GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2020

MARKING GUIDELINES

TOURISM (10870)

17 pages

SECTION A

QUESTION 1

1.1	1.1.1	B✓	MTP	
	1.1.2	B✓	MTP	
	1.1.3	A✓	MTP	
	1.1.4	D✓	MTP	
	1.1.5	C✓	MTP	
	1.1.6	C✓	MTP	
	1.1.7	B✓	MTP	
	1.1.8	D✓	SR	
	1.1.9	B✓	FX	
	1.1.10	C✓	FX	
	1.1.11	C✓	DRI	
	1.1.12	D✓	DRI	
	1.1.13	D✓	DRI	
	1.1.14	C✓	DRI	
	1.1.15	B✓	DRI	
	1.1.16	D✓	DRI	
	1.1.17	C✓	DRI	
	1.1.18	B✓	CH	
	1.1.19	B✓	CC	
	1.1.20	C✓	MKT	(20)

1.2	1.2.1	greenhouse gases ✓	SR	
	1.2.2	malaria✓	MTP	
	1.2.3	sms message✓	CC	
	1.2.4	compulsory ✓	MTP	
	1.2.5	circular ✓	MTP	(5)
1.3	1.3.1	summer✓	MTP	
	1.3.2	EFT✓	DRI	
	1.3.3	East ✓	MTP	
	1.3.4	Limpopo✓	CH	
	1.3.5	private companies ✓	SR	(5)
1.4	1.4.1	F✓	TA	
	1.4.2	E✓	TA	
	1.4.3	G✓	TA	
	1.4.4	B✓	TA	
	1.4.5	A✓	TA	(5)
1.5	1.5.1	Johannesburg✓/JNB	MTP	
	1.5.2	MN109 ✓	MTP	
	1.5.3	Cape Town✓/CPT	MTP	
	1.5.4	30 minutes ✓	MTP	
	1.5.5	2 hours and 10 minutes ✓	MTP	(5)
			TOTAL SECTION A:	**40**

SECTION B: MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 Asia (Dakar)✓ MTP
Australia (Australian Open)✓
Note: Learners can get the marks for the two continents even if the event is not indicated. (2)

2.1.2 Embassy✓/consulate/diplomatic mission/ MTP
high commission (1)

- The Royal Saudi Arabian Embassy
- Australian High Commission
- Australia Visa Application Centres in South Africa
- Online Application Site (e.g. VisaHQ) for an Australian visa

Note: South African citizens are not eligible to get an online visa for Saudi Arabia.

2.1.3 South Africa +2 MTP
Riyadh +3 TD is 1 hour ✓

18:00+ ✓1 hour TD = 19:00 (same day)
19:00 + ✓11 hours FT = 06:00✓ 14 January✓ 2020

OR

South Africa (+2) TD is 1 hour ✓ Riyadh +3

+1✓ hour TD =19:00
18:00 +11 ✓hours FT
Departure time Arrival time?
= ✓06:00 14 January✓ 2020

OR

06:00 ✓✓✓✓ 14 January ✓ 2020 (5)

2.1.4 (a) International Driver's Permit✓/IDP MTP (1)

- International Driver's license

Note: Do NOT accept the time zone abbreviation IDL

(b) Automobile Association✓/AA MTP (1)

(c) Use it as an Identity Document ✓ MTP

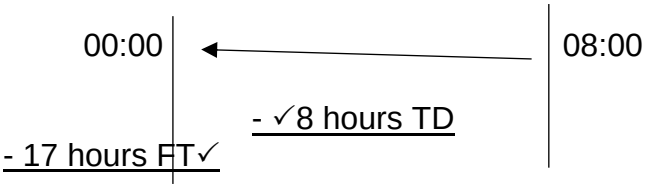
- Use it to drive in a foreign country as proof that the driver possesses a driver's licence.
- Assist people who need to rent a car in another country or to obtain insurance while abroad. (1)

2.1.5 Riyadh +3 MTP
Melbourne +10 (+1 hour DST) ✓ +11 TD is 8 hours ✓

8:00 - ✓ 8 hours TD = 00:00
00:00 - 17 hours FT✓ = 07:00✓ 17 January 2020✓

OR

Riyadh +3 Melbourne +10 (+1 hour DST)✓ =+11
TD is 8 hours✓



= 07:00 ✓ 17 January 2020✓

OR

07:00✓✓✓✓✓ 19 January 2020✓ (6)

2.1.6 (a) Fatigue/tiredness/exhaustion✓ MTP
Insomnia/interrupted sleep✓

- Anxiety
- Constipation
- Diarrhoea
- Confusion/Disorientation
- Dehydration
- Headache
- Irritability
- Nausea
- Leg and feet discomfort/swollen leg and feet (Any 2) (2)

(b) A flight from West to East reflects severe jetlag because the local bedtime in the East (your destination) is earlier than the departure city – it is usually more difficult to go to bed earlier rather than go to bed later. ✓✓

- It can also be that it is more difficult to advance your body clock (set your body clock forward) than it is to delay your body clock – your mind will tell you it is too early to go to bed in Melbourne.
- Travelling east is against the rotation of the earth, which causes time to be advanced and bedtime to be earlier and the day to be shorter. (2)

2.2 2.2.1 Lock his/her money in the safe ✓✓ MTP
- Hand their money in at reception if there is not a safe in the room.
- Do not leave cash/their purse lying around in the room

(Any 1) (2)

2.2.2 (a) Malaria ✓ MTP
- Mosquito bites
- Yellow fever
- Zika virus
- Encephalitis (various types)

Note: Even though there are many specialised and unfamiliar diseases (with many having virus or fever in their medical names) caused by mosquitoes, the marking guideline specifies the most commonly known.

(1)

(b) Sun stroke✓ MTP
- Sunburn (1)

2.2.3 Never leave your luggage unattended. ✓✓ MTP
Never look after someone else's luggage.✓✓
- Do not take someone else's luggage through customs.
- Keep your luggage locked.
- Make use of the baggage wrapping facility.
- Have a tag with your details on the inside and the outside of the luggage. (4)

2.2.4 (a) You have to call the embassy of your country should your passport, ID get lost. ✓✓ MTP
- When you experience any problems in another country you can call your embassy.
- When you need to communicate urgently with your home country. (2)

(b) In case you get lost you can ask for directions when you know the location of your hotel✓✓ MTP
- If you want to ask for directions, you should know where you are or the location of your hotel.
- Give your whereabouts/location of destinations to the reception of the hotel. (2)

2.3 2.3.1 A budget helps the tourist to ensure that enough money is available for all the expenses.✓✓ MTP

- Tourists will know exactly what to spend and not to overspend.
- The budget will help the tourist to divide the available money correctly for expenses at various places on a multi-destination trip.
- Differentiated budget ensures that exchange rates and buying power has been factored in before the trip. (2)

2.3.2 The two events they want to attend/their destinations✓ MTP
Transport – they were flying to two countries✓

- Meals
- Choice of Accommodation
- Choice of Attractions/Activities
- Insurance
- Tips/Gratuities
- Miscellaneous expenses (Any 2) (2)

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QUESTION 3

3.1 3.1.1 R 10 000,00 ÷ ✓0,142✓ FX
= JPY 70 422,535211267
= JPY/¥ 70 422,54✓ (3)

3.1.2 ¥ 550 x ✓0,138 ✓ FX
= 75,9
= ZAR/R 75,90 ✓ (3)

3.1.3. Pound Sterling✓/British Pound/GBP/£ FX
*NOTE: **NOT** the country but currency* (1)

3.1.4 Because the Rand is weak against the GBP the tourists receive more Rand for the amount of GBP.✓✓ FX
- They will receive R18,41 for every 1 GBP and compared to the other currencies it is the best value for money. (2)

3.2 3.2.1 Foreign tourists spend money in South Africa by paying for accommodation, transport, attractions, food etc. ✓
- The tourists pay or buy

3.2.2 The service providers use the money to pay their employees/their service providers. ✓
- The business owner earns income.

3.2.3 The employees pay their bills, buy food etc. from local people thus the money stays in the community.✓
- The business owner pays suppliers or employees.

3.2.4 The service providers can pay their employees/buy new stock from local people thus the money stays in the community.✓
- The supplier pays his bills or employees spend their earnings.

Note: If a candidate gives an example from one specific sector, it needs to be marked if explained correctly e.g.
Foreign tourists pay for the hotel accommodation. ⟶
The hotel can pay the chef. ⟶
The chef buys food from the grocer for household. ⟶
The grocer pays his cleaner. (4)

[13]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1 An attraction is a place that attracts tourists for the purpose of activities and entertainment and may not be known worldwide, ✓ WHILE an icon is a place that attracts tourists for the purpose of activities and entertainment that is known globally/worldwide.✓ TA

- Both are things causing tourists to visit a destination but icons are recognised globally, and an attraction nationally/ provincially/locally.
- An icon is recognised as a symbol of the city/country while an attraction is just a place or event visited or attended. (2)

4.1.2 TA

Icon	Name of the icon	Country where the icon is located
A	The Parthenon✓	Greece✓
B	The Great Wall of China ✓	China✓
C	Mecca (The Kaaba)✓	Saudi Arabia✓

(6)

4.1.3 The type of tourists that will visit the Parthenon will visit for cultural reasons. ✓ TA
Tourists will visit for leisure.✓

- People interested in history
- Travellers who are interested in ancient civilisations
- Photography reasons (2)

4.1.4 Icon B is the world's longest human-made defence structure.✓✓ TA

- It is a symbol of China's history and culture. (2)

4.1.5 The Dome of the Rock✓ and the Wailing Wall✓ TA (2)

4.2 4.2.1 Statue of Christ, the Redeemer.✓ TA (1)

4.2.2 (a) Considers the needs of people with disabilities✓ TA
Excellent marketing of tourism products✓

- Universal Access
- Ethical and efficient behaviour of staff and management
- Positive experience of visitors (2)

4.2.2 (b) ***NOTE: the same two factors mentioned in 4.2.2(a) must be explained here.*** TA

Considers the needs of people with disabilities

The icon has wheelchair facilities at the site. ✓✓

- The icon also has escalators with willing staff members that are able to assist the physically challenged.
- The icon is then able to cater to a larger target market for both able and disabled people thus increasing its potential income.
- The icon has panoramic elevators to the summit.

Excellent marketing of tourism products

The icon is used in many movies. ✓✓

- The media attention is a good source of marketing.
- There are many articles on websites regarding the icon.

Universal Access

The icon is able to cater to both able-bodied and disabled people.

- The icon will generate more money as more people will have access to the site.

Ethical and efficient behaviour of staff and management

The staff are very helpful and provide assistance to the physically challenged.

- Their hospitality and assistance will create a positive word-of-mouth on customer service.
- Efficient behaviour of staff may result in repeat visits.

Positive experience of visitors

The staff provide excellent customer service which can contribute to the experience of the visitors.

- The hospitality and assistance of the staff can create a positive word-of-mouth on customer service which contribute to a positive experience of visitors.
- The whole experience by visitors will ensure repeat visits.
- There are enough facilities available for tourists to be satisfied with the attraction.

Note: Do not subtract marks if sub-headings were not used. (4)

4.2.3 Cog train ✓ TA

Wheelchair accessible official vans✓

Escalators ✓

- Panoramic Elevators (3)

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QUESTION 5

5.1 iSimangaliso Wetland Park✓ CH
uKhahlamba Drakensberg Park✓/Maloti-Drakensberg Park (2)

5.2 5.2.1 Gauteng✓ CH (1)

5.2.2 The Cradle of Humankind is part of the Fossil hominid sites such as Mrs Ples and Little Foot. ✓✓ CH
- There is also an information centre about human evolution and an understanding into their way of life.
- The area is known for the richest concentration of hominid fossils.
- The visitor centre of this part of the WHS is called Maropeng and the entrance building looks like an ancient burial mound.
- The Sterkfontein Caves form part of this WHS where visitors can access some of the caves.
- The WHS is made up of five different sites with distinct paleontological findings that provide us with important information about human evolution.
- The five different sites include Sterkfontein, Swartkrans, Kromdraai and Environs, and the Makapan Valley and Taung Skull Fossil Site. (2)

5.3 5.3.1 UNESCO's role is to award Heritage Site status to a site. ✓ CH
UNESCO helps countries to maintain the World Heritage Sites.✓
- They also place the sites on the World Heritage list. (2)

5.3.2 The World Heritage Sites add to the awareness of a destination. If people visit the site they also visit the surrounding areas.✓✓
World Heritage Sites attract tourists – general and niche tourists, thus different people will be able to visit the sites.✓✓
- World Heritage Sites must be maintained and managed, thus the areas and sites are protected and managed well. It is sustained.
- The WHS is maintained and thus preserve South Africa's heritage.
- The World Heritage Site can bring an increase of visitor numbers to South Africa.
- More foreign revenue is earned from an increase of tourists wanting to visit the World Heritage Site.
- Increase in the economic value of the province in which they are located
- More tourism businesses will spring up around the World Heritage Site, such as hotels or restaurants.
- More employment opportunities in the tourism industry for example tourists guides *(Note: Some learners will explain this bullet using examples that can be marked under the bullet.)*
- The status gives a sense of pride and ownership to the country and much prestige is attached to the status.
- It can also result in improvement of infrastructure of the area surrounding the World Heritage Site. (Any 2 x 2)

CH (4)

5.4 The World Heritage Site is one of the richest areas for plants when compared to similar-sized areas (density). ✓✓
- Different species of Fynbos are found here
- The World Heritage Site has a large variety of plant and animal species/great diversity/large number of species.
- It is recognised as one of the world 'biodiversity hotspots' for its diversity of endemic and threatened plants.
- There is a series of 13 protected area clusters with extraordinary plant life and its associated fauna.

CH (2)
[13]

QUESTION 6

6.1	6.1.1	Tourism Indaba Travel Trade Show ✓ • It is a trade show. • Africa's Travel Indaba	M	(1)
	6.1.2	It showcases South Africa's best tourism products to regional and international stakeholders.✓✓ • It is an opportunity for SATourism to promote South Africa and the SADC region to the world. • It showcases the widest variety of Africa's best tourism products and attracts international buyers and media from across the world. • The purpose of the show is to facilitate networking among people from various sectors of the travel industry • It showcases the latest tourism-related products.	M	(2)
6.2.	6.2.1	Destination of choice means that it is the place that the tourist selected to visit according to their own choice because they want to see things and places in that area/country or at that destination. ✓✓	M	(2)
	6.2.2	ITB ✓ World Travel Market (WTM) ✓	M	(2)
	6.2.3	TOMSA refers to the 1% tourism levy charged to the consumer for the use of specific tourism services in South Africa. ✓✓ • The funds collected are primarily used by South African Tourism to promote South Africa as the preferred destination for tourism purposes. • The levy ensures awareness of South Africa as a top tourist destination through marketing campaigns.	M	(2)
	6.2.4	Diversify tour packages to those countries ✓✓ Offer discounted packages ✓✓ • Affordably priced services and products. • Hosting of global events in those less-visited provinces • Attend international trade events and market South Africa during these events • Negotiate for better visa regulations • Operations in 13 international markets	M	(4) **[13]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 The tourists ensure an influx of foreign money.✓✓ SR

- If there are fewer tourists it means less money (no source of income).
- The tourists buy and support the local traders.
- Drop in employment creation – when there are more tourists more employment opportunities are created.
- Poor local economy in this area
- The tourists buy the souvenirs made by the local community.
- The tourists go on the gondolas – from the local community. (2)

7.2 7.2.1 Economic pillar✓ (Profit) SR
Social pillar✓ (People)
Environmental pillar✓ (Planet) (3)

7.2.2 A Environmental pillar: ✓ SR
Tourists should not feed the birds. ✓✓

- Animals cannot always survive on human food.
- The birds get 'lazy' to look for their own food and depend on humans for their food.
- Not natural to eat food provided by humans. (3)

B Social pillar: ✓ SR
Do not buy fake goods – support the local community and buy original products. ✓✓

- Do not sell fake goods rather buy local goods.

OR

Economic pillar: Fake goods are usually imported – buy locally produced goods. (3)

7.3 <u>*Note: The answers should have full sentences with clear explanations. The memo is in bullet form but learners should write in a paragraph*</u> SR
Tourists should keep to designated paths to prevent damage to the protected areas. ✓✓
Stay within the barriers set out by the company to prevent damage and disrespect. ✓✓
Tourists to pay an entrance fee, even if a voluntary donation, that can be used for maintenance of the environment. ✓✓

- Tourists to use the available litter bins to prevent litter pollution.
- Tourists should not damage the plants to prevent damage to the environment in general.
- Tourists must not feed the animals to prevent problems with the animals.
- Take photos only and not damage a site by taking small pieces of keepsakes.
- Do the opposite from the crowds by visiting indoor areas during good weather. (Any 3 x 2) (6)

QUESTION 8

8.1 Support the soccer teams in Hout Bay✓
Building new toilets and facilities and classrooms at Babes Crèche✓
Support a children's shelter in Woodstock✓

- Support the Wola Nani community centre for women and children living with HIV/Aids in Khayelitsha
- Building facilities at Elundini Children's Home in Du Noon (3)

8.2 They get to network with other like-minded businesses in South Africa.✓✓
They can share in the experiences of the other like-minded businesses.✓✓
They benefit if all the businesses work together to make South Africa a more desirable destination – more tourists to visit and more profit.✓✓

- The FTT approved and Fair Trade Holidays logos may be used on promotional material and the website.
- They can market via the FTT website and other FTT marketing channels. (6)

8.3 FTT is dedicated to promote sustainable tourism in southern Africa.✓✓
FTT helps to grow awareness about responsible tourism to travellers.✓✓

- They assist tourism businesses to operate more sustainably through training programmes.
- They promote tourism businesses that follow the FTT principles of fair wages, fair working conditions, fair purchasing, equal share of benefits.
- They certify businesses and award them FTT status.
- They encourage tour operators who send tourists to South Africa to promote packages that include FTT-certified businesses. (4)

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TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 Climate change conference✓✓ DRI

- The government representatives of countries come together to discuss, make further decisions and implement strategies to reduce harmful emissions. (2)

9.1.2 **Two Advantages**: DRI

The accommodation sector's occupancy rates will increase, thus resulting in more profit being made. ✓✓

There will be a demand for more transport providers and this will result in the transport providers making more money. ✓✓

- Increase in sales of local products to delegates
- It creates awareness about the country and what it has to offer.
- It would result in greater infrastructural development in the host country.
- There will be more foreign exchange income.
- Many businesses will benefit when the participants at the global event buy goods and services.
- The multiplier effect will be stimulated. (4)

9.1.3 **Two Disadvantages**: DRI

There may be traffic congestion ✓✓

Increase in CO_2 emissions due to air travel ✓✓

- Greater expenditure on infrastructure
- More security personnel needed at higher costs
- Greater maintenance costs
- The local community may be neglected
- More environmental damage to sites
- Potential for criminal activities
- Increase in prices for the host community (4)

9.2 Inbound tourism declined in the beginning because people were scared to travel. ✓✓ DRI

No foreign visitors after the borders were closed✓✓

- Airlines lost money because people cancelled their flights.
- Loss of jobs in the air transport industry
- Airlines closed down due to loss of income after the pandemic.
- Many countries issued travel warnings to potential tourists to the areas with high numbers of corona infections. This resulted in a decrease in visitor numbers.
- Loss of foreign exchange income
- Tourists will be fearful to visit the country and therefore not book flights even when travel restrictions were lifted.
- Airlines reduced operating routes.
- Cost implications of COVID19 measures for airlines (4)

9.3	9.3.1	Middle-East✓✓	DRI	(2)
	9.3.2	North America✓✓	DRI	(2)
	9.3.3	Tourists from neighbouring countries in Africa can easily reach South Africa. ✓✓ • Many tourists from other African countries visit for facilities and resources which are not available in their countries. • It includes land markets and air markets in Africa.	DRI	(2) **[20]**

QUESTION 10

10.1	Obtaining feedback allows a company to improve upon its gaps.✓✓ • To address customer complaints • A company is able to assess its business success. • To check customer satisfaction of the restaurant's products and services.	CC	(2)
10.2	Web responses✓ • SMS messages • Questionnaires on their website/Facebook • Surveys on their Facebook/websites • Follow-up calls via internet • Sms on cell phone while customer is online	CC	(1)
10.3	Study the data/capture the data. ✓ Analyse the data and find out what the common complaints are.✓ Determine the plan of action. ✓ Implement the action plan and institute an intervention.✓	CC	(4)
10.4	EFT✓ Foreign bank notes/cash✓ Credit cards✓ • Pre-loaded debit cards	CC	(3) **[10]**

TOTAL SECTION E: 30

TOTAL: 200