



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2009

MEMORANDUM

MARKS: 200

This memorandum consists of 17 pages.

SECTION A SHORT QUESTIONS**QUESTION 1**

1.1

1.1.1	C✓		LO4 AS3
1.1.2	B✓		LO1 AS1
1.1.3	D✓		LO1 AS2
1.1.4	C✓		LO1 AS3
1.1.5	C ✓		LO2 AS4
1.1.6	B ✓		LO2 AS1
1.1.7	B ✓		LO2 AS2
1.1.8	C ✓		LO2 AS2
1.1.9	A ✓		LO3 AS1
1.1.10	B ✓		LO3 AS1
1.1.11	D ✓		LO3 AS1
1.1.12	C ✓		LO3 AS1
1.1.13.	D ✓		LO3 AS3
1.1.14	B ✓		LO3 AS3
1.1.15	D ✓		LO3 AS3
1.1.16	C ✓		LO3 AS3
1.1.17	A ✓		LO4 AS4
1.1.18	A ✓		LO1 AS3
1.1.19	C✓		LO1 AS1
1.1.20	B✓		LO1 AS2

[20]

1.2	1.2.1	work ethic ✓	LO1 AS3	[5]
	1.2.2	passport ✓	LO3 AS3	
	1.2.3	niche ✓	LO2 AS3	
	1.2.4	itinerary ✓	LO3 AS3	
	1.2.5	Bank Buying Rate ✓	LO3 AS3	
1.3	1.3.1	Comrades Marathon✓	LO3 AS3	[5]
	1.3.2	Cannes Film Festival ✓/Festival De Cannes	LO3 AS 3	
	1.3.3	2010 Soccer World Cup ✓/Soccer World Cup/FIFA World Cup	LO3 AS 3	
	1.3.4	Olympic Games✓	LO 3 AS.2	
	1.3.5	Oscar Awards✓/Oscars	LO 3 AS 3	
1.4	1.4.1	Negative ✓	LO2 AS1	[5]
	1.4.2	Positive ✓	LO2 AS1	
	1.4.3	Negative ✓	LO2 AS1	
	1.4.4	Positive ✓	LO2 AS1	
	1.4.5	Positive ✓	LO2 AS1	
1.5		C✓	LO4 AS2	[5]
		B✓/ E	LO4 AS2	
		E✓/ B	LO4 AS2	
		A✓	LO4 AS2	
		D✓	LO4 AS2	
TOTAL SECTION A:				40

SECTION B : TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

- | | | | | |
|-----|-------|--|------------------------------------|-----|
| 2.1 | 2.1.1 | <ul style="list-style-type: none"> Tourists will come to see the various matches which will total 96 hours, but they will have time and the opportunity to visit places of interest in the immediate vicinity or participate in tourism activities offered by that area. ✓✓ They will spend money on entertainment and sightseeing. | LO 1
AS 1 | (2) |
| | 2.1.2 | <ul style="list-style-type: none"> Foreign “non-spectators” are people who do not come to the Soccer World Cup for the sole purpose of watching the games. They have another interest in the SWC 2010. ✓✓ Examples: <ul style="list-style-type: none"> the team’s medical staff✓ the team’s security officer✓ the team manager✓ the “MATCH” team who jointly organizes accommodation the team’s chef Certain departments of the international media. Those who will come for work purposes | LO 1
AS 1 | (5) |
| | 2.1.3 | <ul style="list-style-type: none"> They can sell artefacts/hand crafts/memorabilia to the visitors. ✓ They can act as guides for groups of soccer spectators. ✓ They supply transport services (for example taxis) ✓ They can supply accommodation in guest houses or in their traditional villages. ✓ They can supply traditional food and drinks. They can provide entertainment after matches. | LO 1
AS 1 | (4) |
| | 2.1.4 | <p>(a) Service:</p> <ul style="list-style-type: none"> Tourists expect a hospitable welcome ✓ Excellent service delivery✓ Friendliness Warmth Helpfulness Competent employees in the tourism industry | LO 1
AS 1

LO 4
AS 2,3 | (2) |

		(b) Safety:	LO 1 AS 1	
		<ul style="list-style-type: none"> • Tourists expect to stay and tour in a safe environment✓ • Accommodation establishments must make provision for safe storage of tourists' valuables, ✓ • All rooms must have keys • Transport must be safe • Safety must be a priority for adrenaline-driven activities. 	LO 4 AS 2,3	(2)
	2.1.5	<ul style="list-style-type: none"> • The main priority for the team members will be to play soccer and they will need enough rest. They might not have the <u>time</u> and <u>opportunity</u> to spend money on tourism products and services. ✓✓ • They have been exposed to our beautiful country and will therefore return in their own time at leisure. ✓✓ 	LO 1 AS 1	(4) [19]
2.2	2.2.1	Black Economic Empowerment✓✓/ Broad Based Black Economic Empowerment	LO 1 AS 2	(2)
	2.2.2	<ul style="list-style-type: none"> • To provide the previously disadvantaged communities and businesses with the opportunity to have ownership of the tourism product. ✓✓ • To give the previously disadvantaged communities access to managerial positions in the tourism industry, ✓✓ • To give the previously disadvantaged communities the opportunity to be considered for employment equity and skills development opportunities. • To encourage people and businesses from previously advantaged communities to provide opportunities in terms of skills development and employment for the previously disadvantaged communities. 	LO 1 AS 2	(4) [6]
2.3	2.3.1	<ul style="list-style-type: none"> • Increased demands for tourism products and services result in increased opportunities for employment. ✓✓ • Growth in existing businesses and entrepreneurial opportunities resulting in economic growth.✓✓ • This has a multiplier effect towards the GDP through rates, taxes and levies. 	LO 1 AS 2	[4]

- 2.4
- They promote the responsible development of tourism in local communities. ✓
- OR**
- They oversee the process to ensure that it is environmentally Friendly.
- OR**
- They ensure that the local community benefits from tourism ventures (projects)
- LO 1
AS 2
- [1]**
[30]

QUESTION 3

- 3.1.1 The employee smoked ✓✓ in the kitchen although there was a clear sign against the wall prohibiting smoking. LO 1
AS 3 (2)
- 3.1.2
- The employee can get a written or verbal warning ✓✓
 - The employee can be reported to the relevant authorities for violating the smoking laws and a fine can be imposed. ✓✓
 - He can be fired if it was a recurring offence
- LO1
AS 3
- (4)
- 3.1.3 The employee arrived late for work ✓✓ when the agency opens at 8:00 LO 1
AS 3 (2)
- 3.1.4
- The Travel Agency will lose money ✓✓ if this happens repeatedly.
- LO 1
AS 2,3
- OR**
- Customers will lose confidence in the business, because they may have to wait longer before being attended to.
- OR**
- Tourist will visit another travel agency
- (2)
[10]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 4**

- | | | | | |
|-----|-------|---|------------|-----|
| 4.1 | 4.1.1 | <ul style="list-style-type: none"> • 4x4 issue ✓ • The ex minister of Environmental Affairs and Tourism banned the use of 4x4 vehicles on the beaches and dunes of St Lucia to protect the natural area ✓✓ • Research Projects ✓ • Will enable one to identify fauna and flora that are threatened or becoming endangered and hence take the necessary precautions. ✓✓ | LO2
AS1 | (6) |
| | 4.1.2 | <p>(a)</p> <ul style="list-style-type: none"> • Destruction to the physical and natural environment through pollution, soil erosion due to mass tourism. ✓✓ • Overcrowding causing destruction to the scarce & sensitive resources. • Traffic congestion <p>(b)</p> <ul style="list-style-type: none"> • Manage control of visitor numbers through entry fees ✓✓ • Effective channelling of visitors along designated roads and pathways ✓✓ • Promotional materials to highlight the sensitive nature of the sites, explaining the need to conserve them. • Upgrading of security to protect sensitive areas and public areas. | LO2
AS1 | (4) |
| | 4.1.3 | Increase in tourist numbers to the park ✓✓ | LO2
AS1 | (2) |
| | 4.1.4 | <p>(a)</p> <ul style="list-style-type: none"> • The atmosphere is heating up because of certain “greenhouse” gases being emitted by industries , motor vehicles etc ✓✓ • Global warming describes the gradual increase of the air temperature in the earth's lower atmosphere. | LO2
AS2 | (2) |

(b)

LO2
AS2

- Global warming will result in the destruction to the natural environment and will threaten the status of the WHS. ✓✓
- Global warming will affect the migratory patterns of birds and marine life.
- There will be destruction of the sensitive ecosystems which are irreplaceable.
- Rapid extinction of species
- Rising sea levels can result in widespread flooding of coastal areas as sea level rises this can destroy the estuary

(2)

(c)

LO2
AS2

- Be aware of the situation and follow international movements to combat this problem ✓✓
- Make use of environmentally friendly products/ methods ✓✓
- Reduce consumption of resources
- Re-use products as far as possible
- Recycle waste products
- Tour operators should try to reduce consumption of resources, and encourage their clients to do likewise
- Make tourists aware of the local environmental problem and see how best they can assist.

(4)

4.1.5

Yes , ✓ integrated BEE and SMME business ventures into the economy. ✓

LO2
AS1

(2)

4.1.6

- Introduce discounts during low season to attract demand.✓✓
- Introduce 'added value' incentives✓✓
- Develop special offers
- Provide opportunities for a mixture of markets.
- Offer a variety of packages
- More advertisements

LO2
AS3

(4)
[30]

QUESTION 5

5.1 5.1.1

- All packages can be promoted as one form of heritage tourism.✓✓
- Tourists will view the sites in totality and not as isolated WHS. This will promote packages.
- Creates a niche market and develops and promotes new tourism routes.

(2)

5.1.2

- A marketing plan is a strategy or plan of action that a business will use to inform potential customers and existing customers on what it has to offer. ✓✓
- The marketing plan directs all stakeholders on the role they have to play in ensuring the success and the maintaining of these sites.

(2)

5.1.3

(a)

- Zulu Culture✓
- Zulu beehive house✓
- Zulu beads
- Reed Dance Festival
- Heritage Day festival held to celebrate the life of King Shaka

LO2
AS4

(2)

(b)

- Nama people✓
- Semi nomadic pastoral lifestyle✓
- detachable mat-roofed houses called *haru oms*
- Language is distinctive
- Nama Stap (dance)
- Nama bonnet

LO2
AS4

(2)

5.1.4	<ul style="list-style-type: none">• Price ✓• Place ✓• Promotion• Product• People• Packaging	LO2 AS3	(2) [10]
TOTAL SECTION C:			40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

6.1 6.1.1 (a) LO3
6:25 ✓✓✓ 21st August 2008✓ AS3

OR

if showing calculation

JHB +2

London 0

+2 – 0 = 2 hrs✓

∴ London is 2 hrs behind South Africa

21:25 – 2 hrs

= 19:25

19:25 + 10 hrs flying time

= 5:25✓

5:25 + 1 hr DST = 6:25✓ (21 August 2008)✓

(Any other method of arriving to an answer is acceptable.)

(4)

(b) LO3
13:15✓✓✓ AS3

OR

if showing calculation

London 0

JFK -5

0 + -5

= -5 hrs✓

∴ JFK is 5 hours behind London

11:15 – 5 hours

= 6:15✓

6:15 + 7 hrs travelling time

= 13:15 ✓

(Any other method of arriving to an answer is acceptable.)

(3)

6.1.2	<ul style="list-style-type: none">Tourism businesses enjoy long hours of working because of daylight✓✓Tourists get enough time to engage in tourism activities.Tourism businesses save a lot of electricity owing to long hours of daylight	LO3 AS3	(2)
6.1.3	R5 475 ✓✓✓✓ OR £150 x 13.50 = R 2 025✓ \$3000 x 7.50 = <u>R22 500</u> ✓ R24 525 R30 000 – 24 525 = R 5 475✓ or ZAR5 475	LO3 AS3	(4) [13]
6.2	6.2.1 <ul style="list-style-type: none">The travel agent will be able to match the tourist's profile / needs with the budget. ✓✓The budget is important to determineaccommodation/transport/meals/attractions, etc. that willsuit the tourist profile and budget.	LO3 AS3	(2)
	6.2.2A travel agent can advise a tourist about the type of accommodation that will suit their budget in accordance to their preferences. ✓✓	LO3 AS3	(2) [4]
6.3	6.3.1Malaria can be contracted by being bitten by a particular kind of mosquito✓✓ that carries a malaria parasite.	LO3 AS3	(2)
	6.3.2 <ul style="list-style-type: none">Taking preventative medication that protects the person from being infected.e.g. prophylactic. ✓✓/ Malaria tabletsApply insect repellent lotions.Hang mosquito nets over beds at night.Wearing clothes that completely cover your arms and legs.Staying indoors in the evening and at night.Install mosquito screensBurn materials that will repel mosquitos	LO3 AS3	(4)
	6.3.3 <ul style="list-style-type: none">A safe in the room✓✓Safekeeping with managementSafety deposit boxes in the lodgeSecurity guardsSecurity equipment	LO3 AS3	(2) [8]

6.4	6.4.1	New foreign markets These are new international visitors from a continent who are visiting South Africa for the first time. ✓✓	LO3 AS3	
		Existing foreign markets These are international visitors from a continent who have visited before and continue to visit South Africa. ✓✓		(4)
	6.4.2	<ul style="list-style-type: none"> Research can be conducted to understand what they require from a destination from Australasia and destinations can be prepared to cater for the Australasian market. ✓✓ Aggressive marketing / marketing campaigns. ✓✓ Tourism International Road Show Create niche markets to suit the needs and expectations of the Australasians 	LO3 AS3	(4)
	6.4.3	<ul style="list-style-type: none"> Grow the existing African markets by offering experiences not common in Africa. ✓✓ SA Tourism together with government has promoted the idea of regional tourism by relaxing some of the laws pertaining to entry and exit at South African border gates. Continue to maintain the partnership and relationship between South Africa and other countries in Africa. 	LO3 AS3	(2)
6.5	6.5.1	$R10\ 850,43 \div 5,9 =$ $1\ 839,05\ \text{US Dollar}$ ✓✓ or $1\ 839,06\ \text{US Dollar}$ OR $\$1\ 839,05$ or $\$1\ 839,06$	LO3 AS3	[10]
	6.5.2	<ul style="list-style-type: none"> Political instability ✓✓ High inflation domestically, regionally and globally ✓✓ High fuel prices Global economic slow down Increase in interest rates 	LO3 AS3	(4)
6.6	6.6.1	<ul style="list-style-type: none"> Many jobs were created and this reduced the rate of unemployment. ✓✓ There was a growth in the economy which was partly brought about by foreign exchange income. ✓✓ Dramatic increase in the number of tourists which has been accompanied by the multiplier effect Social upliftment Infrastructural development Reduction in crime Ghana gets international exposure as a tourist destination 	LO3 AS3	[7]
				(4)
				[7]

- 6.6.2 (a) LO3
AS3 (1)
- Negative impact ✓
- (b)
- There was a drop in the number of tourists to Kenya ✓ because of the political instability of the country.
 - Loss in foreign currency worth billions due to cancellations by tourists. ✓
 - The tourism industry is an interrelated system and therefore loss of profits in one business will have a negative ripple effect on other businesses in the industry. ✓
 - Job losses may occur.
 - There may be an increase in crime as a result of job losses.
 - Negative image of the country as a tourist destination. (3)
- [8]**

TOTAL SECTION D: 50

SECTION D: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

- | | | | | |
|-----|-------|---|--------------|------------|
| 7.1 | 7.1.1 | <ul style="list-style-type: none"> • Africa 16,9%✓ • Americas 11,2%✓ • Asia/ Australia 5,6%✓ | LO4
AS1 | (3) |
| | 7.1.2 | <ul style="list-style-type: none"> • Increase in airspace given to South Africa✓✓ • Ranked 32nd globally for business tourism ✓✓ • Popular conference destination | LO4
AS1 | (4) |
| | 7.1.3 | <ul style="list-style-type: none"> • Food must be halaal✓✓ • No pork or alcohol • Extended lunch break on a Friday to accommodate their prayer time. • Allocate a prayer room • Be sensitive to their dress code • Services of a translator must be available if needed | LO4
AS1 | (2) |
| | | | | [9] |
| 7.2 | 7.2.1 | <ul style="list-style-type: none"> • When the Gautrain will be completely operational, <u>power cuts</u> and <u>load shedding</u> by Eskom will limit its trips ✓ • Many tourists will be inconvenienced. ✓ • It will impact on other services. • As a service provider, the Gautrain will not meet their obligations to their passengers and this will result in a lack of consumer confidence and a loss of business. | LO 4
AS 3 | (2) |
| | 7.2.2 | <ul style="list-style-type: none"> • Tourists using the transport sector cannot reach their planned destination in time. ✓ • They will be too late to catch connecting flights; their accommodation bookings might be cancelled.✓ • They may miss important events or meetings✓. • Other businesses and entrepreneurs may lose income • Tickets will have to be re-booked. | LO 4
AS 3 | (3) |
| 7.3 | | By constantly monitoring employees, employees are aware that they will be appraised according to their performance and will therefore be motivated to deliver excellent service. ✓✓ | LO 4
AS 3 | (2) |

- 7.4 7.4.1 (a) Learners should give a score between 8 and 10. ✓ LO 4 (1)
AS 2
- (b)
- They received 5-star treatment ✓
 - They were given complimentary game drives
 - They were treated to sunset drives with free refreshments
 - Beautifully wrapped chocolates were placed on their pillows every night (1)
- 7.4.2 • The Lodge was definitely HOT ✓ LO 4 (3)
AS 2
- Open - responses should be in the positive and they should compliment the management and staff on their excellent service delivery. They can also indicate that they intend to return there and tell their friends and family about the Lodge. ✓✓

QUESTION 8

- 8.1 • Receive cooperation/ permission/ support for any team— building activity. ✓✓ LO4 (4)
AS4
- Communicate with the team on a regular basis regularly. ✓✓
 - Encourage participation in team building activities.
 - Team members must know and understand their role in the team.
 - Give the team as much control as possible.
 - Develop a sense of ownership with regard to the project.
 - Encourage the team and acknowledge the team's achievements.
 - Each team member must encourage growth, insight and tolerance.
 - Encourage members to appreciate diversity and different work styles.
- 8.2 8.2.1 Electronic mail ✓ LO4 (1)
AS5
- 8.2.2 • The e-mail is : LO4 (2)
AS5
- Quick ✓
 - Easy
 - Cost effective/cheaper
 - Reliable
 - Can be followed up immediately
 - Convenient
 - Safe

	<ul style="list-style-type: none"> • Post is : • Longer✓ • Not so safe • Infrequent • Inconvenient • Dependant on weather conditions • Follow up takes longer 		
	More expensive		(2)
8.2.3	<ul style="list-style-type: none"> • For sending registered mail✓✓ • For sending parcels • Courier services • Telegrams • Postal orders • Distribution of advertising material in post boxes • Postage stamps 	LO4 AS5	
			(2)
			[9]
	TOTAL SECTION E :		30
	GRAND TOTAL:		200