



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2014

MEMORANDUM

MARKS: 200

This memorandum consists of 10 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	C✓	LO1	AS1	
	1.1.2	A✓	LO1	AS2	
	1.1.3	B✓	LO1	AS3	
	1.1.4	B✓	LO1	AS3	
	1.1.5	C✓	LO1	AS1	
	1.1.6	C✓	LO2	AS1	
	1.1.7	B✓	LO2	AS2	
	1.1.8	A✓	LO2	AS2	
	1.1.9	D✓	LO2	AS3	
	1.1.10	B✓	LO2	AS4	
	1.1.11	D✓	LO3	AS1	
	1.1.12	D✓	LO3	AS4	
	1.1.13	C✓	LO3	AS6	
	1.1.14	B✓	LO3	AS4	
	1.1.15	C✓	LO3	AS4	
	1.1.16	D✓	LO 3	AS 1	
	1.1.17	B✓	LO 3	AS 1	
	1.1.18	C✓	LO 4	AS 1	
	1.1.19	A✓	LO4	AS4	
	1.1.20	C✓	LO4	AS5	(20 x 1)
	1.2.1	mystery customer✓	LO4	AS2	
	1.2.2	performance management✓	LO4	AS3	
	1.2.3	survey✓	LO4	AS2	
	1.2.4	SWOT analysis✓	LO2	AS3	
	1.2.5	cholera✓	LO3	AS2	(5)
	1.3.1	Concierge✓	LO1	AS3	
	1.3.2	Contract of employment✓	LO1	AS3	
	1.3.3	ETEYA✓	LO1	AS1	
	1.3.4	Initiator ✓	LO4	AS4	
	1.3.5	Fax machine ✓	LO4	AS5	(5)
	1.4.1	C✓	LO3	AS3	
	1.4.2	D✓	LO3	AS3	
	1.4.3	E✓	LO3	AS3	
	1.4.4	H✓	LO3	AS3	
	1.4.5	B✓	LO3	AS3	(5)
	1.5.1	Ndebele✓	LO2	AS4	
	1.5.2	Gauteng✓ ; Mpumalanga } Can be in any order	LO2	AS4	
	1.5.3	Limpopo✓	LO2	AS4	
	1.5.4	Colourful designs✓ / artworks	LO2	AS4	
	1.5.5	Marital ✓	LO2	AS4	(5)

TOTAL SECTION A: 40

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

2.1	2.1.1	Gross Domestic Product✓✓	AS1	(2)
	2.1.2	B✓✓	AS1	(2)
	2.1.3	We are willing to do extra things not normally expected of us✓ to keep our customers happy.✓	AS1	(2)
	2.1.4	Welcome tourists in a warm and friendly manner✓✓ Treat tourists with respect. ✓✓ <ul style="list-style-type: none"> • Assist in ensuring the safety of tourists • Assist in keeping the village and surrounding environment clean and attractive. • Assist in creating an unforgettable experience. • Offer unique and extraordinary products 	AS1	(4)
2.2	2.2.1	To reverse the situation that the majority of South Africans have been excluded from tourism ownership and consumption.✓✓ <ul style="list-style-type: none"> • To create opportunities for ownership/participation in tourism especially for HDIs. • To create equal chances for success and prosperity • To expand and improve tourism business operations • Creating a better society 	AS2	(2)
	2.2.2	TEP assist small and medium enterprises by providing market access✓ Opportunities that facilitate the growth✓ Enterprise development✓ <ul style="list-style-type: none"> • Improve product quality • Improve operational efficiency 	AS2	(3)
	2.2.3	They received a four star grading✓ Training interventions✓ <ul style="list-style-type: none"> • Added value to the staff and services 	AS2	(2)
	2.2.4	The research will assist them to: be able to identify the needs of the market✓✓ know the current trends in this sector✓✓ <ul style="list-style-type: none"> • obtain a competitive advantage • on how to reach the target market 	AS2	(4)
				[21]

QUESTION 3

- 3.1 Game rangers✓
 • Field guides
 • Walking guides
 • Nature guides
 • Specialised tourist guide
(Do not accept guide or tourist guide) AS3 (1)
- 3.2 Private game reserves/lodges/farms✓
 National parks✓
 Transfrontier Parks✓
 • Tourists
 • Tour operators AS3 (3)
- 3.3 Communication skills ✓
 Weapon skills ✓
 • Leadership skills
 • Survival skills
 • First Aid skills
 • People skills AS3 (2)
- 3.4 Attacks by wild animals✓
 • Getting lost AS3 (1)
- 3.5 Appoint only trained/qualified/experienced guides.✓✓
 Proper training for the guides.✓✓
 • Educate tourists on behaviour and survival in the veld AS3 (4)
- 3.6 Walking safaris are not only taking place during office hours. ✓✓
 • When there is a demand, the guides must supply the service to tourists outside business hours.
 • The best game viewing opportunities present themselves early in the morning or in the evenings AS3 (2)
- 3.7 Payment for overtime✓✓
 Give them time off for irregular hours worked ✓✓
 • Offer flexi working hours
 • Offer other perks related to the business AS3 (4)

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

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

- 4.1 Economic ✓/profit AS1
Social ✓/people
Environment ✓/planet (3)
- 4.2 Economic – the local community have opened their own businesses, Busi's Tavern, and make and sell their crafts ✓✓ AS1
Social – display their culture through their dressing, dancing and their homes. ✓✓
• Skills development – entrepreneurial/craft making
Environment - signage to keep the environment clean ✓✓ (6)
- 4.3 Imvelo Awards ✓✓ AS1 (2)
- 4.4 4.4.1 Township Tour ✓✓ AS3 (2)
- 4.4.2 Show respect for their beliefs and culture and give praise.
Respecting their presence, their values, and their way of life. ✓✓ AS3 (2)
• Ask for permission before taking photographs
- 4.5 4.5.1 Siyanamela Tours ✓ AS3 (2)
The community/Gaetsane Village ✓
• The tourist
• Busi Tavern
- 4.5.2 Partnerships ensure that all stakeholders share the responsibilities and share the benefits ✓✓ AS3 (2)
• protect their rights and roles thereby ensuring sustainability of responsible tourism
- 4.6 4.6.1 Product ✓ AS3 (2)
Place ✓
• Promotion
• People
- 4.6.2 Product: township tours ✓ AS3 (2)
• arts and crafts
• Busi's Tavern
Place: rural area ✓
• Promotion:
The signage of the crafts
The signage of the tours
The signage of Busi's Tavern
• People – community products/involvement

- 4.7 Price is generally an important factor in the tourist's decision making process. The price must satisfy the needs of the tourist. They must get value for their money ✓✓ AS3 (2)
- The price must give Siyanamela Tour a competitive advantage over other township tours.

[25]**QUESTION 5**

- 5.1 5.1.1 Green travel is about respecting and supporting local culture and economy, by buying local products, taking tours with local operators, and supporting local businesses. This will reduce the environmental impact. ✓✓ AS2 (2)
- Green travel includes travel that support the reduction of your carbon footprint during a trip
- 5.1.2 Carbon footprint is the measurement of the CO₂ (carbon dioxide) levels that your daily activities release into the atmosphere. ✓✓ AS2 (2)
- 5.1.3 Kyoto Protocol ✓✓ AS2 (2)
- 5.1.4 Cut down on fuel consumption by leaving the car at home ✓
Walk to where you need to go ✓
Cycle to where you need to go ✓
Use public transport ✓ AS2 (4)
- Join / start a lift club
 - Use environmentally friendly cars
 - Minimize fuel consumption by planning all stops in advance
- 5.2 5.2.1 pap ✓ AS4 (1)
- chakalaka
- 5.2.2 Tourists are looking for unique South African cultural experience. Want to experience a different way of life by visiting townships ✓✓ AS4 (4)
- Taste of traditional South African food ✓✓
- would appeal to tourist who are interested in green travel
 - will get value for their money

[15]**TOTAL SECTION C: 40**

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

- 6.1 3✓ LO3 AS1 (1)
- 6.2 6.2.1 SA = +2 LO3
Paris = +1 AS1
Time difference = 1 hour✓
16:30 +✓ 1 hour = 17:30✓ (3)
- 6.2.2 17:30 –✓ 10hours (flying time)✓ = 07:30✓ 22 November / LO3
the same day✓ AS1 (4)
- 6.2.3 Paris = +1 LO3
Tokyo = +9 AS1
Time difference = 8 hours ✓
8:00 + ✓8 hours = 16:00✓
16:00 + ✓13 hours (Flying time) = 5:00✓ (30/06)
5:00 + 2 hours (stop over time) = 7:00✓
7:00 – ✓1 hour DST = 6:00 ✓ (30/06) ✓
- OR**
- 6:00 ✓✓✓✓ ✓✓✓ (30/06) ✓ (8)
- 6.3 6.3.1 A: Mahikeng / Mafikeng✓ LO3
B: Plumtree✓ AS3 (2)
- 6.3.2 South Africa✓, Botswana✓, Zimbabwe✓ LO11.3 AS3 (3)
- 6.3.3 Visa✓, Passport✓ LO3 AS3 (2)
- 6.3.4 Passport: it is used as proof to identify a tourist and his LO3
country of origin✓ AS3 (1)
- Visa: It is an entry document issued if a tourist has been LO3
granted permission to enter a country✓ AS2 (1)
- 6.3.5 To keep passengers informed of day to day plans and LO3
activities✓✓ AS2 (2)
- 6.3.6 56 hours✓, 30 min✓ LO3
• 2 days 8 hours, 30 min AS2 (2)

[29]

QUESTION 7

- | | | | | |
|-----|--|---|------------------------------|----------------|
| 7.1 | 7.1.1 | A source market is the country where the tourist originate from (come from) ✓ | LO3
AS4 | (1) |
| | 7.1.2 | Zimbabwe ✓ | LO3
AS4 | (1) |
| | 7.1.3 | Political instability has led to shortages of many products in Zimbabwe, forcing huge numbers of visitors to South Africa to do business. ✓✓
Proximity, South Africa is the closest neighbouring country where they can do business. | LO3
AS4 | (2) |
| | 7.1.4 | UK/United Kingdom ✓✓ | LO3
AS4 | (2) |
| | 7.1.5 | Foreign tourists may have stayed for shorter periods, resulting in them spending less money. ✓✓
<ul style="list-style-type: none"> • They may have spent less due to the economic downturn or strong value of the rand. • The economic recession may have forced many tourists to cut their budgets or reprioritised their spending. | LO3
AS4 | (2) |
| 7.2 | 7.2.1 | $R17\ 800 \div R\ 8.90 = USD/\$ 2000$ ✓ | LO3
AS5 | (4) |
| | 7.2.2 | (a) $1200\ GBP \times R13.80 = R16\ 560$ ✓

(b) Yes ✓ | LO3
AS5

LO3
AS5 | (4)

(1) |
| 7.3 | Responses should be in paragraph format, using full sentences and can include the following facts: | | LO3
AS6 | |
| | <p>During a successful sporting event many tourists (fans and spectators) visit the host country, that otherwise may not have visited the country. ✓✓
They may return with family and friends or they will spread positive word of mouth. ✓✓</p> <ul style="list-style-type: none"> • This will lead to more visitors arriving and spending money on accommodation, food, transport and entertainment leading to increased profits for businesses. • This will set the multiplier effect into motion leading to more revenue being earned by the country in the form of taxes etc. • Increased income from taxes will increase the contribution of tourism to the GDP of the country. | | | (4) |

[21]**TOTAL SECTION D:****50**

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 8**

- 8.1 Festivals✓, food ✓, dress✓, tradition✓ LO4 (4)
AS1
- Language
 - Housing
 - Religious and other believe systems
- 8.2 8.2.1 The website can also be used by companies to respond directly to customers' complaints or compliments.✓✓ LO4 (2)
AS2
- It can be used as a marketing tool.
 - It identifies weaknesses in a company.
 - It can be used as a research tool.
 - It can be used as point of reference for companies to plan performance interventions.
 - It can expose companies with low levels of service excellence.
- 8.2.2 Companies will on a regular basis get feedback on its performance and can act immediately to address complaints/problems.✓✓ LO4 (2)
AS2
- They get the opportunity to safeguard their image and reputation.
 - They allow potential customers to see their level of commitment to service excellence through their responses to complaints.
- 8.2.3 Credibility will be compromised - the company will get a bad reputation ✓✓ LO4 (2)
AS2
- The company will lose customers and may close down.
- 8.3 8.3.1 Treat other people like you would like to be treated.✓ LO4 (1)
AS3
- 8.3.2 If one treats other people like you would like to be treated, it means treating them with dignity, compassion and respect.✓✓ This will make customers feel valued and special and could result in positive word of mouth (WOM) and repeat visitation.✓✓ LO4 (4)
AS3
- 8.3.3 She can apologise sincerely and offer to rectify the problem immediately.✓✓ LO4 (2)
AS3
- She can offer something in return, depending on the type of problem.

[17]

QUESTION 9

- 9.1 Team building activity such as *The Amazing Race* would encourage employees to establish rapport with each other so that they can accomplish their goals. ✓ ✓ Employees will learn to realise that they are much more productive working as a team trying to accomplish the same goals. ✓ ✓ Team building programmes are a hands-on way to show each member of the team the importance of communication, listening skills and team unity. It also reduces the chances of confusions and misunderstandings. ✓ ✓ (6)
- To be winners of the race will require the teams to work together to solve problems or make decisions and this is what tourism employers require most of the teams to be able to do.
- 9.2 9.2.1 Receive and send faxes ✓
Send and receive emails ✓ (2)
- Teleconferencing
 - Surf/ browse the net
 - Perform the functions of an answering machine
- 9.2.2 People do not have to travel to meetings and workshops. They can be held at the workplace hence decreasing the need to travel. ✓ ✓ (2)
- 9.2.3 (a) Yes ✓ (1)
- (b) Most companies scan and email the documents. ✓ ✓ (2)
Documents can also be sent via attachments.
- OR**
- No (1)
- Smaller businesses that do not have a scanner will still use a fax machine to send documents. (2)
- [13]**

TOTAL SECTION E: 30
GRAND TOTAL: 200