



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2014**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 16 pages.**

<b>Topics in the Tourism CAPS</b>		<b>Abbreviations</b>
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✓ / USA	TA	
	1.1.2	C✓ / Big Ben	TA	
	1.1.3	D✓ /The host country co-organises the event, which has multi-country participation	DRI	
	1.1.4	B✓ / Terrorism	DRI	
	1.1.5	B✓ / Backpacker's lodge and public transport	MPT	
	1.1.6	B✓ / Drink bottled water	MPT	
	1.1.7	B✓ / To have more leisure daylight hours	MPT	
	1.1.8	A✓ / Informs tourists about health regulations	MPT	
	1.1.9	A✓ / gain a day by crossing the IDL	MPT	
	1.1.10	B✓ / The Wailing Wall	TA	
	1.1.11	B✓ / The percentage of foreigners who come to SA	DRI	
	1.1.12	A✓ / encourages fair and responsible business practice...	SR	
	1.1.13	B✓ / sustainability	SR	
	1.1.14	C✓ / discounted fair	TS	
	1.1.15	A✓ / A good value system	TS	
	1.1.16	D✓ / Grooming, personal hygiene, good communication...	TS	
	1.1.17	C✓ / people	SR	
	1.1.18	D✓ / social and economic	SR	
	1.1.19	D✓ / interpersonal	TS	
	1.1.20	A✓ / improving ethical behaviour of its staff members	TA	(20 x 1)
1.2	1.2.1	GDP✓/ Gross Domestic Product	FX	
	1.2.2	Multiplier effect✓	FX	
	1.2.3	Duty-free goods✓	MPT	
	1.2.4	Prohibited goods✓	MPT	
	1.2.5	Currency fluctuation✓	FX	(5 x 1)
1.3	1.3.1	Contract of employment✓	TS	
	1.3.2	Reliability✓	SR	
	1.3.3	TOMSA✓	M	
	1.3.4	Cash✓	FX	
	1.3.5	BBR✓	FX	(5 x 1)
1.4	1.4.1	C✓ / corporate social investment	SR	
	1.4.2	E✓ / cultural World Heritage Site	TA	
	1.4.3	A✓ / natural World Heritage Site	TA	
	1.4.4	B✓ / preferential procurement	SR	
	1.4.5	F✓ / marketing	TA	(5 x 1)
1.5	1.5.1	Egypt✓	TA	
	1.5.2	Italy ✓	TA	
	1.5.3	Netherlands ✓	TA	
	1.5.4	Australia✓	TA	
	1.5.5	India✓ (not the names of the icons)	TA	(5 x 1)

**TOTAL SECTION A: 40**

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

**QUESTION 2**

- 2.1 2.1.1 

	Time Zones: Rio de Janeiro -3; Berlin +1			MTP
	DST applies, therefore Berlin +2 ✓/1 hour added in calculation			
	Time difference:		= 5 hours✓	
	Time in Rio de Janeiro:		= 16:00 + ✓ 5 hours	
	Therefore time in Berlin:		= 21:00✓ on 13 July 2014 ✓	
		<b>OR</b>		
	Time difference:		= 4 hours✓	
	Time in Rio de Janeiro:		= 16:00 + ✓ 4hours	
	Therefore time in Berlin:		= 20:00 + 1✓(DST)	
			= 21:00✓ on 13 July 2014 ✓	
		<b>OR</b>		
	21:00✓✓✓✓ on 13 July 2014 ✓			(5)
- 2.1.2 No, they are in the Southern Hemisphere and July falls in winter DST does not apply. ✓✓(no marks awarded for "NO" only) MTP (2)
- 2.1.3 

	Time difference: Rio de Janeiro -3; South Africa +2			MTP
			= 5 hours✓	
	Time at ORT:		= 10:30	
	Time in Rio de Janeiro:		= 10:30 – ✓5 hours	
			= 5:30✓	
	Flying time:		= 5:30 +✓ 14 hours	
			= 19:30 ✓	
		<b>OR</b>		
	Arrived at Rio de Janeiro at 19:30 ✓✓✓✓✓(no marks awarded for a date)			(5)
- 2.1.4 After a long flight✓✓ being seated in a confined cabin, the tourist will suffer from tiredness. MTP (2)
- Sitting for a long period on the flight

2.2

	Red Channel	Green Channel	
	10 x designer jeans for a shop in Sandton✓	50 ml of perfume✓	MTP
	Registered camera✓	1 bottle of wine✓	
	Firearm✓		
	Cigarettes x 400✓		
	<i>(If candidates listed all items in both the Red and the Green channels, only the first THREE responses in each column are marked.)</i>		(6)

- 2.3 2.3.1 (a) International Driver's Licence ✓✓ (*do not accept drivers licence*) (2)
- International Driver's Permit
  - IDP (*do not accept IDL*)
- (b) Valid ✓✓ South African driver's licence MTP (2)
- 2 Photographs
  - Fees
  - Identity document (ID or passport)
  - Application form
  - Proof of residence
  - Valid driver's licence
- 2.3.2 To determine the travel time between attractions, activities, meals and accommodation ✓✓ MTP (2)
- To plan the stops for meals and petrol
  - To do logical planning of the route
  - To determine the fuel budget
  - To plan activities within the given time of travel
  - Reliable and accurate information using a distance calculator
  - Provide the tourist with the estimated time of arrival (ETA)
- 2.4 To get the required vaccinations ✓✓ MTP (2)
- To get preventative malaria medication (*do not accept injection for Malaria*)
  - To get medical examinations
  - To obtain health certificates
  - To get travel health advice (*include recommended and compulsory medical requirements*)

**[28]****QUESTION 3**

- 3.1 3.1.1 Euro/EUR/€ ✓ FX (1)
- 3.1.2 To simplify travelling and spending in neighbouring countries ✓✓ (2)
- To become a strong currency in the global market place; currency is stronger than other currencies.
  - To strengthen the regional economy
  - Eliminates fluctuation risks and exchange costs FX
  - Improved economic stability and growth – reduces uncertainty and encourages investment.
  - Able to compare tour prices from different tour operators across borders

- 3.2 

3.2	$GBP300 \times 15,79 = R4\,737 - R1\,268,34$ $= R3\,468,66$  <b>OR</b>  $R3\,468,66$  <i>(Accept ZAR and R as currency code)</i>	FX (4)
-----	---	--------
- 3.3 

3.3	$ZAR5\,000 \div 0,11 = ¥45\,454,55$ <i>(currency symbol indicated)</i>  <b>OR</b>  $¥45\,454,55$ • $¥45\,454,55$  <i>(Accept currency code and symbol)</i>	FX (3)
-----	--	--------

- 3.4 (To make the marking of the paragraph easier, the aspects are specified here under subheadings. No specific order of the aspects in the paragraph is prescribed.)

### **NEED FOR CURRENCY**

When tourists travel to another country, they need to exchange their local currency for the foreign currency used in that country. ✓✓

(2)

### **EXCHANGE RATES**

The exchange rate is used to determine the amount a tourist should get for his/her own currency when exchanging it for another currency. ✓✓

(2)

- In foreign exchange transactions, the amount is multiplied or divided by the current exchange rate.
- The exchange rate is the value of one currency expressed in terms of another currency.

FX

### **CHANGES IN VALUE**

The exchange rate changes (fluctuates) daily and is determined by trading on financial world markets. ✓✓

(2)

- Changes in the value of the exchange rate follow an upwards or downwards (strengthens and weakens) trend over an extended period of time (weeks/months/year).
- There are many factors that can effect the exchange rate, e.g. natural disasters; political instability.
- Determines the buying power.

### **IMPACT OF A WEAK RAND – INBOUND TOURISM**

Increase of foreign visitors to South Africa ✓✓

(2)

- Increase in tourism spending – more value for money
- Increase in length of stay

### **IMPACT OF A WEAK RAND – OUTBOUND TOURISM**

Fewer South Africans choose to travel overseas, because the weak rand makes foreign currency expensive. ✓✓

(2)

- South African outbound tourists spend less at international destinations.
- More South Africans will travel domestically- increase in domestic travel.
- May lead to over pricing of local goods and services.

### **PRE-LOADED CARDS**

It is a much safer way of travelling with foreign currency than carrying foreign bank notes. ✓✓

(2)

- It is a convenient way of carrying funds to a foreign destination.
- Assists tourists to spend within their budget.
- A lost or stolen card can be easily replaced.
- Tourists do not have to be concerned about exchanging their money to the currency of their destination.

(Consider only logical responses that are directly linked to **Tourism**)

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

**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE  
TOURISM, MARKETING****QUESTION 4**

- 4.1 4.1.1 (a) **A** - Eiffel Tower✓  
**B** - Parthenon✓ TA (2)
- (b) **A** - Paris✓  
**B** - Athens✓ TA (2)
- 4.1.2 **Icon A** TA (2)  
Structure of steel/metal/iron ✓✓  
  - A freestanding tower made out of metal crafted into different shapes
  - An architectural achievement housing restaurants on the first and second levels.
  - A structure housing a broadcasting station and an observation tower.
  - Visitors can visit three levels of the tower with the use of stairs or lifts.*(consider responses that give specifications)*
- Icon B** TA (2)  
Ancient construction of plain rock columns ✓✓.  
  - Interiors and exteriors elaborately decorated.
  - Built up with a palace and temples that embodies Greek architecture.*(consider responses that give specifications)*
- 4.2 4.2.1 Existence of many industries found around the attraction – TA (4)  
contributing to pollutant levels. ✓✓  
High volumes of road traffic a significant problem around the attraction. ✓✓  
  - Increased pollutant levels caused by omissions from oil refineries.
  - Coal is used as the primary source of energy.
  - Negative impact of mass tourism.
  - Air pollution
  - Marble cancer
- 4.2.2 (a) To protect and preserve the Taj Mahal's cultural TA (2)  
heritage/WHS✓✓  
  - UNSECO is the custodian of all WHSs.

- (b) To help minimise the effects of marble cancer at the Taj Mahal. ✓✓  
The use of eco-friendly cleaning products will lessen the environmental impact. ✓✓ (2 x 2) (4)
- Cleaning products will be less harmful to the health of the maintenance staff.
  - Ensure the products are safe and easy to use
  - The cleaning products must not damage the marble
- 4.2.3 Maintain the general appearance and cleanliness of the attraction ✓✓ (2)
- Ensure policies and implementation of policies are in place
  - Ensure there are measures in place to protect the site.
  - Include programmes to encourage repeat visits/marketing
  - Encourage the signing of a visitor's pledge book upon entry to the attraction to ensure on-going sustainability of the attraction.
  - Control ticket sales/operating times to avoid mass tourism
  - Have a visitor's code of conduct
  - Introduce penalties/fines for the violation of the code of conduct
  - Security guards to ensure tourist behave in a responsible manner
  - Ensure that the Taj Mahal is universally accessible.
  - Apply the Triple Bottom Line to ensure sustainability of the attraction.
- 4.3 4.3.1 (a) Graffiti ✓ (1)
- Vandalism ; writing on the rocks; scribbling  
(Accept a response that refers to writing that obscures and damages the art.)
- (b) Inform the police or contact the South African Heritage Resource Agency (SAHRA) if damage to the paintings has been witnessed. ✓✓ (2)
- Compulsory tour guide to escort visitors to the attraction.
  - Raise educational awareness on treating rock art with care and respect.
  - Visitors must observe rules and procedures at the sites.
  - Increase security.
  - Install security cameras
  - Installation of barriers that will prevent tourists from getting too close to the rock art.
  - Offer a reward for reporting the crime
  - Impose fines.

- 4.3.2 (a) He exploits tourists by abusing his position at the attraction. ✓✓ TA (2)
- The security guard is taking advantage of his position by getting extra money from tourists
- (b) Enforce the code of conduct. ✓✓ TA (2)
- Apply disciplinary measures (*accept examples of disciplinary measures*)
  - Train staff on issues concerning ethical behaviour.
- [27]**

**QUESTION 5**

- 5.1 5.1.1 (a) **A** - Cape Floral Region/Kingdom✓ CH (2)  
**B** - Robben Island✓
- (b) Western Cape✓ ( *do not accept Western province*) CH (1)
- 5.1.2 (a) Mapungubwe Cultural Landscape✓ - 4✓ CH (2)
- (b) iSimangaliso Wetlands Park✓ - 7✓ CH (2)  
(*do not accept St Lucia Wetlands Park*)
- 5.2 5.2.1 An outstanding example of a landscape which illustrates an important stage in human history of the Nama people.✓✓ CH (4)  
Outstanding example of traditional human settlement/land use representative of the Nama culture which became vulnerable under the impact of modernisation.✓✓
- Cultural site protects the living heritage of the Nama people
- 5.2.2 Influx of visitors to visit the site will lead to increased tourism revenue for the province.✓✓ CH (2)
- A sense of ownership/pride of the heritage within the local Nama people will develop.
  - Income generated in the area will lead to better quality of life for the local community.
  - Economic boost, benefiting everyone.
  - Experience the multiplier effect – jobs are created.
  - Nama people showcasing their culture
  - Partnership is formed amongst the various stakeholders
- [13]**

**QUESTION 6**

- 6.1 Make 'tourism everyone's business' ✓✓  
Work together ✓✓ M (4)
- Provide excellent service
  - Meet the needs and expectations of tourists.
  - Showcasing our unique tourism experiences.
  - To create positive perceptions about the country.
  - Applying the principles of Ubuntu.
- (Consider responses that inspire positive behaviour and shows pride in South Africa.)*

- 6.2 Helps create a positive, unified image of South Africa. ✓✓  
A brand that is built on pride. ✓✓ M (6)  
A recognisable brand to promote South Africa on an international platform. ✓✓
- It enables South Africa to function as a competitive destination in the global arena.
  - A strong brand positions our country as an attractive destination partner for trade and investment.
  - A recognisable global brand inspires positive thoughts and feelings about the country will convince people to travel to South Africa
  - It showcases South Africa's successes and motivates investor confidence. *(Accept this response when candidates make reference to the pictures in the spider diagram)*

**TOTAL SECTION C: [10]  
50**

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

- 7.1 7.1.1 Logo: The business was founded in 1977 and has retained its logo, which makes them recognisable. ✓✓ TS (2)
- 7.1.2 Name: Steak Beef Ranch shows that the restaurant specialises in Beef products ✓✓ (2)
- The name has not changed in the last 30 years and therefore it has become more recognisable and trustworthy.
  - Franchise has grown -over 200 restaurants
- 7.1.3 Physical appearance: The restaurants will be similar in their appearance. This gives customers a sense of confidence in the quality of the food and the service in a familiar environment. ✓✓ (2)
- Creates a professional image.

- 7.1.4 Special draw card:  
Family restaurant ; children friendly ✓✓
- Tasty, nutritious food
  - Special menus for children (*accept examples*)
  - Opportunities to celebrate special occasions: singing, balloons, sparkles, special occasion menus, etc.
  - Professional and friendly staff
  - Value for money
- (2)
- 7.2 Customers associate the brand image with positive eating experience/ trust. ✓✓ TS  
It will ensure repeat visits. ✓✓ (2 x 2) (4)
- It distinguishes the business from other competitors/ competitive edge
  - It creates confidence and trust among customers who know they can rely on a standard menu and service.
- 7.3 Waitrons employed by Steak Beef Ranch must be dressed in official Steak Beef Ranch uniforms when on duty. ✓✓ TS  
Waitrons should be neatly groomed. ✓✓ (*accept examples*) (2 x 2) (4)
- Wearing of name badges
- [16]**

**QUESTION 8**

- 8.1 A concept whereby companies decide voluntarily to contribute to a better society ✓✓ (*do not accept corporate social investment*) SR (2)
- A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.
- 8.2 8.2.1 CTI - Think Green ✓✓ SR (2)
- Making the planet a better place for future generations
  - Environmental action
- 8.2.2 They are showing their commitment to environmental consciousness, thereby getting the support of like-minded businesses. ✓✓ SR (2)
- 8.3 Find responsible ways of re-using and recycling old tyres. ✓✓ SR  
Use fuel-efficient vehicles. ✓✓ (6)  
Use motorcycles/bicycles/ to service short-distance deliveries. ✓✓
- Ensure that vehicles are mechanically sound, no oil spills, etc.
  - Washing vehicles in a responsible manner by saving water.
  - Ensure economical route planning.
  - Tracking and monitoring of proper use of vehicles.
  - Use larger vehicles/bulk transportation to minimise trips

8.4	Social ✓✓ <ul style="list-style-type: none"><li>• People</li><li>• Community involvement</li></ul>	SR	(2)
			<b>[14]</b>
		<b>TOTAL SECTION D:</b>	<b>30</b>

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

- 9.1 9.1.1 Economic injection (*accept examples such as income generation; infrastructural development; job opportunities; skills development; procurement of local goods*)✓✓ DRI (2)
- Showcasing their culture
  - Publicity for the country
  - Encourages partnerships between countries.
  - Encourages cooperation between countries.
  - Gives stability and credibility to countries.
  - Addresses MDG goals.
  - The citizens will be aware of the importance of tourism in respect of the Triple Bottom Line
  - Increases foreign revenue
  - Builds good relationships between participating countries
- 9.1.2 The country can showcase its unique African culture and thereby increasing the potential to attract cultural tourists.✓✓ DRI (2)
- Promotes cross-cultural understanding.
- 9.1.3 Creates an awareness of the possible prospects that growing the tourism industry has globally.✓✓ DRI (4)
- Emphasises the enormous scale in size, prospects and benefits of the tourism industry globally.✓✓ (2 x 2)
- More revenue is generated through tourism-related activities than any other industry.
  - This revenue then creates opportunities for job creation.
  - Entrepreneurship
  - Upgrading of facilities, skills development and infrastructural development for the host country.
- 9.2 9.2.1 The safety of tourists/human life is always the number one priority.✓✓ DRI (2)
- Tourists will know what to do in the event of an earthquake or tsunami.
  - Tourists will be aware that they are entering a high-risk zone and will be more cautious.
  - It will be easier to manage the disaster as most people would have followed instructions and will be safe.
- 9.2.2 Destruction of infrastructure✓✓ DRI (2)
- Destruction of flora, fauna and ecosystems
  - Cancellation of flights, rail, cruises and road trips
  - Cancellation of holidays
  - Fewer tourists will visit the destination
  - Less revenue will be generated
  - Job losses

- 9.3 9.3.1 UK✓✓  
 • United Kingdom DRI (2)
- 9.3.2 Yes, there has been no or little growth✓✓ in the number of tourists from 2011 to 2012; therefore they need to showcase the country's attractions to grow this market. DRI (2)  
 • Increase the number of tourists from that country.
- OR**
- No, it is an existing market; SAT should invest in markets that show growth potential✓✓  
*(Do not award marks for the Yes or No. The reason given must qualify the Yes or No response)*
- 9.4 9.4.1 This information will help them to find ways to increase the length of stay.✓✓ DIR (2)  
 • Determine if there are adequate tourism products and services available.  
 • To plan marketing strategies  
 • To measure the success of their business
- 9.4.2 Create attractive package deals.✓✓ A (2)  
 • Offer discounts.  
 • Create niche market opportunities.  
 • Establish the need to be on the provincial tourism authority's database for marketing purposes.  
 • Be part of the national tourism marketing strategies.
- 9.5 9.5.1 Money is transferred electronically from one account to another. ✓✓ DRI (2)  
 • Transfer of money on-line  
 • Internet banking  
 • SWIFT transfer
- 9.5.2 Convenient as a type of payment method as clients can transfer money when it suits them. ✓✓ DRI (2)  
 • Money can be transferred anywhere in the world.  
 • Easy to pay for items as you can transfer money electronically instead of having to be physically present.  
 • Safer than carrying cash around.

**[24]**

**QUESTION 10**

- 10.1 **A** – Electronic/Online survey /questionnaire via website, tablet, computer, cell phone instead of having to be physically present✓ **cc**
- Survey using technology
- B** – handwritten questionnaire ✓ **(2)**
- Survey
  - Feedback cards
- 10.2 Many people are too busy to do an evaluation, even if it is online.✓✓ **cc** **(2)**
- A business cannot force a customer to do the survey and therefore evaluating customer satisfaction becomes more difficult.
  - Data /information can get delayed or lost
  - Do not have access to the internet/WIFI
  - Do not have the technology on hand
- 10.3 The customer is present. ✓✓ **cc** **(2)**
- A staff member can be used for more personal interaction with the customer.
  - A user friendly survey
  - Immediate feedback and immediate action can be taken.
- [6]**
- TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**