the youth becomes responsible future tourists.
 - There has to be snow in winter for the Games to take place.
 - A new code could have been added at the Youth Olympic Games and not at other Olympics.
- 9.1.4 Keep them occupied by arranging educational and recreational activities in between sporting items.✓✓
Ensure that all products and service offerings meet the needs and preferences of young people.✓✓ DRI (4)
- Ensure all participants and visitors to the event are identifiable.
 - Ensure there is sufficient internet connectivity.
 - Caution taken with age restricted materials.
 - Have psychological support structures in place.
 - Ensure adequate security and supervision in the Olympic villages.
 - Various other venues can be used for activities to minimise the impact of mass tourism.

9.1.5 Promote environmental awareness of the area pre/during and post event. ✓✓ DRI

Use technology such as QR codes on water bottles, equipment and on transport to spread the message on how to preserve the environment. ✓✓

- Place interpretation panels in the area with information on environmentally sensitive places to create awareness.
- Show information videos and distribute pamphlets in the eating and recreational areas of the Olympic villages to encourage responsible behaviour.
- Create volunteering opportunities in between sporting items.
- Visible signage showcasing good environmental practises.

(4)

Note: Accept examples of sustainable practices.

9.2 9.2.1 Gauteng ✓✓

DRI (2)

- Gauteng province
- GP

9.2.2 Gauteng is the gateway into Southern Africa. ✓✓

(2)

- The majority of international flights land at OR Tambo International Airport.
- Johannesburg is a business, shopping and entertainment hub.
- Johannesburg is the economic hub of South Africa.

9.2.3 18,3% ✓✓

(2)

9.2.4 Limpopo borders another country and all visitors from neighbouring SADC countries are considered tourists. ✓✓

(2)

- Large numbers of tourists cross the Beit Bridge border into South Africa from countries that share borders with South Africa.
- The reasons of back and forth traffic across the Beit Bridge border post is not necessarily for tourism purposes but also for shopping and other activities.

QUESTION 10

- 10.1 If customers' complaints are not addressed, they may choose to take their business elsewhere which may result in financial losses for the business. ✓✓ (2)
- Customers may spread negative word of mouth about the business and the business may face financial ruin.
 - If complaints are addressed, it will ensure customer loyalty.
 - The business will lose its competitive advantage.

- 10.2 A plan of action that a business develops to address the common complaints by the customers. ✓✓

The intervention process refers to the plan that was put into action to ensure the continued success of the business. ✓✓ (4)
[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200