



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2010

MEMORANDUM

MARKS: 200

This memorandum consists of 14 pages.

SECTION A
QUESTION 1

1.1	1.1.1	D✓	LO 4 AS 4.6	
	1.1.2	C✓	LO 1 AS 1.1	
	1.1.3	B✓	LO 4 AS 4.6	
	1.1.4	D✓	LO 2 AS 2.2	
	1.1.5	D✓	LO 1 AS 1.3	
	1.1.6	C✓	LO 1 AS 1.3	
	1.1.7	D✓	LO 1 AS 1.2	
	1.1.8	A✓	LO 1 AS 1.3	
	1.1.9	B✓	LO 2 AS 2.4	
	1.1.10	A✓	LO 2 AS 2.4	
	1.1.11	A✓	LO 2 AS 2.4	
	1.1.12	D✓	LO 2 AS 2.4	
	1.1.13	A✓	LO 2 AS 2.4	
	1.1.14	C✓	LO 3 AS 3.1	
	1.1.15	D✓	LO 4 AS 4.5	
	1.1.16	C✓	LO 4 AS 4.4	
	1.1.17	B✓	LO 3 AS 3.1	
	1.1.18	C✓	LO 3 AS 3.4	
	1.1.19	D✓	LO 3 AS 3.6	
	1.1.20	B✓	LO 3 AS 3.5	(20 x 1)
	1.2.1	vuvuzela✓	LO 2 AS 2.4	
	1.2.2	Desmond Tutu✓ (Medal of Freedom – 2009 and Nobel Peace Prize winner) Nelson Mandela (Nobel Peace Prize winner) <i>(Due to a technical error both answers are accepted)</i>	LO 3 AS 3.6	
	1.2.3	jet lag✓	LO 3 AS 3.1	
	1.2.4	route map✓	LO 3 AS 3.3	
	1.2.5	Switzerland✓	LO 3 AS 3.5	(5)
	1.3.1	BRT – Rea vaya✓ OR BRT OR Rea vaya	LO 3 AS 3.6	
	1.3.2	CITES✓	LO 2 AS 2.3	
	1.3.3	Swazi✓	LO 2 AS 2.4	
	1.3.4	Code of conduct✓	LO 1 AS 1.3	
	1.3.5	Photocopying machine✓	LO 4 AS 4.5	(5)
	1.4.1	I✓ exchange rate	LO 3 AS 3.5	
	1.4.2	G ✓ GSA magazines	LO 3 AS 3.3	
	1.4.3	A✓ visa	LO 3 AS 3.3	
	1.4.4	B✓ customs check	LO 3 AS 3.3	
	1.4.5	C✓ bank buying rates	LO 3 AS 3.5	(5)
	1.5.1	G✓	LO 3 AS 3.6	
	1.5.2	C✓	LO 2 AS 2.4	
	1.5.3	F✓	LO 3 AS 3.6	
	1.5.4	D✓	LO 2 AS 2.4	
	1.5.5	E✓	LO 3 AS 3.6	(5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

- 2.1 2.1.1 Cave art ✓ (*the word "Art" is not acceptable*) LO 1
AS 1.1
- Rock art
 - Rock paintings
 - Cave exploration
 - Cave Art
 - Cultural tourism
 - Guided tour
 - San Art
 - Ethno tourism
 - Eco tourism
- (1)
- 2.1.2 (a) They can sell local crafts to the tourists ✓✓
They can act as tourist guides to the Rock Art sites ✓✓ LO 1
AS 1.1
- They can sell tourism products and services
 - They can perform traditional dances for the tourists
 - They can showcase their culture
 - Charge entry fees
- (*Two marks should be allocated for each of the products mentioned*) (2 x 2)
- (b) uKhahlamba Drakensberg Mountains ✓ LO2,
AS 2.4
- uKhahlamba
 - Drakensberg
 - uKhahlamba Drakensburg World Heritage Site /National Park
 - "Barrier of spears"
- (1)
- 2.1.3 The White Paper on the Development and Promotion of Tourism in South Africa – 1996 ✓✓ LO 1
AS 1.1
- Development and Promotion of Tourism in South Africa – 1996
 - Tourism White Paper
 - White paper
- (2)
- 2.2 2.2.1 Domestic tourism is referring to travel within the borders of one's own country. ✓✓ LO 1
AS 10.1
- (*It is acceptable if learners give examples of domestic tourism*) (2)
- 2.2.2 Global economic recession of 2008/2009 ✓ LO 1
AS 1.1
- Recession
- (*It is acceptable if learners give examples of the economic recession*) (1)
- 2.2.3 To consult with role-players in the tourism industry about their needs. ✓✓ LO 1
AS 1.1
- To communicate their strategy for revitalising the industry.
- (2)

- 2.2.4 (a) The Tourism Sector Plan ✓ LO 1
AS 1.1 (1)
- 2020 Tourism Growth Strategy
- (b) South African Tourism ✓ (2)
- The National Department of Tourism (NDT) ✓
 - The South African Government
 - The private sector
 - DEAT
- 2.2.5 (a) Economic growth: LO 1
AS 1.1
- Excellent service delivery will result in:
- Positive word of mouth (WOM) ✓✓ - positive publicity – increase profits
- Repeat visits increased profitability ✓✓ (2 x 2)
- Improved standard of living
 - Increased foreign investment
 - Create more jobs
 - Make the product / service more sustainable/ creation of new markets
 - Stimulate growth in the tourism industry
 - Reduce crime
 - Sets the multiplier effect into motion (social upliftment, economic upliftment (GDP) and infrastructural development)
 - Promotion of our tourism industry through word of mouth / Improve image of SA
 - Became the preferred choice as a tourist destination thereby increasing demand and profitability
- (b) The development of communities: LO 1
AS 1.1
- Develops new skills/ entrepreneurial opportunities . ✓✓
- Develop a sense of pride in their local environment/culture ✓✓ (2 x 2)
- Sets the multiplier effect into motion (social upliftment, economic upliftment (GDP) and infrastructural development)
 - Builds cross-cultural relations
 - Promoting peace and stability in communities
 - Social upliftment of the community/ empowerment
 - Historically disadvantaged individuals (HDI's) get access to tourism
 - Development of transport infrastructure as well as infrastructure such as health, educational and recreational facilities
- 2.3 2.3.1 He received training ✓✓ LO 1
AS 1.2
- He received financial support from government. ✓✓ (2 x 2)
- The government has created opportunities for him to become a tourism product owner.
 - The government helps to establish and promote tourism in areas which were previously disadvantaged.
 - Promotes ownership of and participation in tourism products and services

- 2.3.2 The youth are being empowered and they acquire new skills. ✓✓ (2)
- Development of agritourism opportunities (niche markets).
 - Creating opportunities for the local youth to become involved in tourism ventures.
- 2.3.3 The Domestic Tourism Growth Strategy / DTGS ✓ LO 1 AS 1.2 (2)
- The Sho't Left Campaign✓
 - Tourism Enterprise Programme / Partnership (TEP)
 - The former DEAT's community road shows
 - Fair Trade in Tourism South Africa (FTTSA)
 - The White paper on the Development and Promotion of Tourism in South Africa
- [32]**

QUESTION 3

- 3.1 Job creation ✓ LO 1 AS 1.3 (2)
Economic growth / GDP✓
- 3.2 Skills development results in previously disadvantaged people getting employment opportunities. ✓✓ LO 1 AS 1.3 (2)
- Empowering the youth who will not have the finances to further their studies and get jobs.
 - Creates opportunities for ownership of and participation in tourism products.
- 3.3 Any three positive characteristics can be accepted (Skills, Knowledge, Attitudes and Values) e.g. LO 1 AS 1.3 (3)
- Knowledgeable✓
Punctual ✓
Professional ✓
- Professional dress code
 - Patience
 - Caring and understanding
 - Sense of humour
 - People's person
 - Excellent communication skills
- 3.4 Long hours ✓ LO 1 AS 1.3 (1)
- Irregular hours
 - Inconvenient /away from home often / living out of a suitcase
 - Sometimes have to travel long distances
 - Demand for work is seasonal
 - Salaries not competitive
 - Working with difficult / rude tourists
 - Handling of unforeseen incidents/circumstances
- [8]**

TOTAL SECTION B: 40

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

- | | | | | |
|-----|-------|--|---------------|---------|
| 4.1 | 4.1.1 | Modern Art✓✓
• New
• African crafts
• Jewellery | LO 2
AS2.3 | (2) |
| | 4.1.2 | <u>Triple Bottom-Line Approach</u>
<u>Economic (Profit)</u> ✓ - creates work for disadvantaged communities. ✓
• People who make these products earn an income
• Fair price
• Development of new markets
<u>Social (People)</u> ✓- Showcase of culture and tradition ✓
• Skills are being developed
• Partnerships are being created through joint decision making
• Committed to fair trade principles
<u>Environment (Planet)</u> ✓ – recycled crafts ✓
• hand made
• natural material | LO 2
AS2.1 | (6) |
| | 4.1.3 | The people employed to produce these arts and crafts will <u>not</u>
<u>be exploited</u> ✓✓
• They will be <u>paid a fair salary</u> | LO 2
AS2.1 | (2) |
| | 4.1.4 | The partnership will result in <u>mutual trust / benefit</u> ✓✓
• and cooperation
• Will involve management, crafters and the community in the planning and decision-making processes
• Develops a sense of ownership and pride
• Will promote goodwill and help to improve quality of life.
• Skills sharing | LO 2
AS2.1 | (2) |
| | 4.1.5 | The African Home website creates an awareness ✓✓ of the various cultural groups found in South Africa which will then encourage tourists to visit these various cultures.
It creates a desire for the tourist to travel✓✓
• It creates and promotes a niche market | LO 2
AS2.3 | (2 x 2) |
| | 4.1.6 | Product✓
Price✓
• Promotion
• Place
• People | LO 2
AS2.3 | (2) |

- 4.1.7 Zulu ✓✓ LO 2
AS2.4 (2)
- Xhosa, Ndebele, Swazi, Pedi, Tswana, Venda, Tsonga, Sotho
- 4.1.8 **Advantages** LO 4
AS4.5
- Shop at leisure ✓✓
- Can find all the information required about the product.
 - Save petrol and time / cost effective
 - Variety of products
 - View the product at one's convenience before making the purchase
- Disadvantages**
- The product may not be as expected ✓✓
- Online security risks
 - No guarantee on the reputation and credibility
 - Additional costs for packaging and posting.
 - Postal delays and damage may occur during transit. (2 x 2)
 - Prices are non negotiable
 - No personal interaction
- 4.2 4.2.1 Climate Change ✓✓ LO 2
AS2.2 (2)
- Also accept examples as depicted in the media for example: droughts, storms, hurricanes, tornados, earthquakes, tsunami, floods, rising sea levels
- Increase in temperature
 - Outbreaks of diseases
 - Change in biodiversity
 - Severe erosion
- 4.2.2 **Buying local food** LO 2
AS2.2 (2)
- (a) Less use of transport, reduces CO² emissions ✓✓
- Reduces your carbon footprint
 - Local farming results in less chemical usage which reduces the carbon footprint
 - **limited use of packaging. electricity and storage**
- Saving electricity** LO 2
AS2.2 (2)
- (b) Saving electricity reduces the need to burn fossil fuels and thereby reduces 'Greenhouse Gas' emissions ✓✓
- Reduce air pollution caused by burning fossil fuels to generate electricity
- 4.2.3 The sun (solar heat) ✓✓ LO 2
AS2.2 (2)
- wind (windmill)
 - water (hydro)
 - heat within the earth / geothermal
 - Bio - gas / bio - fuel / bio- energy
 - Ocean energy
 - Nuclear energy

- 4.2.4 Destruction and disappearance of tourist destination.✓✓ LO 2 (2 x 2)
Damage to the infrastructure✓✓ AS2.2
- Increases the threat of diseases/new diseases
 - Threat to destinations that are dependent on their climate as niche or specialised markets
 - Job losses and closure of tourism businesses
 - Habitat loss/ reduction in biodiversity/threat to flora and fauna
- [36]

QUESTION 5

- It is a festival that does not take place anywhere else in the world✓✓ LO 2
The cultural practices and activities does not take place anywhere else in the world AS2.3
✓✓ [4]

TOTAL SECTION C: 40

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

- 6.1 6.1.1 Cape Town is closer to the 15° east line of longitude compared to the rest of South Africa. ✓✓ LO3
AS 3.1 (2)
- Cape Town is west of the 30° line of longitude.
 - In Cape Town the sun rises later and therefore sets later
- 6.1.2 (a) South Africa +2 LO3
New York -5 AS 3.1
Time difference = 7 hours ✓
New York is 7 hours behind South Africa
12:00 – 7 hours = 5:00 ✓ ✓ (3)
- OR
- New York 5:00 (*award full marks*)
- (b) South Africa +2
Beijing +8
Time difference = 6 hours ✓
Beijing is 6 hours ahead of South Africa
12:00 + 6 hours = 18:00 ✓ ✓ (3)
- OR
- Beijing 18:00 (*award full marks*)
- 6.1.3 South Africa +2 LO3
London is 0° AS 3.1
London is 2 hours behind South Africa. ✓
Departure time and date is 31 May 2010 20:00
20:00 – 2hrs = 18:00 ✓
18:00 + 12 hours flying time = 6:00 (1st June 2010) ✓
6:00 + 1 hr (DST) ✓
7:00 ✓ 01 June 2010 or the next) ✓
OR
• 07:00 01 June 2010 or the next day (*award full marks*) (6)
- 6.1.4 More opportunities for outdoor recreational activities. ✓ ✓ LO3
Increases consumer spending in tourism ✓ ✓ AS 3.1 (2 x 2))
- Extension of tourism business hours.
 - Reduction in traffic congestion results in easier travel
 - A reduction in electricity usage

6.2	6.2.1	<p>A: Danger of hijackings. ✓ <ul style="list-style-type: none"> • Danger of crime. </p> <p>B: Danger of attacks by wild animals. ✓ C: Road safety ✓</p>	LO3 AS 3.3	(3)
	6.2.2	<p>Yes ✓ Tourists will perceive South Africa as a crime-riddled country and they may be afraid of coming here. ✓✓ OR No ✓ Tourists would be made aware of the danger of hijackings and will therefore be more cautious. ✓✓ <ul style="list-style-type: none"> • Warn tourists against high incidences of hijackings. </p>	LO3 AS 3.3	(3)
6.3	6.3.1	<p>Participation in trade shows within SADC. ✓ Conducting ongoing research into the SADC markets. ✓ <ul style="list-style-type: none"> • Establishment of transfrontier parks • Collaborating with SADC governments to alleviate poverty • Removal of visa restrictions to make travelling easier • Creation of tourism products that will appeal to tourists visiting the SADC. • Participating actively in RETOSA • Different strategies to cater for different SADC target markets • Trade shows like INDABA. • Working more closely with South African ambassadors in SADC with regard to marketing South Africa in SADC. </p>	LO 3 AS.3.4	(2)
	6.3.2	<p>Increased tourism arrivals to the region will result in job creation and therefore alleviating poverty ✓✓ Rural areas will develop ✓✓ <ul style="list-style-type: none"> • Foreign tourists bring in foreign currency • Any business that generates an income will contribute to economic, social and political stability within the SADC countries </p>	LO 3 AS.3.4	(2 x 2)
6.4	6.4.1	<p>Germany. ✓ Introducing new products that will appeal to this market ✓✓ <ul style="list-style-type: none"> • Encouraging South Africans to learn German for communication purposes. • Conducting ongoing research about the interests and needs of the market. • Ongoing marketing • Creating affordable packages • Introducing niche markets and new markets </p>	LO3 AS.3.5	(3)
	6.4.2	<p>(a) ✓✓ <ul style="list-style-type: none"> • 2,5 million NZD • NZD2 500 000 </p>	LO3 AS.3.5	(2)

	6.4.3	(b) ✓✓ • R8,875 million	LO3 AS.3.5	(2)
	6.4.4	(a) R5 000 ÷ ✓ 4,26 = BRL 1 173,71✓ • BRL 1 173, 70	LO3 AS.3.5	(2)
		OR BRL 1 173,71 x 15 000 = 17 605 650,00 BRL • BRL 1 173, 70 x 15 000 = 17 605 500,00 BRL		
		(b) R5 000 ÷ ✓ 13,06 = £382,85✓ • £382,84		(2)
		OR £382,85 x 120 000 = £ 45 942 000,00 • £382,84 x 120 000 = £ 45 940 800,00		
		(c) The British✓ The tourist will pay less in terms of British pounds while the Brazilian will pay more in terms of BRL. ✓✓ • The British tourist has a stronger currency		(3)
6.5	6.5.1	Swine flu is highly contagious and can be fatal; therefore tourists will hesitate to visit a destination where their lives are threatened. ✓✓	LO3 AS.3.6	(2)
	6.5.2	Potential spectators would not come to the 2010 World Cup because of financial difficulties caused by the recession ✓✓ Some spectators could not buy soccer tickets in time because business activity had slowed down. ✓✓ • Some spectators cancelled their reservations to South Africa due to affordability. • Expensive accommodation in South Africa • High airfares • Less favourable exchange rate, especially for European visitors. • Spend less money in South Africa • Not all South Africans received returns on their investments	LO3 AS.3.5	(4)
TOTAL SECTION D:				50

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

- 7.1 7.1.1 Tourists' needs: (*Do not accept one word answers*) LO4
AS.4.1
Tourists' needs refer to basic things required by tourists for example transport, accommodation, food and information ✓ ✓
- Tourists' expectations:
What the tourist can expect to experience from their trip, e.g service delivery and the quality of the tourism product ✓ ✓ (2 x2)
- 7.1.2 (a) **Brazilian Cultural needs** LO4
AS.4.1
Take the following into account:
their communication needs ✓ and meal preferences ✓ (2)
- Religious needs
 - Recreational needs
 - Accommodation needs
 - Show respect
- (b) **Algerian Cultural Needs:**
Take the following into account:
their communication needs ✓ and meal preferences ✓ (2)
- Religious needs
 - Recreational needs
 - Accommodation needs
 - Show respect
- 7.1.3 It showcased Africa as a viable tourist destination. ✓ ✓ LO4
AS.4.1 (2)
- Free advertising for Africa
 - Repeat visits
 - Development of infrastructure
 - Able to host large events
- 7.2 7.2.1 Dancing / Culture ✓ LO 1
10.1 (1)
- Cultural dances
 - Eco-tourism
 - Community tourism
- 7.2.2 The cultural dances were advertised as 'dances', however, only one dance was offered. ✓ LO 4
4.1 (1)
- Tourists expected that their needs would be met - the need for more dances.
 - Their expectations with regard to service excellence were not met.

- 7.2.3 It will result in financial losses or even result in closure.✓✓
Negative word of mouth✓✓
• Drop in customer loyalty results33 in loss of income
- 7.2.4 (a) The glum (unfriendly/ no smile) look on the waitron's face✓
and he had his back turned towards the customers while
speaking to them.✓
• Slouching / lazy posture
• Frown on his face/ angry facial expression
• Poor body language
- (b) He should always have a smile on his face ✓
He should always make eye contact when speaking to
customers.✓
• He should walk up straight
• He should have a friendly facial expression
• Display a positive body language

LO 4
4.3

(2 x 2)

LO 4
4.1

(2)

(2)

[20]

QUESTION 8

8.1	8.1.1	<p>This gives people a chance to use their <u>diverse</u> backgrounds to achieve a common goal. ✓✓</p> <ul style="list-style-type: none"> • People from different cultures will use their strengths (work, life experiences, viewpoints and talents) to enhance the decision making process. • Healthy teamwork will unify the team to become a pleasant working unit. • Promotes cross cultural understanding and better cooperation 	<p>LO 4 AS4.4</p>	(2)
	8.1.2	<p>Ensuring that team members are knowledgeable about each others' cultures. ✓✓</p> <ul style="list-style-type: none"> • Cultivate respect and understanding of each individual's culture • Organise team building activities • Identify common goals • Keep the team focused • Promoting a uniform company culture 		(2)
8.2	8.2.1	<p>C✓ A✓ D✓ B✓</p>	<p>LO 4 AS4.5</p>	(4)
	8.2.2	<p>For businesses to advertise their product or service.✓ To communicate with their clients.✓</p> <ul style="list-style-type: none"> • To provide more information on their products or services. • For easy and convenient on-line shopping irrespective of the location of the client. • To stay abreast with the technological needs of their clients. • To give them the competitive edge over other businesses. • The business is able to update its website on a regular basis at a minimal cost. • To reach more clients • Extends business hours • Cheaper form of advertising • Can be used as a feedback tool 	<p>LO 4 AS4.5</p>	(2)
				[10]
TOTAL SECTION E:				30
GRAND TOTAL:				200