



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2015

MEMORANDUM

MARKS: 200

This memorandum consists of 17 pages.

TOPICS IN THE TOURISM CAPS		ABBREVIATION
Topic 1	Tourism sectors	TS
Topic 2	Map work and tour planning	MTP
Topic 3	Tourism attractions	TA
Topic 4	Sustainable and responsible tourism	SR
Topic 5	Domestic, regional and international tourism	DRI
Topic 6	Culture and heritage tourism	CH
Topic 7	Foreign exchange	FX
Topic 8	Communication and customer care	CC
Topic 9	Marketing	M

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	D✓	MTP
	1.1.2	D✓	MTP
	1.1.3	A✓	MTP
	1.1.4	B✓	FX
	1.1.5	C✓	FX
	1.1.6	B✓	TA
	1.1.7	D✓	TA
	1.1.8	A✓	TA
	1.1.9	D✓	M
	1.1.10	B✓	CH
	1.1.11	D✓	TS
	1.1.12	C✓	TS
	1.1.13	B✓	TS
	1.1.14	D✓	SR
	1.1.15	D✓	SR
	1.1.16	B✓	DRI
	1.1.17	C✓	DRI
	1.1.18	A✓	DRI
	1.1.19	C✓	DRI
	1.1.20	B✓	DRI
1.2	1.2.1	permit ✓	(20 x 1) [20] MTP
	1.2.2	SWIFT ✓	DRI
	1.2.3	Taj Mahal ✓	TA
	1.2.4	age ✓	MTP
	1.2.5	bilharzia ✓	MTP (5)
1.3	1.3.1	Algarve✓	TA
	1.3.2	World Travel Market✓ / WTM / Travel Market	TA
	1.3.3	Pyramids✓	TA
	1.3.4	UNESCO✓	TA
	1.3.5	Colosseum✓	TA (5)
1.4	1.4.1	B✓/ D	CC
	1.4.2	A✓	CC
	1.4.3	D✓	CC
	1.4.4	E✓	CC
	1.4.5	C✓	CC (5)
1.5	1.5.1	summit✓	DRI
	1.5.2	air disaster✓	DRI
	1.5.3	global sporting event✓	DRI
	1.5.4	act of terrorism✓	DRI
	1.5.5	disease✓	DRI (5)

TOTAL SECTION A: 40

- 2.5.2 (a) Compulsory vaccinations are regulated (by the World Health Organisation) according to identified threats found in some countries ✓✓ MTP (2)
- To contain the spreading of a high risk disease
- (b) Recommended vaccinations are just a precautionary measure to ensure the health of individual tourists and are optional. ✓✓ (2)
- Recommended vaccinations are not a measure for high risk diseases.
- 2.5.3 Peru wants to encourage South Africans to come into their country ✓✓ MTP (2)
- Minimise any cost implications to enter the country.
 - An agreement between two countries
 - Visa not required for a stay up to 90 days
- 2.5.4 **Tourism businesses** MTP
- Loss of business, therefore loss of profits as fewer people will be travelling due to fear of contracting the disease. ✓✓
- Loss of jobs
 - Loss of revenue / GDP contribution
- Travel trends globally (focus on movement of tourists)**
- There will be a decrease in tourism due to a reluctance to travel outside of their countries due to the threat of the disease. ✓✓
- Tourists will be reluctant to travel to Africa.
- Airport operations**
- Increased security and screening of passengers ✓✓
- Specialised medical facilities/ scanning equipment will have to be installed at airports.
 - Increased delays and inconvenience for passengers at the airport
- Liability of Government:**
- Must ensure policy is in place and implementation of policy is conducted to protect the people all over the world. ✓✓ (8)
- To educate travellers by providing tools to monitor their symptoms
 - Health departments must actively monitor travellers who developed symptoms.
 - Government should inform the WHO of any reported outbreaks and how these outbreaks are monitored
 - Government must render support to medical facilities and health services

(Accept examples)

[40]

QUESTION 3

3.1 £1 560 (x ✓) 15,66 ✓ = R24 429,60 ✓ FX (3)

(Using
the
BBR)

OR

- R24 429,60 ✓✓✓

Note:

No marks are awarded if the wrong currency code or symbol was used.

Award the mark if no currency code or symbol was used.

ALTERNATIVE ANSWER

3.1 £1 560 (x ✓) 16,39 ✓ = R25 568,40 ✓ FX

(Using
the
BSR)

OR

- R25 568,40 ✓✓✓

Note:

No marks are awarded if the wrong currency code or symbol was used.

Award the mark if no currency code or symbol was used.

3.2 R250 (÷ ✓) 3,55 ✓ = PEN70,42 ✓ FX (3)

OR

- PEN70,42 ✓✓✓

Note:

No marks are awarded if the wrong currency code or symbol was used. Award the mark if no currency code or symbol was used.

ALTERNATIVE ANSWER

3.2 R250 (÷ ✓) 3,90 ✓ = PEN64,10 ✓ FX

OR

- PEN64,10 ✓✓✓

Note:

No marks are awarded if the wrong currency code or symbol was used. Award the mark if no currency code or symbol was used.

3.3 The PEN is not as strong in value when compared to the strong GBP. ✓✓ FX
A South African tourist will get more value for his money in Peru and therefore have more to spend in Peru when compared to the UK and therefore have less buying power in the UK. ✓✓ (4)

- The South African will get more PEN than GBP for his/her rand; therefore he/she will be able to spend more in Peru.
- It is cheaper to visit Peru which is a better value-for-money destination.

[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1

Icon	Country	City	Reason why it is regarded as a religious icon		
4.1.1	A	Israel✓	Jerusalem✓	The holiest Jewish site in Judaism✓✓ • Part of the wall of the Second Jewish Temple built by King Herod • One of the seven wonders of the Holy City, Jerusalem	TA (4)
4.1.2	B	Saudi Arabia✓	Mecca✓	Most sacred city of the Islamic faith✓✓ • Spiritual centre of all Muslims • Muslims face Mecca during their daily prayers • Focal point of Muslim pilgrimage, the Hajj	TA (4)
4.1.3	C	Italy✓	Rome✓ • Vatican city	Seat of the Roman Catholic Church✓✓ • Home of the Pope, head of the Catholic Church (Christianity)	TA (4)

Note:

Do not accept “go to pray” without elaboration.

Answers must reflect the religious significance to each icon.

Accept examples of religious activities specific to each site, for example inserting letters into holes in the Wailing Wall.

Accept the type of tourist (religious) that will visit the icon.

4.2 4.2.1 A Uluru✓✓
 • Ayers Rock
 • Uluru-Kata Tjuta National Park

TA (2)

B Sydney Opera House✓✓ (2)

Note: Do not accept “Opera House” only.

- 4.2.2 Uluru is remotely located in the interior of the country (outback) ✓✓ TA (2)
- Located in the desert area where tourists have to travel long distances on desolate roads to reach the icon, and few tourists will visit the icon.
 - The attraction will only attract a certain type of tourist / niche market to the sacred site.
 - Unlike Uluru, Sydney Opera House is located in an urban city with an international airport in close proximity to reach the icon
 - Well developed tourism infrastructure in Sydney, and passengers on cruise liners can easily reach the icon via the harbour, which is not the case with Uluru.
 - Sydney Opera House is popular and events hosted there attract tourists.
- 4.3 4.3.1 Located on the border of two countries ✓✓ TA (2)
- Located on the Niagara River between USA and Canada
 - Located between the twin cities
 - There are two lakes on either side of the falls
- 4.3.2 Job creation through increased tourist demand ✓✓ TA (2)
- Day visitors using tourist facilities in Ontario generate revenue / multiplier effect
 - Overnight visitors staying in Ontario's accommodation generate income
 - Positive word-of-mouth advertising by American tourists
 - Return visits from satisfied tourists
 - Stronger US dollar makes Ontario a cheaper destination.
- 4.3.3 Seasonality will have little impact on the occupancy rate because tourist numbers remain constant throughout the year. ✓✓ TA (2)
- Seasonality has little impact on the occupancy rate because many tourists from the USA are day visitors
- 4.4 4.4.1 An environmental policy has been drawn up ✓✓ TA (2)
- A carbon emissions measuring programme has been put in place
 - A sustainability committee has been established.
 - Visitors can participate in green conscious practices.
 - R30 million was invested in resource management.
- 4.4.2 The V&A Waterfront will be excellently marketed locally and/or internationally to attract discerning visitors who support practices of responsible tourism ✓✓ TA (4)
- By having environmental policies in place and receiving the award for 'Best Destination for Responsible Tourism' will help attract visitors so that the actual numbers exceed the target numbers ✓✓
- Tourists support attractions where they have proper management practices in place.
 - For many tourists it is part of their social responsibility to support green conscious practices.
 - Excellent marketing increases awareness of their status as green practitioners and increases tourist numbers.

[30]

QUESTION 5

- | 5.1 | | WHS 1 | WHS 2 | CH |
|-------|-----------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------|--------|
| 5.1.1 | Full official name | (a) iSimangaliso Wetlands Park ✓

<i>Note: Do not accept "iSimangaliso" only</i> | (b) Cape Floral Kingdom ✓
• Cape Floral Region | (2) |
| 5.1.2 | Type of World Heritage Site | (a) Natural ✓ | (b) Natural ✓ | CH (2) |
- 5.2 It is an unusual natural phenomenon, for example leather back turtles after \pm 30 years return to the same breeding ground to where they were born to lay the eggs. ✓✓ CH (2)
- The Leatherback turtles are a unique and sensitive attraction that adds value to the World Heritage Site.
 - The Leatherback turtles are a threatened species and this makes it a sensitive tourism resource that needs protection.
 - Leatherback turtles always return to nest in KwaZulu Natal.
- 5.3 5.3.1 The fynbos species are only found in this area of South Africa, the only habitat for this flora in the world. ✓✓ CH (2)
- It is one of the biodiversity hotspots of the world.
 - The protea is South Africa's national flower and its habitat needs protection.
 - Certain Fynbos, Protea, Erica and Renosterveld species are threatened and only grow in this sensitive habitat.
 - Fynbos is resilient even when threatened by fires.
- 5.3.2 Intervention if threatened by factors like poor management, external factors like drought, floods and fire ✓✓ CH (2)
- World Heritage Sites are reviewed annually by a UNESCO committee to establish if the site still meets the criteria.
 - Ensure the site is not damaged and is correctly protected.
 - Promotes the site by having it on the UNESCO website
 - Promotes the site by displaying the UNESCO banner at the sites.

[10]

QUESTION 6

- | | | | | |
|-----|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------------|
| 6.1 | 6.1.1 | With direct flights it is easier for Chinese tourists to travel to South Africa✓✓
• No stop over. | M | (2) |
| | 6.1.2 | Fear of Ebola in Africa✓
Stricter visa requirements make it difficult for the Chinese to go to the South African embassy to do the biometric testing. ✓
• Other destinations offer more attractive packages / competition for South Africa. | M | (2) |
| | 6.1.3 | Marketing South Africa at travel trade shows in China✓✓
• SATourism can hold road shows in China
• Chinese travel agents are trained to market SA as a long haul destination.
• More visa application centres to be opened in China
• Marketing done in Mandarin (Chinese language)
• Offer incentives to travel agents /tour operators in China who have the largest sales of tour packages to South Africa
• Train tour guides in SA to speak mandarin.
• Do research on the needs of Chinese tourists and offer attractive travel packages that meet their needs and expectations | M | (2) |
| 6.2 | 6.2.1 | SATourism✓ | M | (1) |
| | 6.2.2 | To market South Africa domestically and internationally as a destination of choice✓✓ | M | (2) |
| | 6.2.3 | ‘Inspiring new ways’✓ | M | (1)
[10] |

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

- 7.1 Frontline / frontline staff✓ TS (1)
- Face to face

Note: Do not accept examples of front line staff.

- 7.2 Code of Conduct✓ TS (1)

- 7.3 '...because she failed to comply with the agreement to remove facial jewellery and cover visible tattoos while at work.' ✓✓ TS (2)
- '...Jane had not met the conditions of her agreement despite verbal and written warnings.'

Note: No marks are awarded unless the answer is a quotation from the extract.

- 7.4 The policy guides employers and employees on what the company considers acceptable regarding appearance.✓✓ TS (2)
- The policy can be used to regulate employee behaviour.
 - The policy can be used to support allegations against employees.
 - The policy will assist employees in understanding the professional image that the company wants to maintain.
 - The company can protect itself against any legal action taken by the employee on the issue.
 - To ensure customer confidence.
 - To set basic standards for staff appearance.
 - To maintain their professional image.

- 7.5 A customer may take offence because the employee is not conducting herself in a professional manner.✓✓ TS (2)
- Tourists can be repulsed (put off) by her appearance.
 - It may contradict some tourists' values, principles and cultural beliefs.
 - Some tourists would not want to expose their children to a bad example.
 - Some tourists' perception or stereotyping of piercings and tattoos is negative, and the character of the employee and the business itself becomes questionable.
 - It is in direct contrast with the professional image of the business

- 7.6 As a manager of the hotel, Bob has the responsibility of ensuring adherence to company policy.✓✓ TS
- Jane was hired based on her qualifications on the condition she covers her tattoos and removes facial piercings, to which she agreed.✓✓
- The company had a policy in place that regulated its dress code.✓✓
- The correct disciplinary procedures were followed – verbal and written warnings were given.✓✓
- All procedures complied to labour laws✓✓ (10)
- She was given a probation period of 3 months to adhere to the company policy
 - She was dismissed as a last resort to solve the problem.
 - She breached her contract of employment - she disobeyed policy and got more tattoos.
 - She filed an employment discrimination grievance despite being the one that did not comply to her agreement.
 - She can influence other employees negatively to rebel against company policy.

[18]

QUESTION 8

- 8.1 'Reducing its carbon footprint' means the company lessons the negative impact they have on the natural environment in which they do business. ✓✓ **SR** (2)

Note: accept any example that indicates environmentally friendly behaviour

- 8.2 8.2.1 Their vehicles use alternative fuel ✓✓ **SR** (2)
- The company uses energy efficient vehicles
- OR**
- Corporate social investment

- 8.2.2 They added 500 Nissan LEAF vehicles to their fleet ✓✓ (2)
- Their airport shuttle buses will all be using biodiesel
- OR**
- 4% of CSI donations are allocated to environmental issues

Note: Example must be linked to 8.2.1

- 8.3 8.3.1 88% of donations go to charities identified by employees. ✓✓ **SR** (2)
- The employees are involved in the decision making process.
 - They let their employees decide who Enterprise Holdings must donate to

Note: responses must focus on employee involvement

- 8.3.2 A percentage of the allocated funding for CSI is divided amongst the various social upliftment programmes identified by the employees. ✓✓ (2)
- A large percentage of Enterprise Holdings' donations contribute to social upliftment, for example education, public/social benefits/health and human causes.
 - Donations to arts as an investment in local culture

- 8.4 91% ✓✓ **SR** (2)
- Arts 6% + public / social 14% + education 14% + health and human services 57% = 91%

[12]

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL
TOURISM; COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

- 9.1 9.1.1 Money meant for schools, health care and other public service improvements/upgrades did not occur. ✓✓ **DRI**
Projects eventually were not privately funded. ✓✓ **(4)**
- People were relocated to make way for projects.
 - Large amounts of money spent on building stadiums.
 - Many believed the Games only benefited the rich.
 - Felt let down by their government owing to promises not kept.
 - Many projects intended to improve the quality of life, remained unfinished.
- 9.1.2 Raise the nation's confidence by fulfilling promises made since the World Cup, for example upgrading education/health and public services. ✓✓ **DRI**
Complete all outstanding projects meant to benefit the entire nation. ✓✓ **(6)**
Create more job opportunities in preparation for the Olympic Games. ✓✓
- Government must ensure the projects linked to the Olympic Games are privately funded.
 - Government should spend money wisely and not at the expense of taxpayers and communities.
 - Ensure the entire nation benefits from hosting the Games and not just a particular income group.
 - Offer reasonable options to the local residence when they are expected to relocate.
- 9.2 9.2.1 Increase in tourist arrival numbers to South Africa were noted in all 6 regions from the 2nd quarter to the 3rd quarter. ✓✓ **DRI**
(2)
- Notable improvements in some markets in the third quarter for example Europe and Americas.
 - An increase in international arrivals to South Africa was recorded in all the air markets.
 - In Quarter 3 there was an increase of air market tourists who visited South Africa.

- 9.2.2 The greater the tourist arrivals, the bigger the tourist spend and foreign market share. ✓✓ DRI
An increase in tourist volumes means South African businesses are being supported and generating profits and contributing to the economy. ✓✓ (4)
- Creation of jobs
 - GDP growth.
 - Increased foreign earnings
 - Improved infrastructure
 - Creation of investment opportunities
 - Set the multiplier effect into motion
 - A greater demand creates more opportunity for new businesses
- 9.2.3 Zimbabwe is landlocked. The majority of Zimbabweans enter South Africa by road and rail. ✓✓ DRI
(2)
- They prefer road transport as they are now granted easy entry at the border post and there is no visa requirement.
 - Using road transport into South Africa is cheaper than air travel.
- 9.3 9.3.1 Our inbound African land markets frequent South Africa for shopping purposes. ✓✓ DRI
(2)
- Cheap, affordable priced goods found in South Africa.
 - Unique/wide variety of goods available to be purchased.
 - Favourable exchange rate making South Africa a shopper's paradise.
 - Many large shopping centres are to be found across the country offering a range of goods at competitive prices.
- 9.3.2 Increase the marketing efforts displaying technologically advanced equipment in the medical field. ✓✓ (2)
- Utilising medical professionals to be brand ambassadors who account for South Africa's medical history.
 - Increase awareness of alternative medical options available in South Africa, for example health spas, wellness centres and traditional healers.
 - Offer attractive packages that include medical procedures, care and recuperation.
 - Government needs to market our country as a cost-effective destination for medical procedures.
 - Showcase our accredited/skilled medical professionals, hospitals/clinics and all other medical service providers to promote medical tourism.
 - Use our diverse cultural and natural attractions as a bonus to attract medical tourists, who can recover whilst enjoying what we have to offer.
 - Host international medical conferences / international exchange programmes

[22]

QUESTION 10

- 10.1 Poor service skills when dealing with the guests ✓✓ cc
 Poor food presentation / quality of food ✓✓ (4)
- Slow service in the restaurant
 - Delays in food orders from the kitchen
 - Items displayed on the menu, whilst not available
 - Incorrect order captured by the waitron
 - Not enough waitrons
- Note: Accept any complaint that is relevant to poor food quality and poor service in a restaurant*
- 10.2 Staff sent for regular training courses to improve service delivery skills. ✓✓ cc
 Training methods adopted to improve the speed of service and the quality of food presentation. ✓✓ (4)
- Ensure that all items on the menu are always available.
 - Staff trained on ways to improve time management skills
 - Continuous feedback from customers
 - Continuous training and supervision from managers
 - Employ more staff
 - Follow disciplinary procedures to dismiss the employee
 - Offer incentives to employees to maintain good work ethics.

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200