



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM
EXEMPLAR 2014
MEMORANDUM

MARKS: 200

This memorandum consists of 13 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	B✓	DRI	
	1.1.2	B✓	MPT	
	1.1.3	C✓	FX	
	1.1.4	A✓	MPT	
	1.1.5	A✓	MPT	
	1.1.6	A✓	FX	
	1.1.7	D✓	MPT	
	1.1.8	A✓	DRI	
	1.1.9	B✓	FX	
	1.1.10	A✓	TS	
	1.1.11	A✓	TA	
	1.1.12	D✓	TA	
	1.1.13	D✓	TA	
	1.1.14	C✓	M	
	1.1.15	D✓	CH	
	1.1.16	C✓	TS	
	1.1.17	A✓	TS	
	1.1.18	A✓	SR	
	1.1.19	C✓	SR	
	1.1.20	B✓	M	
			(20 x 1)	(20)
1.2	1.2.1	land market✓	DRI	
	1.2.2	passport✓	MPT	
	1.2.3	Berlin Wall✓	TA	
	1.2.4	jet lag✓	TA	
	1.2.5	BRICS Summit ✓	DRI	(5)
1.3	1.3.1	procurement✓	TS	
	1.3.2	volumes✓	DRI	
	1.3.3	SWIFT✓	DRI	
	1.3.4	restricted✓	MTP	
	1.3.5	vaccinations✓	MTP	(5)
1.4	1.4.1	D✓	SR	
	1.4.2	C✓	SR	
	1.4.3	E✓	SR	
	1.4.4	B✓	SR	
	1.4.5	A✓	M	(5)
1.5	D✓ E✓ A✓ B✓ C✓		TA	(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE**QUESTION 2**

- 2.1 2.1.1 (a) Time difference = 2 hours ✓ MTP
 Time in London is 20:00 + 1 hour DST ✓
 Therefore time in South Africa = 21:00 ✓ on 23 July 2013 ✓

OR

21:00 23 July 2013 ✓✓✓✓ (4)

(b) A tourist must be able to calculate the correct time of arrival in a country practising DST. ✓✓

- The tourist might miss a connecting flight by 1 hour if DST was not considered
 - The traveller might have to wait an extra 1 hour because DST was not considered
 - To publish timetables and travel schedules with the correct times
- (2)

(c) To make better use of daylight in the evenings ✓✓

Fewer road accidents as they drive 1 hour longer in daylight ✓✓

- Give children more social time
 - More daylight time equals potentially less crime after darkness in the UK
 - More outdoor activities can take place which boosts the tourism industry
 - Encourages longer shopping periods; economic benefits
 - Encourages productivity as workers work longer hours
 - Healthier workforce as people can exercise after work in daylight
 - Trading hours closer to European trade partners' hours that also practise DST
 - Saving energy for 1 hour longer before all the night-time energy-using activities start
- (4)

- 2.1.2 Time difference: Argentina -3 ✓ South Africa +2 = 5 hours ✓ MTP

Time in ORT = 8:30

Time in Buenos Aires = 8:30 – 5 hours

= 3:30 ✓

Flying time = 3:30 – 9 hours ✓

= 18:30 ✓

Departed Buenos Aires at 18:30 on 2 January ✓

OR

Departed Buenos Aires at 18:30 on 2 January ✓✓✓✓✓✓ (6)

- | | | | | |
|-----|-------|---|-----|-----|
| 2.2 | 2.2.1 | Health certificate✓
International driver's license✓
• Yellow fever certificate | MTP | |
| | | | | (2) |
| | 2.2.2 | ID/Identity document✓✓ | MTP | |
| | | | | (2) |
| | 2.2.3 | A passport is valid for 10 years✓. The last 6 months before the expiry date the passport holder will not be able to use the passport for international travel. ✓ | MTP | |
| | | | | (2) |
| | 2.2.4 | The tourists will go through the red channel at the airport ✓✓ to the South African Customs and declare their goods. | MTP | |
| | | | | (4) |
| | 2.2.5 | Stay especially alert and watch your bags and laptop at all times. Do not let anyone but uniformed airline personnel handle or watch your bags. ✓✓
• Watch out for staged incidents to divert your attention, like someone bumping into you or spilling a drink. It is often a ploy to divert your attention and steal your bag or passport.
• Carry your purse close to your body, or your wallet in an inside front pocket or wear a money pouch under your clothes.
• Keep a separate record of the content of checked luggage.
• Keep anything of value in a bag that stays with you at all times.
• Avoid displaying expensive cameras and jewellery that might draw attention. | MTP | |
| | | | | (2) |

(2)
[28]

QUESTION 3

- 3.1 3.1.1 (a) Japan✓ FX (1)
- (b) The exchange rate is the least favourable✓✓ FX (2)
- 3.1.2 USD1 500 x✓ 10,18✓ (BBR) FX
= ZAR/R15 270✓ (currency must be indicated) (3)
- 3.1.3 ZAR/R18 300 ÷✓ 14,06 (BSR)✓ FX
=EUR✓1 031,56✓ (4)
- 3.2 • Fluctuations FX
The exchange rate is changing daily✓✓ and the average of all the daily rates in a month has been captured as the monthly rate on the graph. These fluctuations have an influence on the relative strength or weakness of the currency. It was at its lowest in September 2012 ✓and at its highest in June 2013✓. (4)
- Effect of the highest rate (June 2013) on outbound tourists
It was more expensive to buy euro than the minimum rate
- Fewer tourists from South Africa travelled to Europe✓✓
 - Tourists spend less in Europe
 - South African tourists shortened their stay in Europe (6)
- Time for travelling
- (a) Best time to travel for inbound international tourists
It was best for inbound tourists to travel to South Africa in June 2013✓. (1)
- (b) Best time to travel for South African tourists
It was best for South Africans to travel in September 2012✓ to Europe. (1)
- Reasons
- (a) They would get R13,25 for every euro (as opposed to Sept 2012's R10,50) ✓✓ (2)
- (b) It was cheaper to travel to Europe. One euro cost only R10,50 (June 2013 it cost R13,25) ✓✓ (2)

[22]**TOTAL SECTION B: 50**

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

QUESTION 4

- 4.1 4.1.1 A – Great Wall of China✓
B – Sydney Opera House✓
C – Mecca✓ TA (1)
TA (1)
TA (1)
- 4.1.2 Interested in architecture✓✓ TA
 - Music and theatre lovers
 - Interested in performing arts (2)
- 4.1.3 Renovations were being done to the icon✓✓ TA
 - To maintain order and ensure the safety of tourists (2)
- 4.2 Icon: A symbol representative of a country in which it is located✓✓ TA
 - A feature that is world famous
 - Representing something significant and adds great value to a country
 - Significant feature of a country that makes a country famous
 - A building, structure or physical feature closely associated with a place, country or city (2)
- Attraction: Objects, features or activities that tourists want to see or experience✓✓
 - Places that tourists like to visit
 - A place that tourists are willing to travel long distances to see and will remember for a long time
 - A place visited for its historical significance, cultural value, natural or man-made beauty or entertainment opportunities
 - Tourists support attractions where the management of the attractions are committed to protecting the environment (2)
- 4.3 The tourism service providers make a profit, setting the multiplier effect into motion. ✓✓ TA
 Leads to increase in job opportunities, infrastructure development, rise of new businesses and expansion of existing establishments.✓✓
 - Citizens benefit directly or indirectly due to the increased number of tourists entering the country
 - Earn valuable foreign exchange (4)
- 4.4 4.4.1 (a) Increase the number of recycling bins.✓✓ TA
 - Reducing pollution
 - Well-trained staff that provide excellent service (2)
- (b) Committed to limiting large volumes of visitors✓✓ TA
 - Ticket pricing for the Cableway is rated as being fair with many specials on offer (2)
- (c) Table Mountain Café offers a variety of meals to suit different dietary needs and cultures.✓✓ TA
 - Accessible to people with disabilities (2)

- 4.4.2 Cable Card allowing hikers access to the cable car daily for a year ✓✓ TA
 By offering a positive experience for the visitors, they will most likely return to the attraction. ✓✓ (4)
[25]

QUESTION 5

- 5.1 5.1.1 (a) Mapungubwe Cultural Landscape ✓ CH (1)
 (b) Limpopo ✓ CH (1)
- 5.1.2 Bears a unique testimony to a culture or civilisation which has disappeared ✓✓ CH
 Outstanding landscape which illustrates an important stage in human history ✓✓
 • An example of human interaction with the environment which became vulnerable under the impact or irreversible change. (4)
- 5.2 UNESCO serves to promote cooperation and understanding of people through communication ✓✓ CH
 • Contributes to peace and security through education, science and culture
 • Ensures rational management of natural resources (2)
- 5.3 Gain prestige – making a country proud of the achievement. More people deciding to visit the country. ✓✓ CH
 People show added care for the heritage and learn to conserve for future generations. ✓✓
 • Increased revenue for a country – multiplier effect
 • Increased job opportunities
 • Infrastructural improvement
 • Uplifts the overall standard of an area (4)
[12]

QUESTION 6

- 6.1 6.1.1 (a) Tourism Levy South Africa ✓✓ M (2)
 (b) Accommodation sector ✓ M
 Car rental companies ✓
 Tour operators ✓
 • Travel agencies (3)
- 6.1.2 SA Tourism can use the funds raised by TOMSA to promote the guesthouse both locally and internationally. ✓✓ M (2)
- 6.1.3 Levies are paid by the tourists to the guesthouse which are paid to TBCSA who are the administrators of TOMSA ✓✓ M (2)

- 6.2 Marketing activities showcase our country as a choice destination at various global travel trade shows.✓
Vigorous advertising, e.g. quality information to visitors through its website.✓
Their international offices help to extend marketing.✓
Funding assistance from TOMSA allows expansion of their marketing strategies of our country.✓

(4)
[13]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS, SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- 7.1 7.1.1 (a) Business B ✓ TS (1)
- (b) Business B looks much more appealing and professional and tourists will expect better quality food and service. ✓✓
Business A looks dirty and unkempt and tourists will expect the food and service to reflect that. ✓✓ (4)
- 7.1.2 If a business considers its image as important, it will create a sense of confidence amongst its customers. This will attract customers and bring in more money. ✓✓
Tourists will expect better quality products, services, ethics, etc. in a well-kept, professional-looking business. ✓✓ TS (4)
- 7.2 7.2.1 Contract of employment ✓ TS (1)
- 7.2.2 Smoking in the office ✓ TS
Working hours ✓
The use of electronic equipment ✓
 - Policies to control the use of the Internet
 - Telephone etiquette
 - Dress code
 - Positive body language(3)
- [13]**

QUESTION 8

- 8.1 8.1.1 (a) Social ✓ SR (1)
- (b) Environmental ✓ SR (1)
- (c) Financial ✓ SR (1)
- 8.1.2 Efficient **energy-saving measures** to reduce the burden the business has on environmental resources. Energy-saving technologies such as heat pumps, solar heating panels for geysers, energy-saving light fittings, energy-saving lighting systems and LED lights, monitoring of lighting and air conditioning, pipe-heated water for swimming pools. ✓✓ SR
- Efficient **water-saving measures** to reduce the burden the business has on environmental resources. Grey-water recycling, restrictors on shower and tap valves to conserve water, indigenous gardens, swimming-pool covers, provision of showers only, reduction on towels and linen for laundry. ✓✓

Effective **waste management** is implemented throughout the operation. Waste recycling systems, compost from organic waste, worm farms, plastic, glass and tin recycling, use of tap water as opposed to bottled water. ✓✓

- Organic cleaning products.
- The use of bulk dispensers for shower gels and shampoos to cut down on individually packaged bottles.
- Procurement is based upon what is locally available and cost-effectively distributed to the property.
- Communication of green issues including environmental days where staff members as well as guests are included as part of the awareness campaigns.

(6)

- 8.2 8.2.1 It ensures that visitors and local communities alike share the benefits of tourism and travel equally. ✓✓ SR
It promotes greater understanding of and appreciation for fair and equitable business practice. ✓✓
• It creates a sense of pride (4)

- 8.2.2 The business must have a responsible travel and/or environmental policy. ✓✓ SR
The business must stimulate the local economy by buying local products and services. ✓✓
• Advertise the extent to which local communities enjoy benefits from tourists' spend during their visit
• Make alternative means of transport available to visitors, e.g. hire a bicycle, horse carts or walk where convenient
• Encourage visitors to use water sparingly
• Encourage visitors to switch unnecessary lights and equipment off to reduce greenhouse emissions
• Have a recycling programme in place
• Do not buy or sell products made from endangered species, e.g. hard woods, shells from beach traders, ivory or ancient artefacts
• Practise the triple bottom-line approach (4)

[17]

TOTAL SECTION D: 30

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

QUESTION 9

- 9.1 9.1.1 It is a mega sporting event that has a global interest with multicountry participation and a wide fan base. ✓✓ **DRI** (2)
- 9.1.2 London was a more established hosting city and better prepared than Rio ✓✓ in terms of accommodation, transport infrastructure and skilled personnel, whereas Rio still needs to develop these in preparation for the Olympic Games. **DRI** (2)
- 9.1.3 Protest action. The people of Rio were protesting against the increase in the cost of public transport. ✓✓ **DRI** (2)
- 9.1.4 It can cause delays in construction projects in preparation for the Games. ✓✓ **DRI** (2)
- It gives a negative image of the city.
 - It can cause global event organisers to lose faith in the country's ability to host the event.
- 9.1.5 Economic responsibility – by building more hotels they will be creating more jobs. ✓✓ **SR** (4)
- Environmental responsibility – BRT – reducing traffic, thereby reducing air pollution. ✓✓
- Social responsibility – skills development/language development
- 9.1.6 Increased pollution ✓✓ **DRI** (2)
- Traffic congestions
 - Price hikes
 - Inconvenience for locals
- 9.2 9.2.1 (a) Central and South America and Asia ✓✓ **DRI** (2)
- (b) Formation of BRICS leads to an increase in business and leisure tourists from Brazil and China. ✓✓ **DRI** (2)
- 9.2.2 There was an increase in the number of bed nights spent in 2012 compared to that spent in 2011. ✓✓ **DRI** (2)
- 9.2.3 Evaluate the potential of each province and find ways to make them all competitive. ✓✓ **DRI** (2)
- Work on marketing strategies to give exposure to all provinces.

[22]

QUESTION 10

10.1	10.1.1	On-line feedback/electronic communication✓	cc	(1)
	10.1.2	Personal phone calls✓	cc	
		• SMS		
		• Mystery customer		(1)
10.2		There are more people who have experienced poor service at the Monte Casino Sunny Steak Ranch than those who have experienced good service✓✓ and this suggests that the Sunny Steak Ranch Montic Resort has poor service. ✓✓	cc	(4)
10.3		Credit card✓ ✓	cc	
		• Debit card		(2)
				[8]
			TOTAL SECTION E:	30
			GRAND TOTAL:	200