

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	D✓		LO1 AS12.1.2	
	1.1.2	A✓		LO1 AS12.1.2	
	1.1.3	B✓		LO1 AS12.1.2	
	1.1.4	B✓		LO2 AS12.2.2	
	1.1.5	D✓		LO2 AS12.2.4	
	1.1.6	A/D✓		LO3 AS12.3.5	
	1.1.7	A✓		LO3 AS12.3.1	
	1.1.8	A✓		LO3 AS12.3.1	
	1.1.9	C✓		LO3 AS12.3.1	
	1.1.10	D✓		LO3 AS12.3.1	
	1.1.11	B✓		LO2 AS12.2.4	
	1.1.12	C✓		LO2 AS12.2.2	
	1.1.13	B✓		LO3 AS12.3.6	
	1.1.14	D✓		LO1 AS12.1.3	
	1.1.15	B✓		LO4 AS12.4.4	(15)

1.2	1.2.1	immunisation✓		LO2 AS12.2.2	
	1.2.2	competitive advantage✓		LO2 AS12.2.3	
	1.2.3	summit✓		LO2 AS12.2.2	
	1.2.4	image✓		LO4 AS12.2.3	
	1.2.5	convention✓		LO2 AS12.2.2	(5)

1.3	1.3.1	WSSD✓		LO2 AS12.2.3	
	1.3.2	Kyoto✓		LO2 AS12.2.3	
	1.3.3	Basic Conditions of Employment Act✓		LO1 AS12.1.3	
	1.3.4	Free State✓		LO2 AS12.2.3	
	1.3.5	Existing markets✓		LO3 AS12.3.4	(5)

NSC – Memorandum

1.4	1.4.1	D✓	LO2 AS12.2.2	
	1.4.2	G✓	LO2 AS12.2.2	
	1.4.3	F✓	LO1 AS12.2.3	
	1.4.4	A✓	LO1 AS12.2.3	
	1.4.5	C✓	LO2 AS12.2.3	(5)

1.5	1.5.1	D✓	LO4 AS12.4.5	
	1.5.2	B✓	LO4 AS12.4.5	
	1.5.3	E✓	LO4 AS12.4.5	
	1.5.4	A✓	LO4 AS12.4.5	
	1.5.5	C✓	LO4 AS12.4.5	(5)

1.6	A	Political situation✓	LO3 AS12.3.6	
	B	Mega sporting event✓	LO3 AS12.3.6	
	C	Unforeseen occurrences/political situation✓	LO3 AS12.3.6	
	D	Mega sporting event ✓	LO3 AS12.3.6	
	E	Unforeseen occurrences ✓	LO3 AS12.3.6	(5)
		<i>(Learners are also allowed to tabulate their answers.)</i>		

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

Markers must keep in mind that learners formulate their answers differently from the marking guideline; markers should therefore read answers carefully to determine where it can be linked to the marking guideline.

QUESTION 2

2.1	2.1.1	5,5 million ✓ foreign tourists visited South Africa in the first seven months of 2008	LO1 AS12.1.1	(1)
	2.1.2	“The number of jobs created directly and indirectly in the economy through tourism rose by 5%✓✓ to 941 000 in 2007.”	LO1 AS12.1.1	(2)
	2.1.3	<ul style="list-style-type: none"> • People employed by the tourism industry now earn a salary and as a result have money to spend on goods and services which contributes to the growth of the GDP. ✓✓ • Employers and employees within the tourism industry pay VAT and taxes which also contributes to the GDP. • Multiplier effect 	LO1 AS12.1.1	(2)
	2.1.4	<p>Meaning of ...</p> <p><u>Tourism in South Africa is putting more roofs over South African heads and more food on South African plates than any other industry.</u></p> <ul style="list-style-type: none"> • Tourism is creating jobs✓ and entrepreneurial opportunities so that people can afford a place to stay and with the money they earn, they can buy food. ✓ • Tourism is improving people’s quality of life by providing them with an income. • Multiplier effect 	LO1 AS12.1.1	(2)
	2.1.5	(a) Draft National Service Excellence Strategy for Tourism in South Africa ✓	LO1 AS12.1.1	(1)
		<p>(b)</p> <ul style="list-style-type: none"> • The main aim of the Tourism White Paper on the Promotion and Development of Tourism is growth and improvement of the South African tourism industry by using the Draft National Service Excellence Strategy in addressing skills supply. This will ensure that we develop skills and education standards within the tourism industry. ✓✓ • To create public awareness about tourism products 	LO1 AS12.1.1	(2)

NSC – Memorandum

		<ul style="list-style-type: none"> To improve service delivery through an efficient public feedback system Improvement of standards of tourism products and services and proper mechanisms in place for monitoring and evaluation. <p><i>(If learners use the correct words directly from the extract, full marks must be awarded)</i></p>		
2.2	2.2.1	<ul style="list-style-type: none"> Transport service ✓ taxi service to hotel shuttle service 	LO1 AS12.1.1	(1)
	2.2.2	<ul style="list-style-type: none"> They arrived at the international arrivals. ✓ They have come from another country. 	LO1 AS12.1.1	(1)
	2.2.3	No, they don't. ✓ they would not have used the taxi once they've seen the masks on the drivers' faces / refer to masks as traditional dress / naïve in asking about payment methods. ✓	LO1 AS12.1.1	(2)
	2.2.4	<ul style="list-style-type: none"> They are probably going to be robbed ✓✓ Physically or sexually assaulted <p><i>(Any negative aspect of crime must be accepted)</i></p>	LO1 AS12.1.1	(2)
	2.2.5	<ul style="list-style-type: none"> Once tourists experience (or just witness) incidents of crime, they will probably leave immediately and never come back ✓✓ They will not recommend South Africa as a tourist destination to their friends. Loss of repeat visitation Loss of foreign income 	LO1 AS12.1.1	(2)
2.3	2.3.1	<ul style="list-style-type: none"> Yes ✓ Sello received funding to start his own business ✓ Sello is now the owner of the restaurant ✓ Sello received the 'Restaurant of the Year Award' Training and development for previously disadvantaged people. 	LO1 AS12.1.2	(3)
	2.3.2	<p>(a)</p> <ul style="list-style-type: none"> Restaurant manager ✓ Waitrons ✓ Wine steward Barman Doorman Cashier Maitre d'Hotel Chef Receptionist 	LO1 AS12.1.2	(2)

NSC – Memorandum

		<ul style="list-style-type: none"> • Runner • Cleaner • Entertainers <p>(b)</p> <ul style="list-style-type: none"> • When the learners finish school or their studies, he can employ them on a permanent or part-time basis. ✓ ✓ • He will always have enough potential (possible) workers from the school. • Obtains exposure for his brand. • Obtains the loyalty and support of the community. • Saves money by employing people who are already trained according to his standards. 		(2)
	2.3.3	<p>(a)</p> <ul style="list-style-type: none"> • Special prices for youth travel ✓ ✓ • Special prices on accommodation • The development of youth hostels. • Arrange sponsorships for exchange programmes between and among provinces. • Organise affordable or sponsored summer camps and niche markets for the youth. • Advertise special youth packages in the electronic and print media. 	LO1 AS12.1.2	(2)
		<p>(b)</p> <ul style="list-style-type: none"> • Creation of holiday jobs/learnership programmes in the tourism industry. ✓ ✓ • Arrange internships at hotels and restaurants • Accompany tour guides and trackers to gain exposure. • Assist hospitality ambassadors at airports or other points of interest. • Job shadowing opportunities at tourist attractions • Exposure to the tourism industry through mentorship programmes. • Provide subsidized visits to attractions and tourism businesses. • Market travel packages. • Offer travel competitions, expos and educational programmes. 	LO1 AS12.1.2	(2)
				[29]

QUESTION 3

3.1	3.1.1	R180,00✓✓	LO1 AS12.1.1	(2)
	3.1.2	(a) No✓ (b) <ul style="list-style-type: none"> • He should have paid her for 9 hours + 4 hours overtime and he only paid her for 9 + 3 hours.✓ • He did not pay her the correct amount for overtime. • Despite the regulation, he did not treat her fairly because he did not pay her for the correct number of overtime hours worked. 	LO1 AS12.1.3 LO1 AS12.1.3	(1) (1)
	3.1.3	<ul style="list-style-type: none"> • It can impact negatively on the loyalty, work ethic and her attitude to the company.✓ • Employees, who are treated unfairly with regard to payment, may eventually resign and look for employment elsewhere. ✓ 		(2)
3.2	3.2.1	<u>Code of Conduct points</u> <ul style="list-style-type: none"> • Professionalism (neatness, courtesy, friendliness, punctuality)✓ • Work ethics (trust, honesty, integrity, loyalty, respect)✓ • The regulations regarding the use of company assets (Use of e-mail, internet, telephone, company vehicles)✓ • Discrimination and harassment • Health and safety (hygienic) • Employer wellness programme • Grievance procedures 	LO1 AS12.1.3	(3)
	3.2.2	<ul style="list-style-type: none"> • Chef ✓ • Restaurant manager ✓ • Cashier • Store clerk • Cleaners • Wine steward • Barman • Health inspector • Supervisor • Receptionist • Financial and admin staff • IT personnel • Entertainment staff • Maintenance staff 	LO1 AS12.1.3	(2)

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

Markers must keep in mind that learners formulate their answers differently from the marking guideline; markers should therefore read answers carefully to determine where it can be linked to the marking guideline.

QUESTION 4

4.1	4.1.1	<ul style="list-style-type: none"> • Stormsriver Adventures received the award because for their contribution to responsible and sustainable tourism practices. ✓✓ • illustrates economic upliftment of the community and the environment • Company's commitment to Local Purchasing, • Employment Equity, • Black Economic Empowerment and Employee Training and Development Programmes. 	LO2 AS12.2.1	(2)
	4.1.2	<p>(a) Practising responsible tourism where the tourism enterprise ensures:</p> <ul style="list-style-type: none"> • <u>environmental responsibility</u> (protecting our natural resources) ✓ • <u>social responsibility</u> (taking care of the needs of the local community)✓ • <u>economic responsibility</u> (ensuring economic empowerment and growth) ✓. 	LO2 AS12.2.1	(3)
		<p>(b) Yes, ✓</p> <p><u>Environmental responsibility</u></p> <ul style="list-style-type: none"> • Recipients of the Imvelo Awards committed themselves to responsible tourism principles.✓ • Offers an eco-adventure tourism product. • Outstanding environmental practices. <p><u>Social responsibility</u></p> <ul style="list-style-type: none"> • Meaningful community upliftment✓ • Training and development • Local purchasing <p><u>Economic responsibility</u></p> <ul style="list-style-type: none"> • Local purchasing ✓ • Committed to BEE • Employment equity • Follow the principles of FFTSA. 	LO2 AS12.2.1	(4)
	4.1.3	<p>(a)</p> <ul style="list-style-type: none"> • Fair share of the income✓✓, • Local employment and procurement, ✓✓ • Training and empowerment of staff, • The promotion of local tourism attractions • Respect for human rights, culture and 	LO2 AS12.2.1	(4)

NSC – Memorandum

		<p>environment.</p> <ul style="list-style-type: none"> • Upliftment of the local community • Low impact on the natural environment • The local community is involved and benefit from eco-adventure tourism. <p><i>(Accept any answer that can be linked to any of the six basic principles of the FTTSA)</i></p>		
--	--	--	--	--

		<p>(b)</p> <ul style="list-style-type: none"> • Economic upliftment of the community and the environment ✓✓ • Company's commitment to Local Purchasing, ✓✓ • Employment Equity, • Black Economic Empowerment • Training and development Programmes • The local community is involved and benefit from eco-adventure tourism. • Outstanding environmental practices. 	LO2 AS12.2.1	(4)
	4.1.4	Cooperative advertising is when multiple tourism businesses advertise their tourism products and services together thereby reducing costs. ✓✓	LO2 AS12.2.3	(2)

	4.1.5	<p>Being a recipient of the Imvelo Award, <i>Stormsriver Adventures</i>, would.....</p> <ul style="list-style-type: none"> • attract enlightened tourists because <i>Stormsriver Adventures</i> are committed to responsible and sustainable tourism. ✓✓ • use the Imvelo award logo in their advertising which will assure tourists of high standards. ✓✓ • Receive free advertising and publicity. • Attract more tourists 	LO2 AS12.2.1	(4)
--	-------	--	-----------------	-----

NSC – Memorandum

	4.1.6	<p>(a)</p> <ul style="list-style-type: none"> • Product ✓ • Price ✓ • Place • Promotion • People <p>(b)</p> <ul style="list-style-type: none"> • The product : learners must be able to <u>describe</u> the tour and services of Tsitsikamma Canopy Tours. ✓✓ • The price: Learners must be able to <u>supply</u> information on the price structure of the Tsitsikamma Canopy Tours. • The Place: learners must be able to <u>mention</u> the location of Tsitsikamma Canopy Tours. • The Promotion: learners must be able to <u>mention</u> a type of marketing instrument. • The People: Learners must be able to mention the local culture. 	LO2 AS12.2.1	(2)
4.2	4.2.1	<p>Global warming is an increase in the world's temperature ✓✓ believed to be caused in part by ...</p> <ul style="list-style-type: none"> • greenhouse effect • industrial activity • deforestation • depletion of the ozone layer <p><i>(1 mark to be allocated if learners have only given the CAUSES of global warning)</i></p>	LO2 AS12.2.2	(2)
	4.2.2	<p>(a) Ski resort</p> <ul style="list-style-type: none"> • Possibly less snow for skiing ✓✓ • More risks of avalanches caused by snow melting due to global warming • Change in weather patterns can result in a change in ski season. <p>(b) Coastal resort</p> <ul style="list-style-type: none"> • It can result in a change in weather patterns. ✓✓ • Leads to an increased chance of natural 	LO2 AS12.2.2	(2)

		<p>disasters that can destroy the destination.</p> <ul style="list-style-type: none"> • It can pose a risk for the tourists' safety. • Unprotected exposure to the sun can become dangerous. 		
	4.2.3	<ul style="list-style-type: none"> • Make use of environmentally friendly products. (Avoid use of CFC products) ✓ • Reduce, re-use and recycle ✓ • Save electricity/energy ✓ • Use public transport, use a bike, walk, car pool • Reduce the burning of fossil fuel by using small cars. • Plant trees and protect the forests • Adopt and promote a green lifestyle • Reduce your carbon footprint • Do not litter or pollute • Keep your environment clean 	LO2 AS12.2.2	(3)
				[36]

QUESTION 5

5.1		<p>City of Ekurhuleni Tour ✓✓</p> <p>This tour includes many opportunities to learn about different cultures, for example township tours, traditional meals, music and dance. ✓ This tour also creates an exceptional experience by visiting a Traditional African Healer. ✓</p>	LO2 AS12.2.4	(4)
				[4]

TOTAL SECTION C: 40

6.2	6.2.1	<p>(a) Sports tourists✓ (b) They were visiting South Africa for a sporting event/soccer match.✓</p> <p>OR</p> <p>(a) International inbound tourist/foreign tourist (b) They are coming from another country</p>	LO3 AS12.3.2	(1) (1)
	6.2.2	<p>A travel agent needs to know the following:</p> <ul style="list-style-type: none"> • Budget✓✓ • Date✓✓ • Time • Client profile(Names, country of origin, number of people, next of kin, contact details, hobbies) • Age • Interests • Culture • Religion • Likes and dislikes 	LO3 AS12.3.2	(4)
	6.2.3	<p>A general itinerary is made for a <u>group of tourists</u>✓ with a <u>common interest</u>✓ whereas a personalised itinerary will focus on an <u>individual</u>✓ and his or her <u>specific needs.</u> ✓</p>	LO3 AS12.3.2	(4)
6.3		<ul style="list-style-type: none"> • <u>Climate</u> This is important for the visitors to know what to pack. ✓✓ • <u>Safety</u> Visitors are unfamiliar with the country, they need to be warned about safe places to visit and times to visit them. ✓✓ • <u>Importance of travel insurance</u> Travel has risks such as loss/theft/injury/unforeseen circumstances. When in another country, travel insurance will cover these risks. ✓✓ • <u>Exchange rate</u> They will know how much money the trip will cost them and how much money to carry depending on the rate of exchange between the two countries. ✓✓ 	LO3 AS12.3.3	(2) (2) (2) (2)

NSC – Memorandum

6.4	6.4.1	<ul style="list-style-type: none"> • Many countries get to know about what South Africa can offer. ✓✓ • South Africa gets publicity. ✓✓ • It gives us the opportunity to expose South Africa to a variety of foreign markets. • Indirectly encourages an increase in foreign tourist arrivals. • Introduces new tourism products that South Africa has to offer. 	LO3 AS12.3.4	(4)
------------	-------	---	-----------------	-----

	6.4.2	<ul style="list-style-type: none"> • International trade fairs are limited to only certain market segments. ✓✓ • Not every market attends Tourism Indaba. ✓✓ • Not all businesses can afford to exhibit at these fairs. • It is expensive for the country. 	LO3 AS12.3.4	(4)
--	-------	--	-----------------	-----

6.5	6.5.1	<p>(a) <u>Positive effects</u></p> <ul style="list-style-type: none"> • It becomes a value for money destination. ✓✓ • An increase in the number of tourists who visited South Africa, has led to an increase in the contribution that Tourism makes to the GDP. • International tourists will have more spending power and will therefore spend more on tourism products and services, increasing the demand for tourism products and services. • Sets the multiplier effect into motion. 	LO3 AS12.3.5	(2)
		<p>(b) <u>Negative effects</u></p> <ul style="list-style-type: none"> • It is becoming expensive for tourists to travel therefore there would be a decrease in travel. ✓✓ • People who are working in the tourism industry are gradually being retrenched. • Unemployment in the tourism sector. • Due to the decrease in travel, tourism businesses are under threat of going under/huge losses. 	LO3 AS12.3.5	(2)
	6.5.2	<ul style="list-style-type: none"> • The value of the Rand in table A was stronger than in table B and outbound tourism was more affordable to SA tourists. ✓✓ 	LO3 AS12.3.5	(2)

	6.5.3	<u>Before economic recession</u> R20 000 ÷ 14,28 ✓ £1 400,56✓ <u>After economic recession</u> R20 000 ÷ 15,70 ✓ £1 273,89✓ <i>(Correct currency code must be used.)</i>	LO3 AS12.3.5	(4)
--	-------	---	-----------------	-----

6.6	6.6.1	<ul style="list-style-type: none"> • Increase in tourist arrivals to the United States of America to witness the elections. ✓✓ • USA was automatically marketed to the world through media coverage 	LO3 AS12.3.6	(2)
	6.6.2	<ul style="list-style-type: none"> • Tourists stay away from countries that have terrorist attacks. ✓✓ • Drastic drop in the number of tourists visiting countries that experienced terrorists' attacks. 	LO3 AS12.3.6	(2)

TOTAL SECTION D: 50

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

7.1		Niche market specialises in a particular area or attraction e.g. ecotourists ✓✓ Market segmentation is the grouping of consumers who share common issues. ✓✓	LO4 AS12.4.1	(4)
7.2		<ul style="list-style-type: none"> • The travel agent can easily suggest places/destinations that will be of interest to a tourist. ✓✓ • To be able to provide excellent customer care by meeting the tourists needs • The travel agent can draw up an itinerary for the tourist according to their needs. 	LO4 AS12.4.1	(2)
7.3		<ul style="list-style-type: none"> • To be in a position to respect their traditions and values ✓✓ • To be able to communicate with them in a suitable manner ✓✓ • To be able to provide excellent customer care by meeting the tourists needs. • To arrange the preparation of suitable meals for them. • You can plan suitable activities for the tourists. 	LO4 AS12.4.1	(4)
7.4	7.4.1	<ul style="list-style-type: none"> • The owner of the business and the business environment creates a negative first impression ✓ • The man looks unfriendly and his physical appearance is unprofessional. ✓ • • There is no equipment, no stimulating posters, no other furniture – in short, a very uninviting business environment. • A business that displays its poor performance on the wall, creates no business confidence. 	LO4 AS12.4.3	(2)
	7.4.2	<ul style="list-style-type: none"> • Owner to dress neatly and create a professional look ✓ • Clean up the physical environment, make it look neat, clean and presentable. ✓ • Replace the grumpy look with a smile. • Name change 	LO4 AS12.4.3	(2)
7.5	7.5.1	<ul style="list-style-type: none"> • Friendliness ✓ • Respect for diversity ✓ • Efficiency ✓ • Communication and service skills • Politeness 	LO4 AS12.4.2	(3)

		<ul style="list-style-type: none">• Appearance• Punctuality• Helpful• Good values		
--	--	--	--	--

	7.5.2	The mystery customer will pose as a client, experience the service and report back to the owner. ✓✓	LO4 AS12.4.2	(2)
				[19]

QUESTION 8

8.1	8.1.1	Fax machine✓ / fax/ Photocopier		LO 4 AS12.4.5	(1)
	8.1.2	Fax machine Send and receive documents. ✓ Means of communication	Photocopier Duplicate documents.	LO 4 AS12.4.5	(1)
	8.1.3	Fax machine A – Load document or letter into the holding slot✓ B – Type in fax number of the recipient✓ C – Press SEND button for the fax to go through✓	Photocopier A- Load document or letter into the holding slot✓ B- Type in the number of copies required.✓ C- Press start button to start copying.✓	LO 4 AS12.4.5	(3)
	8.1.4	Fax machine ADVANTAGES Documents/communication can be sent over long distances immediately✓ Fast Cheaper Sender has a record DISADVANTAGES Lack of privacy✓ Both parties must have the same technology to be able to send and receive such documents. Expensive Copies can become unclear Power failures	Photocopier ADVANTAGES Duplicate copies for filing.✓ Duplicate large quantities. DISADVANTAGES Ink is expensive✓ Costly to maintain Power failures	LO 4 AS12.4.5	(2)

8.2	<ul style="list-style-type: none"> • Try to deal with conflict as they arise, rather than ignoring them. ✓✓ • Discuss the problems with the group. ✓✓ • Do not accuse anyone of past failings, but focus on what needs to change • Try and reach an understanding that everyone agrees with. • Make necessary changes to the work plan. • Team building strategies to unite the team • Treat everyone equally • Be tolerant and respectful of each other. 	LO 4 AS12.4.4	(4)
			[11]

TOTAL SECTION E: 30

GRAND TOTAL: 200