



education

DEPARTMENT: EDUCATION
MPUMALANGA PROVINCE

**NATIONAL
SENIOR CERTIFICATE**

GRADE 10

**TOURISM
NOVEMBER 2023
MARKING GUIDE**

TOTAL MARKS: 200

This question paper consists of 9 pages.

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1		
1.1.1	B.✓	(1)
1.1.2	D.✓	(1)
1.1.3	C.✓	(1)
1.1.4	D.✓	(1)
1.1.5	C.✓	(1)
1.1.6	A.✓	(1)
1.1.7	C.✓	(1)
1.1.8	B.✓	(1)
1.1.9	C.✓	(1)
1.1.10	D.✓	(1)
1.1.11	D.✓	(1)
1.1.12	A.✓	(1)
1.1.13	A.✓	(1)
1.1.14	C.✓	(1)
1.1.15	B.✓	(1)
1.1.16	A.✓	(1)
1.1.17	A.✓	(1)
1.1.18	B.✓	(1)
1.1.19	A.✓	(1)
1.1.20	C.✓	(1)
		(20)
1.2		
1.2.1	Customs ✓	(1)
1.2.2	Receptionist. ✓	(1)
1.2.3	Shebeen. ✓	(1)
1.2.4	Marinas. ✓	(1)
1.2.5	Continental. ✓	(1)
		(5)
1.3		
1.3.1	C ✓	(1)
1.3.2	E ✓	(1)
1.3.3	B ✓	(1)
1.3.4	A ✓	(1)
1.3.5	D ✓	(1)
		(5)
1.4		
1.4.1	pppn ✓	(1)
1.4.2	self-catering ✓	(1)
1.4.3	natural area ✓	(1)
1.4.4	low-flow shower heads ✓	(1)
1.4.5	Department of Home Affairs ✓	(1)
		(5)

1.5		
1.5.1	Credit card /Debit card ✓	(1)
1.5.2	Speed point ✓	(1)
1.5.3	Cell phone banking ✓	(1)
1.5.4	Cheque ✓	(1)
1.5.5	Cash ✓	(1)
		(5)

TOTAL SECTION A: [40]

SECTION B: MAP WORK AND TOUR PLANNING

QUESTION 2

2.1		
2.1.1	2- Asia ✓	(1)
	3- Antarctic ✓	(1)
	4- Africa ✓	(1)
	5- Europe ✓	(1)
	6- North America ✓	(1)
	7- South America ✓	(1)
2.1.2	8 – United Kingdom ✓	(1)
	9 –Russia ✓	(1)
2.1.3	10 – Pacific ✓	(1)
	11 – Atlantic ✓	(1)
	12 – Indian ✓	(1)
2.1.4	13 – Mediterranean ✓	(1)
	14 – Madagascar/Indian ✓	(1)
	15 – Caribbean ✓	(1)
2.1.5	(a) Longitude – imaginary lines that run from North Pole to South Pole. ✓✓	(2)
	(b) Latitude - imaginary lines that run from east to west. ✓✓	(2)
2.2		(18)
2.2.1	(a) 45 ✓	(1)
	(b) 998 ✓	(1)
2.2.2	598 + 417 + 667 = 1682km ✓✓✓✓	(4)
2.2.3	667km ÷100km ✓	(1)
	= 6.67 hours ✓	(1)
2.2.4	The number of stops made along the way ✓✓	(2)
	The legal speed limit ✓✓	(2)

- Construction works on the Road
- Weather conditions

(12)

TOTAL SECTION B: [30]

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

QUESTION 3

3.1

3.1.1 **SANPARKS** – South African National Parks. ✓✓ (2)

3.1.2 2: North West. ✓
5: Mpumalanga. ✓
8: Eastern Cape. ✓ (3)

3.1.3 4: Mapungubwe Cultural landscape. ✓
5: Barberton Makhonjwa Mountains. ✓
6: Vredefort Dome. ✓ (3)

3.1.4 Ukhahlamba Drakensburg Park. ✓✓

3.1.5 **Fauna** refers to animals. ✓✓ (2)
Flora refers to plants. ✓✓ (2)

3.1.6 Bhisho. ✓ (1)
(15)

3.2

3.2.1 Mpumalanga ✓✓ (2)

3.2.2 To inform and educate local and international tourist about Ndebele lifestyle, culture and history ✓✓ (2)

3.2.3 Tourist can observe how traditional societies functioned long ago, for example tourist can gain insight into how Ndebele society was structured, ✓ the traditional lifestyle, architectural ✓ and culture of the Ndebele people ✓ and the day-to day activities of the traditional village life, such as beading, cooking and painting murals (3)

3.2.4 (a) Through the buildings, such as the fort, the mission station and the village. ✓✓ (2)

- (b) Through beading, mural art, clothing, decorations and jewellery. ✓✓ (2)
- 3.2.5 Place of refuge (shelter) for Christians - both black and whites ✓✓ (2)
- 3.2.6 The artwork incorporates modern image, such as aeroplanes and television aerals. ✓✓ (2)
- (15)**

QUESTION 4

4.1 MARKET RESEARCH PROCESSES:

- Potential customer, ✓ (1)
 - Broader target market, ✓ (1)
 - Competition✓ (1)
 - Distribution of product, ✓ (1)
 - Financing✓ (1)
- 4.2 (a) Marketing- activities, processes or functions that create a perceived Value about a product, service or site for customers by satisfying their needs✓✓ (2)
- (b) Market share - the percentage of total sales that one company has made for a product or service. ✓✓ (2)
- (c) Competitive edge - offering a product or service that has added benefits or something extra that other competitors do not offer. ✓✓ (2)
- (d) Niche markets - are small speciality markets groups that are not as well Known. ✓✓ (2)
- (e) Market research - doing research on a group of people to see if there is a demand for the product or service you wish to sell. ✓✓ (2)
- 4.3 Product✓ (1)
- Promotion✓ (1)
- Price✓ (1)
- People✓ (1)
- Place✓ (1)
- (20)**

TOTAL SECTION C: [50]

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 5

5.1

5.1.1 Hotel ✓ - an establishment providing accommodation, meals, and other services for travellers and tourists ✓✓ (3)

5.1.2 **A: Service** (Care taker✓, cleaning of bathrooms, refuse removal, Receptionist✓, food and beverage area, room service, valet service, Laundry service, shuttle service and wake-up calls) (2)

B: Facility (Telephone✓, internet access, TV, tea and coffee area, gymnasium, swimming pool, conference room, parking) Receptionist area✓, Communal Bathrooms. Laundry room, rubbish bins, wash lines and communal dishwashing facility) (2)

5.1.3 (a) **en-suite**: describes a bedroom with a private bathroom attached to it. ✓✓ (2)

(b) **Buffet**: An informal way of serving a meal in long table displaying different type of food ✓✓ (2)

(c) Double Room – A room with a double bed for two people ✓✓ (2)

5.1.4 Electronic safe ✓✓ (2)

- Electronic key card
- Electronic door lock

(15)

5.2

5.2.1 Airlines.✓
Taxi driver.✓
Travel agents.✓ (3)

5.2.2 Transport Sector.✓
Transport Sector.✓
Private Sector.✓ (3)

5.2.3 Plane ✓
Taxi ✓ (2)

5.2.4 Luxury bus ✓✓ / coach✓✓ / Train.✓✓ **(Any one of these answers)** (2)

- 5.2.5 No✓ the bus would take too long.✓✓ (3)
- OR**
- Yes✓ , a train will provide a scenic route. ✓✓
- (A learner may say no or yes only correct information may be marked)**

- 5.2.6 Tourism Grading Council of South Africa (TGCSA) ✓✓ (2)
- (15)**

QUESTION 6

- 6.1 (a) **Carbon footprint:** a way of expressing the amount of CO₂ emitted as a result of a person's day to day life. ✓✓ (2)
- (b) **Greenhouse gasses:** carbon dioxide and other pollution gases from human activity trapped in the atmosphere ✓✓ (2)
- (c) **Deforestation:** destruction of forests or cutting down of trees. ✓✓ (2)
- 6.2 **Climate change** - subtle change in climate because of global warming. ✓✓
Global warming - earth is heated up because of pollution and greenhouse gasses✓✓ (4)
- 6.3 Greenhouse gases ✓ (2)
 Deforestation ✓
- 6.4 No ski-holidays because not enough snow ✓ (2)
 Rising of sea levels-flooding ✓
- 6.5 Green practices ✓ (2)
 Re-use, recycle, reduce ✓
- 6.6 Use grey water ✓
 Use water and electricity sparingly ✓
 Book into "green" hotels ✓
 Do not use Laundromats ✓ (4)
- (20)**

TOTAL SECTION D: [50]

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

QUESTION 7

- 7.1
- 7.1.1  ✓ (1)
- 7.1.2  ✓ (1)
- 7.1.3  ✓ (1)
- 7.1.4  ✓ (1)
- 7.1.5  ✓ (1)
- 7.1.6  ✓ (1)
- 7.1.7  ✓ (1)
- (7)
- 7.2
- 7.2.1 Non-verbal communication is the messages we send through our body language, not using any words. For example: making eye contact can show respect and attentiveness: our posture can show we are interested: smiling shows interest ✓ ✓ **(any suitable example)** (2)
- 7.2.2 No response to e-mail ✓
Put on hold when she phoned ✓
Rude greeting ✓
Rude response from receptionist regarding e-mails ✓
Told to wait so receptionist could talk to a friend ✓ **(any Four)** (4)
- 7.2.3 They lost a costumer when Janice decided not to book a room. ✓ (1)
- 7.2.4 Listen ✓ – hear customers if they have request or complaints ✓
Don't take it personally ✓ – getting angry or defensive when a customer complains can make it worse. ✓
Apologise ✓ – an apology can help calm a customer ✓
Take responsibility ✓ – whether or not it is your job, take the time to help ✓

Know customers✓ – understand the customer's buying needs and habits✓
 Know product or service ✓ – this can help win the costumer's confidence✓
 Treat customers with respect ✓ – always be polite and respectful in all communication✓
 Don't argue with a customer✓ – make an effort to resolve a complaint in their favour to ensure they return✓
 Keep promises✓ – don't make promises for the resolution that cannot be kept✓
 Give the customer the benefit of the doubt✓ – customers appreciate being trusted✓ **(any three)** (6)

7.2.5 More money for the business ✓ – if a customer is very happy with a business they are inclined to spend more and return✓
 Business reputation improves✓ – the business will be highly recommended and more people will know about them✓
 Increased customer satisfaction✓ – customers will be happy when their needs are met and exceeded✓
 Customer loyalty ✓ – customers will return to the business instead of using other businesses✓
 Happy employees✓ – when business thrives, employees tend to be happier. ✓
 If they are appreciated and rewarded, they work harder✓. **(any three)** (6)

7.2.6 Customer satisfaction✓ – customer feels they received value for money; feel respected; know that someone cares if something is wrong; confident to continue doing business with the company ✓ **(any one)**
 Feel special and valued ✓ – the feel valued, respected, cared for; opinions are valued if asked for feedback ✓ **(any one)** (4)

(23)

TOTAL SECTION E: [30]

GRAND TOTAL : 200