GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2024

MARKING GUIDELINES

TOURISM (10870)

18 pages

SECTION A

QUESTION 1

1.1	1.1.1	B ✓	MTP	
	1.1.2	C ✓	MTP	
	1.1.3	D ✓	SR	
	1.1.4	B ✓	MTP	
	1.1.5	C ✓	MTP	
	1.1.6	B ✓	FX	
	1.1.7	D ✓	FX	
	1.1.8	A ✓	MTP	
	1.1.9	B ✓	MTP	
	1.1.10	B ✓	MTP	
	1.1.11	C ✓	DRI	
	1.1.12	A ✓	DRI	
	1.1.13	B ✓	TA	
	1.1.14	D ✓	TA	
	1.1.15	C ✓	TA	
	1.1.16	D ✓	CH	
	1.1.17	A ✓	DRI	
	1.1.18	B ✓	M	
	1.1.19	C ✓	DRI	
	1.1.20	A ✓	CC	(20)
1.2	1.2.1	democracy ✓	SR	
	1.2.2	triple bottom-line approach ✓	SR	
	1.2.3	waste management ✓	SR	
	1.2.4	equal wages ✓	SR	
	1.2.5	responsible tourism ✓	SR	(5)
1.3	1.3.1	Local ✓	MTP	
	1.3.2	BBR ✓	FX	
	1.3.3	DST ✓	MTP	
	1.3.4	red ✓	MTP	
	1.3.5	visa ✓	MTP	(5)

1.4	1.4.1	E ✓	DRI	
	1.4.2	A ✓	DRI	
	1.4.3	F ✓	DRI	
	1.4.4	B ✓	DRI	
	1.4.5	C ✓	DRI	(5)
1.5	1.5.1	Duty-free ✓	MTP	
	1.5.2	Customer feedback method ✓	CC	
	1.5.3	Method of payment ✓	DRI	
	1.5.4	Customs ✓	MTP	
	1.5.5	Foreign tourist arrivals ✓	DRI	(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1. 2.1.1. MTP

Direct flight	Connecting flight
It is a flight from the departure point to the destination without stopping. ✓✓ • Use only one airline and one flight for the trip. • Can be more expensive.	• It is a flight where you have one or multiple stops before reaching your destination. • Use different airlines or different planes during the trip. • Leg 1 was AF0995 and leg 2 was AF1382. • Can be cheaper.

Note: *Accept answers from any angle regardless if both flights are mentioned or implied, or a difference is deduced e.g. the number of stops made; or whether the flight stops or not before the final destination, etc.* (2)

2.1.2 No, he will not be affected by DST because none of the countries practise DST during the time of the trip. ✓✓ MTP
- DST only starts at the end of March.
- Paris and Prague practise DST only from the end of March.
- France and the Czech Republic were on their standard times at +1 UTC during the trip.
- DST did not apply from 29 February to 5 March 2024. (2)

2.1.3 Paris (+1) MTP
Prague (+1) Time difference = 0 hours ✓

Time in Paris = 12:00 (+/-) ✓ 0 hours =
Time in Prague = 12:00
Flying time = 12:00 (+ ✓) 2 hours flying time
= 14:00 ✓on 1 March 2024 ✓ (5)

OR

Paris +1 Prague +1

Time difference: 0 hour✓

Time: 12:00 (+/-) ✓ 0 hours = 12:00

(+ ✓) 2 hours flying time

= 14:00✓ 1 March 2024 ✓

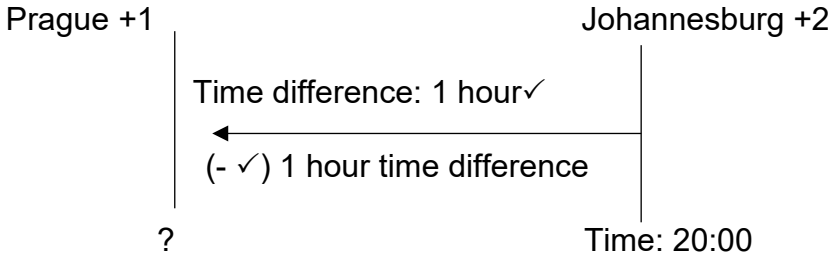
OR

Henry arrived in Prague at 14:00 ✓✓✓✓ on 1 March 2024 ✓.

2.1.4 Johannesburg (+2) MTP
Prague (+1) Time difference =1 hour ✓

Time in Johannesburg = 20:00
Time in Prague = 20:00 (-✓) 1 hour time difference
= 19:00 ✓ (3)

OR



19:00 ✓

OR

Henry received the telephone call at 19:00. ✓✓✓

2.1.5 Do not leave your luggage unattended. ✓✓ MTP
Consult only with identifiable airport personnel if you need assistance. ✓✓

- Ensure that your luggage is with you at all times.
- Ensure that your luggage is wrapped with plastic.
- Only allow the designated security officers to check the baggage.
- Always keep your bags where you can see them.
- Always be alert.
- If feeling uncomfortable around people, move away from them.
- Do not agree to look after someone else's baggage.
- Put tags on all bags with your details – outside and on the inside.
- Do not carry or display valuables.
- In the case of a transit visa, be careful when leaving the airport. (4)

2.1.6 Henry will experience jet fatigue✓ MTP (1)

2.1.7 Henry will only be crossing over 1 time zone. ✓✓ MTP

- It was a longhaul flight from South to North.
- Henry will experience tiredness from being on such a long flight from South Africa to Europe. (2)

2.2 2.2.1 (a) Health Certificate ✓ MTP
- International Certificate of Vaccination or Prophylaxis (1)

(b) A health certificate verifies that the tourist is physically well and does not have certain diseases that may affect travelling. ✓✓ MTP
- A record of preventative treatments to not contract or spread a certain disease in the areas travelling in and from. (2)

2.2.2 (a) Yellow fever is transmitted to humans when bitten by an infected Aedes mosquito. ✓✓ MTP
- The yellow fever virus (which is spread by the bite of a type of mosquito). (2)

(b) Infected people may experience high fevers. ✓ MTP
Some may experience headaches. ✓
- Others may experience vomiting.
- Bleeding (haemorrhage)
- Yellow skin and eyes (Jaundice)
- Loss of appetite
- Chills
- Disorientation/delirium
- Tiredness
- Muscle and Joint pains
- Flushing
- Red eyes, face and tongue
- Decreased urination
- Irregular heartbeats
- Seizures
- Coma
- Flu-like symptoms
- Stomach pains (2)

2.2.3 WHO: World Health Organisation ✓✓ MTP

NOTE: *It is all or nothing for the answer*. (2)

2.2.4 Travel agents will consider the guidelines because the WHO publishes information on all known infections, outbreaks, and diseases prevalent in any country. ✓✓ MTP
- Travel agent can warn the tourists about the health warnings received from the WHO.
- Travel agents will be able to receive knowledge about health-related matters worldwide.
- Travel agents will know about affected countries to warn the tourists.
- The travel agents will be able to forward the advice from the WHO regarding prevention of diseases.
- To include up-to-date health information for the tourists for whom they are planning the trip. (2)

2.3 Mr Singh should carry sunscreen/sunblock. ✓✓ MTP
He should also carry a sun hat, using a wide-brimmed hat. ✓✓
- He should carry sufficient bottled water.
- He could also carry a pair of sunglasses in order to protect his eyes from the sun's rays.
- Do not be in the sun between 10:00 – 16:00.
- Apply and reapply sunblock after swimming.
- The sunscreen should have a SPF of 30/40/50.
- Wear clothes that cover your arms and legs.
- Stay in the shade and airconditioned areas.
- Go to night markets when it is cooler like locals do in such areas.
- Make use of an umbrella when walking in the sun (4)

2.4 2.4.1 **Prohibited goods** MTP
Goods that may not be brought into a country under any circumstances. ✓
- Travellers may incur a fine or may even be prosecuted if found with any such goods.

Restricted goods
Goods that may be allowed into the country provided the traveller holds a permit for such goods. ✓
- Items controlled by an import or export permit, regulating either the quality or the quantity. (2)

2.4.2 South Africa has customs regulations that ensure that their indigenous fruit, plants, and vegetables are not cross contaminated with other material that may carry toxins from other countries. ✓✓ MTP
- To protect the indigenous plants in South Africa.
- To prevent an invasion of alien plants in South Africa.
- It is customs regulations. (2)
- To ensure plant diseases from other countries are not spread in South Africa.

2.4.3 Red channel ✓✓ MTP (2)

[40]

QUESTION 3

3.1 Euros ✓ **FX**
United States Dollar ✓
- Great British Pound/Pound Sterling (2)

3.2 3.2.1 USD 2000 (x) ✓ 18,7269 ✓ = 37 453,8 **FX**
= ZAR 37 453,80 ✓

OR

ZAR 37 453,80 ✓✓✓

NOTE: *Must have zero added for final answer to be rounded-off to two decimals*. (3)

3.2.2 ZAR 1 500 (÷) ✓19,1580 ✓ **FX**
= 78,296273
= USD 78,30 ✓

OR

USD 78,30 ✓✓✓

NOTE: *Must have cents correctly rounded-off to two decimals*. (3)

3.3 The foreign tourist would receive more value for money. ✓✓ **FX**
- The foreign tourist would have more purchasing /buying power.
- The foreign tourist would be able to buy more goods and services.
- The tourist may be able to stay longer.
- The tourists will have more spending money
- The foreign tourist will get more rand in a foreign exchange transaction when the rand is weak. (2)

[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1. A – The Colosseum ✓ TA
B – The Leaning Tower of Pisa ✓
C – Venice ✓ (3)

4.1.2. Europe ✓ TA (1)

4.1.3. It was an arena where events used to be held. ✓✓ TA
- A theatre that sat more than 50 000 spectators.
- Large amphitheatre.
- Used for entertainment for the Roman citizens.
- Used as a venue where Christians were tortured in battles against lions and Gladiators.
- It was filled with water to reenact sea battles.
- Animal hunts were staged amongst movable trees.
- Executions were done during intervals for those who were given the death penalty.
- Recreations of natural scenes for urban audiences unfamiliar with it.
- Reenactment of mythological stories.
- Showcase the strength of the Roman Empire. (2)

4.1.4. It is leaning. ✓✓ TA
- It is tilted.
- It has an unusual structure.
- It is a free-standing belltower.
- The weak foundation and unstable soil caused it to tilt.
- It is an 8-storey tower with 296 steps on the south-facing staircase. (2)

4.1.5. (a) It is a city built on water. ✓✓ TA
- There are no roads in the city.
- Motorboats and taxi boats are used to move around the city.
- It is built on 118 islands and linked by canals and bridges.
- It is built on stilts. (2)

(b) Gondolas ✓✓ TA
- Boats
- Vaporetti (water buses)
- Water taxis (expensive)
- Hop-on Hop-off boat (with audio guide)
- Traghetti (ferry service for Grand Canal crossing instead of one of only 4 long pedestrian bridges far apart)
- Water transport
- Canal transport (2)

4.2.1 Canada ✓✓ TA
USA (United State of America) (2)

4.2.2 It is the most famous waterfalls in the world. ✓✓ TA
- It is synonymous with romantic and fun holidays.
- It draws millions of tourists every year.
- The waterfalls border two countries – Canada and USA
- It is a source of hydroelectric power. (2)

4.2.3 (a) Indigenous gardens ✓✓ TA
- Signs to show the way
- Special patterned glass to prevent bird impacts
- Repurpose the old building: new community room
- Serve local foods
- Solar panel roofs
- New accessible paths as a way of managing mass tourism in a sensitive natural environment
- Green roof elements making the building environmentally friendly
- Historical documents and items are responsibly stored in the archives for the future

NOTE: *Quotes from the extract are acceptable.* (2)

(b) New ticketing and information desks ✓✓ TA
- The glass walls and low roof make it easier to see the views
- It is accessible to everyone
- The restrooms are in a separate building for ambient reasons.
- There are outdoor exhibitions to enhance the tourist experience
- It has a welcome centre with modern facilities for 9 million tourists per year.
- Tourists can buy food and retail items
- Signs to show the way (2)

(c) The building is accessible to everyone. ✓✓ TA
- The glass walls and low roof make it easier to see the view
- New accessible paths that are suitable for wheelchairs
- Separate restroom building with disabled facilities
- Guided Niagara Falls Trolley (tram or train) has universal access
- Accessibility for people with impairments or disabilities to most areas and activities
- All attractions and most footpaths are fully accessible
- Signs to show the way (2)

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QUESTION 5

5.1 A – Mapungubwe Cultural Landscape ✓ CH
B – Maloti-Drakensberg Park ✓
C – ǂKhomani Cultural Landscape ✓ (3)

5.2. KwaZulu-Natal ✓ CH
- KZN (1)

5.3. They are both cultural world heritage sites. ✓✓ CH
- They represent important moments in South African/African history.
- They represent unique cultural groups.
- They illustrate a profound relationship between people and the environment, ancient ways of life and traditional knowledge.
- Both sites are located against the northern border of South Africa.
- Both sites border Botswana.
- Both sites share borders with two SADC countries.
- Both sites span vast areas. (2)

5.4 5.4.1 Site A ✓ CH
Mapungubwe Cultural Landscape (1)

5.4.2 To learn more about the important history of trade in SA. ✓✓ CH
- Preserves evidence of Southern Africa's earliest kingdom.
- Heritage is a living legacy that helps us to understand our past.
- The site is irreplaceable and therefore should be preserved for future generations.
- It will create a sense of pride and is a means of celebrating the past.
- It was the site where the famous golden rhino and other artifacts were discovered that future generations can also visit and perhaps more discoveries can be made in future. (2)

5.5 Creation of jobs for the local community ✓✓ CH
The San people have entrepreneurial opportunities. ✓✓
- Generation of income.
- Money earned is used to improve infrastructure.
- Improved quality of life/higher standard of living
- Better working relationships between the San people and the tourism organisations and the Kalahari Gemsbok National Park and governing institutions of bordering countries.
- More foreign income makes more conservation efforts of the heritage landscape possible.
- It creates awareness of the San culture.
- It brings a sense of pride and ownership to the San people.

NOTE: *No marks allocated for paragraph format.* (4)
[13]

QUESTION 6

6.1 6.1.1 South African Tourism ✓✓ **M**
SATourism (2)

6.1.2 Developing ways to maintain and improve/enhance the standards of facilities and services that tourists use. ✓✓ **M**
- Coordinating marketing activities of role players in the tourism industry.
- Also marketing South Africa domestically. (2)

6.1.3 To increase the annual volume of foreign tourist arrivals to South Africa. ✓✓ **M**
- Increase international awareness of South Africa as a travel destination.
- Tourism is a very important part of South Africa's economy, so tourists are needed to grow the economy.
- More tourists mean more foreign income and the GDP increases.
- When South Africa is marketed, people become aware of South Africa and all that it has to offer, then they will visit the country.
- South African Tourism gathers data on what was popular and what not, so that a proper marketing strategy can be formulated.
- To improve South Africa's competitive advantage.
- To remind previous tourists to visit again. (2)

6.2 6.2.1 (a) The Getaway Show ✓ **M**
- Getaway
- Picture A (1)

(b) World Travel Market ✓ **M**
- WTM
- WTM London
- Picture B (1)

6.2.2 Attractive and eye-catching displays of all provinces at the South African tourism stands. ✓✓ **M**
- At trade shows there are presentations on South African products and services.
- Sharing posts to social media from the trade shows.
- Networking with other national and international role players and promoting the South African brand image to these role players.
- Personnel manning the stand answering questions about South Africa.
- Brochures, DVDs, and Proudly South African branded hand-outs. (2)

6.3 C✓ D✓ B✓ E✓ A✓ **M**

Note: *Accept answers written in this correct order horizontally or vertically.* (5)
[15]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 Sustainable tourism is achieved when all three pillars of the environment, local people and economy are met. ✓✓ SR

- Sustainable tourism has a focus on meeting the needs of the current generation while ensuring that resources are well managed for the benefit of future generations.
- Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. (2)

7.2 CSI: Corporate Social Investment ✓✓ SR

- The voluntary support businesses give to the communities they operate in.
- A company can offer their time, skills or money to support the local community. (2)

7.3 Environmental pillar ✓ SR

- Planet

Social pillar ✓

- People (2)

7.4 **Environmental pillar** SR

They donated over R510 000 towards anti-rhino poaching. ✓✓

- They donated R216 000 towards reforestation.
- They give travellers an opportunity to reduce their carbon footprint.
- They support the war against rhino poaching by selling 'Green Seat' badges.
- The company is eco-friendly.
- The 'Green Seat' badges are made by up-cycling bottle caps. (2)

Social pillar

They are employing more than 5 000 people in different tourism businesses upgrading skills and living standards / welfare of local people. ✓✓

- R84 000 has been paid to the community project for producing the up-cycled 'Green Seat' client badges.
- Traditional cultural practises and skills are promoted throught the items manufactured for the craft, curio and jewellery shops. (2)

7.5 7.5.1 A responsible tourist is travelling and exploring a destination while respecting the culture, environment, and people at the destination. ✓✓ SR

- A tourist that adheres to the code of conduct of the destination.
- Short term actions tourists take to have less of a negative impact on a destination. (2)

7.5.2 Yes, they are responsible. ✓ SR

OR

No, they are not responsible. (1)

7.5.3 Motivation for **YES/They are responsible tourists**: SR
When they buy the 'Green Seat' badges they contribute towards the conservation of the environment and the people ✓✓
- They are contributing money towards anti-rhino poaching and reforestation.
- They can wear the badge and be proud because they are playing a role in conservation and can advertise the projects to other tourists.

Motivation for **NO/They are not responsible tourists:**
The company's attempt can be viewed as Green Washing and the tourists that buy the badges are then supporting Green Washing.
- From this initiative the local community benefit very little financially, compared to where most of the money generated flows to, since 2012.
- There should be more of a balance, so it is not responsible to support this unbalanced approach. (2)

[15]

QUESTION 8

8.1 Avitourism ✓ SR
- Bird tours
- Birdwatching (1)

8.2 8.2.1 Ecotourism refers to responsible tourism that focuses on preserving the natural environment while at the same time benefitting, protecting, and respecting the cultural landscape of the local people. ✓✓ SR
- Responsible tourism to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. (2)

8.2.2 Birding can attract ecotourists to the area because of the number of bird species in the park. ✓✓ SR
- They can promote ecotourism because they hold a world record for the most bird species seen in a day.
- They can promote the area because they have professionally guided bird tours for groups and private individuals.
- Job opportunities as tour guides for local community members.
- Promote awareness of birdlife and conservation. (2)

8.3 West Coast National Park can market their birding tours on their website to attract environmentally conscious tourists. ✓✓ SR
The National Park can charge their guests an environmental/community levy indicating their commitment to sustainability, and this would attract ecotourists who want to take care of their natural environment. ✓✓

- The West coast National Park can participate in obtaining environmental certification.
- The West Coast National Park can also participate in responsible tourism award programmes that would attract ecotourists.
- Ensure that natural assets are well protected and marketed.
- Ensure that public sites and facilities set examples of good environmental, social, and economic practices.
- Encourage joint socio-economic and environmental programmes at destinations to which tourists can contribute.
- Market the destination according to its sustainability ethos and choose targeted channels to do so e.g., online travel information and booking websites supporting ethical travel, such as responsibletravel.com.
- Offer voluntourism opportunities at the National Park.
- Reward tourists for environmentally friendly behaviour, e.g. as an honourary park ranger or other ways. (4)

8.4 Do not buy crafts or products made from endangered species. ✓✓ SR
Use water wisely. ✓✓
Make sure that the environment would benefit from your visit. ✓✓

- Remove all excess packaging.
- Never touch or harass wildlife or the birdlife in the area.
- Keep on designated pathways.
- Select environmentally friendly accommodations.
- Contribute to conservation projects.
- Support the local community projects.
- Reduce noise levels in birding areas.
- Do not feed birds.
- Do not interfere with nesting sites.
- Respect birders during their birding activities.

NOTE: *Any three relevant points***.** (6)
[15]

TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 Sporting event ✓✓ **DRI**
- Global event (2)

9.1.2 The country/nation where an event was held. ✓✓ **DRI**
- The country from where an event was broadcasted.
- The people of the country that welcomed sports tourists and media to enjoy the event.
- The people of the country who were awarded the right to organise the event in a particular year, providing facilities, accomodation etc. (2)

9.1.3 **TWO positive impacts on the economy of France** **DRI**
Job creation for the residents. ✓✓
Attracts investments. ✓✓
- Entrepreneurial opportunities for the residents were created.
- Skills development of the local people.
- Improved multiplier effect.
- Potential strengthening of the currency.
- It means the upgrading and improvement of facilities such as stadiums, roads, and transport services.
- It means an increase in the accommodation establishments.
- The economic boost will lead to an increase in the GDP.
- Improved global status and visibility as the events are marketed via the media.
- The money is going to be returned to sport and development of rugby in France.
- The money is going to be used for Corporate Social Investment programmes. (4)

TWO negative impacts of hosting a global event for France
Increased prices of goods and services due to a demand in the market. ✓✓
Crime statistics might rise, which could give the country a negative image. ✓✓
- An influx of tourists might cause pollution (environmental, noise, visual).
- There might be a disintegration in terms of the culture of the French people.
- Too much money can be spent on upgrading facilities, with debt incurred taking years to recover.
- Money spent by visitors might go back towards imported goods – economic leakage.
- Depletion of the resources.
- Mass tourism can have a negative impact on local life.
- Stadiums underutilised after the event.
- Congestion in certain areas at and around the event. (4)

9.2 9.2.1 Unforeseen occurrences ✓✓ DRI (2)

9.2.2 (a) International visitor numbers will decline. ✓✓ DRI
- Possible cancellation of trips or flights.
- Tourists will be afraid to visit the affected area.
- Outbreak of diseases may prevent people from travelling.
- Tourists will look for alternative destinations that are safer.
- There will be negative media attention. (2)

(b) There will be loss of foreign income. ✓✓ DRI
- Loss of jobs for people employed in the tourism industry.
- Higher unemployment.
- Renovations to be done will cost a large amount of money.
- A weakened economy, it might take time to recover.
- Tourism businesses can close/shut down.
- Less spending on tourism products and services.
- Tourists will shorten their stay with a lower expenditure.
- A negative multiplier effect. (2)

9.3.1 SADC ✓ DRI
- Holiday (Africa) (1)

9.3.2 This is to show that there are different regions from where South Africa receives its tourists. ✓✓ DRI
- It is a comparative study of the share of tourist arrivals in South Africa in relation to the whole world.
- It subdivides the data on arrivals in the main categories where South Africa can be marketed and structures the data better.
- Not all data is available and therefore there is a 3rd unspecified category for data which could not be placed under the other regions of residence.
- Source markets are mainly divided into air markets that are further away and land markets that are closer on the continent. (2)

9.3.3 (a) Australasia ✓ DRI
- 34 (1)

(b) 17 647 ✓ DRI (1)

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QUESTION 10

10.1 It might give a false impression that things are fine whereas they are not. ✓✓ CC
- It does not enable the manager/owner to know which areas 'fine' refer to.
- It shows the customer does not want to be disturbed or give feedback.
- The restaurant needs to know the details so that the areas of good practice can be sustained and other areas can be improved on. (2)

10.2 Comment card/feedback cards. ✓ CC
- Web-based response
- SMS messages
- Questionnaire
- QR code survey
- Social media like Facebook
- Review website
- Focus groups
- Loyalty programme surveys
- Incentive customer feedback
- Feedback emails and phone calls
- Rating apps (1)

10.3 It provides input and comments for the development of the restaurant. ✓✓ CC
It leads to an awareness of the areas of concern in the restaurant. ✓✓
- Restaurants become more competitive when receiving feedback because they improve their services/products.
- Feedback will give an indication of which areas are lacking/need improvement in the restaurant.
- It will assist the restaurant to stay up to date and keep up with the trends.
- Ensures that the product or service is in line with the competitive brands.
- Areas of weakness can be identified and addressed by training. (4)

[7]

TOTAL SECTION E: 30

TOTAL 200