



PREPARATORY EXAMINATION

2018

MARKING GUIDELINES

TOURISM (10870)

13 pages

**GAUTENG DEPARTMENT OF EDUCATION
PREPARATORY EXAMINATION – 2018**

TOURISM

MARKING GUIDELINES

SECTION A

QUESTION 1

1.1	1.1.1	B✓	MTP	
	1.1.2	B✓	MTP	
	1.1.3	C✓	MTP	
	1.1.4	C✓	MTP	
	1.1.5	C✓	MTP	
	1.1.6	C✓	MTP	
	1.1.7	C✓	SR	
	1.1.8	C✓	TS	
	1.1.9	D✓	MTP	
	1.1.10	D✓	MTP	
	1.1.11	A✓	MTP	
	1.1.12	C✓	TS	
	1.1.13	B✓	SR	
	1.1.14	B✓	MTP	
	1.1.15	D✓	SR	
	1.1.16	C✓	TA	
	1.1.17	C✓	M	
	1.1.18	B✓	DRI	
	1.1.19	A✓	DRI	
	1.1.20	D✓	TA	(20)
1.2	1.2.1	weak✓	FE	
	1.2.2	GDP✓	FE	
	1.2.3	higher✓	FE	
	1.2.4	mystery customer ✓	MTP	
	1.2.5	UTC✓	MTP	(5)
1.3.	1.3.1	Alcazar of Segovia ✓	TA	
	1.3.2	Sphinx✓	TA	
	1.3.3.	data ✓	DRI	
	1.3.4	TGCSA✓	M	
	1.3.5	Bank draft✓	DRI	(5)

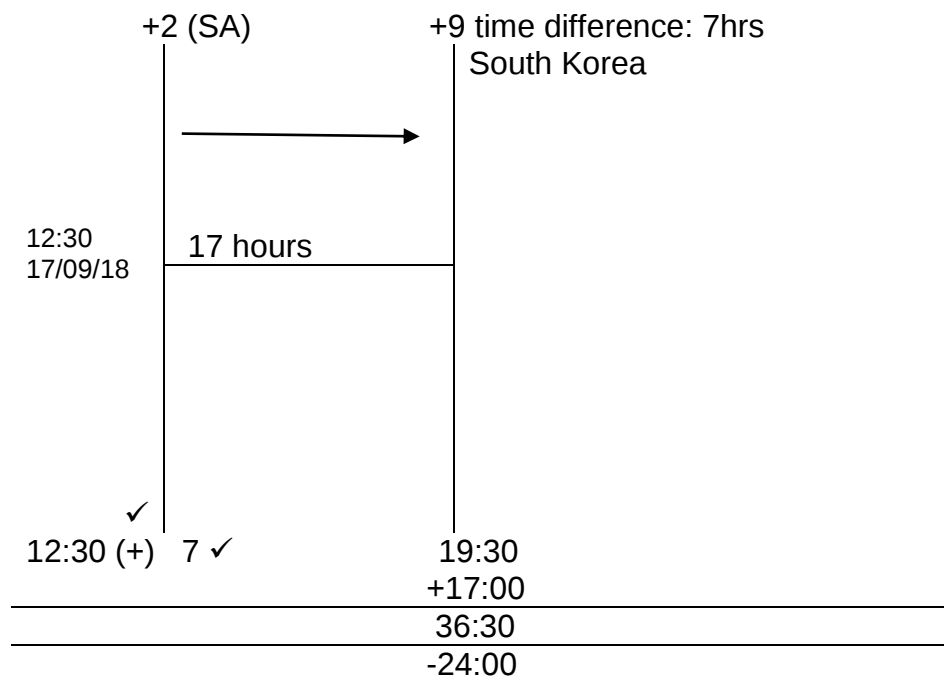
1.4	1.4.1	B✓	CH	
	1.4.2	D✓	CH	
	1.4.3	A✓	CH	
	1.4.4	C✓	CH	
	1.4.5	F✓	CH	(5)
1.5	B✓		MTP	
	E✓		MTP	
	C✓		MTP	
	A✓/D		MTP	
	D✓/A		MTP	(5)

TOTAL SECTION A: 40

SECTION B:
MAP WORK AND TOUR PLANNING: FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1



MTP

18 September 2018 ✓
 (One mark for date)

(4)

OR

$$\begin{array}{r}
 12:30 + \checkmark 17\text{HRS} = 29:30 \\
 \underline{-24:00} \\
 5:30 \\
 \underline{+7\text{ hours}} \checkmark \\
 12:30 \checkmark \quad 18\text{ September } 2018 \checkmark
 \end{array}$$

Any other method:

1 mark for time difference (7 hours)

1 mark for adding the time difference regardless of method. The subtotals will differ depending on method

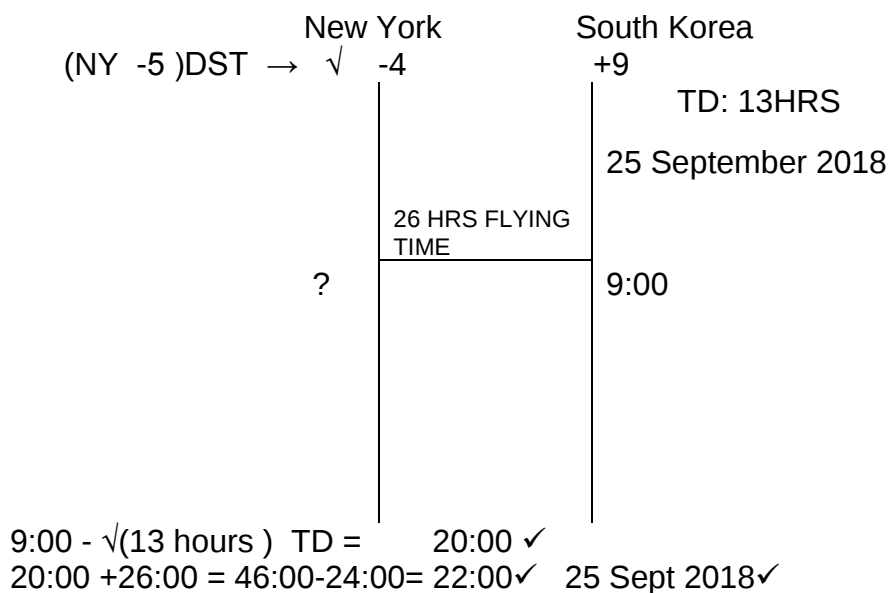
1 mark for correct answer (12:30)

1 mark for the correct date (18 Sept 2018)

OR

12:30 18 September 2018 ✓✓✓✓

2.1.2

**OR**

TD : 14 hours ✓
 9:00 - ✓14 = 19:00
 19:00 + 26:00 = 45:00 + 1Hr (DST) ✓ = 46:00
 46:00 - 24:00 = 22:00 ✓ 25 Sept 2018 ✓

OR

22:00 25 Sept 2018 ✓✓✓✓✓

Alternative method:

- 1 mark for time difference
- 1 mark for adding the time difference regardless of method. The subtotals will differ depending on method
- 1 mark for correct answer (22:00)
- 1 mark for the correct date (25 Sept 2018)
- 1 mark for considering DST

2.1.3

- (a) Jetlag is a condition that is often experienced by travellers mostly when they travel over many time zones from east to west or against axe rotation ✓✓
- Their bodies find it difficult to adjust to the time in the country especially when the place is behind time.

MTP

(2)

(b)

Interrupted sleep ✓
 Irritability ✓

- Fatigue
- Confusion and disorientation
- Weakened ability to concentrate
- Temporary insomnia
- Constipation or diarrhoea
- Swollen feet

(Any TWO)

(2x1)

(2)

- (c) Two ways of minimizing the effects of jetlag after the flight: MTP
Any TWO

Get plenty of rest after the flight ✓
 Reset your internal clock by setting your watch to the time of your destination as soon as you get of the plane. ✓

- It is recommended that one should drink plenty of liquids after the flight. (2)

2.2.1 **Possible safety precautions while at the airport** (ANY TWO) MTP

Only ask identifiable airport personnel for directions or help. ✓✓
 Book your hotel transfer in advance instead of catching a taxi outside the airport. ✓✓

- Ensure that you keep an eye on your luggage at all times.
- Do not carry any luggage on behalf of somebody else.
- Be vigilant when exiting lifts, escalators and when at the airport. (4)

2.2.2 If tourists feel unsafe, they would contribute to negative word of mouth that would deter tourists from choosing South Africa as a destination of choice. This would result in a decline of tourists. ✓✓ MTP

If tourist safety were ensured, positive word of mouth would increase good advertising that would promote South Africa as a safe destination. This would increase the number of tourists to South Africa. ✓✓

Money spent by tourists contributes to the GDP hence; tourists should be safe so that they will continue visiting South Africa. ✓✓

- An increase in the number of tourists will lead to an increase in job opportunities.
- Tourist safety would influence return visits that would result in increased foreign exchange income, (3x2) (6)

2.3	2.3.1	A body search will be conducted. ✓ Some of his goods will be confiscated before he is allowed to proceed. ✓ Ricardo Nerinda may be fined by airport security or he may be prosecuted. ✓	MTP	(3)
		200 cigarettes allowed by customs, tax to be paid.		
2.4.	2.4.1	Religious tourist✓✓	MTP	(2)
	2.4.2	Passport✓ Schengen Visa✓ Flight tickets✓ International Drivers Licence	MTP	
	2.4.3	The Schengen Visa allows the holder access to 26 European States that are part of the Schengen area with a single visa. ✓✓	MTP	(2)
	2.4.5	Time for Miss Rajoo to visit the church and shop✓ Stops for Miss Rajoo's Meals✓ Accommodation type for Miss Rajoo✓ Attractions that Miss Rajoo would like to see✓ - Activities - Budget - Route - Destination - Items included in /excluded from the itinerary	MTP	(4)

QUESTION 3

3.1	3.1.1	$£2000 \times 17,35 = R\ 34\ 700,00$ ✓	FX	(3)
	3.1.2	$R1000 \div 18,08 = 55,30973451327434 = £\ 55,31$ ✓		(3)
3.2	Impact of a strong rand on inbound tourism		FX	
	A strong rand will deter (discourage, prevent) inbound tourists and this will result in a decline in inbound tourism. ✓✓			
	Inbound tourists will receive less value for their money and they will choose alternative tourist destinations that will benefit them.			
	Impact of a strong rand on domestic tourism			(5)
	A strong rand will encourage domestic tourists to travel more. ✓✓			
	Domestic tourism will increase, as it will become too expensive for the local people to travel abroad.			
	✓ (1 mark for paragraph format)			

TOTAL SECTION B: (50)

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

QUESTION 4

4.1 4.1.1

TA

Letter	Icon	ONE unique feature with reference to ...
A	Vatican City ✓	Home of the Pope ✓ / Physical headquarters of the Catholic Church.
B	Colosseum ✓	Built in 1 st century AD. It is an arena can could seat 45 000 to 50 000 people. ✓ Designed to be used for water sports as well.
C	Venice ✓	City built on water. ✓ Transport mode is waterbuses (motor boats) and gondolas – type of canoe steered by a long stick. Driver is known as a gondolier.

(6)

4.1.2 Europe ✓

TA

(1)

4.2 4.2.1 Italy ✓

TA

(1)

4.2.2 The circular tower of columns and arches is famous because it leans. ✓✓ Built with inadequate foundations on soft sandy soil in a riverbed, and it soon began to sink and tilt sideways.
(Any other possible answer)

TA

(2)

4.2.3 (a) People will stay away ✓✓ because they will consider it as a dangerous attraction.

- Fewer visitors
- Parents with more than one child can consider the attraction as too expensive

TA

(2)

(b) Marketing of the icon locally and internationally. ✓✓
 Efficient and ethical behavior of staff and management. ✓✓

TA

- Ensure that the visitors have a positive experience.
- Keep safety of the tourists in mind at all times.
- Keep the area clean from litter.
- Make sure that the security at the tower is efficient.
- Have sound environmental practices.
- Access for people in wheelchairs / Universal access for all people.
- Special prices especially for couples with children.
- Include the attraction to form part of tour packages

(4)

(Any TWO)

4.2.4	a) It is a successful attraction. ✓ b) The actual number of visitors to the icon is very high. ✓✓	TA	(3)
4.3	4.3.1 There are two entrances available ✓✓ • It is mentioned that people have to arrive early to escape long queues. (Any ONE)	TA	(2)
	4.3.2 Have security guards that can keep a close eye on the people. ✓✓ Cameras can be installed to enable management to see when people do not behave. ✓✓ • Entrance fees should be high enough – only people really interested will pay. • Paths where the tourists should walk – keep the people contained to the paths. • Barriers around restricted areas. (Any TWO)	TA	(4)
	4.4.1 More people will visit the icon. ✓ • People in wheelchairs with their families will be able to visit the Kremlin compared to other attractions that are not wheelchair accessible. • The Kremlin will be seen as a successful attraction.	TA	(1)
	4.4.2 Wheel chair accessible means that ramps will be available and the areas will be smooth for the people in wheelchairs to enjoy the attraction. ✓ • Bigger toilets and elevators.	TA	(1)
	Universally accessible means that attractions are accessible to a wide range of people. ✓ • The areas are family orientated – prams and strollers can move easily there. Child seats and changing areas are available. • Accessible to people with visual and hearing impairments • Accessible to people in wheelchairs • Ease of access by means of roads. • Infrastructure is maintained especially in rural areas. • Clear signage to attractions.	TA	(1)
[28]			

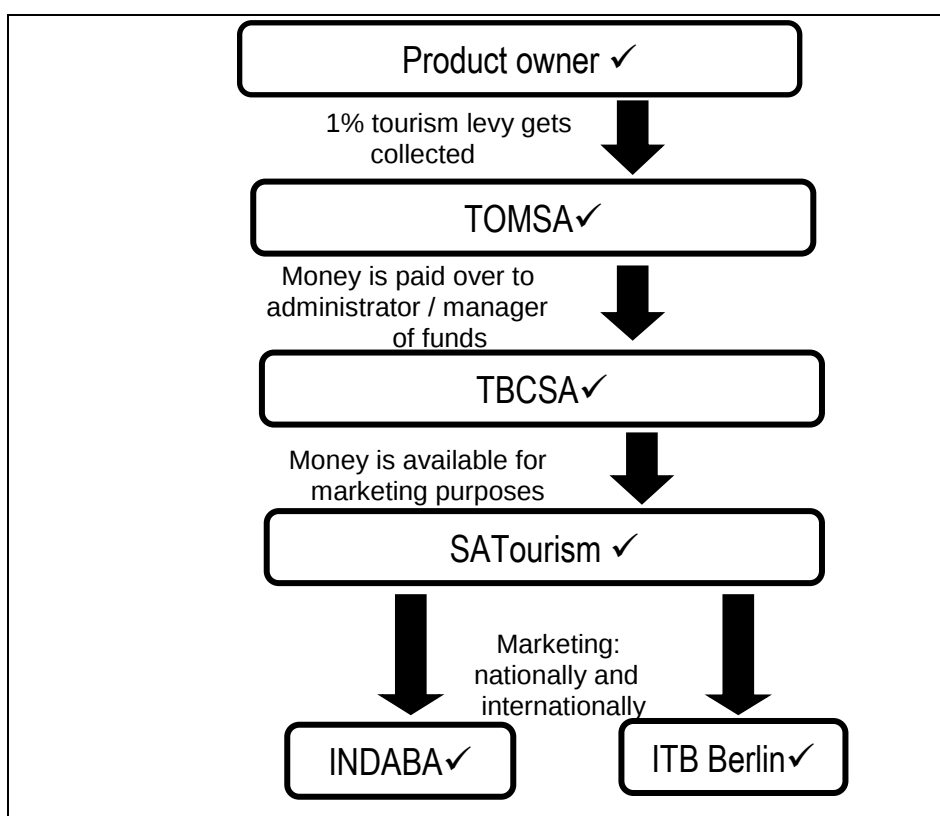
QUESTION 5

5.1	5.1.1 †Khomani Cultural Landscape ✓✓ (Full name)	CH	(1)
	5.1.2 A✓	CH	(1)
	5.1.3 It refers to the KhoiSan ✓ people and meets the cultural ✓ criteria.	CH	(2)
5.2	a) Mapungubwe Cultural Landscape. ✓✓ b) Trade took place at this site. Ivory and gold were sold to the people of India and China. ✓✓	CH	(4)

- 5.3 UNESCO identifies, promotes and protects the areas. ✓✓
 • No development may take place in the areas covered by the sites – it may only be maintained and the infrastructure may be upgraded. (2)

- 5.4 The World Heritage Sites bring more people to the areas ✓✓ CH
 The people spend money at the destination and need more products and services ✓✓
 More people will be employed ✓✓
 • The money can be used to maintain the infrastructure
 (Accept all correct relevant answers) (6)
 [16]

QUESTION 6



(All logos need to be in the correct sequence)

[6]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- 7.1 Professional appearance✓ must be appropriate to the hotel business and to the relevant person's role in that business. ✓ TS (6)
- Uniform and dress code.✓ Most companies expect their employees to wear a specific uniform or to adhere to a written document that prescribes a dress code. This promotes integrity and professionalism in the workplace. ✓
- Personal hygiene and grooming✓ refers to behaviours and practises that include cleanliness and neatness, regardless of context. ✓
- Interaction with customers .Interaction must be business like and objective. People must be treated with respect. All agreements must be recorded and filed. They must be invoiced correctly.
 - Communication skills . Communication skills must include friendliness, confidence , warmth and respect.
- (Any THREE) (6)
- 7.2 The value is to create a co-operative, collaborative atmosphere. ✓✓ TS (2)
- A code of conduct also promotes integrity in the workplace.
 - Promotes a good company culture
 - States the hotel's unique set of values and beliefs.
 - Leads to improved company performance if linked to aims and objectives of a hotel.

QUESTION 8

- 8.1 Tourists should respect the privacy of local people. ✓✓ SR (6)
- Tourists should respect the local customs, traditions, holy sites or aspects of the environment. ✓✓
- Tourists should first ask permission before taking photos of people or places.✓✓
- Tourists should not pollute the local environment.
 - Tourists should not intrude on daily activities without permission.
 - Tourists should dress appropriately.
- 8.2 Sustainable tourism is achieved when the environmental✓, economic✓ and social pillars✓are met. (3)

8.3		Fair Trade Tourism ✓✓	SR	(2)
8.4	8.4.1	Yes. ✓ - Spier Leisure supports the triple bottom line <u>socially</u> ✓ by having a medical clinic that makes provision for the health of the staff. ✓ - Spier Leisure also supports the <u>environment</u> ✓ by aiming to reduce its carbon emissions by 30% by 2017. ✓ - The focus of procuring local goods promotes the <u>economic</u> ✓ upliftment of the local people. ✓	SR	(7)
	8.4.2	Buy 'energy star' appliances. ✓✓ Install energy saving bulbs. ✓✓ - Switch off the geyser during the day. - Use solar panels for heating. - Use natural cooling systems such as trees and plants to stop the sun from heating the buildings. (Any TWO)		(4)
TOTAL SECTION D:				30

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

QUESTION 9:

9.1	9.1.1	A Political situation ✓ (terrorism) B Unforeseen occurrence ✓ (global recession) C Political situation ✓ (terrorism) - Unforeseen occurrence (accident) D Natural disaster ✓ (monsoon) - Unforeseen occurrence E Natural disaster ✓ (hurricane) - Unforeseen occurrence F Global sporting event ✓ (2018 FIFA World Cup)	DRI DRI DRI DRI DRI DRI	(6)
	9.1.2	People will travel less to such a country. ✓✓ Some people will cancel their bookings. ✓✓ They will not feel safe in the country. (Any TWO)	DRI	(4)

9.1.3	More visitors – more foreign income. ✓✓ Development and improvement of infrastructure. ✓✓ • Host country gets exposure for future international visitors. • Job creation in preparation and while the event is on. • A possibility of rural development. • Creates national pride and a sense of belonging to the whole nation.	DRI	(4)
9.1.4	Some people will lose their lives. ✓✓ • Some people will lose their loved ones. • Some people will be separated from their family. • Loss of possessions. • People will be stranded in the area as aeroplane will not leave. Flights will be cancelled. • No fresh water and food available.	DRI	(2)
[16]			
9.2.1	United Kingdom ✓	DRI	(1)
9.2.2	China ✓ • India	DRI	(1)
9.2.3	Land markets – markets where 60% + of arrivals will be by means of land transport e.g. train, bus, vehicle. ✓✓ • Crossing land borders by road or rail	DRI	(2)
	Air markets – markets where 60%+ of the arrivals will be by air transport e.g. by aeroplanes. ✓✓ • Flying to an airport with border control in South Africa	DRI	(2)
9.2.4	The trend was that most of the markets had a higher ✓arrival number. • 1% overall increase of the international arrivals • Biggest segment (African arrivals) decreased by 2.1%	DRI	(2)
[8]			

QUESTION 10

10.1	Feedback will give an indication of the problem areas and problem staff. ✓✓	CC	
	This will enable management to fix the problems and that leads to excellent service		(2)
10.2	Advantages: Fast, easy and effective ✓✓	PARAGRAPH FORM	CC
	- No paperwork to go through - Environmentally friendly		(2)
	Disadvantages: Disorganised data ✓✓		
	- Difficult to work through - Difficult to respond to in a formal manner		(2)
			[6]
		TOTAL SECTION E :	30
		TOTAL:	200