



**GAUTENG PROVINCE**  
EDUCATION  
REPUBLIC OF SOUTH AFRICA

# **PREPARATORY EXAMINATION**

## **2017**

### **MARKING GUIDELINES**

**TOURISM (10870)**

**12 pages**

**GAUTENG DEPARTMENT OF EDUCATION  
PREPARATORY EXAMINATION – 2017**

**TOURISM**

**MEMORANDUM**

**SECTION A**

**QUESTION 1**

1.1	1.1.1	C✓	FX	
	1.1.2	A✓	CC	
	1.1.3	D✓	TA	
	1.1.4	C✓	DRI	
	1.1.5	C✓	CH	
	1.1.6	B✓	CC	
	1.1.7	D✓	M	
	1.1.8	B✓	TA	
	1.1.9	C✓	TA	
	1.1.10	D✓	TA	
	1.1.11	C✓	MTP	
	1.1.12	B✓	MTP	
	1.1.13	B✓	MTP	
	1.1.14	C✓	TS	
	1.1.15	B✓	MTP	
	1.1.16	C✓	SR	
	1.1.17	B✓	MTP	
	1.1.18	B✓	TS	
	1.1.19	B✓	TS	
	1.1.20	C✓	SR	(20)
1.2	1.2.1	Kremlin✓	TA	
	1.2.2	Target market✓	M	
	1.2.3	CSI✓	SR	
	1.2.4	Tower of London✓	TA	
	1.2.5	Competitive advantage✓	M	(5)
1.3	1.3.1	Trend✓	M	
	1.3.2	Gondola✓	M	
	1.3.3	Existing✓	TA	
	1.3.4	Mayan ✓	TA	
	1.3.5	Canada✓	TA	(5)

14	1.4.1	B✓	DRI	
	1.4.2	D✓	DRI	
	1.4.3	F✓	DRI	
	1.4.4	A✓	DRI	
	1.4.5	C✓	DRI	(5)
1.5		C✓	MTP	
		A✓	MTP	
		D✓	MTP	
		B✓	MTP	
		E✓	MTP	(5)
<b>TOTAL SECTION A</b>				<b>40</b>

**SECTION B**

**QUESTION 2**

2.1 2.1.1

+2 (SA)

17:00  
Friday  
20/09/17

+7 ✓ time difference: 5 hrs ✓  
Thailand

→ 18 hours

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17:00 (+) ✓ 5 hours =

22:00  
+ ✓ 18 hours

---

40:00

---

=

-24:00

MTP

---

16:00 ✓

(6)

21 September 2017 Saturday ✓  
(One mark for day and date)

**OR**

$$17 + \sqrt{5} \text{ hours} = 22:00 + \sqrt{18} \text{ hours}$$

$$= 16:00 \sqrt{\text{(Saturday, 21/9/17)}} \sqrt{\text{(using the clock method)}}$$

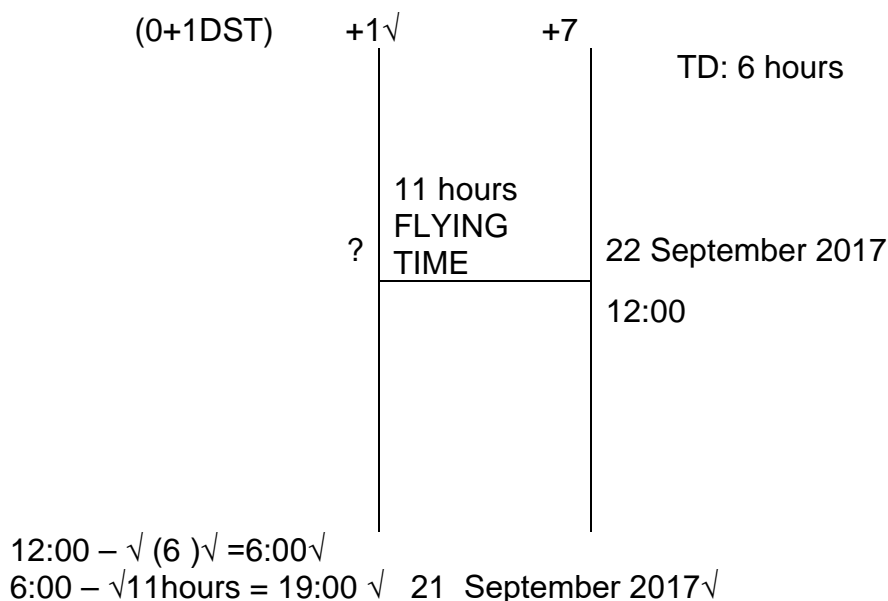
**OR**

$$17 + \sqrt{18} \text{ hours} = 35:00 + \sqrt{5} \text{ hours}$$

$$= 40 - 24$$

$$= 16:00 \sqrt{\text{(Saturday, 21/9/17)}} \sqrt{\text{(using the clock method)}}$$

2.1.2



OR

TD : 7 hours✓  
12:00 - ✓7 = 5:00  
5:00 - 11 hours = 18:00✓  
18:00 + 1hour (DST)✓ = 19:00 ✓ 21 September 2017✓

2.1.3 (a) Jetlag is a condition that is often experienced by travellers mostly when they travel from east to west or against the rotation ✓✓ of the earth / Jetlag is caused when crossing many time zones.

Their bodies find it difficult to adjust to the time in the country especially when the place is behind time.

(2)

(b) Two ways of minimizing the effects of jetlag during the flight :

**Any TWO**

- Get plenty of rest during the flight.✓
- Reset your internal clock by setting your watch to the time of your destination as soon as you get on the plane.✓
- It is recommended that one should drink plenty of liquids during the flight. Caffeine and alcohol should be avoided.
- It is vital that one get as much sleep as possible. Make use of sleeping aids such as ear plugs, blindfolds etc.
- Your clothing should be loose and comfortable.
- Exercise your legs while seated during the flight.

MTP

(2)

2.1.4 **Possible safety precautions while walking on the street OR in public places ANY TWO**

- Dress down and avoid wearing jewellery.√√
- Do not keep large amounts of cash on your person. √√
- Approach families and women with children when asking for directions.
- Be vigilant when getting out of lifts, out of escalators and when disembarking from public transport vehicles. MTP (4)

2.2 2.2.1 Customs√√ MTP (2)

2.2.2 Red channel. √√The traveller is carrying restricted goods for example perfume and electronics. All restricted goods must be declared.√√ MTP (4)

2.2.3 Duty free goods are goods that can be brought into a country without any taxes being paid.√

Prohibited goods are goods that are not allowed to be brought into the country under any circumstances. √

Travellers can be fined or prosecuted if they are found with any illegal goods in their possession. MTP (2)

2.3 Valid Passport √  
Valid Visa √  
Valid Flight tickets / Boarding passes √  
Valid Schengan visa√ MTP  
Valid International driving permit / licence (Any 4) (4)

2.4 MTP

Day	Travel expenses	Accommodation	Meals	Activities	Shopping
1 (18/09)	200	(450x 2)+200	Lunch( 80*2)+50	(100x2)+50	R300
2(19/09)	200	(450x2)+200	Lunch( 80*2)+50	(250x2)+150	R300
Total per aspect	400	<b>R2 200</b> √	<b>R420</b> √	<b>R900</b> √	<b>R600</b> √
Total					<b>R4 520</b> √√

(6)

2.5	<b>TWO safety precautions in a zika prone area:</b>	<b>(Any 2)</b>	MTP	
	Buy insect repellent products. ✓✓			
	Wear long pants and long-sleeved shirts. ✓✓			
	Use a mosquito-proof bed net.			
	Stay indoors between dusk and dawn.			
	Spray the inside of your accommodation with an aerosol insecticide.			(4)
				<b>[42]</b>
<b>QUESTION 3</b>				
3.1	3.1	€2 000 x √14,11 √ = R28 220,00. ✓	FE	(3)
	3.2	A weak currency will cause <u>an increase in the number of tourists</u> ✓ as they will be able to afford to visit such a country. <u>It will increase the purchasing power of most foreign tourists.</u> ✓ Inbound tourists will <u>gain value for money.</u> ✓ One mark for paragraph ✓ one mark for underlining the effects ✓	FE	(5)
				<b>[8]</b>
<b>TOTAL SECTION B:</b>				<b>[50]</b>

**SECTION C****QUESTION 4**

4.1	4.1.1	Adventure tourists ✓ Eco-tourists ✓ Environmentalists Tourists interested in architecture (skywalk)	(Any 2)	TA	(2)
	4.1.2	Niagara Falls ✓ Statue of Liberty ✓ Chichen Itza (Mexico)	(Any 2)	TA	(2)
	4.1.3	Yes The skywalk seems fine for a wheelchair – smooth surface ✓✓  No It will impossible for a person to get from the main building at the skywalk on to the skywalk (Other valid reasons can be accepted.)		TA	(2)

4.1.4 **Ways to make an attraction successful**

TA

Marketing of the attraction internationally and / or domestically ✓✓

Sustainable and responsible management plans including environmental and financial management plans ✓✓

Efficiency and ethical behaviour of staff ✓✓

Positive experience of the visitors ✓✓

Ensure the safety of the visitors / no crime on premises (Any 4)

(8)

- 4.2 4.2.1 A : India ✓  
B : Italy ✓

TA

(1)

TA

(1)

- 4.2.2 C : Home of the Pope ✓  
Smallest independent state in the world  
Very small population  
Citizens of the state are all of Catholic religion

TA

(1)

- 4.2.3 D: Leaning Tower of Pisa  
The belltower was built on unstable soil and started to lean to one side ✓✓

TA

(2)

- 4.2.4 Europe ✓

TA

(1)

**[20]****QUESTION 5**5.1 **Complete the table.**

CH

Number of province	Name of the province	Name of the World Heritage Site	Criteria – cultural or natural
4	Free State ✓	Vredefort Dome ✓	Natural ✓
8	Gauteng ✓	Cradle of Humankind ✓	Cultural ✓
9	Limpopo ✓	Mapungubwe Cultural landscape ✓	Cultural ✓

(9)

- 5.2 It is a mixed site ✓ – it meets the cultural and the natural criteria

CH

(1)

- 5.3 It is a WHS because Mr Mandela was imprisoned here. ✓

CH

(1)

- 5.4 Site H – Mapungubwe Cultural landscape ✓

CH

(1)

- 5.5 Table Mountain ✓

CH

(1)

5.6	Nama people✓	CH	(1)
5.7	UNESCO is the official organization that identifies and declares WHS to enable protection and preservation.✓✓	CH	(2)
5.8	It brings an awareness of the existence of the sites to international and domestic tourists.✓✓ It increases the economic value of the provinces because they attract tourists.✓✓ The WHS contributes to a sense of ownership and pride in the local community. The WHS leads to improvement of the infrastructure of the region where they are situated	CH	(4)
		(Any 2)	<b>[20]</b>

**QUESTION 6**

6.1	<b>SA Tourism has TWO platforms that they use to market South Africa internationally. Name the platforms.</b>	M	
	World Travel Market in London✓ ITB in Berlin ✓		(2)
6.2	<b>A (TOMSA)</b> TOMSA collects money (levies) from the businesses. ✓✓ It will be forwarded to SATourism to enable them to do marketing.	M	(2)
	<b>B (SA Tourism)</b> SA Tourism is responsible for the marketing process – internationally and domestically.✓✓	M	(2)
	<b>C (TGCSA)</b> The grading of tourism accommodation means that services and products must always be of a very high standard ✓✓and tourists know that the quality will be high when they see the stars.	M	(2)
	<b>D (FTT)</b> Fair Trade Tourism makes sure that businesses treat their employees in a fair way regarding working conditions and the pay they receive. ✓✓Tourists will know that these businesses will contribute to the environment and sustainability.	M	(2)
			<b>[10]</b>

**TOTAL SECTION C: 50**



## SECTION D

## QUESTION 7

- 7.1 7.1.1 Meal intervals√  
Fringe Benefits √ TS (2)
- 7.1.2 Fringe benefits are other benefits that an employee can enjoy while being employed at that company or institution.√√Fringe benefits may include petrol allowance, cell phone costs, vehicle purchase discounts, discounted travel, and medical / life insurances. TS (2)
- 7.1.3 No. √The lunch break time period does not adhere to the BCEA. As per BCEA, an employee is entitled to a daily meal interval of 60 min (1 hr) after 5 hours of continuous work.√ TS (2)
- 7.2 A code of conduct promotes integrity and ethics in the workplace. It also guides the decision making processes.√√ TS (2)
- Alternative responses:**
- Creates a cooperative and collaborative atmosphere
  - Promotes a good company culture
  - States the company's unique set of values and beliefs.
  - Leads to improved company performance if linked to aims and objectives of a company
- 7.3.1 The WfW supports the triple bottom line approach by being socially, economically and environmentally responsible by taking action and participating in various projects. It promotes the **social pillar**√ by enabling an environment for skills training. It also implements HIV and AIDS projects√. It promotes the **economic pillar** √by creating jobs√ for over 20 000 people mostly from marginalized societies. WfW promotes the **environment pillar** √by removing over 1 million hectares of alien plants thus ensuring sustainable growth of indigenous species and promoting the country's biodiversity.√ It also improves water security. SR (6)
- 7.3.2
- Capture and harvest rain water in tanks.√√
  - Install low flow dual flush toilets that use less water.√√
  - Install low flow shower heads that allow less water to go through them.√√
  - Use grey water from showers and baths to water gardens.
  - Some hotels are encouraging the use of showers only.
  - Encourage hotel guests to re-use towels.
- Use energy star appliances. **(Mention any 3)** SR (6)

7.4	7.4.1	FTT certification indicates to eco-tourists that Singita Private Game Reserve is committed to responsible tourism√ and that their trip directly benefits the local communities√ and the local economies. √	SR	(2)
	7.4.2	FTT assesses on the following criteria: <ul style="list-style-type: none"> <li>• Fair operations √</li> <li>• Fair purchasing√</li> <li>• Fair wages and working conditions√</li> <li>• Sustainable culture and environment</li> <li>• Equitable distribution of benefits and respect for human rights</li> </ul>	SR	(3)
	7.4.3	FTT can assist local entrepreneurs to prepare business plans and to fund proposals that will benefit them . √√ FTT can encourage tourism businesses to buy local goods and services thereby supporting the local community's income. √√ FTT can also support community tourist projects through funding . FTT can provide guidelines on how to travel responsibly thus promoting sustainable tourism.	SR	(4)
				<b>[30]</b>

**TOTAL SECTION D: 30**

## SECTION E

### QUESTION 8

8.1	Summer Olympic Games, Rio de Janeiro 2016 ✓	DRI	(1)
8.2	A: The home of the resident was demolished to create space for stadiums, parking, roads etc. ✓✓  B: The builder is happy because all the preparations mean more work and a higher income for him. ✓✓  C: The resident who is threatened with eviction from his/her home does not know where to find an affordable place to stay. ✓✓	DRI	(2)
8.3	<b>Advantages of a global event on the host country</b>  Development and improvement of infrastructure, transport, accommodation facilities ✓✓ Economic growth and generation of foreign income ✓✓ Possibility of foreign investment Employment opportunities during the preparation phase of the event Rural development can take place as a result of the event The event must be a success – creates national support and a sense of belonging National pride coming from support to sporting teams	DRI	(4)
			(Any 2)

**Disadvantages of a global event on the host country**

DRI

Facilities built for the event may not be used and suitable for use after the event ✓✓

Domestic tourism, in the host country, slows down during the event ✓✓

The host country can be a target for terrorism during the event

Pollution in and around the areas – more garbage to dispose of

Most of the jobs created will be temporary

Inconvenience during the event for the local community – roads closed etc.

Host countries spend a lot of money to prepare – will take a long time to pay off the debt. Money that could have been used to supply services to the people of the country.

(Any 2)

(4)  
[15]**QUESTION 9****9.1 Gauteng has the highest % of arrivals:**

DRI

Business tourists – hub of the economy of the country ✓

O.R. Tambo International Airport is the main gateway to / from the country. ✓

Diversity of attractions and activities

Diversity of cultural attractions

(Any 2)

(2)

**9.2 NCP has the lowest % of arrivals – ONE strategy to solve the problem**

DRI

More festivals being held in the province ✓

Improve existing tourism facilities

Marketing of attractions and activities in other provinces to make them aware of it.

(Any 1)

(2)  
[4]**QUESTION 10****10.1 Suggest TWO reasons why it is important to receive feedback from customers.**

CC

The owner of the business knows where the problems are. ✓✓

The owner of the business knows how to fix them. ✓✓

New products on the market to be rated

Customers can suggest new ideas.

Good for the staff to hear about good service delivered

(Any 2)

(4)

**10.2 The ratings for the food and cleanliness are very high. Will customers return if the service and atmosphere are lacking? Motivate your answer.**

CC

No, they will not return ✓✓

Service is very important and the most important component of customer service. ✓

People like to go to places where the atmosphere is relaxing. ✓

(4)

**OR**

Yes, they will return because the food is great

10.3	10.3.1	<b>List ONE other way of obtaining feedback from customers</b>	CC	
		Questionnaires✓ Feedback cards Follow-up calls SMS messages on cell phones Web-based responses		(1)
		(Any 1)		
	10.3.2	Surveys done on tablets will be one way to do feedback in future.✓ It is easy, it can reach a lot of customers.✓ It is a paperless method – environmentally friendly. Businesses will move away from the conventional way of feedback – on paper.	CC	(2)
		(Any 2)		[11]
		<b>TOTAL SECTION E:</b>		<b>30</b>
		<b>TOTAL</b>		<b>200</b>