



# basic education

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

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2012**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 13 pages.**

**SECTION A: SHORT QUESTIONS****QUESTION 1**

|            |        |                              |      |      |          |
|------------|--------|------------------------------|------|------|----------|
| <b>1.1</b> | 1.1.1  | C✓                           | LO 1 | AS 1 |          |
|            | 1.1.2  | A✓                           | LO 1 | AS 1 |          |
|            | 1.1.3  | D✓                           | LO 1 | AS 2 |          |
|            | 1.1.4  | B✓                           | LO 3 | AS 6 |          |
|            | 1.1.5  | A✓                           | LO 3 | AS 3 |          |
|            | 1.1.6  | C✓                           | LO 4 | AS 5 |          |
|            | 1.1.7  | C✓                           | LO 2 | AS 1 |          |
|            | 1.1.8  | C✓                           | LO 2 | AS 3 |          |
|            | 1.1.9  | C✓                           | LO 2 | AS 4 |          |
|            | 1.1.10 | A✓                           | LO 2 | AS 4 |          |
|            | 1.1.11 | A✓                           | LO 3 | AS 3 |          |
|            | 1.1.12 | D✓                           | LO 3 | AS 1 |          |
|            | 1.1.13 | B✓                           | LO 3 | AS 3 |          |
|            | 1.1.14 | B✓                           | LO 3 | AS 3 |          |
|            | 1.1.15 | A✓                           | LO 3 | AS 3 |          |
|            | 1.1.16 | C✓                           | LO 4 | AS 1 |          |
|            | 1.1.17 | A✓ / C / D                   | LO 4 | AS 2 |          |
|            | 1.1.18 | B ✓ / C / D                  | LO 4 | AS 1 |          |
|            | 1.1.19 | D✓                           | LO 4 | AS 2 |          |
|            | 1.1.20 | C✓                           | LO 4 | AS 5 | (20 x 1) |
| <b>1.2</b> | 1.2.1  | FTTSA✓                       | LO 2 | AS 2 |          |
|            | 1.2.2  | TGCSA✓                       | LO 1 | AS 2 |          |
|            | 1.2.3  | AA TRAVEL GUIDES✓            | LO 1 | AS 2 |          |
|            | 1.2.4  | CATHSSETA✓                   | LO 1 | AS 2 |          |
|            | 1.2.5  | SABS✓                        | LO 1 | AS 2 | (5)      |
| <b>1.3</b> | 1.3.1  | Website✓                     | LO 4 | AS 4 |          |
|            | 1.3.2  | Remuneration ✓               | LO 1 | AS 3 |          |
|            | 1.3.3  | e-Marketing✓                 | LO 2 | AS 3 |          |
|            | 1.3.4  | Business tourist✓            | LO 2 | AS 3 |          |
|            | 1.3.5  | Lighthouse tourism✓          | LO 4 | AS 1 | (5)      |
| <b>1.4</b> | 1.4.1  | D✓                           | LO 2 | AS 1 |          |
|            | 1.4.2  | A✓                           | LO 2 | AS 1 |          |
|            | 1.4.3  | E✓                           | LO 2 | AS 1 |          |
|            | 1.4.4  | B✓                           | LO 2 | AS 1 |          |
|            | 1.4.5  | F✓                           | LO 2 | AS 1 | (5)      |
| <b>1.5</b> | 1.5.1  | Student visa✓                | LO 3 | AS 3 |          |
|            | 1.5.2  | Medical visa✓                | LO 3 | AS 3 |          |
|            | 1.5.3  | Visitor visa✓ / Holiday visa | LO 3 | AS 3 |          |
|            | 1.5.4  | Transit visa✓                | LO 3 | AS 3 |          |
|            | 1.5.5  | Diplomatic visa✓             | LO 3 | AS 3 | (5)      |

**TOTAL SECTION A: 40**

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

- |     |       |   |              |     |
|-----|-------|---|--------------|-----|
| 2.1 | 2.1.1 | Goods / products ✓ ; Services✓ ( <i>in any order</i> )  | LO 1<br>AS 1 | (2) |
|     | 2.1.2 | <p>(a) Foreign tourists <b>spend money from their country (forex)</b> when they pay for tourism goods / products and services while in South Africa. ✓✓</p> <ul style="list-style-type: none"> <li>• Tourism generates foreign income / investment</li> <li>• Tourism brings in money from other countries which set the multiplier effect into motion.</li> </ul> <p>(b) The services required by tourists can only be met through <b>human interaction.</b> ✓✓</p> <ul style="list-style-type: none"> <li>• The tourism industry is made up of different kinds of service to people (tourists) and needs skilled people (employees) to deliver these services.</li> <li>• The tourism industry needs 'people's' people to effectively work in this service orientated environment.</li> </ul> | LO 1<br>AS 1 | (2) |
|     | 2.1.3 | <p>Not all people who apply to work in the tourism sector have the <b>right skills, knowledge, attitude or and values (SKAVs)</b> needed by the industry. ✓✓ (<i>examples may be accepted</i>)</p> <ul style="list-style-type: none"> <li>• In order to deliver excellent service, people need to have the right attitude and need to be trained in order to obtain necessary skills</li> </ul>   | LO 1<br>AS 1 | (2) |
| 2.2 | 2.2.1 | To attract or <b>increase domestic tourists</b> numbers ✓✓  | LO 1<br>AS 1 | (2) |
|     |       | <i>( Do not accept international tourists)</i>  |              |     |
|     | 2.2.2 | <p>GDP growth ✓ &amp; job creation ✓</p> <ul style="list-style-type: none"> <li>• Transformation</li> </ul>   | LO 1<br>AS 1 | (2) |
|     |       | <i>( in any order)</i>  |              |     |
|     | 2.2.3 | <p><b>Offer discounts</b> ✓✓ during off peak (season) times</p> <ul style="list-style-type: none"> <li>• Offer special packages to <b>target markets who can travel</b> during off-peak times</li> <li>• <b>Creating niche markets</b> during off peak times</li> <li>• <b>Aggressive marketing</b> (including WOM /social media) during off peak season</li> <li>• <b>Add-ons</b> and special offerings / incentives during off peak times</li> </ul>  | LO 1<br>AS 1 | (2) |
|     |       | <i>(Do not accept “encourage year round travel”)</i>  |              |     |
| 2.3 | 2.3.1 | <p>D ✓</p> <ul style="list-style-type: none"> <li>• Broad Based Black Economic Empowerment</li> </ul>   | LO 1<br>AS 2 | (1) |

- 2.3.2 Travelling is **still not affordable** for many South Africans✓✓ LO 1 AS 2 (2)
- Tourism for many South Africans is **limited to VFR** and **attending funerals**.
  - **Ignorance** about travelling, bookings and destinations and products available.
  - Many are **not aware** of the **opportunities** available in the tourism industry.
  - The **apartheid** legacy
  - **Insufficient time** to travel
- 2.3.3 (a) Transport✓/ Travel LO 1 AS 2 (1)
- (b) Ensure **BBBEE policies** are in place✓✓ (2)
- Comply to the requirements of **BBBEE score card**
  - Create **equal opportunities** for all South Africans
  - **Employ** HDI's in management
  - Provide **training**
  - Preferential **procurement**
  - Affirmative action
- 2.3.4 (a) Graduated HDI manager✓✓ LO 1 AS 2 (2)
- (b) Successful Young Couples✓✓ LO 1 AS 2 (2)
- (c) Gugulethu Township Tours✓✓ LO 1 AS 2 (2)

**[26]**

**QUESTION 3**

- 3.1 Wildlife photographer ✓✓ (2)
- Travel agent specialising in green tourism
  - Environmental officer
  - Game ranger
  - Field guides
  - Eco-tour operators
  - Conservationist
  - Chef in an organic restaurant
- (All other general positions must be qualified by mentioning the link to environmentally sustainable practises)*
- 3.2 **More tourists are environmentally conscious** and will support green tourism businesses. ✓✓ (2) LO2  
AS2
- To conserve and protect the environment for future generations
  - The green label attracts tourists to a business
- 3.3 Need to be friendly ✓✓ (4) LO1  
AS3  
A people's person ✓✓
- have good self esteem and confidence
  - able to take control
  - delegate responsibilities in a group
  - be well organised
  - Need to enjoy the outdoors
  - Any positive characteristics
- (do not accept any examples of skills)*
- 3.4 Tourist guides travel with the group and all their **costs** like transport, accommodation, gate fees and meals are **free** ✓✓ (2) LO1  
AS3
- They meet interesting and friendly people
  - They see many places
  - They are exposed to many different cultures
  - They experience a variety of travel products and services
- (only accept travel benefits)*
- 3.5 Always make sure of the **safety and convenience** of your tour group. ✓✓ (4) LO1  
AS3  
**Communicate** with the group/s about the details of the tour ✓✓ – departure time, place, destination, accommodation, transportation and costs
- Make sure all the members of the tour group **follow the schedules** set and record all incidents
  - **Arrange** and **coordinate** the necessary permits or letters of communication to the area of destination before the tour
  - **Inform** tourists of the attractions and destinations
  - **Be knowledgeable** about travel related issues
  - Be punctual
  - **Make** tourists **aware** about environmentally friendly practices
  - **Assists** tourist with special needs
  - Liaise with stakeholders

**[14]****TOTAL SECTION B: 40**

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

- |     |       |   |            |     |
|-----|-------|---|------------|-----|
| 4.1 | 4.1.1 | A. environmental✓ / planet / nature<br>B. social✓ / people / community<br>C. economic✓ / profit / money<br><br><i>(in any order)</i>  | LO2<br>AS1 | (3) |
|     | 4.1.2 | (a) economic✓ / profit / money<br>(b) environmental✓ / planet / nature<br>(c) social ✓ / people / community   | LO2<br>AS1 | (3) |
|     | 4.1.3 | The <b>profits</b> generated from a sale will be <b>directed back</b> into the community. ✓✓<br><ul style="list-style-type: none"> <li>• it will create <b>job opportunities</b></li> <li>• <b>entrepreneurship</b> opportunities</li> <li>• the multiplier effect</li> <li>• minimise <b>leakages</b> ( profits will stay in the community)</li> <li>• <b>reduce socio economic problems</b> such as crime and poverty</li> <li>• leads to <b>infrastructural</b> improvement</li> </ul> | LO2<br>AS1 | (2) |
|     | 4.1.4 | reducing✓✓, reusing✓✓ recycling✓✓<br><ul style="list-style-type: none"> <li>• indigenous tree planting</li> <li>• organic farming</li> <li>• the use of bicycles during the tour has a low impact on the environment</li> </ul>   | LO2<br>AS1 | (6) |
|     | 4.1.5 | The bicycle does not release carbon emissions / air pollution. ✓✓<br><ul style="list-style-type: none"> <li>• Reduce noise pollution</li> </ul>   | LO2<br>AS1 | (2) |
|     | 4.1.6 | Kyoto Protocol✓✓  | LO2<br>AS2 | (2) |
| 4.2 | 4.2.1 | (a) Price ✓; Promotion✓ ; Place✓; Product ✓<br><ul style="list-style-type: none"> <li>• People</li> <li>• Package</li> </ul>  | LO2<br>AS3 | (4) |
|     |       | (b) Price✓✓   | LO2<br>AS3 | (2) |

- 4.2.2 **Yes**✓  
The bicycle tours is a **unique product**✓✓  
• The tour has been awarded the FTTSA and SATSA **accreditation**.  
• Tourists have the opportunity to **interact** directly with the locals  
• It promotes an **environmentally friendly** way of travelling
- OR**
- No
- it may **only appeal** to a niche market.
  - it may **not appeal** to certain target markets
  - because it is **weather dependent**
- 4.2.3 Strengths✓  
Weaknesses✓  
Opportunities✓  
Threats✓
- LO2  
AS3 (3)
- LO2  
AS3 (4)  
[31]

**QUESTION 5**

- 5.1      5.1.2 **Close** all taps after using. ✓✓ LO2  
AS2 (2)
- Don't leave taps **dripping**.
  - **Report** leaking taps or defects to management
- 5.1.3 Rather shower than bath ✓✓. (2)
- Do not leave the water in the shower **running unnecessary**
  - Don't have **long showers**
- 5.1.4 Fill the kettle only with the **amount of water** needed ✓✓. (2)
- Ensure that the kettle is correctly placed to **avoid spillage**
- 5.2      IsiZulu ✓ / Zulu LO2  
AS4 (1)
- IsiXhosa ✓ / Xhosa LO2  
AS4 (1)
- Sotho ✓ / Sesotho / South Sotho LO2  
AS4 (1)
- English
  - Afrikaans
- (do not accept "Nguni languages", or "Northern Sotho")*

**[9]****TOTAL SECTION C:      40**



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

**QUESTION 6**

|     |       |   |            |     |
|-----|-------|---|------------|-----|
| 6.1 | 6.1.1 | UTC✓(Universal Time Coordinate) <ul style="list-style-type: none"> <li>• Greenwich meridian</li> <li>• Prime Meridian</li> </ul>  | LO3<br>AS  | (1) |
|     |       | <i>(do not accept “Greenwich” only or Greenwich mean time)</i>  |            |     |
|     | 6.1.2 | International date line / IDL✓  | LO3<br>AS1 | (1) |
|     | 6.1.3 | Northern hemisphere ✓   | LO3<br>AS1 | (1) |
|     | 6.1.4 | (a) Jet lag✓  | LO3<br>AS1 | (1) |
|     |       | (b) Nausea✓   |            | (1) |
|     |       | <ul style="list-style-type: none"> <li>• Vomiting</li> <li>• Dehydration</li> <li>• Loss of appetite</li> <li>• Disorientation / Dizziness</li> <li>• Disruption of sleeping patterns</li> <li>• Tiredness / Fatigue</li> <li>• Headaches</li> <li>• Sinus irritation</li> <li>• Flu like symptoms</li> <li>• Irritability</li> </ul> |            |     |
| 6.2 | 6.2.1 | New York = -5<br>London = 0<br>Time difference = 5 hours✓<br>15:30 (+✓) 5 hours = 20:30✓ the same day✓ / Friday / 27 July<br><p style="text-align: center;"><b>OR</b></p> 20:30✓✓✓the same day✓ / Friday / 27 July  | LO3<br>AS1 | (4) |
|     |       | <i>(Do not accept am / pm / 23h30 or o'clock)</i>   |            |     |
|     | 6.2.2 | London = 0<br>Tokyo = + 9<br>Time difference = 9 hours✓<br>14:00 (+✓)9 hours=23:00✓(-16✓hours flying time) = 7:00✓✓<br><p style="text-align: center;"><b>OR</b></p> 07:00✓✓✓✓✓✓   | LO3<br>AS1 | (6) |
|     |       | <i>(Do not accept am / pm 7h00 or o'clock)</i>  |            |     |
| 6.3 |       | Time✓<br>meals✓<br>transport✓<br>accommodation✓   | LO3<br>AS2 | (4) |
|     |       | <ul style="list-style-type: none"> <li>• Attractions</li> <li>• Activities</li> </ul> (accept appropriate examples taken from the itinerary)  |            |     |

- 6.4 6.4.1 Passport✓  
Ticket✓
- Cruise boarding pass
  - Visa
  - Health certificate
- LO3  
AS3 (2)
- 6.4.2 Food✓  
Alcohol or other beverages✓
- Illegal substances like drugs,
  - Any weapons
  - Perishables
  - Plants
  - Animals
  - Seeds
  - Flammable items
- LO3  
AS3 (2)
- 6.5 6.5.1 Take **precautionary measures** before and during the journey✓  
Do not **offer lifts** to strangers✓
- **Plan** your route in advance
  - Avoid **driving at night** to unknown places
  - Always have **emergency contact numbers** to call for help in case of a breakdown
  - **Travel** during the **day**
  - **Be alert** and aware of your surroundings
  - Ensure that the car you drive is in **good working order**
- LO3  
AS3 (2)
- 6.5.2 Tourist will spread **positive WOM** about our country✓✓  
**More tourists** will visit South Africa✓✓ which leads to increased arrivals.
- **repeat** visits
  - a positive experience will improve the image of South Africa resulting in us becoming a **destination of choice**
- LO3  
AS3 (4)

[29]

**QUESTION 7**

|     |        |   |            |                    |
|-----|--------|---|------------|--------------------|
| 7.1 | 7.1.1  | India✓✓<br>• China  | LO3<br>AS4 | (2)                |
|     | 7.1.2  | The holiday market✓ / leisure<br>To sustain the existing market✓✓<br><b>OR</b><br>The business market<br>To grow / increase / develop the market  | LO3<br>AS4 | (1)<br>(2)         |
|     | 7.1.3  | Emerging markets are markets that presents the <b>largest potential for growth</b> ✓✓   | LO3<br>AS4 | (2)                |
| 7.2 | 7.2.1  | Currency fluctuation✓✓<br>• The falling Euro value<br>• Economic instability / depression / recession / meltdown<br>• The Euro weakening against the US Dollar<br>• Global recession  | LO3<br>AS4 | (2)                |
|     | 7.2.2  | (a) Yes ✓/ Agree<br>(b) Tourist numbers will drop✓✓<br>• This will lead to <b>less tourist</b> arriving on our shores and the county earning <b>less GDP</b> .<br>• Tourists will spend less<br>• Less profits for businesses<br>• Possible job losses<br>• Europe is one of our biggest inbound markets and if their currency loses value, they may be forced to <b>cancel their intended holidays</b> . | LO3<br>AS4 | (1)<br>(2)         |
| 7.3 | 7.3.1. | 2 500 USD x ✓ (R7.70) ✓ = R19 250.00✓<br><b>OR</b><br>R19 250.00✓✓✓<br><i>(no marks allocated to currency symbol)</i>   | LO3<br>AS5 | (3)                |
|     | 7.3.2  | R1 824.50 ÷ ✓ (R8.50)✓ = 214.65✓ USD<br><b>OR</b><br>USD 214.65✓✓✓<br><i>(no marks allocated to currency symbol)</i>  | LO3<br>AS5 | (3)                |
| 7.4 | 7.4.1. | A – <b>Sporting event</b> ✓ (Comrades, Olympics, New York marathon, Boston City marathon, London City marathon, World Athletic Championships,)<br>B - <b>Political event</b> ✓/ unrest / protest, (War in Egypt, any recent war)<br>C - <b>unforeseen occurrences</b> ✓ /natural disaster (Tsunami)   | LO3<br>AS6 | (3)<br><b>[21]</b> |

**TOTAL SECTION D: 50****SECTION E: CUSTOMER CARE AND COMMUNICATION****QUESTION 8**

|     |       |  |              |     |
|-----|-------|--|--------------|-----|
| 8.1 | 8.1.1 | The lady✓ / (A)  | LO 4<br>AS 1 | (1) |
|     | 8.1.2 | She has the <b>right attitude</b> to work successfully in the tourism industry✓✓<br><ul style="list-style-type: none"> <li>• She has a <b>positive disposition</b></li> <li>• She is <b>friendly</b></li> <li>• Willing to go the <b>extra mile</b></li> </ul>   | LO 4<br>AS 1 | (2) |
|     | 8.1.3 | Good communication skills ✓✓<br>Technological skills ✓✓<br><ul style="list-style-type: none"> <li>• Mathematical skills</li> <li>• Problem solving skills</li> <li>• Conflict management skills</li> <li>• Basic first aid skills</li> <li>• Multitasking skills</li> </ul> <i>( only accepts <b>skills</b> not knowledge, values or attitudes (KVAs)</i>  | LO 4<br>AS 1 | (4) |
|     | 8.1.4 | In order for customers to <b>return to the restaurant</b> ✓✓<br><ul style="list-style-type: none"> <li>• Spreading of <b>positive word of mouth</b></li> <li>• <b>Positive image</b> of the restaurant</li> <li>• Ensure customer <b>loyalty</b></li> <li>• Ensure an <b>competitive advantage</b></li> </ul>  | LO 4<br>AS 3 | (2) |
| 8.2 | 8.2.1 | <b>Online / electronic</b> customer service survey✓✓<br><i>(Do not accept software or eGuest Surve)</i>  | LO 4<br>AS 2 | (2) |
|     | 8.2.2 | Hospitality✓<br><ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Food and beverage</li> </ul>   | LO 4<br>AS 2 | (1) |
|     | 8.2.3 | They can get <b>immediate written feedback</b> from customers✓✓<br>They can <b>rectify any problems</b> immediately✓✓<br><ul style="list-style-type: none"> <li>• <b>Assess their service standards</b> / staff performance</li> <li>• Can ensure a <b>competitive advantage</b></li> <li>• Offer <b>paperless feedback</b></li> <li>• Assist them in their <b>marketing research</b></li> </ul>   | LO 4<br>AS 2 | (4) |
|     | 8.2.4 | Guest can send their <b>comments</b> at their convenience.✓✓   | LO 4<br>AS 2 | (2) |
|     | 8.2.5 | <b>Good comments</b> from customers can be used to <b>market</b> the business.✓✓<br><ul style="list-style-type: none"> <li>• Can contribute to <b>receiving awards</b></li> <li>• More return business / loyalty results in higher revenue</li> <li>• Displaying of positive customer feedback will give customers more confidence in the business</li> <li>• Determine their strengths and are able to maintain it</li> <li>• Promotes a better work environment</li> </ul> | LO 4<br>AS 3 | (2) |

**[20]**

**QUESTION 9**

|     |       |  |              |             |
|-----|-------|--|--------------|-------------|
| 9.1 | 9.1.1 | (a) scribe✓/ note taker / secretary / record keeper  | LO 4<br>AS 4 | (1)         |
|     |       | (b) gatekeeper✓  |              | (1)         |
|     |       | <ul style="list-style-type: none"> <li>• Team leader</li> <li>• Team manager</li> <li>• Coordinator</li> <li>• Chair person</li> <li>• Project manager</li> </ul>                      |              |             |
|     |       | (c) Pacifier✓  |              | (1)         |
|     |       | <ul style="list-style-type: none"> <li>• Peacemaker</li> <li>• Harmoniser</li> <li>• Mediator</li> <li>• Arbitrator</li> <li>• Conflict resolver</li> </ul>                            |              |             |
|     | 9.1.2 | When a team works well together, they will be better than their competitors ✓✓   | LO 4<br>AS 4 | (2)         |
| 9.2 | 9.2.1 | Air ✓/ air travel  | LO 4<br>AS 4 | (1)         |
|     | 9.2.2 | Computer / Laptop computer✓✓<br>Cell phone / Smartphone✓✓  | LO 4<br>AS 4 | (4)         |
|     |       | <ul style="list-style-type: none"> <li>• PDA ( Personal Digital Assistant)</li> <li>• Tablet</li> <li>• iPad</li> <li>• Handheld computer</li> <li>• Computer with internet</li> </ul> |              |             |
|     |       | <i>(Do not accept "printer" or "internet" only)</i>  |              |             |
|     |       |  |              | <b>[10]</b> |
|     |       | <b>TOTAL SECTION E:</b>  |              | <b>30</b>   |
|     |       | <b>GRAND TOTAL:</b>  |              | <b>200</b>  |