GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

GAUTENG DEPARTMENT OF EDUCATION

PREPARATORY EXAMINATION

2021

MARKING GUIDELINES

TOURISM (10870)

15 pages

SECTION A

QUESTION 1

1.1	1.1.1	D✓	MTP	
	1.1.2	C✓	MTP	
	1.1.3	B✓	MTP	
	1.1.4	B✓	MTP	
	1.1.5	D✓	MTP	
	1.1.6	C✓	MTP	
	1.1.7	D✓	MTP	
	1.1.8	A✓	MTP	
	1.1.9	D✓	FRX	
	1.1.10	B✓	DRI	
	1.1.11	A ✓	TS	
	1.1.12	B✓	TS	
	1.1.13	C✓	SR	
	1.1.14	D✓	M	
	1.1.15	D✓	SR	
	1.1.16	A✓	M	
	1.1.17	C✓	SR	
	1.1.18	C✓	TS	
	1.1.19	C✓	CC	
	1.1.20	B✓	CC	(20)
	1.2.1	D✓	CH	
	1.2.2	F✓	CH	
	1.2.3	B✓	CH	
	1.2.4	A✓	CH	
	1.2.5	C✓	CH	(5)
	1.3.1	local ✓	MTP	
	1.3.2	debit ✓	DRI	
	1.3.3	forward ✓	MTP	
	1.3.4	Traveller's cheques ✓	DRI	
	1.3.5	political situation ✓	DRI	(5)
	1.4.1	Sydney Opera House ✓	TA	
	1.4.2	Colosseum ✓	TA	
	1.4.3	Leaning Tower of Pisa ✓	TA	
	1.4.4	Ayers Rock / Uluru-Kata Tjuta National Park ✓	TA	
	1.4.5	The Great Wall of China ✓	TA	(5)
	1.5.1	health certificate ✓	MTP	
	1.5.2	passport ✓	MTP	
	1.5.3	international driver's permit ✓	MTP	
	1.5.4	visa ✓	MTP	
	1.5.5	boarding pass ✓	MTP	(5)
		TOTAL SECTION A		**40**

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 Johannesburg +2 MTP
New York -5 (+1 DST) ✓ -4 time difference: 6 hours

05:00 - 6 hours ✓ = 23:00 (3 October)
23:00 + ✓ 16 hours = 15:00 ✓ on 4 October 2021✓ (5)

OR

New York -5 (+1 DST✓) -4 South Africa +2

Time Difference 6 hours

- 6 hours✓ Departure: 05:00 on 4 October 2021

+ ✓Flying time: 16 hours

? Arrival time
15:00✓ 4 October 2021 ✓

Note: *The visual method 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

15:00 4 October 2021 ✓✓✓✓✓

2.1.2 New York -5 MTP
Los Angeles -8 Time difference: 3 hours

Departure time from New York
15:00 (+) ✓ 5 hours stopover = 20:00

20:00 (–)✓ 3 hours ✓ = 17:00 ✓ (4)

OR

Los Angeles -8 New York -5
Time difference = 3 hours
(-)✓Time difference: 3 hours ✓
Time is 15:00
(+) ✓ Stopover 5 hours
Arrival time 20:00
17:00 ✓

Note: *The visual method 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

17:00 ✓✓✓✓

2.1.3 Johannesburg to New York: 16 hours MTP
Stopover : 5 hours
New York to Los Angeles : 6 hours and 30 minutes
TOTAL : 27 hours and 30 minutes ✓✓ (2)

2.1.4 a) The Gordon couple suffered from jet lag. MTP
They crossed many time zones✓✓ from SA to New York (6) and another 3 from New York to Los Angeles.
- Their flight was against the rotation of the earth. (2)

b) Interrupted sleep ✓✓ MTP
- Tiredness
- Sense of laziness
- Dehydration
- Leg and feet discomfort
- Irritability
- Headaches
- Indigestion
- Constipation / Diarrhoea
- Sweating
- Loss of appetite
- Disorientation / Confusion
- Anxiety (Any one) (2)

c) A - Avoid the use of alcohol during the flight ✓✓ MTP
Avoid caffeinated drinks
Drinks cause dehydration
B - Drink lots of fluids – especially water - during and after the flight ✓✓
C - Get enough rest before the flight and try to rest during the flight
Take short naps
Use sleeping aids like earplugs
D - Adjust your watch to be in line with the arrival time in the city of arrival
Try to fit in with the local time at the destination
Try to get back to normal sleeping time as soon as possible

Note: *Mark any 2 pictures discussed.* (2 x 2) (4)

2.2 Always keep your bags where you can see them. ✓✓ MTP
Do not allow anyone to check your bags except the designated officials. ✓✓

- Never leave your bags with strangers
- Don't look after anybody else's luggage
- Lock all bags
- Wrap baggage at the airport
- Keep travel documents in waist bag
- Put name tags inside the luggage as well as outside
- Do not display valuables
- Be vigilant at all times – escalators, lifts
- Be on the lookout for suspicious people or distractions
- Do not carry bags through customs for a stranger (Any 2) (4)

2.3 2.3.1 Red Channel ✓ (1)

2.3.2 **Wine:** exceeding the allowance for wine ✓✓ MTP
Biltong: It will be confiscated – meat products ✓✓

- They can obtain a meat inspection certificate for the product while in South Africa and present it with the biltong.

Dried fruit: not allowed. Plant products ✓✓

- Dried fruit such as dates, figs and raisins must be declared and presented to custom for inspection upon arrival.

Chocolates: allowed to take with - as long as it is in its packaging, and you must declare it on the customs form. ✓✓
(4 x 2) (8)

2.3.3 a) Immigration (control)/officials of the Department of Home Affairs ✓ (1)

b) SARS ✓ (1)

2.4	2.4.1	N3✓ N14✓, N7✓ N3 ✓ (must be this order)	MTP	(4)
	2.4.2	Petrol/ fuel costs ✓ Extra costs like toll fees / fines/ parking fees ✓ • Stop over meals • Possible accidents / breakage • Service of the car before departure • New tyres / wheel balancing / alignment • Costs during the trip • Costs before the trip (Any 2)	MTP	(2)
				[40]

QUESTION 3

3.1	R 45 500 ÷ ✓ R14.69 ✓ = USD 3097.3451 = USD 3097.35 ✓	FX	(3)
3.2	GBP is the strongest currency ✓ / The Rand is the weakest against the GBP Yen is the weakest currency. ✓ / The Rand is the strongest against the Japanese Yen GBP has more buying power than the Yen✓ because inbound tourists will receive R 19.09 for each GBP that they exchange while inbound tourists will only receive R0.12 for each Yen that they exchange ✓	FX	(4)
3.3	The tourists bring foreign money to South Africa in the form of foreign exchange. ✓ More tourists mean that more services and products are needed to satisfy their needs ✓ More products and services mean a higher GDP. ✓ • A higher GDP means a better and healthier economy. • More products and services mean more jobs are created and a lower unemployment rate for the country • More entrepreneurial opportunities • Multiplier effect is set into motion (Any 3)	FX	(3)
			[10]
		TOTAL SECTION B	**50**

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

QUESTION 4

TA

4.1. 4.1.1 A : Venice ✓
B : The Great Pyramids of Giza✓
C : Black Forest ✓ (3)

4.1.2

World Icon	Description	Brief description
A Venice	One structural fact	Venice is built on 118 small islands. ✓✓ • Venice is linked by 416 bridges and 177 canals • Instead of roads there are waterways • Built on wooden stilts/ platforms kept together by poles • Brick cladding (coating) protects the buildings' foundations
B The Great Pyramids of Giza	One historical fact	The Royal family (pharaohs) were buried within the Great Pyramids✓✓ • The Great pyramids is one of the oldest seven wonders of the world • Each pyramid is a tomb to a different king of Egypt (pharaohs) • The pyramids were constructed over 4500 years ago/ completed by 2560BC
C Black Forest	One geological fact	It consists of mountains covered with pine and fir trees✓✓ • Has different rock types such as limestones and granite • The name comes from the lush, dark, evergreen trees • Many mountain peaks, river valleys, vineyards, forests, spas and holiday destinations • The black forest contains many minerals and an active mine • The Danube River has it source here, and the River Rhine runs along its southern and western borders

(6)

4.2 4.2.1 Both sites are walls ✓✓
- Both walls had security watchtowers and guards
- Both walls attract many tourists per year.
- Both walls were damaged.
- Both walls serve as monuments of historical value

(2)

4.2.2 The Berlin wall represented a separation of the Soviet regime from the Western regime **while** the Great Wall of China represented the might of the Qin Dynasty ✓✓ ANY ONE

- Construction of the Berlin Wall took 24 hours **while** the construction of the Great Wall took hundreds of years to complete.
- The Berlin Wall was built by German soldiers **while** the Great Wall of China was built mostly by slaves and convicts. (2)
- The Berlin Wall was made from concrete blocks and wire **while** the Great Wall of China was made from stone.
- The Great Wall of China is situated in Asia in rural areas (countryside) **while** the Berlin Wall is situated in Europe in an urban area (city).
- The Berlin Wall was built to divide East Berlin from West Berlin while the Great Wall of China was built to protect the Chinese empire from Mongolian attacks or attacks by their neighbouring countries.
- The Berlin Wall was built to keep the people of Germany within the wall structures while the Great Wall of China prevented enemies from coming in.
- Most of the Berlin Wall was destroyed while only sections of the Great Wall of China have been damaged.
- The Berlin Wall was 140km long **while** the Great Wall of China is over 6500km across China.

4.3.1 The Statue of Christ the Redeemer✓ (1)

4.3.2 Actual number of visitors exceeded the target number of visitors- they have 4 million visitors per year✓✓
One of the most visited attractions in the world: Repeat visits✓✓

- One of the most photographed destinations in Brazil: Repeat visits (4)

4.3.3 a) Excellent marketing of tourism products locally and internationally✓
Universal access✓
Efficiency and ethical behaviour of staff and management✓

- Considering the needs of people with disabilities (3)

b) *NOTE: The factor in 4.2.2 must link to the example mentioned in 4.3.3 b*
Excellent marketing of tourism products locally and internationally – Blogger climbed atop to click a selfie✓

- Most photographed destinations in Brazil
- It has been voted one of the Seven New Wonders of the World

Positive experience of visitors- one of the most visited attractions in the world✓

- 4 million visitors per year

Efficiency and ethical behaviour of staff and management- to have to manage/ give access to so many visitors per year ✓

- Universal access – elevators have been built for visitors to access the statue
- Considering the needs of people with disabilities – elevators have been built for visitors to access the statue (3)

4.4.1 Colosseum ✓✓ (2)

4.4.2 The Colosseum appeals to the historical and cultural tourists who are interested in past historical events that influenced the people of the time. ✓✓

- Tourists want a glimpse of the glory that once was Rome
- It is one of the most famous architecture pieces in the world.
- People want to see the places where the gladiators fought.
- It is part of a circuit of attractions in Rome. (2)

[28]

QUESTION 5

CH

5.1. 5.1.1 #Khomani Cultural Landscape / B✓
Mapungubwe Cultural Landscape / A✓ (2)

Note: *Any order*

5.1.2 Cape Floral Region Protected Areas / D✓
- Vredefort Dome / C (1)

5.2

Name of the Site	**Province**	**How each of these sites meet the UNESCO criteria**
Barberton Makhonjwa Mountains	5.2.1 Mpumalanga✓	5.2.4 It is a natural site and represents the best rock dating back 3.6 -3.25 billion years ago✓✓ • It shows signs of early life in area • It is one of the world's oldest geological structures.
Richtersveld Cultural and Botanical Landscape	5.2.2 Northern Cape✓	5.2.5 It is a cultural site and refers to the Nama people and the way they live ✓✓ • This site sustains the semi-nomadic pastoral livelihood of the Nama people, reflecting seasonal patterns that may have persisted for as much as two millennia in southern Africa. • It is the only area where the Nama still construct portable rush-mat houses • It includes seasonal migration of the Nama people
Robben Island	5.2.3 Western Cape✓	5.2.6 It is a cultural site and show the history and footsteps of Nelson Mandela in the B-section prison ✓✓ • It shows the unique traditions of the prison and how people lived and worked in the prison • It is linked to the life and work of Nelson Mandela • It is linked to some of the leaders of the struggle against apartheid.

(9)
[12]

QUESTION 6

MKT

6.1.1 World Travel Market ✓✓ (2)

6.1.2 Delegates arrange to meet online to do business transactions, to attend conferences and to participate in speed networking. ✓✓

- It is a virtual conference.
- It is a travel trade show that is held through a website and web-software for online events. (2)

6.1.3 The WTM changed due to the global COVID19 pandemic✓✓

- The World Health Organisation's protocols must be adhered to
- Social distancing must be implemented
- No face-to-face contact due to COVID19 (2)
- Travel restrictions were in place.
- Quarantine requirements in Britain and when returning to your country of residence
- Imposing local lockdown across Europe

6.1.4 **Marketing South Africa internationally as a tourism destination of choice at WTM**✓✓

- SA tourism undertakes market research and develops a marketing budget to exhibit at WTM
- Targeted marketing campaigns designed to cater to diverse markets to market South African products at the WTM

Maintaining and enhancing the standard of facilities and services for tourists that they market at WTM✓✓

- SA Tourism ensures that all facilities and services are comparable with international service standards

Coordinating the marketing activities of role players in the industry when marketing at WTM

- SA Tourism in collaboration with the private sector and government coordinate different marketing activities to create a strong brand image (4)

Note: *the three core responsibilities of SATourism are bold, learners can write any of the bulleted answers under each of the responsibilities.*

[10]

TOTAL SECTION C 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

TS

7.1 7.1.1 Employer and employee details ✓
Working hours✓
Uniform allowances✓
Travel benefits✓

- Leave
- Core duties/ brief description of the work
- Date of employment
- Employers and employees' full names and addresses
- Fringe benefits
- Remuneration/ agreed salary or wages
- Rate of overtime
- Termination of service
- Professional accountability
- Service ethics

Note: a learner cannot write many types of leave, leave can only get 1 mark (4)

7.1.2 a) Working hours: Travel agents will have a fixed working schedule✓✓

- They mostly work a 40-45 hours per week
- They work 9 hours a day
- If they need to work shifts, they must not exceed working hours. (2)

b) Sick leave: A medical certificate to be provided if absent more than 2 days or if absent on a Friday or Monday✓✓

- Leave is calculated over a 36-month cycle
- 24 days sick leave in a 3-year period (2)

c) Annual leave: Normally 21 days allowed to be taken and applied for. ✓✓ (2)

7.2.1 If the business has customer service policies in place it shows they values the needs and input of the customer✓✓
The customer will feel that he is recognised/ noticed as a valuable, paying stakeholder✓✓

- If the policies are in place the two employees won't ignore the customer because they will know the consequences.
- If the policies are in place the business is respected by its clients and it will project a professional image.
- If the policies are in place and used, then good service will lead to customers being loyal
- Customer service policies will indicate training of staff which lead to better customer service and loyal customers (4)

[14]

QUESTION 8

S&RT

8.1 8.1.1 Fair wages✓
Fair working conditions✓
Fair purchasing ✓
Fair operations, ✓
- Equitable distribution of benefits.
- Respect for human rights.
- Respect for culture.
- Respect for the environment. (4)

8.1.2 The status will benefit the hotel because it will attract more tourists ✓✓
- More tourists will mean more profit.
- The employees will be more motivated to work at such a hotel. (2)

8.1.3 The hotel will attract more eco tourists who are environmentally conscious✓✓
- The environmentally conscious tourists are willing to pay higher prices for 'green 'accommodation establishments.
- The hotel can use it as part of their marketing campaign to target specific groups of tourists.
- The FTT certificate will improve their image as a green hotel (2)

8.2 8.2.1 The area or surrounding neighbourhood in which the business operates✓✓
- Place where the business is situated in the area.
- Buying local can also indicate buying Proudly South African. (2)

8.2.2 Economic/ profit: Buy local ✓✓
- Use public transport.

Environment / planet: Save Energy✓✓
- Use public transport.

Social / people: Respect local culture✓✓
- Protect heritage. (6)

[16]

TOTAL SECTION D 30

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

QUESTION 9

9.1 9.1.1 Unforeseen occurrence ✓ DRI
- Natural disaster (1)

9.1.2 a) Environmental pillar ✓ DRI (1)

b) Most of the aspects refer to environmental dangers and consequences. ✓ ✓ DRI
- Area burned down
- Loss of wildlife
- CO2 emissions
- Heat and drought – link to climate change (2)

9.1.3 Area burned: it will take a long time for the plant life and wildlife as well as the people to recover from the loss. ✓✓ DRI
Loss of wildlife: Endangered koala - can become extinct as some of these animals died in the fire ✓✓
- Choking on smoke: The smoke drifted as far as New Zealand Many people can suffer from respiratory problems after this inhalation
- CO2 emissions: very dangerous for climate change / global warming.
- Heat and drought: Take time for the area to grow back after the fire (Any 2 x 2) (4)

9.2 9.2.1 Tourists were also in danger – the tourists will not return because they will feel that they are not safe in the country. ✓✓ DRI
Less tourists travel to the country – especially the part where the fires were raging ✓✓
- Loss of income from less visitors to the area.
- Loss of businesses for some of the entrepreneurs. They will have to rebuild first before they can accommodate any visitors.
- Closing of businesses
- Job losses (4)

9.2.2 Negative impact. DRI
Less tourists – less income ✓✓
Loss of land and agriculture ✓✓
- Loss of income from operating businesses
- Loss of infrastructure – the government should rebuild
- Higher insurance claims from businesses and individuals
- Spend money to rebuild the area (4)

9.3 9.3.1 The overseas countries were feeling the effect of the pandemic before South Africa. ✓✓ DRI

- Some of the countries already had restrictions on international travel before South Africa went in lockdown.
- Borders of the other countries closed before the lockdown in South Africa started
- Visitors could not leave their countries to travel to South Africa. (2)

9.3.2 a) Africa land markets refer to countries from where people can reach South Africa by land transport (road and rail) ✓ DRI

- Countries from which more than 60% of the arrivals come by land transport. (1)

Africa air markets refer to countries from where people can reach South Africa only by means of air transport ✓

- Countries from which more than 60% of the arrivals come by air transport. (1)

b) It is easier to reach South Africa by land transport ✓✓ DRI

- It is cheaper to travel by land transport compared to air transport.
- Land transport is more accessible compared to air transport (2)
- More people simply cross the borders in neighboring countries by land and fewer travel from countries further north in Africa by plane (distance).

9.3.3 a) Asia and Australasia and Middle East (ME) (-25.9%) ✓ DRI (1)

b) Europe (-13.4%) ✓ DRI (1)

[24]

QUESTION 10

10.1 Follow-up calls ✓ CC
Questionnaire – personal interview ✓
- Mystery customer evaluating the staff-customer relations

(NOTE: Surveys, SMS messages, email responses – usually do not have personal contact with the customers) (2)

10.2 Customer feedback leads to an awareness of the areas of concern in the business.✓ CC
Managers take action to rectify the problems and give feedback to the visitors. ✓
Visitors will not experience the same problems / bad service at the business.✓
Customers will be satisfied with the service.✓
- Businesses will use feedback to become more competitive and update their service delivery.

(4)
[6]

TOTAL SECTION E 30

TOTAL 200