GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2019

MARKING GUIDELINES

TOURISM (10870)

13 pages

GAUTENG DEPARTMENT OF EDUCATION

PREPARATORY EXAMINATION – 2019

TOURISM

MARKING GUIDELINES

SECTION A

QUESTION 1

1.1	1.1.1	B✓	TA	
	1.1.2	D✓	CH	
	1.1.3	C✓	CH	
	1.1.4	C✓	TA	
	1.1.5	D✓	CH	
	1.1.6	C✓	DRI	
	1.1.7	D✓	DRI	
	1.1.8	C✓	TA	
	1.1.9	D✓	FX	
	1.1.10	A✓	DRI	
	1.1.11	C✓	MTP	
	1.1.12	B✓	FX	
	1.1.13	A✓	MTP	
	1.1.14	C✓	MTP	
	1.1.15	C✓	SR	
	1.1.16	C✓	TS	
	1.1.17	A✓	TS	
	1.1.18	A✓	MTP	
	1.1.19	C✓	TS	
	1.1.20	D✓	SR	(20)
1.2	1.2.1	lower✓	FX	
	1.2.2	equator ✓	MTP	
	1.2.3	Branding ✓	TS	
	1.2.4	45✓	TS	
	1.2.5	swimming in ✓	MTP	(5)
1.3	1.3.1	-5✓	MTP	
	1.3.2	Schengen ✓	MTP	
	1.3.3	frequent ✓	MTP	
	1.3.4	SARS ✓	TS	
	1.3.5	Indigenous ✓	MTP	(5)
1.4	1.4.1	G✓	FX	
	1.4.2	D✓	FX	
	1.4.3	A✓	FX	
	1.4.4	B✓	FX	
	1.4.5	F✓	FX	(5)

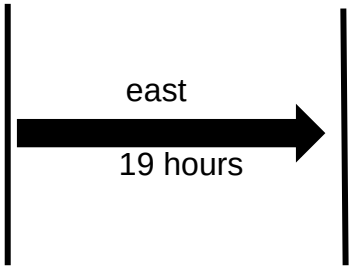
1.5 A: Great Wall of China ✓ TA
B: Statue of Liberty ✓ TA
C: Great Pyramids of Giza✓ TA
D: Eiffel Tower ✓ TA
E: Chichen Itza ✓ TA (5)

TOTAL SECTION A 40

SECTION B
MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2:

2.1 2.1.1 Washington (-5) (+1 DST-4)✓ JHB (+2) = TD: 6 hrs MTP



07:30 ??????
2 June 2019

07:30 +✓ 6 hrs TD = 13:30

13:30 +✓ 19 hrs flying time = Monday ✓
3 June 2019, at 08:30

OR

Washington DC -5 (+1DST)✓ -4
Johannesburg +2 TD 6 hrs

07:30 +✓ 6 hrs TD = 13:30

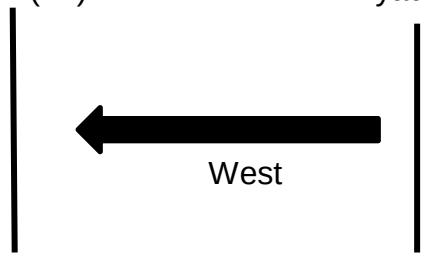
13:30 +✓ 19 hrs flying time = 32:30
- 24:00
08:30 Monday, 3 June✓

OR

08:30 Monday 3 June 2019 ✓✓✓✓

2.1.2 Duration of the journey: MTP
Washington to JHB : 19 hours
Stop over time : 2 hours
Durban to JHB : + 1 hour and 15 mins
22 hours and 15 Mins ✓✓

2.2 JHB (+2) Riyadh (+3) (TD = 1hr) ✓ MTP



19:00
3 June 2019

11:00
3 June 2019

11:00 - ✓ 1 hr = 10:00 (3 June 2019)

19:00 -✓ 10:00 = 9 hr flight ✓ (4)

OR

9 hr flight ✓✓✓✓

2.3 2.3.1 a) Jet lag ✓ MTP (1)

b) It was a very long flight ✓and they crossed **many** ✓ time zones (7 time zones) (2)

2.3.2 a) Jet fatigue ✓ MTP (1)

b) It was a very long flight, ✓ but they crossed only a **few** ✓ time zones. (2 time zones) (2)

2.4 2.4.1 Clock B ✓ MTP (1)

2.4.2 Time was moved forward ✓ from 02:00 (14:00) to 03:00 (15:00). MTP (1)

2.5 2.5.1 **ONE way to ensure safety in the hotel:** MTP

Keep the door of the room locked at all times. ✓
Do not open the door to anyone.
Ask for identification / only open for hotel employees

- Keep all valuable and important documents in the safe in the room or locked at reception.
- Do not leave money lying around.
- Use a hotel on a street with lots of traffic.
- Request a room near the lifts, take the key card out before you leave the lifts.
- Use the “Do not disturb” sign when you go out – it suggests that you are still in the room. (ANY ONE) (1)

2.5.2 **ONE way to ensure safety at the airport:** MTP
Keep an eye on your luggage at all times. ✓
Make use of the luggage wrap facility, wrap your bags to protect it from being tampered with.

- Keep your travel documents on your person for safe-keeping – use a waist bag for money.
- Only ask identifiable airport staff for help.
- Do not accept help from any stranger.
- Do not display valuables e.g. electronic equipment and cameras.
- Do not look after anybody else's luggage.
- Do not offer to take any luggage for another person through customs control. (ANY ONE) (1)

2.6 **TWO ways of protection against the harshness of SA sun:** MTP
Use hats ✓
Use sunblock – factor 30-40 sunblock✓

- Do not sunbathe between 12:00 and 14:00.
- Use UV blocking sunglasses.
- Wear clothes that covers arms and legs. (2)

2.7 2.7.1 a) **Abridged birth certificate:** MTP
A birth certificate that shows only the identifying information of the mother ✓of the child

Unabridged birth certificate:
shows the identifying information of both parents ✓on the birth certificate – applicable to children born before March 2013. (2)

b) Unabridged birth certificates ✓ MTP (1)

2.7.2 a) Jenny may only have medication with her for one month. ✓ MTP

- For any other medication, Jenny should have a letter from her doctor that she takes it as per prescription. (1)

b) He should register the camera and the laptop before leaving South Africa ✓that it is his property, and that he returns with it. MTP (1)

2.8 Types of accommodation and / or length of stay ✓ MTP
Types of transport ✓
Meals
Attractions
Activities
Entrance fees
Type of tour
Tour group
Sundry expenses
Tips / gifts (2)

2.9 The relaxation of the visa requirements mean that it will be easier ✓✓for Chinese tourists to visit Zimbabwe. (more Chinese tourists) ✓✓ MTP
More tourists to the country will bring more foreign income. More tourism products will be established and more jobs will be created. Infrastructural upkeep and development will take place. ✓ ✓
Other sectors of the economy e.g. construction, agriculture, retail will be advantaged as well. (✓ mark for paragraph format)

(7)
[37]

QUESTION 3: FOREIGN EXCHANGE

3.1 R 350 ÷ ✓ R 13,50 ✓ FX

= US$ 25,9259

= US$ 25,93 ✓ (3)

OR

US$ 25,93✓✓✓

3.2 British Pound ✓ (Not the country) FX (1)
For every 1GBP a tourist will get R17,89 when visiting South Africa, this means that he can buy more with the money.✓✓ (2)

3.3 Botswana ✓ (Not the currency) FX (1)
South Africans will only pay R 1,34 to receive one Pula. ✓✓
We pay less to exchange Rand for Pula (2)

3.4 Foreign visitors bring their own currency with them. FX
The foreign currency will be converted to Rand and most of it will be spend in South Africa.
The visitors need services and products on which to spend their money – this means that more products should be produced and more services should be delivered. ✓✓
Foreign visitors spend money on accommodation, transport etc. in SA in an area; the money they spend will directly or indirectly reach the different people in the area/different role players thus increase of multiplier effect. This adds up to the GDP of the country.
The money flows through the economy to the other sectors as well and is to the benefit of everyone in the country. ✓✓
More foreign income and income through tourism will increase the GDP of SA and more money can be used on other sectors. (4)
[13]

TOTAL SECTION B 50

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

QUESTION 4

4.1 TA (6)

Letter	Icon	Brief Description
A	Floating Markets✓	Tourists are exposed to the traditional Thai culture of selling goods and produce from boats along the waterways. ✓
B	Mount Everest✓	Hiking, ✓ Climbing, Skiing
C	Mount Fuji ✓	Religious tourists, ✓Adventure tourists

4.2 4.2.1 The United Nations Educational, Scientific and Cultural Organisation✓✓ TA (2)

4.2.2 There might be limitations placed on the tourism potential of the site and autonomy over the site. There might be increased monitoring and security measures put in place. ✓✓
There might permit fewer tourists per day/ limited cars or boats or places where people are allowed. TA (2)

4.2.3 TA

Icon	Country	Reason for being an icon
Taj Mahal	A. India✓ (1)	B. The Taj Mahal is known for its extraordinary Mughal architecture. ✓✓ • Made from precious and semi -precious stones • The Taj is a perfectly symmetrically built building.
Venice	C. Italy✓ (1)	D. Venice boasts an immense amount of artistic works that are highly valued. ✓✓

4.2.4 Travelling to these icons can be an advantage or disadvantage to this popular attractions which is now also known as an icon because of its unique characteristics. ✓✓ We are providing income with tourism and enjoy the attraction but we are also destroying the places. TA

Disadvantages:
- High tourist visitation to the Taj Mahal / Venice have contributed to the decay of its appearance. ✓✓
- The icons are unable to sustain its former glory.
- Promoting tourist satisfaction has contributed to the sacrificing of the beauty of the icons.

Advantages:
Repeat visitors ✓✓

- People can experience the place that is iconic of true love
- Tourists are greatly satisfied.
- The icon receives a high number of visitors.
- The icon generates high revenue.

1 mark for paragraph format. (7)
[23]

QUESTION 5

5.1 CH (12)

	Name of Site	**Province**	**Type of site**	**Description**
A	Robben Island✓	Western Cape✓	Cultural✓	The former president, Mr Nelson Mandela was imprisoned here for his political beliefs and actions. ✓ A place that showed that the human spirit cannot be imprisoned
B	Ukhahlamba Drakensberg Park✓	KwaZulu-Natal✓	Mixed✓	An eco-destination with caves, rock shelters that contained San Art✓
C	Mapungubwe Cultural Landscape✓	Limpopo✓	Cultural✓	First indigenous kingdom in South Africa ✓ Traded with east Africa and India Contained a wealth of gold and ivory

5.2 5.2.1 Barberton Makhonjwa Mountains✓✓ CH (2)

5.2.2 a. Natural ✓ CH (1)
b. Best preserved succession of volcanic and sedimentary rock dating back more than 3 billion years ago ✓ (1)

5.2.3 The declaration of this world heritage site will result in an influx of tourists to the area. The presence and needs of the tourists will create a demand for products. ✓ Local communities will have an opportunity to sell their products and services thus generating local income. ✓ The tourist demand will stimulate job creation opportunities for the impoverished local communities. ✓Multiplier effect will kick in. CH (3)
[19]

QUESTION 6

6.1 6.1.1 WTM Africa (a global event) will be hosted in Cape Town in 2019. ✓✓ M
South African Tourism will use this platform to promote South Africa to the world. Africa's cultural and natural heritage will be showcased.
Networking to showcase what SA has to offer. (2)

6.1.2 The tourist accommodation and rental companies will apply online to register for the implementation of the tourist levy at their establishment to support the marketing efforts of South African Tourism. ✓✓ The 1% is paid for confirmed bookings. The TGCSA is administered by TOMSA. This money is collected from the private sector by TOMSA, paid over to SATourism and used to promote South Africa. ✓✓ M (4)

6.2 A single brand provides security, promotes quality ✓and service. Investors have confidence in a single brand. The world ascribes a certain value to the brand. ✓ M

- It gives the same message to all clients and investors.
- It can be recognised as the marketing message. (2)

[8]

TOTAL SECTION C 50

SECTION D:
TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 TS

A. Position	B. Number	C. Motivation
Chef	4✓	Protective chef's jacket, shoes and hat✓ • The hat is important to keep his hair closed, which is compulsory.
General manager	1✓	Work with the clients ✓ - he needs to be professionally dressed because he works with the public and employees • The 'face' of the hotel • Must look like the authoritative person
Children's entertainment	3 ✓	Should be comfortable – very active when on duty✓

(6)

7.1.2 Personal hygiene✓ TS
Grooming ✓
- Interaction with customers
- Communication skills
- Professional behaviour and attitude

(2)

7.2 Do not feed the animals. ✓✓ TS
Do not leave your vehicle unless you are at a picnic site or camp. ✓✓

- Only drive on designated routes.
- Do not drive faster than the indicated speed limit.
- Do not make open fires.
- Do not make any loud sounds.
- The use of roller skates, skateboards, bicycles and motorbikes is prohibited.

(4)
[12]

QUESTION 8

8.1 Responsible tourism places the responsibility for action on everyone involved in the tourism industry. It means that the tourism industry, the local community, the environment and the tourists are stakeholders✓✓ SR (2)

SR

8.2

Pillar of 3BL	Example from the case study
Economic ✓	Activities offered at the site ✓ Employment opportunities CSI – school project Community projects Trained guides Money is earned by the tour guides
Social ✓	Training of guides from the local community ✓ Clothing distribution HIV / AIDS awareness programmes School feeding scheme Guides – inform about culture
Environmental ✓	Teach the visitors about the local surrounds, fauna and flora of the area.✓ Since 2003 – protected area Eco-adventures

(6)

8.3 8.3.1 Corporate Social Investment ✓✓ SR (2)

8.3.2 a) It means that Stormsriver Adventures takes the responsibility for the community by helping the people without any financial gain from the initiative✓ SR (2)

b) Yes,✓ they apply CSI SR (1)

c) They have a school feeding scheme to help the learners – providing 240 primary school learners with meals 4 times a week. ✓✓ SR (2)

8.4 8.4.1 Fair Trade in Tourism ✓ SR (1)

8.4.2 Fair wages and working conditions✓ SR
Fair purchasing✓

- Fair operations
- Equal and fair distribution of benefits and respect for human rights
- Culture and heritage protection.
- Fair shares / fair wages and work conditions
- Democracy – people of country have equal opportunities
- Respect – people of the country need to respect each other
- Reliability – workers need to be reliable
- Transparency – working conditions and employment need to be transparent to all role-players
- Sustainability – job creation and businesses need to apply sustainable business practices

(2)
[18]

TOTAL SECTION D 30

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

QUESTION 9

9.1 9.1.1 The term 'white elephant' is used to describe a product or item that is no longer being used. ✓✓ DRI (2)

9.1.2 a) **Government:** DRI (2)
Positive: International income received from the visitors to the country✓
- Exposure to the country as a result of television broadcasts
- Can result in more investments
- Higher GDP – investments
-

Negative: The government loses money and incurs large debt. ✓
- Huge costs on infrastructure

b) **People:** DRI (2)
Positive: The people get the opportunity as entrepreneurs to sell souvenirs and food✓
- Once in a lifetime opportunity to attend the event
- Increased pride
- Uplift the community

Negative: The people may become evicted and displaced from their homes to accommodate the building of the infrastructure✓
- High cost during the event

9.2 9.2.1 International Tourism: Visitor numbers will decline. ✓ ✓ DRI
- Tourists look for alternative destinations and cancel trips.
- Industry role players / Airlines will lose money.

9.2.2 Host Country: Loss of foreign exchange income ✓✓ DRI (4)
- Loss of money for infrastructural development
- Renovations will incur a large amount of debt.
- May lead to damage to tourist infrastructure
- Poor national image

9.3 9.3.1 Zimbabwe✓✓ DRI (2)

9.3.2 Lesotho✓✓ DRI (2)

9.3.3 UK✓ DRI (1)

9.3.4 Discounted travel packages✓✓ DRI
- Marketing at the INDABA, Getaway Shows
- Development of new tourist packages that are appealing (2)

[17]

QUESTION 10

10.1 Feedback provides for input✓ and comments ✓for the development for improvement strategies. Employer reviews and amends result in success. ✓ CC

- The customer provides inputs and comments as feedback.
- The business uses feedback and reviews it to make changes. (3)

10.2 10.2.1 Feedback questionnaires ✓ CC (1)

10.2.2 Study and capture the feedback. ✓ CC
Identify the most common complaints and gaps✓
Select an action plan and develop a strategy based on the research findings. ✓
Implement the intervention process. ✓ (4)

10.3 CC

Business profitability
↕
Income generation✓
↕
Increased sales✓
↕
Job creation✓
↕
Increased word of mouth/ repeat visits✓
↕
Good service / Service delivery

(4)

(Learner can swop it around by starting with “service delivery”.) **[13]**

TOTAL SECTION E 30

TOTAL 200