basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

FEBRUARY/MARCH 2011

MEMORANDUM

MARKS: 200

This memorandum consists of 15 pages.

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	D✓		LO 1 AS 12.1.2	
	1.1.2	A✓		LO 1 AS 12.1.2	
	1.1.3	D✓		LO 1 AS 12.3	
	1.1.4	B✓		LO 1 AS 12.4.1	
	1.1.5	C✓		LO 1 AS 12.1.1	
	1.1.6	A✓		LO 4 AS 12.4.3	
	1.1.7	C✓		LO 2 AS 12.2.4	
	1.1.8	D✓		LO 4 AS 12.4.2	
	1.1.9	B✓		LO 3 AS 12.3.1	
	1.1.10	A✓		LO 3 AS 12.3.1	
	1.1.11	C✓		LO 3 AS 12.3.1	
	1.1.12	D✓		LO 3 AS 12.3.1	
	1.1.13	A✓		LO 3 AS 12.3.1	
	1.1.14	C✓		LO 3 AS 12.3.1	
	1.1.15	C✓		LO 3 AS 12.3.5	
	1.1.16	D✓		LO 3 AS 12.3.3	
	1.1.17	B✓		LO 4 AS 12.4.1	
	1.1.18	C✓		LO 4 AS 12.4.5	
	1.1.19	B✓		LO 4 AS 12.4.5	
	1.1.20	A✓		LO 4 AS 12.4.4	
				(20 x 1)	(20)

1.2	1.2.1	Rainbow Nation✓	LO 2 AS 12.2.4	
	1.2.2	stereotyping✓	LO 4 AS 11.4.1	
	1.2.3	xenophobia✓	LO 4 AS 11.4.2	
	1.2.4	customer relations✓	LO 1 AS 12.1.1	
	1.2.5	Proudly South African✓	LO 2 AS 12.2.3	
			(5 x 1)	(5)

1.3	1.3.1	G✓	LO 3 AS 12.3.3	
	1.3.2	C✓	LO 3 AS 12.3.3	
	1.3.3	F✓	LO 3 AS 12.3.3	
	1.3.4	E✓	LO 3 AS 12.3.3	
	1.3.5	B✓	LO 3 AS 12.3.3	
			(5 x 1)	(5)

1.4	1.4.1	Federated Hospitality Association of South Africa✓	LO 1 AS 10.1.1	
	1.4.2	THETA ✓	LO 1 AS 10.1.1	
	1.4.3	To help tourism fulfil its potential by promoting and facilitating training and skills development. ✓	LO 1 AS 12.1.1	
	1.4.4	World Travel and Tourism Council✓	LO 1 AS 12.1.1	
	1.4.5	Its main goal is to work with governments to make the tourism industry economically powerful. ✓	LO 3 AS 12.3.6	
			(5 x 1)	(5)

1.5	1.5.1	Western Cape✓	LO 2 AS 12.2.4	
	1.5.2	Limpopo Province✓	LO 2 AS 12.2.4	
	1.5.3	Free State✓	LO 2 AS 12.2.4	
	1.5.4	Eastern Cape✓	LO 2 AS 12.2.4	
	1.5.5	Western Cape✓	LO 2 AS 12.2.4	
			(5 x 1)	(5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1   2.1.1   NDT✓

LO 1
AS 12.1.2

- National Department of Tourism   (1)

2.1.2   National Department of Tourism (NDT) ✓ and the Tourism Business Council of South Africa (TBCSA) ✓

LO 1
AS 12.1.2

(2)

2.1.3   Tourists will not return to South Africa if they continuously receive poor service. ✓✓
Fewer tourists means loss of income, revenue and jobs. ✓✓

LO 1
AS 12.1.2

- South Africa's image abroad will be tarnished.
Poor publicity via Word of Mouth (WOM)   (4)

2.1.4   Tourism product owners can …
send their employees for training. ✓✓

LO 1
AS 12.1.2

- monitor, mentor, supervise, empower employees.
- reward employees for good work.
- give employees incentives.   (2)

2.1.5   "…it is visitors' experience in our country that will make them want to return or not." ✓✓

LO 1
AS 12.1.2

(2)

2.1.6   The South African tourism industry relies on return visits after the 2010 FIFA World Cup for future tourism growth and development. ✓✓

- Service excellence during the 2010 FIFA World Cup can contribute to return visits.
- To be competitive, South Africa's tourism industry needs to be aligned with service delivery in the rest of the world.   (2)

2.1.7   Economic growth✓
Infrastructure development✓
Trade promotion✓

- Job creation   (3)

2.2	2.2.1	F✓✓	LO 1 AS 12.1.2	(2)
	2.2.2	E✓✓	LO 1 AS 12.1.2	(2)
	2.2.3	A✓✓	LO 1 AS 12.1.2	(2)
	2.2.4	B✓✓	LO 1 AS 12.1.2	(2)
	2.2.5	C✓✓	LO 1 AS 12.1.2	(2)
	2.2.6	D✓✓	LO 1 AS 12.1.2	(2)

2.3 2.3.1 Air transport ✓   LO 1 AS 12.3.3
- Airport
- Airline
- Aeroplane, South African Airways, Helicopter   (1)

2.3.2 Boarding pass✓   LO 1 AS 12.3.3   (1)

2.3.3 … the company she is working for can be identified✓✓   LO 1 AS 12.1.3
- … it creates a sense of belong and uniformity amongst employees of the company.
- …it creates a professional image for the company.   (2)

2.3.4 Good command of the official languages.✓✓   LO 1 AS 12.4.3
- Proper body language
- Speak clearly and audibly
- Speak confidently
- Knowledge of a foreign language   (2)

[34]

QUESTION 3

3.1   3.1.1   Yes / I agree ✓   LO 1 AS 12.1.3   (1)

       3.1.2   The conditions of service states that the employee can be required to perform "any other duties as the company require from time to time"✓✓   (2)

3.2   Because people under the age of 18 are not allowed to work in an establishment that serve alcohol to paying customers.✓✓   LO 1 AS 12.1.3   (2)

3.3   Free staff meals are provided daily. ✓   (1)

                                                                   [6]

                               TOTAL SECTION B: **40**

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1   4.1.1   (a) economic✓

                (b) environmental✓

                (c) social✓   (3)

LO 2
AS.12.2.1

       4.1.2   Pillar A: Economic
Fair wages and working conditions.✓✓
- All participants in the tourism business should receive an equal share of the profit.
- Businesses should provide training and empowerment of staff and employ local people.
- Business practices must be transparent   (2)

LO 2
AS.12.2.1

Pillar B: Environment
Respect for human rights, culture and the environment✓✓   (2)

Pillar C: Social
Stakeholders should be involved in decision making processes.✓✓
- Respect for human rights, culture and the environment.
- Businesses should provide training and empowerment of staff and employ local people.
- Business practices must be transparent   (2)

       4.1.3   International trends: increased pressure from activist groups and individuals such as Greenpeace. South Africa needs to keep abreast of international changes if it wants to remain competitive as a country. ✓✓

LO 2
AS.12.2.1

Consumer demands – consumers in general are demanding more 'responsible' products and transparency from organisations. ✓✓
- Sustaining the tourism product for future use.
- There will be more business opportunities for the previously disadvantaged communities.
- In order to decrease the demand for scarce resources.
- It generates revenue for the country.
- It help to fulfil government's RDP goals.   (4)

4.1.4   Unequal distribution of profits ✓✓   LO 2
        Retrenchment or job losses. ✓✓   AS.12.2.1
        • Excluded from the decision-making process
        • Unfair working conditions
        • Violation of human rights
        • Lack of training and development of workers
        • Being insensitive to the cultural needs of the
          community.
        • Invasion of sacred sites or the demeaning of
          cultural ceremonies, which can result from
          tourism.
        • Exploitation of natural resources   (4)

4.2   4.2.1   Both are emerging economies✓✓
                • rapidly growing tourism industries
                • both are developing countries   (2)

        4.2.2   Dealing with poverty and economic development✓✓   LO 2
                health issues and access to markets. ✓✓   AS.12.2.2
                • Getting governments to commit to Agenda 21
                • Implementing Agenda 21   (4)

4.3   4.3.1   WWF✓   LO 2
                • World Wildlife Fund   AS.12.2.2
                • World Wide Fund for Nature
                • World Wildlife Foundation   (1)

        4.3.2   Bigger vehicles such as 4x4 burn more fossil fuels   LO 2
                ✓and contributes to excessive amounts of   AS.12.2.2
                greenhouse gases. ✓
                • Greenhouse gases are emissions that rise into the
                  atmosphere and trap the sun's energy, keeping
                  heat from escaping, thereby causing global
                  warming.   (2)

        4.3.3   (a) Transport✓✓   LO 2   (2)
                (b) Large amount of travelling is required by the   AS.12.2.2
                tourism industry and this involves various modes of
                transport. This result in large amounts of carbon
                dioxide emissions caused mainly by air and road
                transport ✓✓   (2)
                                                                             [30]

QUESTION 5

5.1   <u>Tourism product</u>
The Marung Restaurant ✓
- African Food
- African Cuisine

    <u>Tourism service</u>
Ubuntu hospitality ✓   (2)

LO 2
AS.12.2.3

5.2   It gives the business a competitive edge. ✓ Visitors will support the business because they know they cannot get the product and service elsewhere leading to increase in profit. ✓   (2)

LO 2
AS.12.2.3

5.3   She reduced operating hours and adjusted the business plan.✓✓
- She changed her marketing strategy to include outside catering to other provinces
- franchising the business   (2)

LO 2
AS.12.2.3

5.4   Ubuntu refers to generosity, friendship, care and compassion.✓
Ubuntu hospitality would mean providing excellent service thereby encouraging repeat visitation and improving the profitability of the company. ✓

- To be able to understand the cultural needs and meet the needs of the tourist. It also speaks of the intertwining and interconnectedness of people.   (2)

LO 2
AS.12.2.3

5.5   Businesses that use the trademark and name of the restaurant can combine resources to advertise the product.✓✓
- There would be more exposure to target markets
- Makes the business more accessible to the tourists, increasing the profit. Tourists don't have to be in a particular province to visit the restaurant.   (2)

LO 2
AS.12.2.3

[10]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 6.1.1 Jet lag. ✓✓   LO 3 AS.12.3.1   (2)

6.1.2 Arrival   = 05:00 – 8hrs✓   LO 3 AS.12.3.1
                 = 21:00 Mexican time✓✓

OR

                 = 21:00   10/06/10✓✓✓   (3)

6.1.3 Arrival in South Africa   = 14:00 – 10hrs   LO 3 AS.12.3.1
                                = 04:00   11/06/10✓

South Africa +2   Mexico City -6
+2 + -6 = 8 hrs.
∴ Mexico City is 8 hrs behind S.A.
Mexico local time is 4:00 – 8hrs✓
                           = 20:00   10/06/10✓
Flight Time   = 18 hrs.
Departure Time   = 20:00 –18hrs
                           = 02:00   10/06/10✓✓

OR

= 02:00   10/06/10✓✓✓✓   (5)

6.1.4 Time of the opening ceremony   LO 3 AS.12.3.1
Start of the official opening = 14:00
S.A. +2   Sydney +10
+10- +2 = 8 hrs
∴ Sydney is 8 hrs ahead of S.A.
Time Difference   = 14:00 + 8hrs✓
                           = 22:00 ✓ 11/06/10✓

OR

22:00 (11/06/10) ✓✓✓   (3)

6.2 6.2.1 Taking anti malaria tablets. ✓   LO 3 AS.12.3.3
Using mosquito repellent. ✓
- Sleep under mosquito net.
- Wearing long trousers, long sleeved shirts and closed shoes.   (2)

	6.2.2	• Passport to be submitted with the application form. ✓ • Paying a visa fee ✓ • Two passport size photographs. ✓ • Proof of a return flight ticket • Proof of income • Letter of invitation or proof of accommodation arrangements • Letter from employer • Yellow Fever Certificate	LO 3 AS.12.3.3

(3)

6.2.3　A holiday visa is issued to people travelling to another country for holiday purposes while a transit visa allows a person to enter an airport of another country for a limited period on a forwarding journey to the final destination. ✓✓　　LO 3 AS.12.3.3

(2)

6.3　6.3.1　The number of foreign arrivals from Africa has decreased✓ from 756 614 in Dec'08 to 712 464 in Dec'09. The number of foreign arrivals from Overseas increased✓ from 202 705 in Dec'08 to 209 978 in Dec'09 7.273 (3.6%).　　LO 3 AS.12.3.4

(2)

6.3.2　There are more foreign arrivals from Europe than from the Middle East. ✓✓
South Africa is a more established tourism destination to Europeans than it is to visitors from the Middle East. ✓✓　　LO 3 AS.12.3.4

(4)

6.3.3　SA Tourism needs to aggressively market itself in the Middle East. ✓✓
SA Tourism needs to conduct more research in the Middle East in order to meet the needs of the people. ✓✓
• SA Tourism must encourage the various stakeholders to increase flights to and from the Middle East.
• Investment from the Middle East should be encouraged.　　LO 3 AS.12.3.4

(4)

6.4　6.4.1　(a)　Germany. ✓　　LO 3 AS.12.3.5

(1)

(b)　R 14 910✓✓

(2)

6.4.2　5 000 ÷ 0,59✓ = 8 474,58 MXN✓
OR
8 474,58 MXN✓✓　　LO 3 AS.12.3.5

(2)

6.4.3   1000 X R7,42✓ = R7 420,00✓   LO 3 AS.12.3.5
OR
R7 420,00✓✓   (2)

6.4.4   (a)   England✓   LO 3 AS.12.3.5   (1)

    (b)   The British pound is stronger than the Brazilian real. ✓✓
- More spectators from England attended the 2010 FIFA World Cup.   (2)

6.5   6.5.1   Increased demand for transport services✓✓   LO 3 AS.12.3.6
- Generation of profit.
- Improved transport infrastructure
- More job creation and skills development   (2)

6.5.2   Increased prices. ✓✓   LO 3 AS.12.3.6
- Fluctuation of prices.
- Congestion at transport gateways, roads
- Congestion on the transport itself
- Exploitation of tourists.   (2)

6.5.3   Current affairs refers to recent events, issues, societal problems and news that are discussed in newspapers, television, radio and any other news media which is of interest to people globally. ✓✓   LO 3 AS.12.3.6   (2)

6.5.4   Foreign visitors would have had a bad experience if they had been victims or had witnessed crime.✓✓ Negative word of mouth publicity.✓✓   LO 3 AS.12.3.6
- Decrease in the number of repeat foreign visitors.
- Loss in income generation for tourism dependent businesses as well as the country's economy.
- People in the tourism industry would have lost jobs due to the drop in the number of visitors.
- Reluctance by international organizations to host future global events in South Africa.   (4)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1   7.1.1   Make use of translators. ✓✓   LO 4
AS.12.4.1

- Use tourist guides who can speak the language
- Buying a Spanish/English dictionary   (2)

7.1.2   (a)   The Soccer World Cup was a global event   LO 4
attracting many different cultural groups. Due to   AS.12.4.1
the diversity of cultural groups and their diverse
needs, meeting all these needs have been
difficult.✓✓   (2)

(b)   Be proactive and find out in advance which cultural
groups they will be dealing with. ✓✓

Treat everyone person with respect and dignity.✓✓

- Ask guests and patrons if they have any special
needs or requirements.   (4)

7.1.3   Culture specific needs are expectations and   LO 4
requirements that relate to a certain cultural group.✓✓   AS.12.4.1   (2)

7.2   7.2.1   If tourists keep using the business, it will grow, earn   LO 3
more money, increase profit and more jobs will be   AS 12.3.5
created.✓   (1)

7.2.2   Customer trust will result in repeat visits.✓   LO 3
AS 12.3.5   (1)

7.2.3   Good word of mouth publicity and free advertising✓   LO 3
AS 12.3.5   (1)

7.2.4   More funding available for development, expansion   LO 3
(franchising) of the business and training✓   AS 12.3.5
- Increase in demand leads to the creation of
entrepreneurship opportunities through
outsourcing.
- More profits can make money available for
incentives and rewards for employees which
leads to a happier work environment and
therefore better service delivery.   (1)

7.3 7.3.1 The customer can report bad service✓ and can   LO 4
             expect action from the company immediately.✓   AS.12.4.2   (2)

     7.3.2 It gives the management of the restaurant the   LO 4
             opportunity to be made aware of a problem or   AS.12.4.3
             complaint immediately while the customer is still in
             the restaurant. ✓✓   (2)

             It gives the management of the restaurant the
             opportunity address a problem or complaint
             immediately, while the customer is still in the
             restaurant. ✓ This way the restaurant can retain the
             customer's loyalty. ✓

             It gives the management of the restaurant a written
             record of the complaint for future reference.   (2)

     7.3.3 By addressing problems and complaints immediately,   LO 4
             customers are satisfied and this will result in   AS.12.4.3
             customer loyalty and encourage return visits. ✓
             • Businesses will sort out their gaps in service
               delivery, which will result in providing better
               service.   (1)
                                                                                  [21]

QUESTION 8

8.1 8.1.1 gatekeeper✓   LO 4
     8.1.2 initiator✓   AS.12.4.4
     8.1.3 motivator✓
     8.1.4 information seeker✓
     8.1.5 harmoniser✓   (5)

8.2 8.2.1 Provides 7-day - 24 hour service✓✓   LO 4
             • send fax or email solutions   AS.12.4.5
             • web self-service
             • information received on the cell phone   (2)

     8.2.2 Extensive information on the organisation's   LO 4
             websites✓✓   AS.12.4.5
             • website advertising
             • PDA (Personal Digital Assistant)
             • Cell phone advertising   (2)
                                                                                   [9]

                                        TOTAL SECTION E: 30
                                        GRAND TOTAL: 200