GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2023

MARKING GUIDELINES

TOURISM (10870)

14 pages

SECTION A

QUESTION 1

1.1	1.1.1	B ✓/ weak.	FX
	1.1.2	B ✓/ high energy-using appliances.	SR
	1.1.3	C ✓/ 8	MTP
	1.1.4	C ✓/ good communication skills.	TA
	1.1.5	B ✓/ 45 hours	TA
	1.1.6	D ✓/ A neat and well-maintained appearance of the premises.	TA
	1.1.7	B ✓/ Auschwitz	TA
	1.1.8	C ✓/ Mapungubwe Cultural Landscape	CH
	1.1.9	B ✓/ SAHRA	CH
	1.1.10	A ✓/ WTM	M
	1.1.11	D ✓/ environmental, economic and social	SR
	1.1.12	C ✓/ Core duties	TS
	1.1.13	D ✓/ ownership given to the local community.	SR
	1.1.14	A ✓/ 18:00	MTP
	1.1.15	D ✓/ Loss of privacy	SR
	1.1.16	D ✓/ an accident	DRI
	1.1.17	A ✓/ less growth in the economy and tourism industry.	DRI
	1.1.18	C ✓/ It is a convenient and cashless form of payment.	DRI
	1.1.19	B ✓/ customers spreading positive word-of-mouth advertising.	CC
	1.1.20	A ✓/ core	TS

(20 x 1) (20)

1.2	1.2.1	time zone ✓	MTP	
	1.2.2	sustainability ✓	SR	
	1.2.3	longitude ✓	MTP	
	1.2.4	bilharzia ✓	MTP	
	1.2.5	DST ✓	MTP	(5)
1.3	1.3.1	passport ✓	MTP	
	1.3.2	contract of employment ✓	MTP	
	1.3.3	Customs ✓	MTP	
	1.3.4	profit ✓	SR	
	1.3.5	compulsory ✓	MTP	(5)
1.4	1.4.1	D ✓/ The number of international visitors to a specific country in a specific year	DRI	
	1.4.2	E ✓ / The period of time that a tourist spends at a destination	DRI	
	1.4.3	C ✓ / The amount paid for goods and services during a tourist holiday	DRI	
	1.4.4	G ✓/ Western Cape and Gauteng	DRI	
	1.4.5	A ✓ / The Bloukrans Bridge bunjee jump.	DRI	(5)
1.5	1.5.1	E ✓	TA	
	1.5.2	C ✓	TA	
	1.5.3	B ✓	TA	
	1.5.4	A ✓	TA	
	1.5.5	D ✓	TA	(5)
		TOTAL SECTION A:		**40**

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1. 2.1.1 Montreal –5 MTP
Doha +3 Time difference: 8 hours ✓

Time in Doha = 8:00
Time in Montreal = 8:00 (–✓) 8 hours (time difference)
= 00:00

Flying Time = 00:00 (+ ✓) 13 hours flying time
= 13:00 ✓ 2 November 2023 ✓

OR

Montreal (-5) Doha (+3)
Time difference: 8 hours ✓
(– ✓) 8 hours
Local time in Montreal: 00:00
(+✓) 13 hours flying time
? Arrival time Departure: 08:00

13:00 ✓
2 November 2023 ✓

OR

Arrival at Montreal at 13:00 ✓✓✓✓on 2 November 2023 ✓ (5)

2.1.2 Montreal –5 MTP
Johannesburg +2 Time difference: 7 hours ✓

14:00 (+✓) 7 hours time difference
= 21:00 ✓

OR

Montreal (–5) Johannesburg (+2)
Time difference: 7 hours ✓
(+✓) 7 hours
14:00
??
Time that call was received
21:00 ✓ (3)

OR

21:00✓✓✓

2.1.3 No, there will not be anyone at the office at the time of her call.
Reason: The offices will be closed – it will be 21:00 at night. ✓✓
- Montreal and South Africa are on 2 different time zones. It is 7 hours later in South Africa.
- Ms Khumalo can leave a message for her employer on the answering machine to listen to the next morning.
- It is possible that there might be personnel on night duty at the office at 21:00 – or a colleague busy with another tour.

NOTE: *No mark allocation for Yes or No only.* (2)

2.2 2.2.1 Jet lag ✓✓ **MTP** (2)

2.2.2 Crossed many (more than 3) time zones ✓✓ **MTP**
- Travelled from east to west
- Travelling against the rotation of the earth

(2)

2.2.3 **Ways to minimise the symptoms of jet lag *before* the flight:** **MTP**
Drink lots of water. ✓✓
- Get enough exercise.
- Get enough rest.
- Eat healthy food before the flight.
- Start to adjust your time to the destination time.
- Medication
- Staying calm will ease the symptoms of jet lag (2)

2.3 2.3.1 Do not drive in secluded areas. ✓✓ **MTP**
Leave all valuables locked in the boot of the vehicle. ✓✓
- Do not resist in a hijacking.
- Plan your route in advance.
- Ensure that you have enough fuel for your journey.
- Do not give lifts to strangers.
- Do not leave your car in an area where there are no people.
- Obey the local rules and regulations.

NOTE: *Accept all relevant examples of safety considerations when travelling by car.* (4)

2.3.2 Tourists consider South Africa as unsafe and will seek safer destinations. ✓✓ **MTP**
Bad publicity – tourists will choose another destination. ✓✓
- No investors will invest money in such an unsafe destination. (4)

2.4 2.4.1 20 cigars ✓ **MTP**
50 ml perfume ✓ (2)

2.4.2 (a) 400 cigarettes ✓ **MTP**
3 x 750 ml wine ✓ (2)

(b) Only 200 cigarettes are allowed as duty-free.✓
Only 2 litres of wine are allowed as duty-free. ✓ (2)

2.5 2.5.1 **Prevention** **MTP**

Avoid all contact with infected people; especially those with a persistent cough. ✓✓

Always wash your hands thoroughly. ✓✓

- Wear a mask(in the presence of TB-infected people.)
- Try to avoid crowded areas.
- Ventilated areas (4)

2.5.2 **Treatment** **MTP**

Take prescribed medication for 6 to 12 months without missing a day. ✓✓

- Complete the course of medication (2)

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QUESTION 3

3.1 3.1.1 EUR ✓ **FX** (1)

3.1.2 B ✓ **FX**
- € (1)

3.1.3 R50 000 (÷) ✓ 17,53 ✓ = USD 2 852,25 ✓ **FX**

OR

USD 2 852,25 ✓✓✓ (3)

3.1.4 £1 000 (x) ✓ 20,06 ✓ = ZAR 20 060,00 ✓ **FX**

OR

ZAR 20 060,00 ✓✓✓ (3)

3.2 **TWO impacts of a strong rand on inbound tourism:** **FX**
This will result in a decline in inbound tourism. ✓✓
The demand for goods and services will decrease.✓✓
- South Africa will become an expensive destination that will deter tourists from visiting the country.
- The tourists will have low purchasing power.
- They will receive less rand for their money. (4)

ONE impact on the GDP of the country:
Fewer services and products are needed because of the decline in tourism numbers, therefore the GDP will be lower. ✓✓
- The contribution to the GDP of South Africa will be less (lower percentage).
- Tourism becomes more expensive.
- Prices for tourism products gets less competitive.
- Tourism as a major sector of GDP performs poorly. (2)

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TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1 A – Big Ben ✓ TA
B – Tower Bridge ✓
C – Tower of London ✓
D – Buckingham Palace ✓ (4)

4.1.2 Europe ✓✓ TA (2)

4.1.3 Tower of London ✓✓ TA
- C/ Icon C (2)

4.1.4 It is a suspension bridge that stretches across the River Thames. ✓✓
- It has two 64 m high towers on either side. The towers are connected by a walkway.
- It is wide enough for cars to cross over the bridge.
- The bridge opens for large ships to sail through.
- The twin towers, walkways and engine rooms are exhibition spaces tourists can visit. (2)

4.1.5 There should be a lift to access all levels of an attraction. ✓✓ These lifts must have buttons for easy access to people in wheelchairs. Accessible toilets must be available.✓✓ TA
- Special entrances to attractions should be closer for easy access. (near parking areas).
- Special parking spots should be available for wheelchair-bound tourists.
- Free entrance for physically challenged persons and their companion if they require one.
- Audio material should be available for people that are partially sighted/ blind.
- Visual material and information should be placed in strategic areas to assist deaf/hearing impaired people. (4)

4.2 4.2.1 Russia ✓✓ TA (2)

4.2.2 It is the seat of the Russian parliament. ✓✓ TA
- It is a symbol of Russian authority. (2)

4.2.3 They have improved their public transport services, facilities, hotel services and public safety. ✓✓ TA
They have improved tourist police services to assist foreign tourists. ✓✓
Signage are translated into English to make moving around easier for tourists. ✓✓
- The police speak many languages.
- A 24-hour call center can be reached by dialling 122.
- A tax-free system allows tourist to get a VAT refund. (6)

4.3 The invasion tarnished (damaged) the image that Russia has built. ✓✓ **TA**
Tourists took a stand against Russia and decided not to visit. ✓✓
- Tourists felt unsafe and cancelled their trips to Russia.
- Inbound tourists' numbers to Russia dropped. (4)

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QUESTION 5

5.1 UNESCO ✓✓ **CH** (2)

5.2 Mixed site ✓✓ **CH**
- Both natural and cultural site (2)

5.3 Criterion **B** ✓✓ **CH** (2)

5.4 **Importance of the San rock art:** **CH**
Rock art is a visual record of the San's ancient past. ✓✓
- It gives a perspective into the lives and beliefs of our ancestors.

Reason for preservation of the site:
It represents one of the earliest forms of creativity in humans. If it is damaged, it is lost forever. It is therefore vital that these sites are preserved.✓✓
- These sites are regarded as sacred therefore it must be preserved.
- Preserve for future generations.

Some of the activities include: Name TWO:
Go hiking to enjoy one of the most panoramic views. ✓
Horse riding through the amazing grasslands. ✓
- View the best – preserved fossilized dinosaur eggs.
- Watch a glowing sunset on the sandstone rocks.
- Boasts the best Bushman rock art paintings.
- Enjoy a 4x4 self-drive on the highest dirt road imaginable.
- Use the snowy conditions for an opportunity to ski in the mountains. (6)

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QUESTION 6

6.1 ITB Berlin is an international trade show and the Getaway Show is a local trade show. ✓✓ **M**

- The ITB takes place in Berlin, Germany and The Getaway Show takes place in Cape Town, South Africa.
- Takes place in two different continents or countries (2)

6.2 It allows tourism businesses to showcase their products and services. ✓✓ **M**

- It is an excellent platform for marketing and talking about industry trends. ✓✓
- You can come face to face with potential customers, tour operators and travel agents.
- It is an opportunity to introduce new products and services to industry providers.
- Opportunities for networking between the visitors and the exhibitors (4)

6.3 Marketing by TBCSA and SATourism e.g. speed marketing sessions. ✓✓ **M**
Higher number of tourists because of marketing done by SATourism.✓✓

- The service providers get discounted space as exhibitors at the trade shows.
- Accommodation providers get discounted rates on grading fees.
- The service providers qualify for BEE points.
- The service providers are used as preferred suppliers by SATourism and the Department of Tourism for travel arrangements.
- Preference is given in the Tourism Incentive Programme (TIP) to the service providers.

NOTE: *Benefits mentioned must benefit the service providers.* (4)
[10]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 Name of the company/business ✓✓ **TS**
Logo ✓✓
- Slogan
- Website presence
- Marketing material
- Neat, well-laid out
- Name of person and his position
- Contact details
- Nicely rounded-off with borders (4)

7.1.2 To build a relationship of trust with the customers.✓✓ **TS**
To receive good word-of-mouth. ✓✓
- To receive repeat visits.
- To increase the customer base.
- To promote the company's brand. (4)

7.2 To protect the rights of the employee and the employer. ✓✓ **TS**
- Gives guidance on law-related issues.

NOTE: *Accept examples of categories in the BCEA* (2)

7.3 7.3.1 No ✓✓ **TS**
- the company is not compliant.
- The company should allow lunch breaks as set out in the Basic Conditions of Employment Act. (2)

7.3.2 (a) In the cartoon they are required to work during their lunch break which is a violation of the Basic Conditions of Employment Act (BCEA). ✓✓ **TS**
- The employees are not compensated for working during their lunch break. (2)

(b) All the employees should have a 45 minute to an hour break after five hours of continuous work. ✓✓ **TS**
- Employees can only work during lunch by agreement or if there is compensation. (2)

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QUESTION 8

8.1 8.1.1 natural ✓ **SR** (1)

8.1.2 To have minimum impact on the natural environment. ✓✓ **SR**
To promote and uplift the community. ✓✓
- To build environmental and cultural awareness and respect.
- To provide a positive visitor experience.
- To ensure the local community benefits directly.
- To promote skills development and empowerment opportunities.
- To be committed to conservation of the region's biodiversity.
- To have eco-friendly buildings (4)

8.2 **Social pillar** / **People** ✓ **SR** (1)
Job creation for the local tour guides. ✓✓
- Upliftment of the local community.
- Locally trained field guides assist tourists.
- Non-profit programmes benefit local people. (2)

Environmental pillar/ Planet ✓ (1)
Alien vegetation has been removed.✓✓
- Damaged areas have been restored.
- The pristine botanical reserve is maintained.
- The regions biodiversity is protected.
- It is a safe place for injured animals to recover/sanctuary for wildlife.
- The land is managed in line with strict environmental principles. (2)
- An international 5-star eco-lodge which is regarded as supporting ecotourism. (1)

Economic pillar / **Profit** ✓
The reserve employs 150 full time staff. ✓✓
- 80% of the employed staff is from the local community. (2)
- Horse riding tours are booked and generate income for the locally trained field guides.

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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 sporting ✓✓ **DRI** (2)

9.1.2 **Any global event will require new/upgraded infrastructure development. It can include the following:** **DRI**
New/upgraded stadiums ✓✓
- Better roads/new roads leading to attractions.
- Improved services e.g. emergency response teams.
- Accessible medical care.
- Improved signage in areas where it is required.
- Better and efficient transport services.
- Better/New hotels/ homes to accommodate foreign visitors.
- Improved basic infrastructure (water, electricity, sewerage) to areas where development takes place. (2)

9.1.3 Allegations of human right abuses will damage the host nation's image. All Qataris will be seen in this light. ✓✓ **DRI**
There could be trade restrictions imposed by the global community. ✓✓
- International travel to and from the country might be limited.
- Workers might not be so eager to take on work in Qatar.
- All the good that was done during the World Cup could be undone by the bad publicity. (4)

9.2 9.2.1 Natural disaster ✓✓ **DRI**
- Severe storm (2)

9.2.2 Access to all facilities and services were disrupted. ✓✓ **DRI**
Damage to infrastructure – tourists will not be able to leave the area or travel to the area. ✓✓
- No electricity or/and water to use – tourism businesses cannot operate.
- Loss of tourism income for related businesses.
- Planned trips will be cancelled and refunds would have to be made.
- Decrease in tourism numbers to the area because of limited air access.
- Beach-front businesses will not be able to operate due to damage along the coastline where they are situated.

(4)

9.3 9.3.1 Cash ✓✓ **DRI**
Debit card ✓✓
- Credit card
- Contactless payment
- Tap to pay (4)

9.3.2 **Advantages:** **DRI**
No contact is necessary when using this form of payment. ✓✓
- A customer only taps a card and payment is made. No need to carry cash.(safer)
- No need to remember or type in your PIN (for smaller amounts).
- It is a fast and convenient method of payment. (2)

Disadvantages: **DRI**
Tap to pay – fraudsters can withdraw money by being in close contact with the card. ✓✓
- If lost or stolen cards can still be used to make payment in the absence of the owner.
- Electricity is needed for some transactions.
- Loadshedding might affect transactions.
- Only certain amounts are allowed to be tapped. If the amount is exceeded, the PIN is needed to authorise the payment.
- Connectivity to the bank can create problems or delays.
- Not all informal or smaller businesses have card facilities point of sale (POS). (2)

9.4 Safe to use ✓✓ No need to carry large amounts of cash **DRI**
- Easy to use (convenient)
- Cannot overspend on the holiday
- Know the exchange rate for the trip upfront
- Cost effective
- Can be used at all outlets that accept credit cards
- A record of payments made during the trip will be available afterwards. (2)

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QUESTION 10

10.1 Feedback card ✓✓ (comment card) CC
- Customer survey
- Satisfaction rating card (2)

10.2 **Advantages:** CC

Easy to interpret and complete ✓✓
- Fast to complete – saves time
- Convenience – usually available at the reception counter of the hotel
- Gives clientele an opportunity to express their positive feedback/ dissatisfaction before they leave otherwise word-of-mouth might affect their dissatisfaction levels.
- Emojis are understood an all languages. (2)

Disadvantages:

The hotel will not get exact information from the cards. ✓✓
- The feedback is very vague – not detailed.
- The manager will not know which staff is performing/not performing.
- The manager will not know which section of the hotel needs to improve or which section's service is up to standard.
- More details are needed for this method to provide valuable information and make this method more successful. (2)

[6]

TOTAL SECTION E: 30

TOTAL: 200