GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2022

MARKING GUIDELINES

TOURISM (10870)

19 pages

SECTION A

QUESTION 1

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

1.2	1.2.1	the Parthenon ✓	TA	
	1.2.2	the Eiffel Tower ✓	TA	
	1.2.3	the French Riviera ✓	TA	
	1.2.4	the Swiss Alps ✓	TA	
	1.2.5	the Windmills ✓	TA	(5)
1.3	1.3.1	Visas ✓	MTP	
	1.3.2	forward ✓	MTP	
	1.3.3	social ✓	SR	
	1.3.4	Hepatitis A ✓	MTP	
	1.3.5	code of conduct ✓	TS	(5)
1.4	1.4.1	D / Bush fires in Australia ✓	DRI	
	1.4.2	E / COVID-19 pandemic ✓	DRI	
	1.4.3	B / Cyclone Eloise in Southern Africa ✓	DRI	
	1.4.4	A / Floods in KwaZulu-Natal ✓	DRI	
	1.4.5	F / Tornado over Texas, USA ✓	DRI	(5)
1.5	1.5.1	Red Channel✓	MTP	
	1.5.2	Green Channel ✓	MTP	
	1.5.3	Red Channel ✓	MTP	
	1.5.4	Red Channel ✓	MTP	
	1.5.5	Red Channel ✓	MTP	(5)
			TOTAL SECTION A:	**40**

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

MTP

2.1 2.1.1 Johannesburg +2
Italy (Rome) +1 (+1 DST) ✓ +2 time difference: 0 hours

17:00 + 0 hours = 17:00 (13 Aug)
17:00 + ✓ 13 hrs 30 mins = 6:30 ✓ 14 Aug 2022 ✓

OR

Rome, Italy +1 (+1 DST) ✓ +2 Johannesburg +2

Time difference
0 hours
←
+ ✓ Flying time:
13 hours 30 minutes

? Arrival time
06:30 ✓
14 Aug 2022 ✓

Departure 17:00 on
13 Aug 2022

NOTE: *The visual method of plotting should be followed by writing out the calculation steps as in Option 1 to ensure the marker does not miss any marks. Mark on the plotting if this was not done as indicated in Option 2.*

OR

06:30 14 August 2022 ✓✓✓✓ (4)

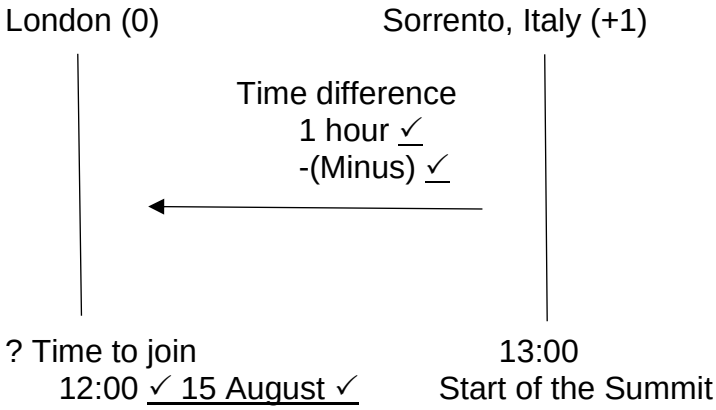
2.1.2 **Without DST** **With DST**

London:	0	London	0 (+1 DST) +1	MTP
Italy (Sorrento)	+1	Italy (Sorrento)	+1 (+1 DST) +2	
Time Difference is 1 hour ✓		Time difference is 1 hour		

Summit starts at 13:00

13:00 - ✓ 1 hour time difference = 12:00 ✓ 15 August ✓ (4)

OR



NOTE: *The visual method of plotting should be followed by writing out the calculation steps as in Option 1 to ensure the marker does not miss any marks. Mark on the plotting if this was not done as indicated in Option 2*

OR

12:00 15 August 2022 ✓✓✓✓

2.1.3 **Safety precautions at the hotel room** MTP

Always keep the door locked. ✓✓
Use the 'Do not disturb' sign when going out. ✓✓ (4)

- Do not open the door for strangers.
- Call reception if you are suspicious of anything/anyone.
- Lock your valuables and travel documents in the room safe.
- Never leave your valuables lying around in the room.
- Leave the room keys/card at the reception when leaving the hotel
- Take note of emergency exits/ fire escapes/ stairway and emergency plans
- Request a room near the lifts
- Have the room key ready when approaching the room.

(Any 2)

2.2 2.2.1 (a) Jetlag ✓ MTP (1)

(b) Motivation:
The flight is from the east to the west. ✓✓

- The flight is crossing more than three/four/many time zones MTP
- Travelling against the rotation of the earth

(Any 1) (2)

2.2.2 (a) Nausea ✓ MTP
Fatigue/tiredness ✓

- Insomnia
- Disorientation/confusion
- Constipation
- Headaches
- Diarrhoea
- Irritability
- Interrupted sleep
- Sense of laziness
- Dehydration
- Legs and feet discomfort
- Indigestion
- Sweating
- Loss of appetite
- Anxiety (Any 2) (2)

(b) Drink lots of water. ✓ MTP
Get enough sleep. ✓

- Reset your internal clock by adjusting your time to the time of your destination country.
- Wear loose and comfortable clothing.
- Exercise your body and feet
- Eat healthy food
- Refrain from caffeinated/alcoholic beverages (Any 2)

NOTE: *The answers should refer to* ***AFTER THE FLIGHT*** (2)

2.3 2.3.1 (a) **Cause of bilharzia** MTP

Bilharzia is caused by a parasitic worm that is found in freshwater snails ✓✓ and upon contact with a person's skin the infection is transmitted. (2)

TWO preventative measures

Avoid swimming in slow moving/contaminated water. ✓
Do not drink water from rivers, streams or dams. ✓

- Rather swim in sea water/swimming pool
- Boil water before drinking it.
- Bath in hot water to destroy parasites on the skin
- Dry yourself vigorously with a towel after swimming in contaminated water. (Any 2) (2)

ONE treatment option

- Medication is available to treat bilharzia.
- Consult your doctor for effective treatment of bilharzia ✓. (1)

(b) Use sunscreen spray/lotion ✓ with a high protection factor e.g. SPF 50.
Wear a hat to protect your face from the harsh rays of the sun. ✓ MTP

- Use a SPF 30 – 50 face cream.
- Avoid going outdoors between 12:00 and 15:00.
- Wear long sleeved clothes when in the sun during the mentioned times
- Make use of an umbrella
- Wear UV sunglasses to protect your eyes

(Any 2) (2)

2.3.2 A *compulsory* vaccination is a vaccination that a tourist must receive (mandatory/necessary/no choice) before he/she may be allowed to travel to certain countries ✓ in order to prevent the tourist from contracting or spreading a disease like COVID-19. MTP

A *recommended* vaccination is not mandatory/necessary for entry into a country. ✓ A tourist has a choice whether to take it or not. (Voluntary vaccination) (2)

2.4 2.4.1 **Prohibited items:** MTP

Firearms ✓
Poisonous liquids ✓
Counterfeit goods ✓
Drugs ✓
Scissors

NOTE: *Mark the first four answers*
Answers can be in any order (4)

2.4.2 • It is to make sure that the animals do not have illnesses and spread diseases when leaving the country. ✓✓ MTP

• To protect the animals in the destination country from contracting pests and diseases. (2)

2.5 2.5.1 Duty free goods are goods that may be brought into a country without any taxes being paid, if it is within the set limit (quantity, weight, volume). ✓✓ MTP (2)

2.5.2 Examples may include:

Up to 2 litres of wines ✓
Up to 200 cigarettes per person ✓

- up to 20 cigars per person
- up to 50 ml perfume per person
- up to 250 ml eau de toilette per person
- up to 1 litre of spirits and other alcoholic beverages
- Up to 250g of pipe tobacco
- Up to R5000 worth of new goods/gifts
- Sporting and recreation equipment (Any 2) (2)

2.6 2.6.1 An International Driving Permit ✓ MTP
International Drivers Licence

- IDP

NOTE: *Do not accept the abbreviation IDL as answer* (Any 1) (1)

2.6.2 Automobile Association ✓ MTP

- AA. (Any 1) (1)

[40]

QUESTION 3

3.1 3.1.1 (a) Strongest: Great British Pound ✓ FX

- GBP
- £
- Pound Sterling (Any 1) (1)

(b) Weakest: Mauritian Rupee ✓

- MUR
- (Rs) (Any 1) (1)

3.1.2 ZAR 35 000 ÷ ✓ 0,41 ✓ = MUR 85 365,85 ✓ FX
ZAR 35 000 ÷ ✓ 0,8 ✓ = MUR 43 750,00 ✓
(BSR is normally the higher rate)
Rounded-off correctly to two decimals (3)

3.2 3.2.1 Gross Domestic Product ✓ FX (1)

3.2.2 Domestic tourism: FX
A strong rand will lead to a decrease in **domestic tourism**✓
because it will be cheaper for South Africans to travel abroad. ✓

- South Africans will be able to travel internationally for a longer period.
- South Africans will be able to spend more during their international trips.

OR

A strong rand will lead to an increase in domestic tourism ✓
because South Africans will be able to spend more/travel more for longer in their own country ✓ (Any 1)

NOTE: *ONE mark for the impact and ONE mark for the reason* (2)

Buying power
The **buying power** of inbound tourists will decrease ✓
because they get less value for their money. ✓

- They will not have enough money to pay for many goods and services.
- The international tourists will not be able to stay for very long in South Africa.

OR

The buying power of outbound South African tourists will increase ✓ because it will be cheaper for South Africans to travel internationally. ✓ (Any 1)
NOTE: *ONE mark for the impact and ONE mark for the reason* (2)
[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1	4.1.1	Mount Fuji ✓	TA	(1)
	4.1.2	Chichen Itza ✓		(1)
	4.1.3	Dome of the Rock ✓		(1)
	4.1.4	Petra ✓		(1)
	4.1.5	Mount Everest✓		(1)
	4.1.6	Wailing Wall✓		(1)
	4.1.7	Mecca ✓		(1)
4.2	4.2.1	Cultural ✓	TA	(1)
	4.2.2	Agra ✓		(1)
	4.2.3	It was built by a Mogul emperor in memory of his wife that died during childbirth. ✓✓ • It was built as a monument of love as a symbol of the emperor's undying love for his wife. (Any 1)	TA	(2)
4.3	4.3.1	The pollution around the site has caused parts of the Taj Mahal to change colour/turns darker/makes the icon unattractive ✓✓ • The marble that was once white in colour is now turning yellow-green. (Any 1)	TA	(2)

4.3.2 **Economic impact** TA

Icons are a drawcard for tourists and by demolishing it, fewer tourists will tour India and the region. ✓✓

- Tourists spend money to experience these icons. If they are closed it might result in a decrease in spending which will affect both the local and national economy of the country.
- Loss of jobs / higher unemployment rate (2)
- Businesses close down
- Less entrepreneurial opportunities
- No multiplier effect
- Lower GDP (Any 1)

Importance of protecting this World Heritage site

It is a great representation of the rich culture and history of India.✓✓

- It is a source of great pride to the Indian people. (2)
- It is a huge drawcard to attract tourists to India and to this region, as well as for local tourism.
- It is regarded as the 'jewel' of Muslim art in India.
- The Taj Mahal is synonymous with India's heritage. (Any 1)

Motivation in favour of/or against demolishing the site

Learners' answers are varied. Award marks where a reasonable motivation is given.

Against demolishing the site plus a reasonable motivation:

e.g. It draws tourists to the country to visit the attraction which contributes to economic prosperity ✓✓

OR

In favour of demolishing the site plus a reasonable motivation: (2)

e.g. It has become an eye-sore for the local people remembering its former physical appearance, but it seems far-fetched to demolish it, and seems rather like a stance by a group lobbying for governmental involvement.

- Will result in high costs to maintain the site

4.3.3 **The impact is as follows:** TA

The huge number of tourists to these sites affects the upkeep and appearance of these sites. ✓✓
Contributes to the 'wear and tear' of the structure as visitors touch the structure and walk within the ancient structure. ✓✓

- Mass tourism places a burden on the natural resources of that area as the demand for these resources increases with the increase in tourists visiting these sites.
- It contributes to the increased pollution in that area. It includes air, water and noise pollution.
- Local language and traditions are lost as locals prefer to communicate in English due to the influx of tourists.
- Changes to the environment are due to the huge number of tourists that contribute to the vandalism, trampling and disturbance of walkways and footpaths. (Any 2) (4)

4.4 4.4.1 The Blue Mosque ✓ TA (1)

4.4.2 Factors that can contribute to the success of an attraction are: TA
Excellent marketing of the icon ✓✓

- Sustainable and responsible management plans
- Efficient and ethical behaviour of the staff
- Positive experiences of visitors
- Safety and crime prevention
- General appearance and upkeep of the attraction
- Considering the needs of people with disabilities
- Universal access (Any 1)

NOTE: *Accept examples of the factors mentioned above.* (2)
[26]

QUESTION 5

5.1 5.1.1 Northern Cape ✓ CH (1)

5.1.2 Cultural site ✓ CH (1)

5.2 5.2.1 Fossil Hominid Sites of South Africa ✓ CH (1)

5.2.2 Gauteng ✓ CH
North West province ✓
Limpopo (Any 2) (2)

5.2.3 Tourists may not visit this area due to the high levels of pollution and health hazards. ✓ CH
The stench/smell that arise from the pollution will negatively affect visitor numbers to the area. ✓
Visitors will be afraid of the high levels of toxicity in the area. ✓

- Visitors will not want to spend their money in areas that do not practice sustainability.
- The area could face the possibility of losing its world heritage status, due to the poor upkeep of the area. This would mean a huge reduction of tourists to the area.
- Bad publicity will affect tourist numbers to the attraction and to South Africa as a tourist destination. (Any 3) (3)

5.3 It is the oldest and largest meteorite impact site on earth. ✓✓ CH
- It is the remains of a crater which formed when a meteorite struck the earth's surface million of years ago. (Any 1) (2)

5.4 5.4.1 iSimangaliso Wetland Park ✓ CH (1)

5.4.2 It is a coastal system as well as a terrestrial environment which is scenically beautiful as well as a critical habitat for a diverse range of species. This factor attracts a huge number of tourists which is vital for the tourism sector. ✓✓ CH
- It is alarmingly beautiful and has very unique ecosystems that must be protected. It is both abundant and fragile and has become the source of many TV programmes. This has boosted the image and popularity of this destination and added value to the economy.
- Tourists travel to KwaZulu-Natal to visit the Park and add economic benefits to King Shaka International Airport, other transport companies and accommodation establishments.
- Tourists visiting the site benefits the local economy of the rural community of the province.
- Increase in job and entrepreneurial opportunities
- The multiplier effect influences the local community, the income of the individual workers in the area, and the province's economy. (Any 1) (2)

[13]

QUESTION 6

6.1 6.1.1 SATourism ✓ M (1)

6.1.2 Tourism businesses voluntarily collect a 1% levy from all tourists using their services or products. This levy is then used in the marketing strategy by SATourism. ✓✓ M

- The levies that are collected are used by SATourism for marketing. (Any 1) (2)

6.1.3 A greater marketing campaign aimed at domestic tourism must be initiated. ✓✓ M
Affordable travel packages suited to all segments can be promoted. ✓✓
Different accommodation facilities and other services e.g. car rental, can work together to promote reasonable packages for both travel and accommodation. It can be included in the marketing material of SATourism ✓✓

- Marketing campaigns should be fun and exciting, so that it attracts people to be part of it. It will attract the domestic tourist.
- Use local trade shows like Africa's Travel Indaba and the Getaway Show to showcase the best that South Africa can present and create awareness of what the provinces have to offer.
- SATourism ensures that the products and services in South Africa are of a high standard and quality (Any 3) (6)

6.2 The exhibitors at the trade show and the stalls will advertise tourism businesses and their products. ✓✓ M

- Create networking and trade opportunities
- Start new markets, attract more visitors and encourage them to spend more time in South Africa.
- Expose South Africa as a destination of choice throughout the African continent.
- Showcase brand awareness of SATourism
- Exposure of South African products to international buyers and media that attend this trade show – for African tourism businesses throughout the African continent.

(Any 1) (2)
[11]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 Logo ✓ TS
Slogan ✓
Name ✓

- Font used
- Compact design (Any 3) (3)

7.2 The staff uniform is the extension of the professional image of the company. ✓✓ TS

- It makes the company recognisable to its customer base.
- It creates a sense of pride between the workers that leads to better performance. (Any 1) (2)

7.3 7.3.1 Basic Conditions of Employment Act (BCEA) ✓✓ TS

- Contract of Employment (Any 1) (2)

7.3.2 (a) No, Shernique Adam's work environment is non-complaint with the BCEA/Contract of Employment. ✓✓ TS (2)

(b) She was instructed to work on public holidays without an agreement between employer and employee. ✓✓ TS
She was not paid extra for working on a public holiday. ✓✓
Her lunch breaks were used for meetings. She is entitled to a 30-minute lunch time/break or an hour-long break. ✓✓

- She has worked more than the stipulated minimum hours of work per week. (Any 3) (6)

[15]

QUESTION 8

8.1 8.1.1 Environmental Pillar ✓ SR

- Planet (Any 1) (1)

8.1.2 It looks filthy and it will result in a decline of tourists to the area, less income for development. ✓✓ SR
Bad publicity leads to less tourists visiting the area, less money for further development. ✓✓
Any potential developer has to clean-up the area before any development can take place (costs more money). ✓✓

- The Tourism and Food Service Industries will become stagnant with no further development. Some businesses will even close down when tourism arrivals decrease due to a polluted destination.
- Lower GDP
- Multiplier effect will be negatively affected (Any 3) (6)

8.1.3 Reduce plastic packaging such as wrappers and bags. ✓✓ SR
Serve water in jugs with glasses, not in plastic bottles. ✓✓

- Reduce, recycle and reuse certain materials.
- Put recycling practices in place for plastic, glass, paper and organic material.
- Complementary soap, lotions and shampoo should be packed in recyclable material.
- Make use of paper straws and not plastic straws

NOTE: *The answer must reflect how the HOTEL will minimize their usage of plastic* (Any 2) (4)

8.2 Travellers know that the tourism businesses follow sustainable practices. ✓✓ SR
The FTT logo is displayed on promotional material and on the website and leads to credibility and trust in the business – brings more visitors. ✓✓

- More access to certain markets by being showcased on the FTT website and FTT marketing channels. (Any 2) (4)

[15]

TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 natural disaster. ✓ DRI

- unforeseen occurrence (Any 1) (1)

9.1.2 Homes and businesses that were destroyed by the hurricane may never be fixed. ✓✓ DRI

- Loss of jobs – due to destruction, tourism businesses will not open again. ✓✓
- Many insurance claims put pressure on the economy of the country.
- It will take many years and huge amounts of relief aid to get the people of Louisiana back to normal.
- Destroyed infrastructure may take years to rebuild. e.g. schools, transportation systems, hospitals etc.
- People left the area in big numbers due to the loss of homes.

(Any 2) (4)

9.1.3 Government aid can be provided to assist tourism businesses to rebuild.✓✓ DRI

- The public/communities from other areas can contribute funds or labour to rebuild tourism infrastructure. (Any 1) (2)

9.2 9.2.1 Europe ✓✓ DRI (2)

9.2.2 The purpose is to get countries to commit to controlling/eliminating their contribution to climate change. ✓✓ DRI (2)

9.2.3 The impacts are as follows: DRI

- It will affect the choice of destination and how long tourists stay. ✓✓
- Island getaways/beach resorts will be threatened as water levels rise and infrastructure is damaged. ✓✓
- Cancellation of visitor trips due to climate change will affect the image of the destination.
- Travel by air can be affected, as planes may be affected by extreme weather and temperatures. This will result in limited travel options to a destination.
- Ski resorts – shorter ski season because of less snow.
- Extremely hot/cold weather – tourists stay away from these areas.
- Certain animals and plants will become endangered and will have a negative influence on tourism numbers (Any 2)

(4)

9.3 9.3.1 The term market share refers to a percentage of travellers visiting a country as part of the global market. ✓✓ DRI (2)

9.3.2 (a) Africa Land ✓ DRI (1)

(b) 633 285 –110 750 = 522 535 ✓✓ DRI (2)

(c) During the COVID-19 pandemic borders were closed to many countries. ✓✓ DRI

- Tourists were not allowed entry into South Africa during COVID-19.
- COVID-19 regulations meant that many tourists could not travel freely to South Africa. (Any 1) (2)

[22]

QUESTION 10

10.1 10.1.1 It means that the service delivery was so bad that it will be better if they close (going out of business). ✓✓ CC

- It will be an improvement if they close the business – service delivery was very poor.
- The feedback data has been analysed and 85% of the customers were unhappy with the service delivery of the business. (Any 1) (2)

10.1.2 Customer feedback can assist companies to know in which departments they are providing good service delivery. ✓✓ CC
To use complaints as a basis for improvement in certain areas ✓✓

- To know where and how to improve on service delivery
- Positive feedback can encourage employees to deliver an even better service than they already did.
- To attract new customers (Any 2) (4)

10.2 Responses are immediate. ✓✓ CC

- Responses are anonymous and may only be linked to a telephone number.
- Responses are captured electronically / paperless feedback
- Programmes can analyse a large amount of data for the tourism businesses very fast and in an effective way.
- The company can reply to the customer individually.
- It is a cheap method of getting customer feedback.
- Easy, convenient way to receive feedback
- It is the new trend and gives the business a competitive advantage

(Any 1) (2)

[8]

TOTAL SECTION E: 30

TOTAL: 200