basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

NOVEMBER 2016

MEMORANDUM

MARKS: 200

This memorandum consists of 17 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✓	DRI
1.1.3	A✓	DRI
1.1.4	D✓	DRI
1.1.5	B✓	DRI

1.1.6	B✓	MPT
1.1.7	A✓	MPT
1.1.8	A✓	MPT
1.1.9	D✓	MPT
1.1.10	A✓	FX

1.1.11	B✓	SR
1.1.12	B✓	SR
1.1.13	D✓	DRI
1.1.14	B✓	TS
1.1.15	C✓	SR

1.1.16	B✓	CH
1.1.17	A✓	SR
1.1.18	C✓	CH
1.1.19	D✓	M
1.1.20	A✓	M

(20 x 1)

1.2

1.2.1	Black Forest✓	MTP
1.2.2	Excursions✓	MTP
1.2.3	Health Certificate✓	MPT
1.2.4	Standard Time✓	MPT
1.2.5	Cultural tourist✓	TA

(5 x 1)

1.3

1.3.1	attraction✓	TA
1.3.2	Petra✓	TA
1.3.3	visitors✓	TA
1.3.4	punctuality✓	CH
1.3.5	Berlin✓	M

(5 x 1)

1.4

1.4.1	C✓ / Mapungubwe Cultural Landscape	CH
1.4.2	E✓ / Cradle of Humankind	CH
1.4.3	B✓ / Robben Island	CH
1.4.4	A✓ / uKhahlamba Drakensberg Park	CH
1.4.5	D✓ / iSimangaliso Wetland Park	CH

(5 x 1)

1.5

1.5.1	Sphinx✓	TA
1.5.2	Taj Mahal✓	TA
1.5.3	Dome of the Rock✓	TA
1.5.4	Mount Everest✓	TA
1.5.5	Red Square✓ / Kremlin	TA

(5 x 1)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1 Age: ✓23 years✓   **MTP** (2)
- Budget: Limited / cheapest option
- Name: Zizipho
- Address / location: Gauteng
- Nationality: South African
- Purpose of visit: holiday
- Type of tourist: leisure
- Number of tourists travelling: one
- Gender: female
- Interest / destination: Trip to Germany or France

NOTE: No marks are awarded if ONLY examples are given.

2.1.2 Lufthansa ✓✓   **MTP** (2)

2.1.3

(a) France (Magendie Hotel):	**MTP**	
10 310,25✓ + 1 850,00 = ZAR12 160,25✓		(2)
Germany (Green City Hotel):		
9 858,72✓ + 1 540,00 = ZAR11 398,72✓		(2)
NOTE: Do not penalise candidates if the currency code is omitted because the code appears in the question.		
(b) The Green City Hotel is cheaper than the Magendie✓✓		(2)
• It is the cheapest option		
• It meets her limited budget		

2.2 2.2.1

(a) Madrid +1 (13:00) (30 November)	Tokyo +9	**MTP**
Time difference	9 -1 = 8 hours✓	
Therefore: Tokyo is 8 hours ahead of Madrid	13:00 (+✓) 8 hours =21:00✓ 30 November✓	(4)
OR		
21:00✓✓ 30 November✓		

(b) Madrid +1 (13:00) (30 November)	San Francisco -8	
Time difference	8+1 = 9 hours✓	
Therefore San Francisco is 9 hours behind Madrid	13:00(–✓) 9 hours = 04:00 ✓ 30 November✓	(4)
OR		
04:00 ✓✓✓ 30 November✓		

2.2.2 (a) Daylight Saving Time ✓✓ (2)

(b) London 0	Dallas -6	MTP
Time Difference	6 hours✓	
Therefore Dallas is 6 hours behind London	11:00 (-✓) 6 hours = 05:00✓	
Flying time	05:00 (+✓) 8 hours = 13:00✓ 5 April✓	
OR		
13:00✓✓✓✓ 5 April ✓		

(6)

2.3 2.3.1

Impact on the tourism industry   MTP

These new laws may prevent (decrease the number of) tourists from visiting South Africa and negatively impact on the economy of the country and / or on the lives of South Africans. ✓✓ (2)

- The South African consulates and embassies in the other countries are not adequately prepared to deal with this biometric scanning. This can frustrate tourists wanting to travel to South Africa. They could cancel their visits or choose alternative destinations, thereby reducing international inbound tourism.
- Tourists will travel irrespective of the new laws, so it will have little or no impact on tourism.
- New laws may boost domestic tourism because of the inconvenience to obtain (get) visas.
- Tourists will feel safer and more comfortable travelling to South Africa.
- These laws will improve the image of South Africa because of stricter border control measures in place.

' Biometric scanning safeguards South Africa from undesirable visitors.✓✓

- Biometric scanning is a reliable way to confirm identity.
- It will prevent illegal immigrants from entering South Africa.
- South African consulates and embassies in other countries are now doing the biometric scanning, preventing undesirable travellers to enter South Africa.
- Stepped-up security at border posts.
- Reduces opportunities for terrorism.
- Prevents the use of fraudulent documents to enter South Africa.

(2)

Impact on criminal activities	(2)

It will prevent child trafficking.✓✓
- It will prevent parents from taking their children to another country without consent (permission) from the other parent.
- It will prevent criminals using South Africa as a springboard to get access (entry) into another country.
- It will reduce illegal immigration.

NOTE: Two marks are awarded under each heading.

2.3.2 Terrorists can use the pepper spray as a weapon to hijack an aircraft. ✓✓ **MTP**
Passengers can use the pepper spray on other passengers in the event of an altercation (quarrel/fight) which may arise during the flight. ✓✓ (4)
- The pepper spray is contained in an aerosol (flammable) that can explode accidently through cabin pressure.
- Since the inside of an aircraft is a confined space, anything that will compromise the safety and health of other passengers will be prohibited.

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QUESTION 3

3.1 3.1.1

(a) 2015: £6,50 (x✓) 22,55 = R (ZAR) 146,58✓	**FX**	(2)
OR		
R (ZAR) 146,58✓✓		
NOTE: Do not penalise candidates if the currency code is omitted because the code appears in the question.		

(b) 2016: £6,50 (x✓) 24,69 = R (ZAR) 160,49✓	**FX**	(2)
OR		
R (ZAR) 160,49✓✓		
NOTE: Do not penalise candidates if the currency code is omitted because the code appears in the question.		

3.1.2 2015✓✓ **FX** (2)

3.2	3.2.1	USD12 600 (x✓) 10,20✓ = R (ZAR) 128 520✓✓ **OR** R (ZAR) 128 520✓✓✓ ***NOTE:** Do not penalise candidates if the currency code is omitted because the code appears in the question.*	**FX**	(4)
	3.2.2	R2 750 (÷✓) 10,90✓ = USD (US$) 252,29✓✓ **OR** USD (US$) 252,29✓✓✓ ***NOTE:** Do not penalise candidates if the currency code is omitted because the code appears in the question.*	**FX**	(4)

[14]

TOTAL SECTION B: 50

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

QUESTION 4

4.1   4.1.1   (a) North America✓✓   **TA**   (2)

                 (b) A   Niagara Falls✓✓
                       C   The floating markets ✓✓   (4)

                 (c) Yachting and sailing✓✓   (2)

- Boat / luxury cruises
- Jet / water / board skiing / skiing
- Body-boarding
- Canoeing
- Parasailing
- Scuba diving
- Snorkelling
- Swimming
- Dolphin activities
- Water theme parks
- Wind / kite surfing
- Surfing
- Fishing
- Rowing
- Speed boat racing

       4.1.2   Increased positive publicity of Thailand as a destination for travel ✓✓
Increased tourist arrivals to Thailand ✓will result in …
         more job creation. ✓
         more entrepreneurial opportunities.✓
         more foreign income.✓ / more foreign investment. /   (6)
         greater contribution to the GDP.

- Film crews may extend their stay to experience the Thai lifestyle (extended stay benefits).
- Potential for repeat visits.
- Improvement of infrastructure.
- Build relationships between cultures.

4.2   4.2.1   Both are situated in ancient city environments✓✓   **TA**   (2)
Both are situated ...
- in Europe / the same continent.
- in cities that were the centre of ancient civilisation / societies.
- in the northern hemisphere.
- on the same time zone / longitude.
- on the Mediterranean sea coastline.
- in capital cities.
- along the Adriatic sea.

4.2.2 Pollution from <mark>vehicles</mark> is damaging the ancient structures and its sculptures.✓✓ ^{TA}
<mark>Acid rain</mark> caused by human industry damaging the ancient structures and its sculptures. ✓✓ (4)
- Mass tourism

NOTE: *Accept* <mark>*any form of harmful*</mark> <mark>*human activity*</mark> *in and around the site.*

4.2.3 <mark>Limit the number</mark> of tourists to the Colosseum allowed at the site per day✓✓ ^{TA} (2)
- Charge higher entrance <mark>fees.</mark>
- Issue <mark>permits</mark> to tour operators.
- <mark>Increase security</mark> measures e.g. employing more security guards, CCTV etc. to govern tourist behaviour.
- Implement <mark>environmentally friendly practices</mark> at the site.
- <mark>Implement</mark> management plans.

NOTE: *Accept examples of environmentally friendly practices / measures used to reduce the impact of high visitor numbers.*

4.3 4.3.1 **YES** ^{TA}
NOTE: *No marks are awarded for Yes / No*

The actual <mark>number of visitors exceeded</mark> all previous visitor figures and set a <mark>new record</mark>. ✓✓ (2)
- The actual number of visitors on the day <mark>exceeded</mark> the <mark>expected number</mark>.
- <mark>More fees collected</mark> from the record number of daily visitors than would have otherwise been the case.
- The discovery of the <mark>new fossil</mark> increased the tourist numbers to the visitor centre.

OR

NO
NOTE: *No marks are awarded for Yes / No*

- Visitor numbers were <mark>not limited</mark> which could lead to mass tourism. This would show a lack of proper management plans.
- <mark>Over consumption</mark> could threaten this sensitive resource.

NOTE: *The reason must be linked to the Yes / No.*

4.3.2   Members of the local community are employed.✓✓   **TA**   (2)
- **Upliftment** of local **living standards**.
- **Poverty,** crime and unemployment are **reduced**.
- **FTT** will ensure that locals receive **fair wages**.
- Development of **skills / empowerment** of the community.
- Locals are involved in **decision making** processes.

4.3.3   **Strength:**   **TA**
Maropeng visitor centre is accessible to **wheel-chairs**.✓✓   (2)
- Accommodate people with **special needs**.
- Provide **safe equipment**.

Weakness:
Limited facilities for people with special needs. ✓✓   (2)

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QUESTION 5

5.1   Limpopo✓✓   **CH**   (2)

5.2   Mapungubwe Cultural Landscape✓✓   **CH**   (2)
- Mapungubwe
- A

5.3   Trading✓✓   **CH**   (2)
- Exchanging of goods / bartering
- Farming / hunting / mining / manufacturing of artefacts and tools

NOTE: Any example must be linked to an economic activity.

5.4   Constant **monitoring** to maintain and **protect the status** of the   **CH**
World Heritage Sites ✓✓
Provide **support** in terms of **management plans**.✓✓   (4)
- Assistance with **upgrading of facilities** in the event of an unforeseen occurrence.
- **Financial aid** is provided in cases of unforeseen occurrences.
- **Engage with** relevant **stakeholders** when the World Heritage Sites are threatened.
- **Education** / create awareness
- Promote **co-operation and development**.
- Encourage people to **nominate sites to be included** in the World Heritage Site list.
- Support countries in **building public awareness** for the protection of World Heritage Sites.
- Encourage the **local** population to **preserve their cultural** and natural heritage.

[10]

QUESTION 6

The role of SATourism

M

To market South Africa✓✓ (2)
- For industry role players in South Africa to network with international role players.
- The marketing efforts of tourism businesses are promoted.
- To develop strategies to promote South Africa.

The role of TOMSA

A voluntary 1% tourism levy is collected by tourism businesses (e.g. accommodation establishments, car hire companies etc.) from tourists. These funds are paid to TOMSA who makes the money available to SATourism to use for marketing purposes. ✓✓ (2)

ONE South African and ONE international travel tradeshow where South Africa is marketed

South African travel trade show – Indaba✓
- Getaway Show
International travel trade show – ITB✓ (2)
- World Travel Market (WTM)

Elements found on South Africa's brand logo

The South African flag is used and is an internationally recognised representation associated with SA. ✓✓ (2)
- The country's name is written out in full, leaving no room for confusion.
- The flowing font the country's name is written suggests a relaxed and spirited holiday environment.
- The slogan being part of the brand logo indicates a creative destination offering a variety of tourism attractions and activities.
- Slogan: Inspiring new ways.
- The colours of the South African flag.

The importance of marketing South Africa as a destination of choice

Ensures that South Africa competes in and taps into a highly competitive market place. ✓✓ (2)
- It showcases the attractiveness of South Africa.
- It results in an increase in inbound tourism.
- It sets the multiplier effect into motion.

NOTE: *Where only an example of the multiplier effect is given, it must be explained.*

[10]

TOTAL SECTION C: **50**

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1   A✓ Key car rental   **TS**
        F✓ Sunset Air   (2)

7.2   Most customers / service providers book car hire and flights either through   **TS**
        the internet, via telephone or email or on the respective websites.✓✓   (2)
- Capture information accurately

7.3   The company's …   **TS**
        name✓
        logo ✓ / pictures / photos
        slogan✓
        physical address✓   (4)
- contact details / email address / telephone and fax numbers / social media contacts
- ownership / management structure
- VAT number / company registration number / certification
- Website address

7.4   Improve the email skills of the staff through in-service training. ✓✓   **TS** (2)
- Avoid slang words, abbreviations and symbols such as smiley faces.
- Do not write emails when upset – use the "sleep on it" rule before responding.
- Prompt responses to incoming email messages.
- Apply formal business communication style.
- The tone must be diplomatic and professional.

                                                                              [10]

QUESTION 8

8.1   8.1.1   (a) Being more energy efficient✓✓   **SR** (2)
- Less wasteful / They offer 'no-cleaning option'
- Aware of conservation legislation
- Applying sustainable practices

                NOTE: Accept examples of practices linked to the environmental pillar

                (b) Reducing running costs✓✓   (2)
- Lowering expenses
- Saving money

                NOTE: Accept examples of practices linked to the economic pillar

8.1.2 **Reducing its carbon footprint:** **SR**
Reduced use of cleaning materials✓✓
Reduced water usage✓✓
Reduced energy usage✓✓ / being more energy efficient
Efficient use of human resources (can work with skeleton staff) ✓✓ (8)
- Promotes recycling
Reduced ...
- waste
- wear and tear
- issue of amenities (shampoo, soap, body lotion, toilet paper etc.)

NOTE: Accept specific examples of practices that reduce the hotel's carbon footprint. Examples must be related to the 'no cleaning option'.

8.1.3 **YES** **SR**
I agree with the initiative. I am a responsible tourist and support their greening initiatives and want to play a part in protecting the planet. ✓✓ (2)

NOTE: No marks are awarded for Yes / No.
*Accept any reason that supports **positivity** towards environmentally conscious initiatives.*

OR

NO
I do not agree with their initiative. It is merely a way of saving the hotel money to the discomfort of the guest.
- Tourists want to stay in a neat and clean environment.

NOTE: No marks are awarded for Yes / No.
Accept any reason that implies green washing practices / discomfort of the guest on the part of the hotel.

8.2 8.2.1 **YES** **SR**
Environmental consciousness becomes part of the life style of environmentally friendly tourists. ✓✓ (2)
- Environmentally friendly behaviour will be practiced anywhere, not only at their homes.

OR

NO
Some individuals, when on holiday, behave irresponsibly.
- Some tourists do not care about the environment.

NOTE: No marks are awarded for Yes / No
The correct reason must be linked to the Yes / No

8.2.2   Do not litter✓✓   **SR**
                Do not remove any plants or animals from it natural habitat.✓✓   (4)

- Do not feed animals.
- Do not make fires unless in designated areas.
- Report non-compliers to park authorities.
- Follow the visitors' code of conduct displayed at the attraction.

NOTE: *Accept examples of environmentally friendly behaviour.*

[20]

TOTAL SECTION D: **30**

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

QUESTION 9

9.1   9.1.1   The timeline / history of events shows how many global events were hosted in South Africa. ✓✓   **DRI**   (2)
- The timeline indicates successful hosting of events which has led to a positive image. This has resulted in further hosting of other global events.
- The Global events hosted by South Africa from 1995 to 2016

9.1.2   (a) **Investments**   **DRI**

Good publicity and enhanced reputation during and after the events led to increased investor confidence and business opportunities. ✓✓
Created new partnerships between South Africa and major world investors. ✓✓   (4)
- Increased foreign investments led to GDP growth.
- Introduce projects that will attract foreign investors
- New businesses opened up, entrepreneurship encouraged
- Investment in sport.

(b) **Infrastructure**   **DRI**

There was major infrastructural development, e.g. stadiums, sports villages for the country in preparation for the events.✓✓
Upgrades of existing infrastructure occurred.✓✓   (4)
- Improved infrastructure served as an incentive / motivation for hosting future events.
- Locals enjoy the improvements made in respect of improved accessibility when travelling around.

NOTE: Accept examples of infrastructural development and upgrades.

9.1.3 Maintain good service standards in all sectors. ✓✓
Increase marketing to showcase the country as a destination of choice. ✓✓
Maintain the country's attractiveness and its cultural diversity.✓✓ **DRI** (6)

- Ongoing infrastructural development and upgrading existing infrastructure.
- Maintaining political stability
- Ensuring the economy is strong / stable.
- Practising sustainable tourism and attracting discerning tourists.
- Attracting investment
- Bid to host global events
- Improving safety and security image of the country
- Reducing corruption and crime
- On-going training and skills development
- Maintains good international relations

9.2 9.2.1 55 years and older✓✓ **DRI** (2)

9.2.2 It is more convenient to use credit cards as it is more widely accepted and available in all countries.✓✓
It is a safer option.✓✓ **DRI** (4)

- This age group qualifies for a better credit rating and access to more funds.
- This age group will have peace of mind when travelling knowing that they have access to funds in case of emergencies.
- Rewards and other perks when using the credit cards.
- Linked to travel insurance.
- It is a common payment method required by car hire companies.

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QUESTION 10

10.1 To improve the business✓✓ **CC** (2)

- To get information from customers on their levels of satisfaction with the service or product that they have experienced.
- Used as a source by the company for future improvement (SWOT analysis).
- Increased profit for the company.
- To inform and empower staff to improve their customer service delivery.
- Create opportunities for in-service training in the problem areas as indicated by the feedback.
- To compliment staff on their exemplary delivery of service.
- To encourage the staff to do better.

10.2 Questionnaires✓ **cc**
Online surveys✓ (2)
- face to face e.g. focus groups / mystery customers
- in-store direct feedback
- follow-up calls
- cell phone calls / SMS messages
- emails
- social media (accept examples e.g. Facebook / Twitter etc.)
- customer feedback card
- web-based responses
- suggestion boxes

10.3 Regular training workshops will ensure that the staff will be better equipped to serve customers.✓✓
Feedback can alert employees / employers to areas that need improvement.✓✓ (4)
- Managers can utilise the customer's feedback to put incentive programmes into place to motivate employees.
- Creates opportunities for self-development for e.g. learning from own mistakes / weaknesses

[8]

TOTAL SECTION E:	**30**
GRAND TOTAL:	**200**